Course Description and Objectives
This is a hands-on course in which will explore motion graphics as an art form primarily using Flash MX 2004. While Flash was developed primarily for the web, this is not a class in web design, but rather uses Flash as a medium to explore the art of motion graphics.

We will touch on issues of Flash and the web, but they are not the focus of this class. This class concentrates on teaching you how to conceptualize and create time-based graphics to express meaning.

This is a project-based course with some lecture. Students are expected to participate in classroom and collaborate to solve technical challenges. Examples of motion graphics will be shown and discussed. Your projects will take considerable time, be prepared to work hard and have fun.

Topics to be covered include:
• Animation: fundamentals, notation, storyboarding
• Kinetics and Typographic Design
• Flash: Working with shapes, text, and images, Tweening, Masks, Publishing.
• Intermediate Animation effects and commands, basic interactivity and introduction to Actionscript.

Course Structure
This class comprises assigned projects, readings, lectures, and group discussions.

Textbook
The required textbook is available at the bookstore and through local booksellers or the internet. You will not need the book the first couple of class sessions.

Foundation Flash MX 2004 by Kristian Besley and Sham Bhangal is required and is available at the bookstore.

Moving Type by Matt Woolman and Jeff Bellantoni is a wonderful book but it is not required and is not at the bookstore.

Advice
• Save often and back up your work
• Use logical file names & organize your files
• Ask questions as often as you need to
• Projects always take longer than you expect and unexpected technical difficulties happen, so plan ahead

Lab Hours
Lab hours will be posted on the classroom door. There are also two Macs available in the Technology Center in the basement of Lewis Hall.

Grading
It is important that students realize that studio art instructors teach through critique. When work due on a certain day is not completed students are not only cheating themselves but their classmates as well.

All homework and class work must be turned in to the drop box at the specified time. If you take this class on a pass/fail basis you must still complete all of the assignments and hand them all in on time. No letter or numerical grades will be given for individual works. I will gladly meet with any student anytime during the semester to discuss their current grade.

Grades are earned according to the following criteria:
• Regular and prompt attendance
• Preparedness with all homework
• Enthusiastic participation in all class discussions and critiques
• Understanding and synthesis of concepts, technical skills and vocabulary presented
• Measurable development over the semester
• Overall quality and rigor of work produced
A The student completes the requirements of the project, demonstrates a technical mastery of their craft, and bases the project around a theme or idea that demonstrates creative or critical thought.

B The student completes the requirements of the project and demonstrates a technical mastery of their craft.

C The student completes the requirements of the project and demonstrates a basic competence of craft.

D The student exhibits work failing to answer the requirements of the project.

F The student turns in no work at all.

For each class date that a project is late, it will be marked down a full letter grade. Late projects will not be critiqued.

Attendance
Attendance and promptness is essential. Come prepared to work in class with all materials needed for the current project. The development of your ideas in-class is as important as the final result, so I need to see your work in process. More than one absence will lower your final grade by a full letter grade. Each additional absence will lower your grade further. If you are sick it is your responsibility to find out what you have missed from a classmate and to confirm the next assignment as this syllabus is subject to change. I will not be able to repeat missed lectures.

Because this class only meets once a week students should pay careful attention to the following attendance guidelines:

• Students who arrive to class without all assignments fully completed will be marked absent.
• Two late arrivals or early departures of more than five minutes will be recorded as (1) absence.
• Two absences will result in the lowering of one letter grade. At this point, it is impossible to receive a final letter grade of (A).
• All subsequent absences will result in the lowering of another full letter grade.

Materials
Each student will have ample storage space on the network, but you must also back up your projects to CD-Rs or USB Flash Drives. Each student is required to have a USB Flash Drive.

Drop Box
You must save copies of all your projects to the ART330 drop box. I want you to hand in both the SWF and the FLA files for each project. In the finder go to the main menu bar and select Go>Connect to server. For the server name type in Macserv then select: Classes>ART330>Drop Box. When naming your files, always use the following format: FirstLastProject.swf or FirstLastProject.fla
Course Schedule
This schedule is subject to change. I will change assignments as needed to match the needs of each individual class, so if you miss a class, confirm the next assignment. Each project will be accompanied by a detailed set of instructions. Additional readings may be assigned throughout the semester.

Class 1: January 16
Introduction & Spatial relationships

In class: Introduction to animation notation and storyboarding. Interpret animation examples on storyboards.

Discuss spatial relationships including point, line, plane, volume, perspective, depth, frame aspect ratio. Diagram and catalog two and three dimensional movements.

In class exercise: Flip book with storyboards.

Class 2: January 23
Flash Basics

In class: Introduction to Flash: Interface, Layers, Timelines, Frames, Scenes, Tools & Options, Drawing, Symbols, Keyframe animation, Motion tween vs. Shape tween

Storyboard next week’s assignment. Critique the storyboards in class.

Assignment: Make me laugh with dots.

Class 3: January 30
Symbols

In class: Critique of Dots assignment. Flash: creating and editing symbols, color, motion tweening.

Lecture: Principles of animation. Watch cartoons to spot principles.

Assignment: Animate a principle.

Class 4: February 6
Motion guides and Masks

In class: critique animations. Use of Motion guides and Masks. Shape hinting. Onion skins. Storyboard word animations in class.

Assignment: Word animations due next week.

Class 5: February 13
Moving Type

In class: Discuss Tribune Ads. Explanation of sequences and transitions. Discussion of Typography basics, proximity, kinetics, structure. Work on word opposites project in class.

Assignment: Animation of word opposites due next class.

Class 6: February 20
Bitmaps

In class: Critique of word opposites. Discuss importing bitmaps, tracing bitmaps, break apart, proximity animation project. masks and masking, animating bitmaps with masks.

Assignment: Proximity animation due next class, 3/1.

Class 7: February 27
Workshop


Assignment: buttons and sound project due March 13.

Spring Break
No Class March 6

Class 8: March 13
Flash Puppets

In class: Critique buttons and sound project. Introduction to Flash puppets: Animating images. Hybrid project using animated puppets.

Assignment: Flash Puppets development. PNG files due next week.
Class 9: March 20
Flash Puppets
In class: workshop

Assignment: Flash Puppets project due next week.

Class 10: March 27
Interactive Puppets
In class: Flash Puppet critique. Actions, actionscript basics, basic interactivity.

Assignment: Interactive puppet project due next week.

Class 11: April 3
Movies and Scenes
In class: Critique interactive puppets. Loading movies, scenes, preloaders

Assignment: multiple endings project due next week

Class 12: April 10
Final Project
In class: Critique multiple endings project. Discuss: optimizing, technical issues.

Assignment: final project

Class 13: April 17
Final projects
In class: workshop time

Class 14: April 24
Final projects
In class: Final presentations and critique, class website.

No Final Exam