



Houston Community College System • Southwest College • West Loop Campus  
Program: Digital Communication  
CRN 17799 ARTV 2301 2-D Animation I 0082 Tu/Th 9:30-11:30AM WLOP 135  
Start Date: August 22nd - December 7th  
Final Presentation December 1st & Evaluation Exam December 7th, 2009

Instructor: Carolyn Tan  
Telephone: 713-718-7896  
Email: [ctan@e-wdc.com](mailto:ctan@e-wdc.com)  
URL: <http://hccs.blackboard.com>  
Office Hours: T/Th :TBA

### ::: FALL 2009 Syllabus :::

#### ARTV 2301 2D ANIMATION I

**Prerequisites:** IMED 1316 (Web Design Majors)

**ARTC 1302/IMED 1374 and IMED 1341 or department approval – ALL MAJORS**

Credit: 3 (2 lecture, 4 lab)

A study of the design and creation of interactive multimedia Web sites incorporating animation, graphics, text and/or sound using industry standard authoring software. Explores interface, navigation and information design as well as the development of customized Web interactivity.

#### Course Content

- Course overview and current web and multimedia trends use of animation software applications
- Software overview – panel layout and functionalities, timeline, property set-up and types of layer properties and modes (guides, motion and masking)
- Setting up document sizes for web and multimedia application
- Drawing tools, modifiers, color management tools.
- Typography - Text tools, Formatting text, types of text objects, animating text
- Working with bitmaps – Importing from other applications and optimizing techniques
- Other motion graphic applications – animated gifs, video, 3-D animation
- Audio - Understanding sound types (MIDI, WAVS, MP3s, AIF). Import sounds, working/synchronization with timeline, configuring, editing and compressing audio types
- Symbol definition. Create and understanding symbols and instances functionality
- Library types and management
- Timeline techniques: Definition of static frames versus keyframes on the timeline. Working with scenes.
- Types of animation: Frame by frame, Motion and shape tweened animation.
- Working with Quick time video
- Know how interactivity is created and customized for effective functionality
- Publishing and delivering final work for both web and multimedia, use of plug-ins
- Discuss target audience, visual communication techniques, usability, storyboarding and navigation techniques, processor considerations, final movie considerations, and beta-testing.

## Course Objectives

Tutorials and projects will include

- Designing web and multimedia based interfaces with the use of design tools in the software application
- Creating different types of animation exhibiting various techniques discussed in class such as frame by frame animation and various types of motion graphics
- Utilization of media elements such audio and video
- Application of simple scripts for customized interaction
- Further application of concepts, theories and techniques learned will be utilized in latter projects. These elements include design creativity, scripting, building interactivity, working with multiple movies, creating digital audio and video, advanced graphics, sound, and digital portfolios related to current industry trends.

## Course Requirements

Upon successful completion of the course the student must be able to:

1. Define and understand animation terminologies and its usages for both web and multimedia environment.
2. Must know how to use the basic design and programming tools, along with techniques necessary to create completed animation projects for interactive multimedia and web sites.
3. Apply theories, techniques, and practices of user interface design, information design, navigation design, and integration of text, graphics, animation, and sound into complex interactive web-based user experience and environments.
4. Understand content development, media acquisition, production, management, and output of web sites on a server and CD ROM applications

## **Software**

Flash CS4 Professional may be purchased at the college bookstore or ONLINE at

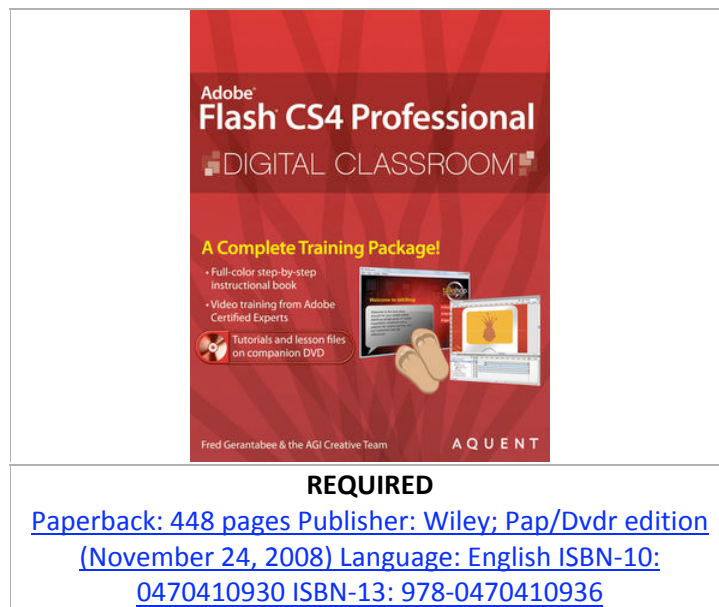
[Http://hcc.academicssuperstore.com](http://hcc.academicssuperstore.com)H

