

## DESIGN MEDIA LAB II

Spring 2009

SYLLABUS

SCHEDULE

ASSIGNMENTS

### **Design Media Lab II**

Current Course Number: VA 390–05 and 06

Proposed Course Number: VA 275–06 and 07

One laboratory class session per week,

2 hours, 45 minutes per class

Prerequisite: Typography

XARTS Lab 006

Fridays 9:00–11:45 a.m. and 1:15–4:00 p.m.

### **Stacy Asher**

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Office Hours:

Tuesday / Thursday 12:00–2:00 p.m.,

by appointment.



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### Course Rationale

The course will serve as the sophomore-level preparatory lab for the newly expanded interdisciplinary Design curriculum. This curriculum will offer students a comprehensive design education by providing them fluency with Design Process, Design Research, Digital Literacy, Design Production, Design History, Design Theory/Critical Thinking, and Design Leadership. Design Media Lab II will serve as the second of three courses that concentrate on Digital Literacy, and will serve as a prerequisite for the Digital Literacy course.

### Course Description

This course will build upon Design Media Lab I to introduce students to advanced use of the computer as a tool for design process and production. Course work will focus on guided demonstrations and independent project work, with an emphasis on advancing students' basic technical and conceptual fluency with digital media. To successfully complete this course, students will be expected to demonstrate mastery of web-based publishing, basic video production and advanced understanding of the Adobe applications that designers use to create animations, games and interactivity (*Flash CS3, Acrobat*), video manipulation and processing (*Final Cut Pro, DVD Studio Pro*), web-based animation and image manipulation (*InDesign CS3, Photoshop CS3, Illustrator CS3 and Fireworks CS3*), and advanced Internet-based projects (*Dreamweaver CS3*).

This class will challenge students to question and revise their expectations about how new media imagery functions and how meanings are communicated. Technical issues, problem solving strategies and production techniques will be explored through rigorous study with a variety of tools and media.

A central goal for this class is to question choices in digital media and its appropriateness and integrity to different perspectives of content. Students are encouraged to move among various modes of form and content utilizing research and experimentation. Principles of time-based media [sound and time as design elements] are introduced as an interpretation of the students understanding of design methodologies and established 2D design skills.



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### Learning Outcomes

1. Demonstrate mastery of *Dreamweaver CS3* through successful completion of individual project exercises and successful publishing of an independent web site.
2. Demonstrate functional fluency with the *Acrobat 8*, *Photoshop CS3*, *Illustrator CS3* and *Fireworks CS3* applications –with an emphasis on advanced image manipulation, web-based file formats, advanced .gif animation and production, and basic interaction –through successful completion of individual project exercises and successful publishing of an independent web site.
3. Demonstrate functional fluency with the *Final Cut Pro*, *After Effects CS3*, *DVD Studio Pro* applications –with an emphasis on data importing and exporting, file formats, basic editing, sound collage, and DVD authoring – through successful completion of individual project exercises.
4. Demonstrate functional fluency with the *Flash CS3* application, with an emphasis on animation practice and methodology, animation file formats, animation production and basic interaction, through successful completion of individual project exercises and successful publishing of an independent web site.
5. Exemplify advanced practice with all of the aforementioned, combining the use of all skills learned to translate complex artwork and data into a final, independent project.

### Readings

Because this is a laboratory course, there are no required readings for this course.

### Grading

In each course within the expanded Design Program, an average amount of work, participation and progress at the level expected of a college student will earn a “C” grade. “A” and “B” grades will be awarded to those students whose effort or improvement reaches levels above average. Semester grades will incorporate a variety of factors, notably technical development, engagement with design process, quality of presentation, attendance, effort and level of interest, and participation in class.



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There will be 10 assignments during the semester. Each assignment is worth 20 points and require that students devote class time to accomplishing the objectives. Assignments will be graded on the basis of technical ability – as described in the assignment introduction and description – as well as effective use of laboratory time. This requires students to arrive on time and to work productively with a positive attitude until *the end of the scheduled lab time*.

