



New York City College of Technology
The City University of New York

Department of Advertising Design & Graphic Arts

ADV 3662 Interactive Animation - Monday: 6pm-8.30pm

Instructor: Genevieve Hitchings

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Office:

Phone: 718-260-5823

Office Hours: Monday: 5pm-6pm and Wednesday: 11.30am-12.30pm

Course Description

Vector-based animation and interactivity are important presentation tools for engaging the user. The goal of this course is to teach the development of time-based animation skills. It will introduce the concepts of the timeline and vector art for use on the World Wide Web. This course is a prerequisite for the Interactive Art Direction course and Interactive Interface Design course.

3 cl hrs, 3 cr

Prerequisites

Raster & Vector Graphics, Web I, Web II, Typographic I, II, & III.

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Create vector graphics for use with shape and motion animation.	Students will demonstrate competency with vector graphics tools by creating short animations.
Learn to create reusable elements: Symbols, movie clips and animated buttons.	Students will demonstrate competency by creating an element that combines elements stored in a library.
Introduction of interactivity: allows the viewer to control the path of the animated story.	Students will demonstrate competency by designing and implementing a vector-based animated object for web presentation.

Learn how to use simple actionscripting to control animations and input text areas.	Students will display competency through discussions and research.
Conceiving and planning a simple self-contained mini-site that can present a marketing concept, or interactive instructional tool.	Students will display competency through discussions, research and by creating an exhibition space and wayfinding system.

Teaching/Learning Method

- Lectures and readings
- Demonstration
- Project based labs
- Research assignments
- Class blog

Required Text

None

Suggested Text:

Flash Web Design: The Art of Motion Graphics : the V5 Remix
Hillman Curtis
New Riders
ISBN: 0735710988, 9780735710986

Flash to the Core: An Interactive Sketchbook
Joshua Davis
New Riders Publishing
ISBN 0735712883, 9780735712881

Designing With Web Standards With Web Standards
Jeffrey Zeldman
New Riders Publishing
ISBN-10: 0-7357-1201-8

Recommended Reading:

[Flash Professional \(Visual QuickStart Guide\)](#), Katherine Ulrich, 2009, Peachpit Press
[Flash Professional Advance \(Visual QuickStart Guide\)](#), Russell Chun, 2009, Peachpit Press
[Adobe Flash Professional Bible](#), Robert Reinhardt, Snow Dowd, 2009, Wiley
[Learning.ActionScript.3.0 - A.Beginners.Guide](#), OReilly, 2008
[Designing for Interaction](#), Dan Saffer, 2009, AIGA

Attendance (College) and Lateness (Department) Policies:

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading

90% = Course projects/assignments

Project1 – Mini site	40%
Project2 – Animating Banner Ad	20%
Homework	10%
Quiz	20%

10% = Class preparation/participation/attendance

CP/P/A	10%
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Class Policy:

1. If you miss a class, or know you will be missing a class, you must send me an email.
2. Keep and backup all the exercises and projects that you have created throughout the semester. I will ask you to burn all the files on one CD-ROM at the end of the semester and submit to me for your final grade.

Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1 Monday 1.31	<ul style="list-style-type: none"> • Overview of Interactive animation • The interface • The timeline 	<ul style="list-style-type: none"> • Review course syllabus. • Research Flash sites on the web • Find top 5 of interest 	<ul style="list-style-type: none"> • Research Flash sites on the web • Find top 5 of interest • Project Proposal – Mini site
2 Monday 2.7	<ul style="list-style-type: none"> • Drawing skills and tools • Strokes, shapes, primitives, gradients, brushes, stroke to fill, free transform, the pen tool 	<ul style="list-style-type: none"> • Exercises with drawing tools 	<ul style="list-style-type: none"> • Exercises with drawing tools • Logo Design
3 Monday 2.14	<ul style="list-style-type: none"> • Drawing skills continued: align and distribute, filters, Illustrator support, soften fill edges • Bitmap support: importing images, psd files, trace bitmap, magic wand tool, fills, building thumbnails. 	<ul style="list-style-type: none"> • Exercises with drawing tools, imported images 	<ul style="list-style-type: none"> • Exercises with drawing tools, imported images • Content Development • Logo Animation
4 Monday 2.23	<ul style="list-style-type: none"> • Intro to animation • Symbols and basic motion 	<ul style="list-style-type: none"> • Exercises with symbols and animations 	<ul style="list-style-type: none"> • Exercises with symbols and animations

