

**Tuesdays, Thursdays 2 – 5pm**

**LAB: Tuesday 2 – 5pm (FA141)**

**LECTURE: Thursday 2 – 5pm (FA117)**

**office hours: Thursday: 12:00pm – 1pm**

elissa@myholler.com

course materials: [www.myholler.com/flash/](http://www.myholler.com/flash/)

Focus will be on the intersection of basic principles of animation, motion perception and graphic design (title design) for the digital screen. Techniques for vector animation and interactive animation will be emphasized. We will consider and break down the different forms of animated interactive media for the web during the semester specifically looking at the differences between traditional media and non-traditional medias including but not restricted to non-linear animations, experimental animation, narrative 'webisodes', titles and animated advertising.

**Meeting Times:** This class is broken into lecture / group work on Thursdays and lab on Tuesdays. Both portions of the course are mandatory unless prior approval given by instructor.

**Prerequisites for this Course:** You must have previously taken DAI 327 – Digital Media I - Introduction (formerly 323 – Industrial Visuals) and DAI 325 - Graphic Design I. If you do not have these prerequisites you must show me a portfolio.

**No Re-do Policy on Exercises or Assignments.** All assignments are due at the beginning of class unless otherwise noted. This way we have time for critique and class evaluations. When an assignment is turned in late (either later in the class period or the following class meeting) 25% is taken off automatically before evaluation. Once a project is turned in and graded there is no ability to re-do the project for a better grade. There are too many exercises and assignments and the possibility of getting behind is high.

### Required Supplies:

USB (mini) drive (RECOMMENDED) and 1+ write-able CD

A Flash Book: your designation

1 – 2 packs of unruled note cards (3x5) for flip books created in class.

### Grading Policies:

**100% possible**

#### Participation:

**10%**

Tardiness = 50 out of a possible 100% for that class session; unexcused absence = 0 out of a possible 100% for that class session. Email me before class at [elissa@myholler.com](mailto:elissa@myholler.com) for planned absences.

#### Individual Assignments:

**20%**

Assignments are due at the beginning of class unless otherwise noted. Work will be accepted up to one week late with an automatic deduction of 25% from the score.

#### In-class Exercises:

**20%**

These exercises will develop your skills at sketching out ideas on paper and implementing them on the screen. Some are team-based exercises, some individual-based. All sketches and digital files are due and evaluated together unless otherwise noted.

#### Pre-production Materials:

**10%**

Audience research, media asset list, flowchart, skeleton, thumbnails, storyboard.

#### Midterm/ Final Projects:

**25%**

Team-based midterm mini-project prototype created in flash or director; individual or team-based final project prototype created using flash or director. These projects will be evaluated based on concept, consistency, clarity and technical savvy as well as craftsmanship in execution and design.

**Peer/individual Reviews:****5%**

Individuals will have the opportunity to evaluate their peers projects at designated milestones as well as their own midterm and final projects.

**Quiz:****10%**

One final exam based on interface application concepts.

**Pre-Production Materials for character animation project**

**Story One-liners** for Character Animation, (pre-production materials)

*Brainstorm ideas for a simple character animation with motivation. Write down all your ideas as 1-liners and do not censor for quality. Quantity counts. Have the entire sheet of paper filled with ideas. Circle your favorite and turn in.*

**Storyboards** for Animated Interface, (pre-production materials)

*Printed out or Hand-drawn* - Design Storyboards for the final treatment of character animation. Base your ideas on circled story-one-liner.

**Pre-Production Materials for interactive animation final project**

**Proposal** for interactive animation, (pre-production materials)

*Printed out* - Create a treatment describing in detail your idea for an Animated Interface. Base your design on class lectures and reading assignments.

**Flowchart** for interactive animation, (pre-production materials)

*Printed out or Hand-drawn* – map out the interactive flow between scenes or sections within your Animated interface.

**Storyboards** for interactive animation, (pre-production materials)

*Printed out or Hand-drawn* - Design Storyboards for the final treatment of animated interface. Base your design on class lectures and reading assignments.

<b>Date</b>	<b>Lecture</b>	<b>What is due</b>
8/26	Course Overview. What is Animation? Kinds of Animation. Animation History.  Review Briefly Flash Tools.	Fill out survey.
8/31	<b>LAB:</b> Basic 'Refresher' Interactivity Exercise.	
9/2	<b>Motion Perception:</b> What do you see? Creating Flip Books.  Principles of Computer-based Animation: Introduction to frame by frame, motion, and shape tweening animation.	
9/7	<b>LAB:</b> <i>Flash Exercise - Frame by Frame/Motion/Shape Tweening Animation.</i>	Flash Exercise - Frame by Frame/Motion/Shape Tweening Due end of class.
9/9	<b>Introduction of motion graphics assignment.</b>  Text Animation. Examples and styles. Motion and Shape Tweening – Part 2; Guides and Masks.	
9/14	<b>LAB:</b> work on motion graphics assignment.	