Each assignment will be turned in for grading following the final review, and assignments cannot be returned until grading is completed. One high-resolution digital file of each assignment in its final form, with all linked image files, must be submitted to the professor on CD or DVD at end of the semester. Any assignment that receives a grade below “D” must be reworked. No student will be able to pass the course with an “F” grade for any project, and no student will be able to achieve prerequisite status with a “D” or an “F” grade for the course.

### **Attendance**

Each student will be allowed one absence. Two absences will lower a student’s grade by one entire grade level and three absences will result in an unconditional failing grade for the course. Students will be counted as late if they appear in class more than ten minutes after class has begun; two such late arrivals will equal one absence. Students arriving more than ten minutes late for any assignment review or tutorial will be asked to leave their work and will be given an absence for that day.

### **Academic Integrity**

Students will observe and respect the University’s policy regarding plagiarism as noted in the College’s Academic Honesty Policy. As this policy stipulates, all writing submitted for this course, whether in draft or final form, must not represent the words or ideas of another person without reference or citation. All writing assignments for this course, including research and project text, must be submitted to the Turnitin web site as requested by the professor. Any student who violates plagiarism standards, or any other Academic Integrity Standards, can expect to receive a failing grade for the project and the course.



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### **Classroom Standards**

Students should plan to spend the entire class time working on assignments or research for this class only. Any student found working on project work for another course, or concentrating on personal, extracurricular interests, including Internet use, will be asked to leave class and will be given an absence for the period. Text and e-mail messaging will not be allowed during class time. Students should not spend class time using the library or any other research facility on campus without the professor's consent.



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### Resources

Every application explored in this course has a user-friendly Help window. The manuals for all of the applications we will cover are available through the XARTS server space. In addition, there are countless web sites with useful information that will help you with learning the media design software.\* The USF library has many resources that are available through its Safari Books Online System. Most of the software manuals are instantly available at your desktop and are an invaluable resource.

*Flash CS3: Visual Quick Start Guide*

Peachpit Press

*Dreamweaver CS3: Visual Quick Start Guide*

Peachpit Press

Robert Bringhurst

*The Elements of Typographic Style for the Web*

<http://www.webtypography.net/>

\*applicable web link resources will be provided with each assignment

### Supply List

storyboard templates

drawing tools, pens, pencils, markers

scissors, tape, Xacto knife

external storage device [4GB minimum]

DVDs

digital camera



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### Week 01

#### Friday, January 30

Introduction to Course Structure, Syllabus, Schedule, Systems and Lab Policies

What is Video? What is Animation? What is a Slide Show? / Time and Sound as Elements of Design / Still-Frame Sequencing / Point of View / What is Narrative? / Linear vs. Non-Linear

### Week 02

#### Friday, February 06

Assignment 01

Getting Started: Introduction to Digital Time-Based Media

Adding Audio Tracks / File Management for Motion Graphics / Craft: Audio and Video / Creating Seamless Transitions / Digital Recording / Audio for the Web / How to Enhance a Photographic Narrative with Audio / Principles of File Management

*Adobe Acrobat*: Advanced Editing Tools / Adding Video / Audio and Interactivity / Compression Techniques for Easy File Uploading  
*Photoshop CS3*, *Illustrator CS3*, *iPhoto*, *Garage Band*, *iMovie*, *Preview*, *QuickTime*

### Week 03

#### Friday, February 13

Assignment 02

Creating Simple Stop-Motion Animation Techniques

*iPhoto*: Stop-Motion Animation / The Successive Frame / Import and Export Settings  
*Dreamweaver CS3*: An Introduction / Designing a Simple Web Place Holder [jpg] and Posting It to Your USF Server Space / Storyboarding

### Week 04

#### Friday, February 20

Assignment 03

Learning Simple Animation Techniques in *Flash CS3*

*Flash CS3*: Creating Animation / Symbols / Motion Tween / Working with Audio / .swf vs. .mov / File Management / Building an Image Library / Storyboarding  
*Fireworks CS3*: File Compression for Optimal Web Viewing  
*Dreamweaver CS3*: Adding Animation and Links to your web site



