Syllabus for

UCLAE Flash 1: Flash Using CS3

1. CLASS INFORMATION

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| VERSION | Document version 1.0. This syllabus is subject to change at any time. The instructor will redistribute and inform all students in the event of a revision. |
| DETAILS | Flash I Using CS3  Art 481.52   (4 Units)  Instructor: Samuel Asher Rivello |
| OBJECTIVE | Create and deliver interactive content for the web and related media using Flash, an integral part of a designer's web toolkit. Explore animation, powerful drawing tools, user interface features, and the basics of ActionScripting. |
| CONCEPTS | Major concepts covered are web animation and scripting to create a web site. Topics include an overview of vector-based drawing tools, animation techniques, and interactive symbol functions, as well as a thorough grounding in powerful web animation and development tools such as Flash CS3 and ActionScript 3.0. Students will learn to set variables and properties of symbols, create interactivity in web projects, and explore more advanced features of web design, layout and publishing along with dynamic content loading. |
| PREREQUISITE | Dreamweaver I and Basic Interface Design Using CS3; familiarity with Illustrator and Photoshop. |
| DATE AND TIME | Thursday, 7-10pm  June 26 - September 11, 12 mtgs.  No refund after July 3. |
| LOCATION | Room #B04, UCLA Extension, 1010 Westwood Blvd,  Los Angeles, CA 90024-2912 |
| TEXTBOOK | [Flash CS3 Professional Visual QuickStart Guide](http://www.amazon.com/Professional-Windows-Macintosh-Visual-QuickStart/dp/0321502914/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1211757503&sr=8-1)  Peachpit Press; 1st Edition (August 4, 2007)  By Katherine Ulrich  **The textbook is required.** |
| FORMAT | 3 hrs/wk. Each session we will work through an outline of new technique. Students will read the preparatory material before class. The instructor will demonstrate new techniques then students practice what they have learned; repeating the exercises themselves.  Class is held in a Mac Lab. While in the labs students must use the provided computers. While outside of class, students must have access to their own computer w/ Adobe Flash CS3 to complete assignments. The lab is not open outside of class.  Outside of class each week students are expected to read the preparatory readings from the textbook and from the web, practice techniques covered in previous classes, and work on assignments. |
| WEBSITE | Class website – Blackboard  Students are expected to check the blackboard website for updates regularly, at least one time per week. It is the responsibility of all students to be aware of all information and assignments posted on the class website. **If any student does not plan to use blackboard or does not have access, he or she must inform the instructor on week 1.**  Class Website: <http://uclaextension.blackboard.com/>  Help Forum  LA Flash, an Adobe Flash User Group, runs a free help forum. For free limited help and assistance at any time, just post your questions. Sometimes questions get answered quickly, sometimes slowly, and sometimes not at all. But I also encourage all of you to participate and answer your classmates' questions if you can help. Students who actively participate on the help forum during the course may qualify for participation points. Please speak to the instructor if you plan to do so.  <http://laflash.org/forums> |
| GRADING | The following point structure will be used in determining the grade for the course. Final grades will be based upon the total points received.  UCLA Extension Grading Scale:  92 -100 = A  91 - 82 = B  81 - 70 = C  69 - 60 = D  59 and below = F  Extra Credit:  Active participation, using your LA Flash username, on the LA Flash Help Forum will qualify you for up to 5 extra points, at the instructor's discretion. If you are interested in this, please ask the instructor before beginning. |
| POLICIES | *Make-up policy for exams*: To make up for a missed exam, the student must provide a satisfactory reason (as determined by the instructor) along with proper documentation. Make-up exams are only allowed under extraordinary circumstances.  *Projects/Assignments*: It is the student’s responsibility to turn in projects on or before deadlines as set by the instructor.  *Late Projects/Assignments*: Projects submitted late will be discounted 5 points each day the submission is late. Contact the instructor in advance for extensions in special circumstances. |
| MIDTERM | There will be a midterm exam on week 7. The exam will only take up a portion of the class. We will also have a lecture that day. More information on the midterm will be made available before the exam date. |
| PROJECT | There is no final exam. In its place, students will submit a final project. This final project will be to create on of the following;  A Website  A Media player  A Game  During the course we will complete an example of these three projects so there will be an opportunity to learn the basics of each and students will have models to work from. |
| SUBMISSIONS | All project submissions should be ZIP'd (compressed into a zip file) and named: [projectTitle[\_[lastName]\_[firstName]\_[year]\_[month]\_[day]\_v[versionNumber].zip  Ex. If I submitted my pitch on January 9th, 2007, I would name my zip file:  P1\_rivello\_samuel\_2007\_01\_09\_v1.zip  **Submit** **by 11:59:00 PM of the date specified** in the assignment. Due dates are always Tuesdays [TBD day of week].  Project Upload*: [TBD]* |
| INSTRUCTOR CONTACT | You may contact the instructor 24 hours a day by email.  **Instructor Email:** [uclae2008@rivello.org](mailto:uclae2008@rivello.org). Use a subject line beginning with “UCLAE:”  [TBD, really?] Contacting me through Blackboard is not recommended. | |

