Department of Advertising Design & Graphic Arts

Course Name: **Interactive Animation**

Course Number: **ADV 3662**

Day & Time: **Tuesday, 6:00PM - 9:20PM**

Instructor: **Jerron Smith**

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Website: **https://openlab.citytech.cuny.edu/smithadv3662-fa2014**

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 using software such as Flash. This course is a prerequisite for the Interactive Art Direction and Interactive Interface Design courses.

Animation and interactivity are important presentation tools for engaging the user in online environments. The goal of this course is to teach the development of time-based animation skills and introduce fundamental concepts in programming interactive graphics and computational thinking. Students will engage with real-world assignments that reflect the state of the industry. At the end of the course, students will have developed several highly visual and dynamic examples of interactive animation

Research

A large emphasis will be placed on awareness of the design world by observing the state of design in our community: books, publications, web sources, museums and graphic art organizations. Students are expected to gather reference materials for all their projects and are encouraged to use the college's library resources. http://library.citytech.cuny.edu

Required Text

None

Recommended Reading

The Animator's Survival Kit

Richard Williams' guide to the fundamentals of animation.

ISBN: 0571238343

Cartoon Animation

Preston Blair's guide to drawing for animation as well as the fundamentals of animation. Blair and Williams's texts are complementary.

ISBN: 1560100842

The Illusion of Life

Lavishly illustrated tome on the "golden age" of Disney animation. Provides invaluable insights into the development of animation as a craft.

ISBN: 0786860707

Hollywood 2D Animation

From Sandro Cosarro, the creator of Kick Buttowski: Suburban Daredevil. Provides valuable insight into the practice of the animation craft.

ISBN: 159200170X

Student Learning Outcomes:

A student passes this course when she/he:

1. Create vector graphics for use in animation.
2. Learn to create reusable elements: Symbols, movie clips and buttons.
3. Introduction of interactivity: allows the viewer to control the path of the animated story.
4. Learn how to use simple actionscripting to create basic interactivity.

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) or may be withdrawn from the class (code WU).

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Instructor's Recommendations

Come to class on time: Students arriving more than 15 minutes late may be marked absent.

Attend all classes: Each week we will build on the work learned the week before. If you must miss a class, please let me know ahead of time. It is your responsibility to obtain any missed material from your fellow classmates, and to turn assignments in on time even if you are absent. Students missing more than two classes risk failing the course.

Turn in assignments on time: Homework turned in late will lose 10 points for every day that it is late. Work turned in more than two weeks from the due date will not be accepted. Project 1 and Project 2 may not be turned in late. Missing projects may result in a failing grade for the project.

Ask Questions: This is a technical class, and we will be covering a lot of information in a short time. If you are confused, lost, need clarification, etc, please don't hesitate to ask questions in class. Chances are your fellow students will benefit from the answers AND this will add to your class participation grade! I am also available between classes via email.

Description of Assignments

Project 1: Flip book animation

Project 2: Frame by Frame animation

Project 3: Animated banner ad or Public Service Announcement

Project 4: Animated/Interactive Story or Mini-site

Final Exam

Homework: There may be assorted homeworks assignments throughout the semester

Grading formula

Grade	Numerical	Meaning of Grade
A (Excellent)	4.0	Represents exemplary work. Work consistently exceeds expectations of professional craft and quality.
B+	3.5	
B (Good)	3.0	Work meets basic expectations of professional craft and quality.

C+	2.5	
C (Satisfactory)	2.0	Work does not meet professional expectations of craft and quality.
D (Unsatisfactory)	1.0	

Grading Criteria

The final grade for this course will be determined by the grades each student earns on the following projects and assignments. The grading is done using a numerical point system with each gradable assignment worth a certain maximum number of points. The maximum numerical value that is possible exceeds 100, allowing a student to make up for a weak showing in one area with a stronger final project.

Project/Assignment	Maximum Value
Project 1: Flip book animation	20 pts.
Project 2: Frame by Frame animation	20 pts.
Project 3: Animated banner ad or Public Service Announcement	20 pts.
Project 4: Animated/Interactive Story or Mini-site	30 pts
Homework	5 pts.
Attendance & Participation	10 pts.
Total:	**105 pts**

The numerical grades are then converted to alphabetical grades based on the following conversion chart:

Range in %	Letter Grade	Range in %	Letter Grade
95-100	**A**	72-77	**C**
90-94	**A-**	70-71	**C-**
88-89	**B+**	68-69	**D+**
82-87	**B**	62-67	**D**
80-81	**B-**	60-61	**D-**
78-79	**C+**	0-59	**F**

Each Project is judged based on a rubric like the one below (this is just a sample):

Criteria	Available Pts
Technical Execution	5
Coherence	10
Originally	Creativity	5
Quality	Execution	5
Delivery	5
Total:	**30**

Course Outline

Week 1 Review syllabus: attendance and class policies,	Week 9 Intro to ActionScript: Understanding

course objectives, grading — Introduction to interactive animation — Evolving role of animation on the web — Overview of the "12 principles of animation"	Actionscript — the syntax, variables, functions, and events — Testing and debugging code
Week 2 Introduction to drawing with Flash: object and merge modes, primitives — Introduction to the timeline: frames, keyframes, blank keyframes, layers — Frame-by-frame animation vs Tweening	**Week 10** ActionScript continued: navigation and linking, Controlling the timeline — Conditional statements Assignment: Project 3 Due
Week 3 Understanding Symbol types: graphic, movieclip and button — Moving content from Photoshop and Illustrator into Flash — Animated masks.	**Week 11** ActionScript continued: Controlling audio and video playback
Week 4 Quiz: basic timeline and symbol editing — Introduction to tweening: classic, motion and shape — Comping with Photoshop/Illustrator. Assignment: Flip Book Animation Due	**Week 12** Lab Time: Work on Project 4
Week 5 Working with type in Flash — Gradients — blending modes and effects	**Week 13** Project 4 Review — presentation ready Assignment: Project 4 due
Week 6 Integrating Audio in Flash	**Week 14** Lab Time
Week 7 Project 2 presentation Assignment: Frame by Frame Animation due	**Week 15** Final Exam
Week 8 Introduction to UX Design	