

MMSP 140 - Flash Essentials – Summer 2011

Time: M, T, W, TH 9-12noon

Place: 1125 Valencia Street (Room 473)

Instructor: elissa cline

Office hours(by appointment): 8am

e-mail: elissa@myholler.com.

On-line Class Resource: <http://www.myholler.com/flash/>

Course Overview

This course surveys Adobe Flash and its uses in multimedia. This 'essentials' class will prepare you with the foundation skills necessary for further education using this sophisticated illustration, animation and programming tool! Flash is used to draw, presentation, make video for all access (note YOUTUBE! Uses FLV - flash video – format), animate, safely secure sound to prevent editing. Programming in flash can produce games, elegant interfaces with sophisticated interactions, presentations, as well as data base design.

Method

- A** Flash is part of a greater multimediac design. We will learn to use the flash tools, incorporate and work between different programs and incorporate different medias (Photoshop, Illustrator, Sound design programs, video). We will also learn to do basic animation, basic programming and basic video using flash. Stress will be placed upon becoming confident with the interface, its output as well as the breadth of its application!
- B** Each participant is required to have an Internet account (the school offers them to students for free) so we may participate in Internet activities including e-mail and research. I have posted on the web for your convenience an On-line Class Resource including syllabus, my lecture material, assignments, your grades, and Flash resources for tutorials, multimedia assets, examples etc.
- C** Class time includes both lecture, demo, in-class tutorials, and lab; lectures and/or demos are typically 1-1 ½ hours with a lab following; lab time is devoted to classroom exercises and Individual homework assignments to be completed and turned in on the date due in the syllabus unless otherwise noted. Exercises will be checked at the end of class. Assignments will be loaded on the teaching station to the appropriate folder with your last name labeling the file or folder.
- D** This is a multimedia course and will require you to work with sound, bitmap graphics, and animation interactivity using Adobe Flash; if you do plan on working on a home computer make sure you have all the necessary components (sound hardware, internet connection, most up to date FLASH) and the required data storage devices (usb / firewire/CD-ROM); in the beginning you can use class lab time exclusively for assignments and exercises but your final project will require your spending time outside of class either in the school computer lab or at home!

Required Supplies

USB keychain drive, or firewire drive, USB Hard Drive (or similar). CD-Rs or DVD-Rs are optional but only for large backups please!

Recommended Reading

Your Choice of Book. Nice option is 'How to Cheat in Adobe Flash CS5 by Chris Georgenes.

OnLine Videos and Training

www.lynda.com

Grading Policies

Attendance/Participation: 10% Attendance and on time arrival to class is REQUIRED. Tardiness will result in **50%** off your *daily* attendance grade. It is your responsibility on late arrival to make sure I mark you present. *E-mail Elissa Cline: elissa@myholler.com before class to announce your absence.*

In-Class Exercises: 20% These skill building Flash exercises will be worked on during the lab time.

Assignments: 20% Exercises and Assignments are due at the beginning of class unless otherwise noted. Exercises and Assignments turned in late will have deducted 25% from a total of 100 points. Anything turned in more than one class late will not be accepted without overriding exceptions.

Midpoint Exam: 10% **Final Project:**

Final Project = 30% Pre-production Materials = 10%

Assignments and Projects

Flash *Banner Ad *Flash and/or Illustrator* – Create a simple banner advertisement (either real or parody) using Flash. Be creative. This should have a motion graphics emphasis where design is most important and being able to promote your idea just as important. 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 without audio (*silent movie style*) and with expressiveness. A simple button will be required!

Exercises

(EXERCISES DUE SAME DAY – END OF CLASS – check syllabus for dates)

- Icon Design
- Illustrator / Photoshop / Flash Pen Tool
- Animation Basics I - Text Animation (Text / Imported Photoshop / Motion Tween)
- Animation Basics II (Tweening - Shape, Classic, and Frame by Frame)
- Sound Techniques
- Basic Interactivity I - Buttons / Timeline
- Intermediate Interactivity – Drag / Drop
- Intermediate Interactivity – Properties

You will need to sign off on the exercise before receiving credit. This sign off sheet is passed around at the end of lab!

Pre-Production Materials for final project

Treatment for Animated Interface, (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 Animated Interface, (pre-production materials) *Printed out or Hand-drawn* – map out the interactive flow between scenes or sections within your Animated interface.

Storyboards for Animated Interface, (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.