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### Week 05

**Friday, February 27**

Assignment 04

Learning to Build Interactive Presentations in *Flash CS3* + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*, Part I

*Flash CS3*: Creating Interactive Presentations / Action Script: Interactivity with Buttons / Creating Simple Web Presentations with Seamless Navigation  
*Fireworks CS3*: File Compression and Image Manipulation for Optimal Web Viewing  
*Dreamweaver CS3*: Design and Web Navigation Fundamentals

### Week 06

**Friday, March 06**

Assignment 04

Learning to Build Interactive Presentations in *Flash CS3* + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*, Part II

*Flash CS3*: More Action Scrip / Navigation and Interactivity / Roll-Overs with Movie and Audio Clips  
*Fireworks CS3*: File Compression and Image Manipulation for Optimal Web Viewing

### Week 07

**Friday, March 13**

Assignment 05

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3*, Part I

*Dreamweaver CS3*: Design and Web Navigation Fundamentals / Creating Tables / Importing Graphics / Establishing Styles

### Week 08

**Friday, March 20**

Assignment 06

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3*, Part II

*Dreamweaver CS3*: Creating a Simple Web Site With Seamless Navigation / Posting a .swf banner / Review Part I

### SPRING BREAK

**Friday, March 27**





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### Week 09

**Friday, April 03**

Assignment 07

Developing Video Editing Skills in *Final Cut Pro*, Part I

*Final Cut Pro*: Basics of Video Editing / Working with Audio / Transitions / Video Compression Techniques

### EASTER RECESS

**Friday, April 10**

### Week 10

**Friday, April 17**

Assignment 08

Developing Video Editing Skills in *Final Cut Pro*, Part II

*Final Cut Pro*: Making Image Adjustments / Filters and Effects / More Video Compression Techniques / Creating Title Graphics and Sub-Titles / Type in Motion

Build a short video narrative [30 sec.] Compress video for web streaming AND high resolution for DVD presentation.

### Week 11

**Friday, April 24**

Assignment 09

Learning to Create Simple Motion Graphics and Video Effects

*Adobe After Effects CS3*: Type and Motion / Working with Placing Layers in *Photoshop*, *Illustrator* and *InDesign* on a Time Line / Adding Sound / Creating Masks / Some Useful Filters and Effects  
*Dreamweaver CS3*: Adding Content To Your Site

### Week 12

**Friday, May 01**

Assignment 10

Developing DVD Authoring Skills

*DVD Studio Pro*: Basics of DVD Authoring / How To Build A Simple Interactive DVD Menu Encoding, Formatting and Building DVDs / Creating Chapters  
*Dreamweaver CS3*: Adding Content To Your Site / Linking / More Interactivity



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Week 13

**Friday, May 08**

Applications Review / Troubleshooting

*Dreamweaver CS3: Adding Content To Your Site / Linking / More Interactivity  
Making It Run. Review Production Techniques*

How to Troubleshoot: Resources and Support Systems



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Week 01

**Friday, January 30**

Introduction to course structure, syllabus, schedule, systems and lab policies.

Week 02

**Friday, February 06**

Assignment 01

Getting Started: Introduction to Design Media

The Web as a Storytelling Platform / Present and Future Delivery Mechanisms  
Adding Audio Tracks / File Management for Motion Graphics / Craft: Audio and Video /  
Creating Seamless Transitions / Digital Recording / Audio for the Web / How to Enhance  
a Photographic Narrative with Audio / Principles of File Management

*Adobe Acrobat: Advanced Editing Tools / Adding Video / Audio and Interactivity /  
Compression Techniques for Easy File Uploading.*

*Photoshop CS3, Illustrator CS3, iPhoto, Garage Band, iMovie, Preview, QuickTime*

Study Topics

What is Video? / Still-Frame Sequencing / Maintaining Consistent Point of View /  
What is Narrative? / Linear / Non-Linear / Creating Seamless Transitions /  
Digital Recording / Audio for the Web / How to Enhance a Photographic Narrative  
with Audio / Principles of File Management

Learning Outcomes

Demonstrate functional fluency with the *Adobe Acrobat, Photoshop CS3, iPhoto, iMovie, Garage Band* and *Fireworks CS3* applications through successful completion of individual project exercises, with an emphasis on advanced image manipulation, web-based file formats, advanced .gif animation and production, and basic interaction.