1. GRADING

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| TYPE | TITLE | DESCRIPTION | DELIVERY | DUE | POINTS |
|  |  |  |  |  |  |
| Weekly (10%) | Assignment | 3 Questions Quiz | C | \*3 | 9 x 1pt +  1pt Teachback |
|  |  |  |  |  |  |
| Participation (15%) | Attendance | \*1 | C | N/A | 12pt |
|  | Overall | \*1 | C | N/A | 3pt |
|  |  |  |  |  |  |
| Midterm (25%) | Midterm | 30 Questions | C | Session#7 | 30 x 1pt, Max 25 pts |
|  |  |  |  |  |  |
| PROJECT (50%) | P1 | Pitch | C, E | Session#7 | 5 |
|  | P2 | Designs | BF | 08/19/08 | 10 |
|  | P3 | BETA | BF | Session#11 | 15 |
|  | P4 | Final | BF | 4/26/07 | 25 |
|  |  |  |  |  |  |
|  |  |  |  |  | TOTAL 100 |

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| TYPE | 100% Total in 4 Grade Types. Nine (9) of the sessions will include a quiz on materials from the readings or previous classes. Each student will also have one opportunity to teach back to the class a very short lesson. This ‘Teachback’ is worth 1 pt. |
| TITLE | Name used in Blackboard’s grading list which is updated weekly. |
| DESCRIPTION | \*1 – See Related Section in ‘Details’ Above |
| DELIVERY | (E) Email, (BF) Blackboard File Upload, (C) In Class |
| POINTS | (BE) Blackboard Email, (BF) Blackboard File Upload, (BT) Blackboard Testing, (C) In Class |
| DUE | \*3 – See Related Section in ‘Schedule’ Below  Project assignments will be distributed to students in advance of each due date, including detailing assignment information and grading criteria. Projects are due **bv 11:59:00 PM** ofthe date specified. |

1. SCHEDULE

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| SESSION #1 | **Title**: Introduction to Adobe Flash CS3  Date:Thursday 7pm – 10pm, June 26th, 2008  Preparatory Reading(s):   * Introduction * Chapter 1: The Flash Authoring Tool * Chapter 2: Creating Simple Graphics   Online Reading(s):   * None   Quiz: Yes |
| SESSION #2 | **Title**: Basic Tools  Date:Thursday 7pm – 10pm, July 3rd, 2008  Preparatory Reading(s):   * Chapter 3: Working with Text * Chapter  4. Modifying Simple Graphics * Chapter  5. Complex Graphics on a Single Layer   Online Reading(s):   * None   Quiz: Yes  **Guest Lecturer(s):** Dan Cluff |
| SESSION #3 | **Title**: Advanced Tools  Date:Thursday 7pm – 10pm, July 10th, 2008  Preparatory Reading(s):   * Chapter  6. Graphics on Multiple Layers * Chapter  7. Working with Symbols   Online Reading(s):   * None   Quiz: Yes |
| SESSION #4 | **Title**: Basic Animation  Date:Thursday 7pm – 10pm, July 17th, 2008  Preparatory Reading(s):   * Chapter  8. Frame- by-Frame Animations * Chapter  9. Animation with Motion Tweening   Online Reading(s):   * None   Quiz: Yes |
| SESSION #5 | **Title**: Advanced Animation  Date:Thursday 7pm – 10pm, July 24th, 2008  Preparatory Reading(s):   * Chapter 10. Animation with Shape Tweening * Chapter 11. More-Complex Animation Tasks   Online Reading(s):   * None   Quiz: Yes |
| SESSION #6 | **Title**: Basic Interactivity  Date:Thursday 7pm – 10pm, July 31st, 2008  Preparatory Reading(s):   * Chapter 12. Building Buttons for Interactivity * Chapter 13. Basic Interactivity   Online Reading(s):   * None   Quiz: Yes |
| SESSION #7 | **Title**: Midterm & Brainstorm  Date:Thursday 7pm – 10pm, August 7th, 2008  Preparatory Reading(s):   * None   Online Reading(s):   * None   Quiz: No  **Lecture Topic(s)**:   * Brainstorming your project.   **In-Class Project Assignment:** P1   * In class, students select their final individual project, develop the idea in a small group, and individually pitch it to the class in a short presentation. This milestone is will occur in class.   **Midterm:** 30 Questions on everything covered up to and including session #7. |
| SESSION #8 | **Title**: SLDC & Final Project Templates  Date:Thursday 7pm – 10pm, August 14th, 2008  Preparatory Reading(s):   * None   Online Reading(s):   * ‘Software Development LifeCycle (SLDC)’   + <http://en.wikipedia.org/wiki/Software_development_process> * ‘Wireframing’ by George Petrov   + <http://www.dmxzone.com/ShowDetail.asp?NewsId=3991> * ‘Wire Frame Your Site’, By Matt Beach   + <http://www.sitepoint.com/article/wire-frame-your-site>   **Lecture Topic(s)**: I’ll give a ‘How-to’ for each;   * Creating User Stories and Wireframing * Sample Project 1: Flash Website * Sample Project 2: Flash Game * Sample Project 3: Flash Application |
| SESSION #9 | **Title**: Working with External Assets  Date:Thursday 7pm – 10pm, August 21st, 2008  Preparatory Reading(s):   * Chapter 14. Using Non-Flash Graphics * Chapter 15. Adding Sound * Chapter 16. Adding Video   Online Reading(s):   * None   Quiz: Yes  **Guest Lecturer(s):** Dan Cluff |
| SESSION #10 | **Title:** Project Deployment, Professional Philosophy, & Best Practices  Date:Thursday 7pm – 10pm, August 28th, 2008  Preparatory Reading(s):   * Chapter 17: Delivering Movies to Your Audience   Online Reading(s):   * <http://www.adobe.com/devnet/flash/articles/flash8_bestpractices_02.html>   Quiz: Yes  **Lecture Topic(s)**:   * Professional Philosophy * Development Best Practices |
| SESSION #11 | **Title**: Advanced Topics  Date:Thursday 7pm – 10pm, September 4th, 2008  Preparatory Reading(s):   * TBD   Online Reading(s):   * TBD   Quiz: Yes |
| SESSION #12 | **Title**: Critique & Career Day  Date:Thursday 7pm – 10pm, September 11th, 2008  Preparatory Reading(s):   * None   Online Reading(s):   * None   Quiz: Yes  **In-Class Project Assignment:** P3   * Students present projects on the projector to the class. Projects are to be 80% - 100% complete.   1. A ‘user’ chosen by the instructor will navigate the project without assistance.   2. Student gives an explanation of the project outlining the goals and what is left to be completed.   3. Students holds Q/A with class   **Guest Lecturer(s):** TBD |

