Course Description
This course introduces the principles of digital animation for the web. It focuses on developing a basic understanding of animation and time-based design, exploring concepts of interactivity, and designing projects for Internet delivery. Projects range from the development of buttons and simple key-frame animations to web ads and splash page animations, incorporating text, sound, and visuals.
Prerequisites: ART 86 or departmental permission
Co-requisite: none

Course Materials
Blackboard/ePortfolio Class Site

Course Learning Outcomes
1. Demonstrate proficiency in industry-standard animation software in the creation of short animations using frame-by-frame and tweening techniques.
2. Demonstrate basic understanding of the workflow of digital animation and time-based design, including research, sketching, storyboarding and animatics in the creation of short animations for the Web.
3. Apply basic understanding of digital sound to incorporate and edit sound files into short animations and buttons.
4. Use basic timeline controls and Action Script to create interactive interfaces, buttons, and animations.
5. Show effective use of nested timelines and modularization in the creation of looped animated sequences.
6. Use fundamental composition, color, and typographic principles effectively in the creation of animations and web ads.
7. Demonstrate effective time management and organizational skills in creating and managing animation files.

Course Grade and Attendance Policy
It is crucial that you attend every class. Three unexcused absences will result in failing the course. Excessive lateness will result in lowering of grade and can constitute an absence. Students must complete all class work and meet all assignment deadlines.
Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Mini Projects 10 %
Projects 60% (15 % each)
ART 88 Web Animation

2 credits / 4 hours
revised: 08/12

Course Topics

• Introduction to Digital Animation and Adobe Flash CS 5
• Frame by Frame Animation vs. Tweening
  First Mini-Project – Create an animation of Bouncing Balls
• Button Design and Programming
  Second Mini-Project – Design a Working Button
• Introduction to Action Script
• Navigation and Interactivity in Flash
  Third Mini-Project – Create an animation with play, stop & pause controls
• Review of Principles of Composition, Color and Principles of Typography
• Review of Principles of Time-Based Design, Interactivity and Usability
  Project One – Design a Splash Page for a Website
  Project Two – Design a Functioning Interface for an Information Kiosk
  Project Three – Design a Web Ad
  Project Four – Design a Flash based website

General Education Goal

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.