## **Required Textbook and Materials**

- HREQUIRED TEXTBOOK – SEE BELOW
- External USB/FW Hard drives
- One ream laser paper
- Office Stationery – Pen, Pencil, Paper, Black CDs etc (**NOTE THAT THE DEPARTMENT IS NOT AN OFFICE SUPPLY RESOURCE!**)
- **Software:** Adobe Creative Suite CS4 (New Students) – Suite must contain Photoshop, Illustrator OR Fireworks, Dreamweaver and Flash CS4 Professional.

You may order your text book/s at the college bookstore OR [AMAZON.COM](http://AMAZON.COM)





## Course/Lab Policies

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
2. Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be given.
3. All assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.
4. Assignment/Project content or theme must **NOT** contain any inappropriate or offensive material (language, text, images, or multimedia) that relates to any **sexual, religious or political** orientation.
5. References and credits (such as images, text information, media files, etc) used must be documented in each assignment/project where applicable.
6. Work turned in past the dateline will receive a lowered letter grade or possibly an F.
7. Assignments are to be saved on External disks. You may leave your files on the server or class computers, the department will not be responsible for any deleted files.
8. Student must either call or EMAIL the instructor if they cannot make it for class.
9. Plagiarism is inexcusable and will result in an F for the assignment and possible expulsion from the class.
10. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
11. ALL pagers, beepers and cell phones to be switched to silent mode.
12. Students are to apply for Web Site space via HCCS or own their own by the first week of classes. All completed assignments are to be uploaded to their web space by given deadlines.
13. Students are responsible for dropping classes on the given withdrawal date.  
**IMPORTANT NOTE!** You will be administratively given an F automatically if you do not officially drop/withdraw from the course.
14. Everyone is highly advised to get the latest updated virus scanners on their computers.
15. Special request, not mandatory but will be very much appreciated – Instructor is allergic to perfumes & strong fragrances. Please minimize usage if possible. (Thank you for your understanding)

Students may find the following information in the student handbook and college catalog:

- Withdrawal Policy
- Refund Policy
- Plagiarism Policy
- Attendance Requirements
- Grading Scale

*"The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age or handicap. This policy extends to employment, admission, and all programs and activities supported by the college."*

### HCC Course Withdrawal Policy

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2008, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor will "alert" you and counselors that you might fail a class because of excessive absences and/or poor academic performance. Contact your Professor or a Counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

**In order to withdraw from your class, you MUST contact a Counselor or your Professor and this must be done PRIOR to the withdrawal deadline to receive a "W" on your transcript.** If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F"). Please do **not** contact both a Counselor and your Professor to request a withdrawal; either one is sufficient.

**AGAIN NOTE: IT IS THE RESPONSIBILITY OF THE STUDENT TO WITHDRAW OFFICIALLY FROM A COURSE.**

**Administrative drops are at the discretion of the instructor.**

Failure of a student to withdraw officially **could result** in the student receiving a grade of "F" in the course.

**The final withdrawal deadline for regular term and second start classes is November 12th, 2009.** However, classes of other duration (mini-term, flex-entry, 8-weeks, etc.) have different final withdrawal deadlines. Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email or telephone with a Professor and/or counselor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

### Students with Disabilities

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact Dr. Becky Hauri at 713-718-7910 in the Southwest College Disability Support Services Office at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.

To visit the ADA Web site, log on to [www.hccs.edu](http://www.hccs.edu), click Future Students, scroll down the page and click on the words Disability Information.

## Attendance

The 2008-9 HCCS Catalog (Page 27) states the following:

### CLASS ATTENDANCE

Students are expected to attend classes regularly. Students are responsible for material covered during their absences, and it is the student's responsibility to consult with instructors for makeup assignments. Class attendance is checked daily by instructors. Although it is the responsibility of the student to drop a course for nonattendance, the instructor has the authority to drop a student for excessive absences.

A student may be dropped from a course for absenteeism after the student has accumulated absences in excess of 12.5 percent of the hours of instruction (**including lecture and laboratory time**). For example:

1. For a three credit-hour lecture class meeting three hours per week (48 hours of instruction), a student may be dropped after six hours of absences.
2. For a four credit-hour lecture/lab course meeting six hours per week (96 hours of instruction), a student may be dropped after 12 hours of absences"

Attendance is taken within the **first 10 minutes** of the class session. **You will be marked absent for unexcused lateness**. Your attendance is also considered part of the class participation, and as such can affect your grade. Please note that you will be administratively dropped if you exceed the 12.5% of instruction hours (2-four hour sessions for classes that meet once a week, OR 4-two hour sessions for classes that meet twice a week).