9/16	<p><b>Animation Workshop:</b> Animation Techniques.</p> <p><b>QUIZ</b></p>	<p>Bring note cards + pencil in for Animation Techniques In-class Exercise.</p> <p><i>Animation Techniques Exercise due end of class.</i></p>
9/21	<p><b>LAB:</b> work on motion graphics assignment.</p>	<p>Storyboards due for Character Animation.</p>
9/23	<p><b>Presentations: Motion Graphics assignments.</b></p> <p>Deconstruction of existing character animations. What makes a character come ALIVE!</p> <p><b>Introduction of Character Animation assignment.</b></p> <p>Brainstorming your idea for Character Animation Midterm Project.</p>	<p>Turn in 1- liner story idea for character animation.</p>
9/28	<p><b>LAB: work on Character Animation Project. (building character and set)</b></p>	
9/30	<p>Timing Workshop.</p> <p>Storyboarding. Telling a story with character!</p>	<p>Bring note cards + pencil in for in-class timing Exercise.</p> <p>Timing Exercise due end of class.</p>
10/5	<p><b>LAB: work on Character Animation Project. (rough out basic animations)</b></p>	<p>Storyboard for character animation due.</p>
10/7	<p>Graphic Symbols verses Movieclip Symbols. Creation and production process using flash.</p> <p><b>QUIZ</b></p>	
10/12	<p><b>LAB: work on Character Animation Project. (rough out basic animations)</b></p>	
10/14	<p>Flash and Sound. Foley Sound effects.</p> <p>Creating Buttons and simple navigation.</p> <p><b>Flash Interactivity:</b> basic timeline navigation review and Button Design</p>	
10/19	<p><b>LAB: work on Character Animation Project. (finesse timing and add sound)</b></p>	
10/21	<p><b>Character Animation Presentations.</b></p> <p>Deconstructing 'non-linear story-telling' and experimental style animations.</p> <p>Introducing Final Project.</p>	
10/26	<p><b>LAB: final project work.</b></p>	

10/28	Interface Design  Flash nested timeline interactions – Movieclips and Targeting. Animating via timeline verses actionscripted animation.  <b>QUIZ</b>	Final Project Proposal due.
11/2	<b>Lab: final project work.</b>	
11/4	Interaction Design  Movieclips and Interactivity.	Final Project flowchart and storyboards due.
11/9	<b>Lab: final project work.</b>	
11/11	Drag and Drop Interactions.	
11/16	<b>Lab: final project work.</b>	
11/18	Optimization and Publishing. Preloaders...  <b>QUIZ</b>	
11/23	<b>Lab: final project work.</b>	
11/25	holiday no classes	
11/30	<b>Lab: final project work.</b>	
12/2	One on One Meetings	
12/7	<b>Lab: final project work.</b>	
12/9	One on One Meetings	
11/16 final exams! 1:30 - 4pm	<b>Final Presentations.</b>	<b>Final Project Due. Proposal, Flowchart and Storyboards + .fla and .swf due.</b>

## General List of Assignments, exercises, materials

### In-class exercises:

Techniques flip book

Timing flip book

### Animated title materials:

Newspaper clipped out

### Character Animation materials:

Story 1-liners

Storyboards

### Interactive animation materials:

Proposal

Flowchart

Thumbnail sketches

Storyboards

**Flash Exercises:**

Basic interactivity Exercise  
Animation (motion / shape tweening)

**Midterm and Final Projects:**

Character Animation  
Interactive Animation

**Break Down Description of Assignments and Final Project****Motion Graphics Assignment:**

Bring a newspaper to class; pick out a headline which appeals to your senses or intrigues you. Use that headline as your main concept. Find other phrases (incomplete sentences) within the newspaper that you want to collage together to create a surreal but cohesive story using text only!

**Character Animation:**

Create a simple animation that tells a story. The characters can be simple primitives or more complex representational figures. The total amount of frames should be less than 1000 (12fps) - . You may use (and should use) a combination of frame by frame animation, motion tweening and shape tweening. Story should be VERY simple. Emphasis will be on realistic and creative animation as well as being able to tell a story with or without audio (*silent movie style*) and with expressiveness.

**Final Project:**

Create a branching 'choose your own adventure' storybook with a simple and consistent interface to house it. The ideal will be to house your choices into the interface so they are transparent to the user. The interface housing the storybook should be consistent and have rewind, play, pause, sound on/off buttons, as well as a credits button and a quit button. The external interface should not interfere with the internal interface. The internal interface will additionally have buttons which allow you to click and make choices along the way.