4. FINAL PROJECT

You have the choice of one of these 3 projects. Each is to be delivered via blackboard per the deliverables schedule above, but for simplicity will be designed to run offline.

**Project Requirements**

* Be submitted as at least one FLA file and one SWF file
* Be 24 Frames per second
* Be 640x480 dimensions or larger
* Include a preloader
* Include at least one button which opens a new webpage.
* Include at least one Flash filter
* Include at least one use of ‘Runtime bitmap caching’ also known as ‘CacheAsBitmap’
* Include final, polished graphics. Graphics may be created new or found from any source.
* Operate smoothly without any ‘bugs’

**Project Optionals**

* Incorporate an external CSS StyleSheet with 2 or more CSS Styles
* In addition to submitting via FTP, also launch the project online

Here are the requirements, listed by project.

**1. Website Final Project Specifications**

Minimum Requirements

Scene Breakdown

* Intro Scene
  + Description
    - Animated introduction of 5 seconds duration or longer
  + Optional Buttons
    - “View Main Menu”
* Main Scene
  + Description
    - This scene contains a menu area and content area. Selecting from the menu updates the content area with one of the content sections
  + Required Buttons
    - Buttons to Three or more content sections, such as;
      * Learn About Me
      * View my Portfolio
      * View my Resume
      * Contact Me
        + Opens an email addressed to you, or updates the content area which contains a button which opens an email addressed to you. [This counts as the requirement for ‘Open a New Webpage’]

Optional Additions

* Dynamically load any externalized content (SWF, FLV, MP3)
* Include more content sections

**2. Media Player Final Project Specifications**

Minimum Requirements

Scene Breakdown

* Intro Scene
  + Description
    - Animated introduction of 5 seconds duration or longer
  + Optional Buttons
    - “View Media Player”
* Main Scene
  + Description
    - Selecting an item on the playlist will start the externally loaded video playing on the screen. The controls manipulate the video playing. This scene contains these areas
      * Media player screen – 320x240 or larger base dimensions
      * Media player controls, shown as icons, text, or both
        + Play/Pause
        + Stop
        + Rewind to Beginning
        + Enlarge/Shrink Screen
      * Media player playlist
        + Display a title, duration, and thumbnail image for three or more videos
  + Required Buttons
    - View More Videos. [This counts as the requirement for ‘Open a New Webpage’ and may open youtube.com or any other video website]

Optional Additions

* Include more video items in the playlist
* Load playlist information externally

**3. Game Final Project Specifications**

Minimum Requirements

Scene Breakdown

* Intro Scene
  + Description
    - Animated introduction of 5 seconds duration or longer
  + Optional Buttons
    - “View Main Menu”
* Main Menu Scene
  + Description
    - The layout thematically ties to the gameplay.
  + Required Buttons
    - “Play Game”
    - “View Instructions”
* Game Scene
  + Description
    - Use the mouse and/or Keys to control a character. Gameplay TBD and must be approved by instructor before production begins. Use hit detection and include a scoreboard which updates during play.
  + Required Buttons
    - “Quit Game”
* Game Over Scene
  + Description
    - The layout thematically ties to the gameplay. May reuse assets from Main Menu for consistency. A dynamic phrase displays text similar to both ‘Congratulations, You eared X points’ and ‘You Quite Early. You earned X Points. Play again soon!’
  + Required Buttons
    - “View Main Menu”

Optional Additions

* Dynamically load any externalized content (SWF, FLV, MP3)
* Load all display text externally

NOTES

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