COURSE OUTLINE

DIGITAL MEDIA ARTS

DMA 245  Web Design II
Course Number  Course Title

3  1 lecture hour & 4 lab/work hours
Credits  Hours: lecture/laboratory/other (specify)

Catalog description:
Involves intermediate to advanced web design concepts and skills, including issues of site management. Using professional level software, students design websites- including a portfolio–quality project- that incorporates video and Flash content.

Prerequisites: DMA 145 with a minimum C grade or divisional permission

Co-requisites: N/A

Required texts/other materials:
1. - Required text:
   Katherine Ulrich, Macromedia Flash, visual quickstart guide.
2. - Digital files from the instructor
3. - Computer hardware and software

Last revised: Spring 2007

Course coordinator: Yevgeniy Fiks, e-mail: fiksy@mccc.edu, tel. x 3543

Other learning resources
N/A
Course goals:

The student will be able to:

- learn the major tools and commands of Macromedia Flash and how to use them effectively
- understand the practical and creative applications of Flash for web design, animation, interactive work or CD ROM.
- manipulate various types of files like: video, sound photography files to make it accessible to the web, animation or CD ROM.
- be exposed to various composition, strategies and design on the web.
- start to establish an analytical perspective of what Flash can deliver

Course-specific General Education goals and objectives. N/A

Units of study in detail.

Unit I

Learning Objectives

The student will be able to:

- demonstrate familiarity with the interface
- demonstrate understanding on basic drawing tools
- demonstrate ability with the time line
- demonstrate understanding of key frames
- demonstrate understanding of motion tweening
- demonstrate understanding of layers

Unit II

Learning Objectives

The student will be able to:

- demonstrate understanding of text in flash
- demonstrate understanding on animation technique like zooming, rotating, scaling
- demonstrate ability to use effects like echoes and bouncing
- demonstrate ability to do letter by letter animation
- demonstrate understanding of masking and guide
- demonstrate understanding of frame-by-frame animation

Unit III

Learning Objectives

The student will be able to:

- demonstrate understanding of Button Symbols
- demonstrate understanding of different buttons States: Up, Over, Down, Hit
- demonstrate understanding of Button Actions
- demonstrate understanding of Movie Clips
- demonstrate understanding of Invisible Buttons
- demonstrate understanding of Importing, adding and controlling sound
- demonstrate understanding of using video with flash
- demonstrate understanding of basic actions

Unit IV

Learning Objectives

The student will be able to:

- demonstrate understanding of advance actions
- demonstrate understanding of creating pre-loader
- demonstrate ability to Import files from other programs
- demonstrate ability to Insert flash with Dreamweaver
**Evaluation of student learning:**

Instructional modes to be used are integrated lecture and laboratory, studio assignments with specifications and limitations set by instructor, demonstrations by the instructor, and discussions and critiques of student work.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor).

Values of quality, aesthetics, etc. are based upon the instructor’s judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade. After one missed class period, late assignments will receive the grade of “F”.

The grade of “A” will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of “B” will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of “C” will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of “D” is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of “F” will be earned by students who do not demonstrate achievement.

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th>Percent Overall Grade</th>
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</thead>
<tbody>
<tr>
<td>Class Attendance and Participation</td>
<td>25%</td>
</tr>
<tr>
<td>Project 1: Matisse animation</td>
<td>15%</td>
</tr>
<tr>
<td>Project 2: Animation effects 1</td>
<td>15%</td>
</tr>
<tr>
<td>Project 3: Animation effects 2</td>
<td>15%</td>
</tr>
<tr>
<td>Project 4: Final</td>
<td>30%</td>
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</tbody>
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**Academic Integrity Statement:**

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual’s work as one’s own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website [http://www.mccc.edu/admissions_policies_integrity.shtml](http://www.mccc.edu/admissions_policies_integrity.shtml).