Assignment 01: Part 01

Select an element of design [line, shape, value, color, texture, scale, etc.] as a subject for formal documentation. Produce a 5-second photo essay of one of the elements mentioned above. [Bring 20-50 images with you to class on 02/06]

Build a short video / audio movie. Compress your compositions using the formats discussed for web streaming. Publish them at various web environments [MySpace, Facebook, Blogger, YouTube, etc.]

Assignment 01  
Work Flow / Order of Events

**References**

[http://www.w3schools.com/html/html\\_intro.asp](http://www.w3schools.com/html/html_intro.asp)

<http://www.findsounds.com/>

Every application covered in this assignment has an excellent Help section.

**Process**

Gather Images / Import to *iPhoto*

Organize & Edit images in *iPhoto*

What you want to use to create your 5-10 second photo story or composition.

Use the storyboard template and contact sheet exports from *iPhoto* to help you sketch or map out the timing of your sequence. Keep it simple and consider the transitions, timing, pacing, and rhythm of your sequence.

Adjust images, make clipping paths, add filters / effects in *Photoshop*.

Remember to save native files. Export them as .jpg's and re import them back into *iPhoto*.

Use *iPhoto's QuickTime* export settings to create a 5-10 second composition.

Use *GarageBand* to make an audio track to enhance the visual language of your composition. Export as .mov and .mp4 files.

Use Adobe Acrobat to make a .pdf with your movie embedded. Experiment with transitions, export and compression settings.

Arrange pages and design the sequencing and the image-to-text relationship in *InDesign* and make a .pdf with your movie embedded. Experiment with the successive frame and the Cut and Paste in Place shortcuts. Experiment with export and compression settings.

Post your compositions. Publish them at your Flickr, Picasa, YouTube, MySpace, etc.



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### file management

Assignment 01  
Suggested Nomenclature / Filing System

#### folder-

yourlastname\_assign\_01

#### folder- supports

photos	native
graphics	native
text	native
sound	native
video	native

#### folder- build

garage_band	yourlastname_assign_01_v01.aiff yourlastname_assign_01_v01.mp4
iphoto	yourlastname_assign_01_v01.psd yourlastname_assign_01_v01.jpg
acrobat	yourlastname_assign_01_v01.pdf
photoshop	yourlastname_assign_01_v01.psd yourlastname_assign_01_v01.jpg
imovie	yourlastname_assign_01_v01.mov yourlastname_assign_01_v02.mov

#### folder- exports

pdfs  
movies  
images




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Week 03

**Friday, February 13**

Assignment 02

Simple Stop-Motion Animation Techniques

### Learning Outcomes

1. Become acquainted with the basics of *Dreamweaver CS3* through successful completion of individual project exercises and successful publishing of an independent web site place holder.

2. Demonstrate functional fluency with the *Illustrator CS3*, *Photoshop CS3*, *Dreamweaver CS3* and *Fireworks CS3* applications – with an emphasis on advanced image manipulation, web-based file formats, advanced .gif animation and production, and basic interaction– through successful completion of individual project exercises, and successful publishing of an independent web site place holder.

3. Demonstrate functional fluency with the *iMovie* application through successful completion of individual project exercises, with an emphasis on data importing and exporting, file formats, basic editing and sound collage.

4. Demonstrate functional fluency with the *iPhoto* application, with an emphasis on stop-motion animation practice and methodology, animation file formats, animation production and basic interaction, through successful completion of individual project exercises and successful publishing of an independent web site place holder.