2 unexcused lateness (15 mins late) = 1 absent session.

**NOTE: Working on assignments/project is an integral part of the course. Any missed assignments will be considered as missed lab/class time and hence will be counted as ABSENCE. (1 unexcused missed, late or incomplete assignments = 1 ABSENT Session)**

## SCANS Competencies

During the progress of this course, the student will demonstrate competencies in the following skills:

### Workplace Competencies

#### Resources:

- **Manages Time:** After reading the syllabus in the first class meeting and throughout the course, the student will allocate enough time to complete the required assignments and projects.

#### Exhibiting Interpersonal Skills:

- **Participates as a Member of a Team:** Throughout the course, the student will work cooperatively with others and contribute to group efforts with ideas and suggestions.
- **Teaches others:** This is a very interactive course in which the student must share ideas and concepts in group discussions and critiques. Peer evaluation is used as a tool to expand objective and courteous verbal and written skills.
- The student is expected to display professional and courteous behavior and demonstrate efficiency and competency in work.
- **Demonstrate Leadership:** Throughout this course the student must develop leadership qualities as he works on a team to develop projects.
- **Works With Diversity:** Each department at HCC has students studying from all over the world. Also, in any semester, we have students whose ages might range from 18 to 80. This diverse student population is one of the strengths of our institution and department. In each course, students gain

experience in interacting with men and women from a variety of ethnic, social, or educational backgrounds.

### **Working with Information**

- Organizes/Maintains Information: Throughout the course, the student will organize, process, and maintain his/her portfolio in a professional fashion.

### **Applying System Knowledge:**

- Design/ Improve systems: The student will be expected to design and re-work and improve his project solutions to create effective and professional work.

### **Using Technology:**

- Select equipment and tools: In this course, the student will be expected to select the appropriate software to accomplish his assignments.

### **Basic Skills**

- Reading: Throughout the course, the student will understand and interpret written information required for achieving success in the course.
- Arithmetic/Mathematics: Throughout this course, the student will calculate measurements and use ratios and formulas to construct his/her projects.
- Listening: Throughout the course, the student will receive, attend to, interpret, and respond to verbal messages and other cues such as body language in ways that are appropriate to the purpose. For example, comprehend, learn, evaluate, appreciate, or support the speaker.

### **Thinking**

- Creative thinking: This is an essential component of the daily problem solving techniques required to develop and produce successful innovative digital work.
- Problem Solving: Throughout the course, recognizing that a problem exists, the student will identify possible reasons for the problem and devise and implement a plan of action to resolve it using a variety of computer applications on the job.

### **Personal Qualities**

- Responsibility: Throughout the course, the student will exert a high level of effort and persevere towards goal attainment, work hard to become excellent at doing tasks by setting high standards, pay attention to details, work well even when assigned an unpleasant task, and display a high level of concentration. The student will display a high standard of attendance, punctuality, enthusiasm, vitality, and optimism in approaching and completing tasks.
- Self-esteem: Throughout the course, the student will believe in his/her own self-worth and maintain a positive view of himself/herself. The student will demonstrate knowledge of his/her own skills and abilities, show an awareness of his/her impression on others.
- Sociability: Throughout the course, the student will demonstrate, understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group settings. The student will assert himself/herself in familiar and unfamiliar social situations, relate well to others, respond appropriately as the situation requires, and take an interest in what others say and do.

## **Grading**

Your work will be evaluated according to the following criteria:

**Adherence to the assignment guidelines:** Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.

**Appropriateness:** Follow course policies, attitude-check on how you handle projects and challenges along with working with others in class. Do not have someone do the project or assignment for you. Submit & present projects on time.

**Techniques and Concepts:** Application of Concepts and Techniques.

**Design Layout:** Consider creativity, balance of elements, design techniques, use of white space, fonts, sizes and styles, effects and color.

**Quality of Execution:** Content information. Strive for excellence. All work should be an attempt at portfolio quality.

Using the above criteria, your work will be assessed on six levels:

A 90-100 Excellent

B 80-89 Good

C 70-79 Average

D 60-69 Poor

F 0-59 Fail

W- excessive absence (more than 12.5% semester absence)

The course grades are based on the following: Details will be given during project week.

**Assignment Projects** - See below for grading scheme.

Please note that since this is a 16 week hands on (required practice) intensive course. As you learn new concepts and application, you will apply the knowledge to your Final Project. (See Final Project Requirements attached).

