Project Goals & Objectives

Be able to create simple animations with Flash application. Upon completion of the project, you will have a good understanding on how to create 2D and “3D” motion graphic animations utilizing the following techniques:

1. Key-framed animations (Frame by frame animation), morphing/shape and motion tweening using both 2D objects including type.
2. Moving objects with various animation settings such as positioning, rotating, spinning, scaling, color changing, and fading including special animation effects.
3. Organize work effectively using the library for symbol and instances and layers for animation project.
4. Design and utilize storyboards & comps as part of the design and production process.
5. Review & apply basic graphic and interface design principles in motion graphics.

Project Directions

Design planning (20% of project grade) & Techniques (Design & Creativity) requirements (70%)

1. Planning Stage
   Idea Proposals, Storyboarding/Drafts/Sketches of your ideas – DUE Week of Tuesday, September 29th Online for discussion

2. Design Stage
   Create the following animations with the required techniques. Organize each animation technique into different scenes (Total 5 scenes) and name your scenes, OR you may mix techniques in different scenes and create a story with 5 scenes. Be creative! **Storyboard, & draft your ideas on paper. KEEP IT SIMPLE!!!**
   1. Animation with geometric shapes – lines, geometric shapes such as oval, rectangles, polygons.
      (Growing lines, rotating shapes, increase/decrease of object sizes, color changes with hue, saturation and value, alpha opacities, etc)
   2. A bouncing ball or any circular object with shadow effects
   3. Forces of nature: Thunderstorm, Rain and Lightening, Smoke, and/OR Fog
   4. A spinning oval shape, coin or letter O (NOT FLIPPING)
5. Animated Text: Reminder - DO NOT USE 3rd party software (Could be used as Titles and Credits for opening and closing scenes and/or labels for each scene)

Try to create your animations as realistic as possible. All animations are to be on the main timeline/scenes (STATIC & ANIMATED GRAPHIC SYMBOLS & MOVIE CLIPS). You may also use sounds (not required) if you wish. Audio techniques will be covered in the next lesson.

Flash Technical Application
You may use the combine techniques on the different animations. Your goal is to discover which technique type would be best used for the different animation types.

- Use of graphic symbols (static & animated) in libraries
- Frame by frame animation, motion (including classic type tweening) and shape tweening with color, gradient, positioning, scaling, easing in/out; Use of Motion Guides
- Timeline, Blends & Filter effects

Design Elements
- Design elements – aesthetic interface (clean and organized) with Name and Date, graphic design applications (learned from Basic Graphic Design or 2D Interface Design)
- Color Theory & Application (Utilize one of the harmonic schemes such as monochromatic, achromatic, analogous, OR primary or secondary color sets)
- Include your name in your FLA document, Flash version and date of creation

2. Project Submission
Package & submit finalized package including report with given instructions -
Save your working document – FLA & Publish the FLA as EXE, APP, HTML & SWF.
You should have a total of 5 document files + digital copies of your storyboards/comps showing progress of your animated works. Upon completion, upload your files (MAKE SURE YOU ZIP THE FILES) to Blackboard Vista Discussion area when you are done. Make sure that ALL 5 files including your finalized storyboards are in a ZIPPED folder with your name to be handed on the DUE dates.

3. Web Activity (10% of Project Grade)
Post a report to the Discussion board that includes all of the following:
- Time it took for you to complete your project
- Challenges that you encountered while working on the project
- 3 techniques and success applications you discovered while working on the project
- Advice you would give another person who has never worked on this project before
- Questions you have about the Animation Tools in Flash
- Review one of your peer’s project – comment and grade the assignment
Grading Criteria (Rubric) for Project 2 (NOTE THAT THE STORYBOARDING PROCESS IS 20% of the Project Grade)