Final project Prototype (Pop Up Book)

Animated interactive prototype using Macromedia Flash with your choice of 3rd party software such as Adobe Photoshop, Illustrator, Final Cut Pro, Sound Software, etc. A prototype is not a finished product. This final project will resemble a digital POP-UP BOOK! You can have the intent be: children's book page, advertisement / marketing (yourself or known / psuedo product) / art space / game-like (hunt & click). The emphasis will be on animation FIRST / interaction SECOND. The outcome should be that the space you create tells a 'story' without your presence (ie. People can open up your project and play without you having to explain it) which means you might need instructions / help guide, background story, etc. in this prototype!

- 1 Animations.
- 2 Some type of 'character': be it a product, a story actor, or a very simple easy to contain subject matter. Interactions that include: clickable hotspots that trigger events or animations, changes to environment, object to manipulate.
- 3 A bitmap or small movie.
- 4 Sound.
- 5 Design interface.
- 6 Help Guide / instructions / background story (what ever is deemed necessary)!

Additional extra credit

To be announced. (each one is worth 1 point)

Important Note on turning in assignments

Name your files - *lastname fla* or *lastname.swf (no spaces!!!)*. All assignments are turned in as both *.swf* and *.fla* files. Include both files in a folder with your name on it. All files will be dropped into a designated folder on the teacher's station at the beginning of class!

Disclaimer! The Prerequisites for this class are IDST 120 (computer skills for multimedia) and IDST 125 (content and form); you should come to this class with a good 'working' knowledge of Adobe software (Photoshop, Illustrator, Premiere) and Sound editing Software. You should also have a practical design sensibility and be able to organize information knowledgeably without too much effort. We will not be going over the above software packages (it is expected you know them) and we will not be covering general design acquisition. Macromedia Flash is unlike any other software package; if you find yourself struggling with any or all software packages mentioned above then this class might not be for you!

There is a no re-do policy on all exercises, assignments and projects. Once an assignment is turned in and graded it is considered done.

Schedule

The following is the general outline for the class with readings and assignment due dates. Topics may change depending on general interests and experiences of the class, speaker, presentation opportunities, and other possibilities.

Week	Date	Topic	Anything Due?
1	6/13	Course Overview. Flash – Multimedia in hyperdrive. Overview Interface. Tools. LAB: Explore Lab and Flash.	Fill out survey.
		Introduction to the Flash Interface, Tools and vector creation (cont). Flash Layers. LAB: Flash Exercise – Icon Design.	

		Intro. Flash Library, Symbols, Drawing Objects, Vector Graphics. Folders. LAB: Flash Exercise – Icon Design.	Flash Exercise - Icon Design Due end of class.
		Incorporating Photoshop / Illustrator... Bitmaps / vectors. How to choose. Pen Tool in Flash. LAB: Illustrator / Photoshop / Flash Based Pen Tool	Flash Exercise – Illustrator / Photoshop / Flash Based Pen Tool Due end of class.
2	6/20	Color Principles in Flash. Text and imported bitmaps. Motion Tweens. LAB: Text Animation Exercise.	Flash Exercise – Text Animation Exercise Due end of class.
		Principles of Computer-based Animation – Pt. I: Motion Tweens. Pt. 2. Effects. Animation Techniques. Creation, organization, and production process. Storyboarding. ANIMATION ASSIGNMENT: Ad Banner. LAB: <i>Flash Exercise – Ad Banner.</i>	
		Principles of Computer-based Animation – Pt. II: Introduction to frame by frame and shape tweening animation. LAB: Shape / Classic Tweens.	Story Boards for Ad Banner Due. Flash Exercise – Shape / Classic Tween Exercise Due end of class..
		Principles of Computer-based Animation – Pt. III – Classic Tweens - Motion on Path / Masks. LAB: Ad Banner	
3	6/27	<<<QUIZ>>> LAB: Ad Banner	
		LAB: Ad Banner	AD BANNER Due end of class.
		Interactive Flash. What is it? Creating Buttons and simple timeline navigation. LAB: Creating a Button for your AD BANNER.	
		Final Project POP UP BOOK page. Flash and Video. FLV, embedded video. LAB: work on final projects.	
4	7/5	Flash and Sound. Foley Sound effects. LAB: work on final projects.	Brainstormed Idea due.

		Flash Interactivity Workshop 1: movieclips and properties. LAB: incorporate movieclip and property into final project.	
		Flash Interactivity Workshop 2: Drag and drop. LAB: incorporate DRAG / DROP into final projects.	
5	7/11	LAB: work on final projects.	
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		LAB: work on final projects.	
6	7/18	Optimization and Publishing. LAB: work on final projects.	
		<<< FINAL QUIZ >>> LAB: work on final projects.	
		LAB: work on final projects.	
	7/21	Final Projects Due!	Final Projects Due