**NOTE: Working on assignments/project is an integral part for the course. Any missed assignments will be considered as missed lab/class time and hence will be counted as ABSENCE. (1 unexcused missed, late or incomplete assignments = 1 ABSENT Session)**

All assignments/projects are due on the day noted unless otherwise announced in class. Assignments may be completed in class or lab. Those having their own computer and pertinent software may work on assignments at home as well. However, class participation is still required, and students are advised to attend class regularly. The assignments must be completed on software programs used in class. Do not make substitutions.

**Note: Original working files (FLA files are REQUIRED for ALL project along with the submission of final compressed files - EXE, HTML & SWFs)**

Note that 3rd Party software plug-ins are not permitted for Projects 1-4. Failure to comply with this rule will result in an F grade for the project. Example - swish or swift 3D.

Handouts will be given out for all projects. Be sure to follow the requirements of each project.

**Midterm Evaluation** – Hands on Evaluation on the tools of Flash and Animation Basics

**Final Project** Create a portfolio using techniques covered in class. (others options may be used upon approval of the instructor) - Due week 15 Under no circumstances will any late projects be accepted.

**Week 16: Final Evaluation/Quiz – Research questions**

The course grade will be based on the following: Details of each section will be given during the course of the semester. (Subject to change)

<b>PROJECTS</b>	<b>Project 1</b> Drawing Tools	<b>Project 2</b> Basic Animation	<b>Mid Term Project</b> & Hands on Evaluation	<b>Mini Projects</b> Slideshow, Load Movie, Preloader & Dropdown menus (Basic Actionscript)	<b>Finals Project &amp; Quiz</b> (Animation or Interactivity) Take home Essay quiz: Research and application
<b>Points</b>	<b>10 %</b>	<b>15 %</b>	<b>25%</b>	<b>10%</b>	<b>40%</b>
<b>Your grade</b>					
<b>FINAL GRADE FOR SEMESTER: _____</b>					

NOTE: **LATENESS** on any project pass the due date WILL receive a zero grade.

## FALL 2009 TRADITIONAL 16 - WEEK TERM

May 4 Monday	Online Registration Begins - Payment Due at Time of Registration
July 15 Wednesday	Application Deadline for International Students Outside the U.S.
August 10 Monday	On Campus Registration Begins
August 20 Thursday	Application Deadline for International Transfer Students
September 7 Monday	Offices Closed - Labor Day Holiday
August 21 Friday	Last Day for 100% Refund
August 22 Saturday	Classes Begin - Drop/Add/Swap Fee (\$15.00) Begins
August 22 - September 8	70% Refund
August 25 Tuesday	Registration Ends
August 28 Friday	Last Day for Drop/Add/Swap
September 4 Friday	Official Date of Record
September 9 - 14	25% Refund
October 1 Thursday	Application Deadline for Fall Federal Student Loans
October 15 Thursday	Priority Deadline for Fall Completion of Degrees or Certificates
November 12 Thursday	Last Day for Administrative/Student Withdrawals - 4:30 pm
November 25 Wednesday	No Night Classes before Thanksgiving
November 26 - 27	Offices Closed - Thanksgiving Holiday
December 1 Tuesday	Veteran's Advanced-Pay Application Deadline for Spring Session
December 6 Sunday	Instruction Ends
December 7 - 13	Final Examinations
December 13 Sunday	Semester Ends
December 14 Monday	Grades Due by - 12:00 Noon
December 18 Friday	Grades Available to Students
December 21 - January 1	Offices Closed - Christmas Break

Following is a tentative outline of class discussion topics and assignments for the semester. Please note that the schedule is subject to changes. You will be informed of any changes. Updated information will be posted online at <http://hccs.blackboard.com>

### Week 1-2

Lesson 1: What's New in Adobe Flash CS4?

Lesson 2: Flash CS4 Jumpstart.

Lesson 3: Getting Started with the Drawing Tools.

### Discussion Topics: Flash Introduction, The drawing tools

- Introduction
- Student Profile Sheets (<http://www.e-wdc.com/studentprofiles/artv2301.html>)
- Course requirements and grading
- Creating student folder, saving files to zips
- Email and Website Requirement
- Flash whitepapers, textbook, flash websites
- Introduction
  - An Overview of Flash
  - Getting Started
  - Flash Basics
- Flash Lessons/Tutorial : Within Flash program
- The Basics, movie properties of Flash MX
- Drawing and Painting Tools
- Evaluation of graphic formats, FTP concepts

### Assignments:

- Get Textbooks, & Software
- Review Software
- Download a trial version of Flash CS4 – Review Basic Tutorial documents found in the help section

### Project #1 (10% of semester grade)

- Reproducing/Duplicating a given Flash Artwork & Designing an interface with Flash.  
Due Date – See handout

### Week 3-8

Lesson 4: Using Symbols and the Library.