<table>
<thead>
<tr>
<th>Objective Criteria</th>
<th>SAMPLE OVERVIEW OF GRADING CRITERIA (SUBJECT TO CHANGE AT ANYTIME) Performance Indicators</th>
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<tbody>
<tr>
<td></td>
<td><strong>Grading Criteria (Rubric) for Project 2 (NOTE THAT THE STORYBOARDING PROCESS IS 20% of the Project Grade)</strong></td>
<td>Poor</td>
<td>Need improvement</td>
<td>Average</td>
<td>Good</td>
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<td>Organization</td>
<td><strong>(0 points) Section was incomplete</strong></td>
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<td><strong>(3 points) Three or more of the Criteria were incomplete</strong></td>
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<td><strong>(6 points) Two of the criteria were incomplete</strong></td>
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<td><strong>(9 points) One of the criteria were incomplete</strong></td>
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<td><strong>(12 points) All of the following criteria were met</strong></td>
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<td>Design, Technical &amp; Animation creativity</td>
<td><strong>(0 points) Section was incomplete</strong></td>
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<td><strong>(5 points) Attention to design detail (alignment, clean interface), color harmonic application, use of typographic principles, &amp; animation creativity</strong></td>
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<td><strong>(10 points) Project lacked a lot of attention to design detail (alignment, clean interface), color harmonic application, use of typographic principles, &amp; animation creativity</strong></td>
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<td><strong>(15 points) Project lacked some attention to design detail (alignment, clean interface) Design/Color harmonic application, use of Typographic principles, &amp; Animation Creativity</strong></td>
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<td><strong>(20 points) Attention to design detail (alignment, clean interface) Design/Color harmonic application, use of typography principles, &amp; Animation Creativity</strong></td>
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<td>Attitude/ Problem Solving Efforts, Project Instructions</td>
<td><strong>(0 points) Section was incomplete</strong></td>
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<td><strong>(3 points) Efforts were lacking in problem solving scenarios and/or technical issues. Attention to detail for project requirements was not met.</strong></td>
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<td><strong>(4 points) Sometimes demonstrated a positive attitude while working on some elements and technical challenges for the project requirements.</strong></td>
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<td><strong>(7 points) Did try to demonstrate a positive attitude on technical challenges while working on project. Problem solving efforts were exhibited and</strong></td>
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<td><strong>(10 points) Exemplary efforts demonstrating the handling of technical challenges by exploring and finding solutions as alternatives for</strong></td>
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Carolyn Tan © 10/8/2009 Animation Project
| Animation Techniques 1 | (0 points) Section was incomplete | (4 points) **Three or more of the criteria were incomplete**  
1. Shape tweening with morphing shapes, and alpha changes  
2. Frame by Frame animation  
3. Use of guide layer & motion guide  
4. Created special animated effects with filters/blends and timeline effects | (8 points) **Two of the criteria were incomplete**  
1. Shape tweening with morphing shapes, and alpha changes  
2. Frame by Frame animation  
3. Use of guide layer & motion guide  
4. Created special animated effects with filters/blends and timeline effects | (12 points) **One of the criteria was not completed**  
1. Shape tweening with morphing shapes, and alpha changes  
2. Frame by Frame animation  
3. Use of guide layer & motion guide  
4. Created special animated effects with filters/blends and timeline effects | (16 points) **All of the following criteria were met**  
1. Shape tweening with morphing shapes, and alpha changes  
2. Frame by Frame animation  
3. Use of guide layer & motion guide  
4. Created special animated effects with filters/blends and timeline effects |
| --- | --- | --- | --- | --- |
| Animation Techniques 2 | (0 points) Section was incomplete | (4 points) **Three or more of the criteria were incomplete**  
1. Animated geometric shapes (lines, rectangles, ovals, etc) INCLUDING Radiating circles  
2. Animated Text  
3. Bouncing ball (Oval shaped object) with drop shadow | (8 points) **Two of the criteria were incomplete**  
1. Animated geometric shapes (lines, rectangles, ovals, etc) INCLUDING Radiating circles  
2. Animated Text  
3. Bouncing ball (Oval shaped object) with drop shadow | (12 points) **One of the criteria was not completed**  
1. Animated geometric shapes (lines, rectangles, ovals, etc) INCLUDING Radiating circles  
2. Animated Text  
3. Bouncing ball (Oval shaped object) with drop shadow | (16 points) **All of the following criteria were met**  
1. Animated geometric shapes (lines, rectangles, ovals, etc) INCLUDING Radiating circles  
2. Animated Text  
3. Bouncing ball (Oval shaped object) with drop shadow |
| Animation Techniques 3 | (0 points) Section was incomplete | (4 points) **Three or more of the criteria were incomplete**  
1. Forces of nature (Option 1)  
2. Forces of nature (Option 2)  
3. Spinning coin/letter 0 (NOT FLIPPING)  
4. Imported bitmaps with compression within Flash | (8 points) **Two of the criteria were incomplete**  
1. Forces of nature (Option 1)  
2. Forces of nature (Option 2)  
3. Spinning coin/letter 0 (NOT FLIPPING)  
4. Imported bitmaps with compression within Flash | (12 points) **One of the criteria was not completed**  
1. Forces of nature (Option 1)  
2. Forces of nature (Option 2)  
3. Spinning coin/letter 0 (NOT FLIPPING)  
4. Imported bitmaps with compression within Flash | (16 points) **All of the following criteria were met**  
1. Forces of nature (Option 1)  
2. Forces of nature (Option 2)  
3. Spinning coin/letter 0 (NOT FLIPPING)  
4. Imported bitmaps with compression within Flash |
| Conventions/Copyright (Credit) | (0 points) Section was incomplete | (3 points) Project failed to document | (6 points) Copyright guidelines are documented within Flash | (8 points) Copyright guidelines were documented within Flash | (10 points) Copyright guidelines were documented within Flash |
| information) | incomplete citations ((images, and media elements) and process. Numerous spelling, and grammatical errors. | sometimes followed and some non-original material ((images, and media elements) is properly cited. Some errors occur and detract from overall project. | generally followed and most non-original material is properly (images, and media elements) cited. A few spelling or grammatical errors occur in either the project or narrative and detract from the overall project. | followed with proper use of citations ((images, and media elements), documentation and storyboarding when appropriate. Clear, concise and well written with minor spelling or grammatical errors in the project or narrative. |

20% Planning process + 70% Design and creative Production + 10% Web Activity