

MAGD 271-01: Flash Development

McGraw 127

9:30 – 10:45am T Th

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Office hours: M W 12:30pm – 1:30pm, Th 12:30pm – 3:30pm

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Prerequisites

MAGD 150 and 210

Course Overview

This course focuses on design and development of interactive media using Adobe Flash software with scripting. Flash is a software tool which will be used to output files in the native Adobe Flash format (.swf) and as HTML5 (Canvas) files. Students will design, develop, and deliver interactive projects incorporating graphics, text, animation, audio, and video, using the capabilities within Flash to create media assets, as well as incorporating external media files.

Class content will consist of lectures, demonstrations, discussions, and project assignments. Project work will give students the opportunity to use skills in animation and interaction design and design concepts. Short assignments will be aimed at building technical skills. Course materials will be available on D2L.

Course Objectives

By the end of the course, students will:

Be able to use Adobe Flash CC Pro to create projects incorporating graphics, sound, video media from external files and from the tools within the program.

Use the Flash tools and techniques to create animations and interactivity for assignments and projects.

Design and develop projects in Flash for output to the Flash file format (.swf) and HTML5 (Canvas) files.

Be able to create projects for the web using Flash scripting tools for HTML5 (Canvas) with JavaScript.

Have an understanding of HTML5 (Canvas).

Have experience with a design and development process through project work.

Develop skills in providing meaningful, constructive feedback for fellow students in class critiques.

Course Format

Two class meetings per week, mixed format, lectures, discussions, lab/studio time.

Required Readings

Readings and resources will be made available during the semester on D2L.

Supplementary Readings

Resources which are useful in the course and beyond, but are not required to be purchased for the course.

HTML5 Canvas, 2nd Ed. (2013), Steve Fulton, Jeff Fulton. O'Reilly.

Materials

Software will be available on computers in class. Any software tools used beyond what is on class computers will be free or open-source software.

Students should have some means of saving files, a thumb drive or other external drive, or online means of saving files (dropbox.com, google drive etc.)

Software

Adobe Flash is the main software for this course. Other software tools will be necessary for creating content (images, audio, and video), depending on the assignment or project details.

Grading Opportunities

The final course grade will be calculated from the following areas:

20% assignments

70% projects

10% attendance / participation

There will be four graded (Pass / Fail) assignments which will each be worth 5% of the final grade. Assignments are given for work in class. Each assignment is for work started in-class and is due by the date of the following class meeting. Assignments turned in late will not be accepted. Assignment details will be described at the time of the assignment.

There will be three graded (percentage 59 - 100) projects. Each project will be four weeks in

duration and worth 23.33% of the final grade. Project details will be described at the time of the project.

Attendance policy: You are expected to attend class. Attendance and participation will be worth 10% of your overall grade. You can miss up to four classes without it impacting your attendance grade. Beyond missing five classes, you will lose 5% of your attendance / participation grade for every two classes missed. If you have a legitimate excuse for missing class, i.e., doctor's appointment, emergency, or illness, you need to communicate with the instructor and provide documentation to not have the absence negatively impact your attendance / participation grade.

Grading Standards

Letter Grades

- A (93 and above) – Outstanding
- A- (90 – 92) – Excellent
- B+ (87 – 89) – High Achievement
- B (83-86) – Good
- B- (80 – 82) – Meets Requirements
- C+ (77 – 79) – Acceptable
- C (73-76) – Average
- C- (70 – 72) – Below Average
- D+ (67 – 69) – Below Average
- D (63 – 66) – Below Average
- D- (60 – 62) – Below Average
- F (59 or below) – Failure

Criteria for evaluation of assignments and projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, and projects, will clearly state the objectives and areas of grading. This information will be included in the assignment, or project description on D2L. Any feedback for graded work will communicate how a student performed and how the grade was calculated following these criteria. If there is any question during the semester as to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy

Class attendance is critical to understanding the subject matter and successfully completing the course. Missing class without the following valid excuses will negatively impact attendance as it relates the participation part of your final grade:

Family emergency illness and can provide a doctor's note or equivalent from Health Services.

UWW extracurricular activity and can provide note from coach or advisor.

Internship or job interview and can provide documentation from company.

You must communicate with the instructor and provide documentation within one week for an absence to be counted as excused.

Be on time for class and stay for the duration of class session.

Attendance at critiques is very important - you will be made aware of the dates for critiques well in advance via the class schedule and announcements from the instructor. Thoughtful participation in critiques is a key component of your participation grade in the course.

You are allowed five absences during the semester. Any absences beyond five will negatively impact your attendance / participation grade. Please see details in the Grading Opportunities area above for more information.

Student Conduct

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Students with Disabilities

Learning support services for students with disabilities is provided.

Students can get more information at the Center for Students with Disabilities:

<http://www.uww.edu/csd>

Schedule

updated 4.14.16

please note: the schedule is subject to change. Any updates in the schedule will be announced in class and on D2L.

Week 1

Tuesday, January 19

Introduction to course

Flash interface, tools

Thursday, January 21

Flash interface, tools

Classic Tweens

Graphic Symbol

Week 2

Tuesday, January 26

Flash interface, tools

Shape Tween

Movie Clip Symbol

Thursday, January 28

Flash interface, tools

Motion Tween

Motion Guide

Layer Mask

Week 3

Tuesday, February 2

Assignment One – Flash Basics

work on Assignment in class

Thursday, February 4

Assignment One due

Project One assigned

Week 4

Tuesday, February 9

Interactivity in Timeline with Symbols, code snippets

Thursday, February 11

Interactivity in Timeline with Symbols, code snippets

Week 5

Tuesday, February 16

Sound

Thursday, February 18

Video to animation

Week 6

Tuesday, February 23

JavaScript for HTML5 (Canvas)

Thursday, February 25

work time

Week 7

Tuesday, March 1

JavaScript for HTML5 (Canvas)

Thursday, March 3

Project One due

Week 8

Tuesday, March 8

Project Two assigned

JavaScript beyond code snippets

Thursday, March 10

JavaScript beyond code snippets

Week 9

Tuesday, March 15

JavaScript beyond code snippets

Thursday, March 17

JavaScript beyond code snippets

Week 10

Tuesday, March 22

no class meeting – Spring Break

Thursday, March 24

no class meeting – Spring Break

Week 11

Tuesday, March 29

HTML5 – Canvas

Thursday, March 31

work time

Week 12

Tuesday, April 5

Project Two due

Thursday, April 7

Project Three assigned

Assignment Three assigned

HTML5 – WebGL

Week 13

Tuesday, April 12

HTML5 – WebGL

Assignment Three Due

Thursday, April 14

HTML5 – WebGL

Developing with Threejs

Week 14

Tuesday, April 19

HTML5 – WebGL

Thursday, April 21

HTML5 – WebGL

Week 15

Tuesday, April 26

work time

Thursday, April 28

work time

Week 16

Tuesday, May 3

work time

Thursday, May 5

Project Three due

Final Exam Time (* there is no exam *)

Thursday, May 12, 7:45 – 9:45am

format: meet individually to review work from semester

Format: individual meetings by appointment at my office in Heidi Hall Room 432.

You do not have to meet with me, but if you would like to discuss your work during the semester, please make an appointment with me. for 10 – 15 minute meetings during the exam time, by emailing me at leightof@uww.edu. I will confirm a time with you.