Lesson 5: Advanced Tools.

Lesson 6: Creating Basic Animation.

Lesson 7: Advanced Animation.

Lesson 8: Customizing Your Workflow.

Lesson 9: Working with Imported Files.

### Discussion Topics: Animation and techniques

- Symbols and Libraries
- Creating Buttons, Movie Clips

- Animation techniques using masks, alpha opacities, motion guides, orient to path
- Animating with Text
- Cell and KeyFrame Animation, frame rates, adding and deleting frames, onion skinning, copying and reversing
- Types of Tweens (Shape Versus Motion)
- Editing Multiple frames

### **Project #2**

Work on Motion Graphics, Creating Basic Animations (Frame by Frame/Shape/Motion Tween)  
(10% Semester Grade) See BBVista for due dates

**Midterm Handout** – Advance Animation (20% of Final Grade)

**Evaluation - TBA**

### **Week 9-12**

Lesson 10: Introducing ActionScript.

Lesson 11: Creating Button Symbols.

Lesson 12: Adding Sound to Your Movies.

Lesson 13: Introducing Movie Clips.

Lesson 14: Working with Video.

Lesson 15: Delivering Your Final Movie.

**Discussion Topics:** Introductions to Behaviors, and Basic Actions: Frame and Button actions (& Introduction to Advance productivity if time permits)

- Creating Interface Elements: Buttons, Sliders, Menus, Text fields, Drag and Drop
- More on interactivity : TellTargeting Multiple Scenes
- Testing, Integration, and Distribution
- Streaming, Bandwidth Profiler, Size Report
- Creating Preloads - basic and advance
- Intro to Advance Programming
- Mini Projects/Final Project handout  
Project #4 – Part of Final Project
- Final Project - Begin Storyboarding - Rough draft

### **Week 13-16**

**LAB: Work on Final Project Due December 1<sup>st</sup>, 2009**

**FINAL EVALUATION – December 7<sup>th</sup>, 2009**

- Work on your Final Project Design Interface
- Work on Mini Projects  
Details will be given out at during hands on training sessions Final Project
- LAB CLASS

**Project #4** (Mini Projects - 10% of Final Grade) DUE TBA

**Final Project**

### Acknowledgement of Syllabus

Please fill in the following information and return this page to the instructor before leaving class.  
I have read and understood the contents of the course syllabus.

**I acknowledge that I do have the prerequisites and/or co-requisites for the course and if I do not have the requirements, I understand that I am responsible for the contents (i.e. Prerequisite: ITSC 1313/IMED1316 (for web majors), ARTC 1302/IMED 1374 and IMED 1341 2D Interface Design (ALL majors) not covered in the course.**

I will comply to the ARTV 2301 2D Animation I course, syllabus guidelines & State requirements for Fall 2009.

Houston Community College System • Southwest College • West Loop Campus

Program: Digital Communication

CRN 17799 ARTV 2301 2-D Animation I 0082 Tu/Th 9:30-11:30AM WLOP 135

Start Date: August 22nd - December 7th

Final Presentation December 1st & Evaluation Exam December 7th, 2009

Instructor: Carolyn Tan

Telephone: 713-718-7896

Email: [ctan@e-wdc.com](mailto:ctan@e-wdc.com)

URL: <http://hccs.blackboard.com>

Office Hours: T/Th :TBA

Student Name:	
Student ID:	
Home Phone:	
Work Phone:	
Email :	
Website:	
Student Signature:	
Date:	

**Fine Arts, Speech, & Digital Communication  
Release for Use Agreement**

---

A release agreement between Houston Community College Southwest and a presently or past enrolled student to use work produced by the student for the promotion of the college or its programs.

The student agrees to allow HCCSW to use works produced for class or art shows in the following ways:

- a. Gallery Shows
- b. Online internet gallery promoting our programs
- c. In printed materials also used to promote the college and its programs

HCCSW agrees:

- a. That the students work will not be sold or offered for sale without prior permission of the student.
- b. The ownership of all works produced in class remains the student.
- c. That the student work will not be altered in any way except to be optimized for display on the internet or reduced in size for publication purposes.
- d. To identify the student when their work is used by the college in the ways stated above.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Date

\_\_\_\_\_  
Associate Chair,  
Fine Arts, Speech, & Digital Communication