

ART 39542 **Web Animation**

Instructor: Peter Kerlin (fretlesspeter@gmail.com)

Class Hours: Monday, Wednesday 2 - 4:30p

Advanced projects in animation and interactive interface design for the Web using Flash. Students must have a good understanding of HTML and excellent Photoshop skills.

Prereq: ART 39540 Des World Wide Web I

COURSE OBJECTIVES

- Develop superior skills in Flash and its application to creative projects in web design and animation.
- Analyze problems, develop alternate conceptual approaches, employ project planning, workflow and production skills to creative projects
- Become fluent in the range of digital tools, used by artists in work with Flash.
- Expand on HCI (Human Computer Interface) design skills
- Comfort working with Flash's timeline paradigm
- Ability to implement motion graphics in Flash
- Ability to use Flash to create interactive elements
- Ability to use Flash as a drawing tool
- An understanding of the basics of ActionScript
- Prepare a portfolio and appropriate self-promotion materials for gaining employment or admission to graduate school.

COURSE REQUIREMENTS

- complete all assignments on time
- read assigned selections from 'handouts'
- participate in classroom discussion and critiques
- attend every class. arrive to class on time.

This class will present a lot of material in a short period of time. This material will be complicated, technical, and detail-oriented. Prompt attendance for all class periods is essential. If you miss a class more than once you will not get an A in this course. Class will start on time. If you are late more than 3 times you will not get an A in this course. This course also requires **at least** 4 hours a week of outside lab time. These kinds of projects require a lot of time and energy. They will be impossible to complete unless you work consistently throughout the semester and stay with the class.

LATENESS & ABSENCE

Please also keep in mind the following important points:

- Unexcused absences result in a **significant** reduction of the final grade.
- Being late three times equals one absence.
- You are required to complete your assignment even if you have been absent, as all assignments are listed online. You are expected to upload your work to your blog or elsewhere even if you are unable to make it to class on the date the work is due.

GRADING

All work must be submitted for critique and/or grading on the date due. ***Late assignments will be graded down by 25%***. Final grades for this class will be based upon the following criteria:

- overall quality of assignments both in idea, execution, promptness of delivery.(50%)
 - participation in class discussions and critiques (10%)
 - attendance (15%)
 - final project (25%)
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- **A** - Student explored, researched, experimented, learned, and was fully involved in the class and with all aspects of his/her work. He/she produced outstanding work, arrived to every class on-time, was a valuable contributor to class discussions, offering constructive and thoughtful feedback in critiques. All assignments were handed in on-time.
 - **B** - Student satisfied assignments, was no more than once late and delivered assignments on-time. Work was consistently good and satisfactory. No absence, class participation was consistent and thoughtful.
 - **C** - Student satisfied assignments with some effort, but with problems in aesthetics, resolution, understanding of ideas, or satisfactory exploration of the material. Work was adequate, average, or inconsistent.
 - **D** - Student turned in late, incomplete, or poorly executed assignments. Student rarely participated in class. Student was habitually late to class. He/she never sought help from the professor.
 - **F** - Student failed to turn in work or if it was turned in it was incomplete or very poorly executed. Student was absent on four or more occasions.

SYLLABUS

06/01 - Class 1

- Discussion
 - Introductions and Expectations
 - Syllabus and Website Overview
- What is animation?
- Screening: Early Animation - Winsor McCay, Lotte Rieniger
- Make a Thomatrope
- Assignment: Purchase Scott McCloud's *Understanding Comics*. Read the First 4 Chapters. Take notes. Be prepared to discuss the reading in class.

06/03- Class 2 **Note: Last class before 50% refund**

- Discussion: McCloud Reading
- Demo: Introduction to Adobe Flash
 - Importing graphics
 - Symbols, Tweening, Paths
- Assignment
 - Complete *Understanding Comics*
 - Create a short collage animation using Symbols and Tweening

06/08 - Class 3 - Storyboards & Walking and Talking

- Demo - FTP, publishing a SWF, Drawing in Flash
- Demo: Storyboarding
- Screening: Robert Costillo, *The Bread Mess*
- Assignment: Create a story board for an animation to accompany an audio track.

06/10 - Class 4 - Walking and Talking II

- Share and critique student work
- Demo: Audio in Flash
- Assignment: Create an animation using the storyboard you presented in class

06/15 - Class 5 - Mouse Interaction **Note: "W" grades begin**

- Share and critique student work
- Screening: Amit Pitaru, George Patterson
- Demo
 - Introduction to ActionScript
 - Variables, Constants, DataTypes, Conditionals
- Assignment: TBA

06/17 - Class 6 - Mouse Interaction II

- Share and critique student work
- Demo: ActionScript Continued
 - Drawing API
- Assignment: Create your own version of Pong or a design a simple drawing program

06/22 - Class 7 - Text

- Share and critique student work
- Demo : Text
- Individual Meetings - Mid-term standing
- Assignment: Create a short title sequence for an imagined film.

06/24 - Class 8 - Text II

- Share and critique student work
- Demo: Dynamic Text, Input Fields
- Assignment: Create your own version of Hangman

06/29 - Class 9 - Animating Data

- Share and critique student work
- Demo: Dynamically adding and deleting MovieClips
- Screening: Visual Complexity, Flowing Data, Hans Rosling
- Assignment: Create an Animation using the Population Growth Algorithm

07/01 - Class 10 Animating Data II

- Share and critique student work
- Demo: designing slider controls
- Assignment: Create an Animation using a dataset.

07/06 - Class 11

- Demo: Building a portfolio site
 - XML parsing, Loading content dynamically, Preloaders
- Assignment: Be prepared to present your final project idea in class.

07/08 - Class 12

- Share and critique student work & discuss final project ideas
- Demo: Portfolio Design Continued
- Screening: Animation in Contemporary Art
- Assignment: Create Assets for your final

07/13 - Class 13

- Share final project progress.
- Assignment: Continue working on your final project.

07/15 - Class 14

- Share and critique student work
- Demo: TBA
- Work on Final Projects
- Assignment: Be prepared to present your completed final project to the class

07/20 - FINAL PROJECT PRESENTATION