	<ul style="list-style-type: none"> • Caching bitmap images • Shape tweening and shape hints • Easing, custom easing 		<ul style="list-style-type: none"> • Site Structure and Design
5 Monday 2.28	<ul style="list-style-type: none"> • Animation continued • Squashing and stretching • Animation properties • Animated blur • Nested animation • Animation filters 	<ul style="list-style-type: none"> • Exercises with symbols and animations 	<ul style="list-style-type: none"> • Exercises with symbols and animations • Content DUE • Building sections
6 Monday 3.7	<ul style="list-style-type: none"> • Animation continued • Motion on a path • Animation masks • Motion masks • Timeline effects • Copy and paste motion 	<ul style="list-style-type: none"> • Exercises with symbols and animations explanation • Questions on quiz • Research and conceive final project 	<ul style="list-style-type: none"> • Exercises with symbols and animations • Research additional websites • Developing detail
7 Monday 3.14	<ul style="list-style-type: none"> • Experiments in creativity • Prepare concept for final project 	<ul style="list-style-type: none"> • Experiments in creativity • Prepare concept for final project 	<ul style="list-style-type: none"> • Experiments in creativity • Prepare concept for final project • Begin design of final project •
8 Monday 3.21	<ul style="list-style-type: none"> • Working with text • Text options, animating text • Dynamic text • Input text • HTML • Banner ad exercise 	<ul style="list-style-type: none"> • Interactivity – Action Scripting 	<ul style="list-style-type: none"> • Lab: work on finalizing project 1 • DUE: • Animated logo • Content Draft 1 • Layout of Site
9 Monday 3.28	<ul style="list-style-type: none"> • Present concept for final project • Include designs, storyboard, sitemap • Class critique 	<ul style="list-style-type: none"> • Interactivity – Action Scripting • Build out subsections continued 	<ul style="list-style-type: none"> • Lab: work on finalizing project 1
10 Monday 4.4	<ul style="list-style-type: none"> • Actionsript 3 overview • Button behavior • Simple actionsript commands (e.g., stop, play) • Using movie clips as buttons • Draggable movie clips 	<ul style="list-style-type: none"> • Finalize Site 	<ul style="list-style-type: none"> • Present concept for final project • Class critique • Final corrections
11 Monday 4.11	<ul style="list-style-type: none"> • Actionsript continued • Web page navigation systems • Loading dynamic 	<ul style="list-style-type: none"> • Present draft of final project • Class critique • Intro to Project 2 	<ul style="list-style-type: none"> • Project 1 DUE • Project 2 Banner ad

	<ul style="list-style-type: none"> images Loading external dynamic text 		
12 Monday 5.2	<ul style="list-style-type: none"> Actionscript continued Variables, functions Conditions Creating an image gallery 	<ul style="list-style-type: none"> Present concept for project 2 Include designs, storyboard, sitemap 	<ul style="list-style-type: none"> Exercises and experiments Present draft of final project Class critique Final corrections
13 Monday 5.9	<ul style="list-style-type: none"> Sound Button sound Editing sound Preliminary review of final project 	<ul style="list-style-type: none"> Exercises and experiments Preliminary review of final project Questions for quiz 	<ul style="list-style-type: none"> FINAL DUE
14 Monday 5.16	<ul style="list-style-type: none"> Quiz Video components Image sequence animations Transparent video Cue points Adding filters to videos 	<ul style="list-style-type: none"> Quiz Final presentations and critique 	<ul style="list-style-type: none"> Quiz Final Presentation
15 Monday 5.23	<ul style="list-style-type: none"> Final presentations. 	<ul style="list-style-type: none"> Class Trip 	

Bibliography

<http://www.lynda.com>

<http://www.flashkit.net>

Flash Web Design: The Art of Motion Graphics : the V5 Remix
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Designing With Web Standards With Web Standards
Jeffrey Zeldman
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