### Study Topics

What is Animation? / Time, Space, Sound / Story Boarding / File Management for Motion Graphics / Working with a Time Line + Frame Rate / Simple Animation Techniques: Stop-Motion, Motion Tween, Still Frame Sequencing / Defining Characters and Setting / What is Narrative? / Creating Seamless Transitions / Adding Audio Tracks / Compression & File Size / Hosting + Posting Web Site Place Holders

Applications: *Illustrator CS3*, *Adobe Photoshop CS3*, *iPhoto*, *Garage Band*, *iMovie*, *Dreamweaver CS3*.

### Resources

[http://www.w3schools.com/html/html\\_intro.asp](http://www.w3schools.com/html/html_intro.asp)

<http://websitehelpers.com/video/>

<http://multimedia.journalism.berkeley.edu/tutorials/reporting/starttofinish/storyboarding/>

<http://www.stopmotionanimation.com/handbook/2.htmPart 01>



Week 03

**Friday, February 13**

Assignment 02

Character / Figurine / Action / Setting / Story

Learning Simple Animation Techniques

**Materials**

Digital Camera, a tripod or method to have consistent frame shots, a character to animate and a simple background

Consider what you want this character to do. Keep it very simple. Sketch it out on your storyboard templates. Remember that the motion will be at 12 frames per second.

Why use a storyboard? A storyboard is a sketch of how to organize a story and a list of its contents. A storyboard helps you:

- \* Define the parameters of a story within available resources and time
- \* Organize and focus a story
- \* Figure out what medium to use for each part of the story

Create a simple stage or setting for your character. Use your desk, the hallway, outside by a tree, etc. Keep this very simple and do not spend more than 10 minutes deciding on the site and preparing it for your photo shoot. Map out any transitions or changes in point of view with your storyboard process. Consider the zoom, pan, fade up from black, fade out to black.

Part 02

Working with 12 frames per second create a 10-20 second movie or animation. Pose the character, move it slightly, take another picture, etc. This does not need to be an innovative and overly creative action, keep it simple! For example: have the character roll across and spin around, then walk back across. The main goal is to try to make the action smooth, or appear as if it has been "tweened." What does it require to create smooth action and seamless transitions for the animation?

It is important to keep the camera very steady [perhaps use a tripod] and in place for the series of photographs. Do not shift the perspective of the frame and consider the shots. Change point of view at least once during the 10-second narrative.

Export the animation to a *QuickTime* for web-streaming, animation quality.





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### Assignment 02

#### Applications

*Illustrator CS3, Photoshop CS, Photoshop CS3, InDesign CS3, iPhoto, Garage Band, iMovie, QuickTime, Acrobat, Dreamweaver CS3, Fetch [FTP]*

#### *Illustrator CS3*

the successive frame / sequencing  
working with layers / clipping paths  
essential keyboard shortcuts  
import / export settings

#### *Photoshop CS3*

file types / image resolution  
working with layers / clipping paths  
filters / effects / essential keyboard shortcuts  
import / export settings

#### *iPhoto*

image organization and editing  
sketches and storyboards from contact sheets  
sequences / transitions  
import / export settings

#### *iMovie*

basic editing / adding audio  
filters and effects  
adding titling sequence  
import / export settings

#### *InDesign CS3 / Acrobat 8*

the successive frame / sequencing  
titling and presenting your animation  
typography: interactivity with the animation  
adding audio / video / links  
import / export settings

#### *Dreamweaver CS3*

web hosting & accessing XARTS server space / establishing a home  
page place holder / introduction to HTML, CSS, XHTML, FTP



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Part 03

### Review

*Dreamweaver CS3 Tutorials / Review Introduction / Explore Workspace and Interface*

<http://websitehelpers.com/video/>

Read page 07 of the XARTS lab manual about FTP access and your XARTS server space. Upload your interactive document to your home page as a placeholder for your web site.

### Looking Ahead

Flash CS3 Tutorials / Review Introduction / Explore Workspace and Interface

<http://www.flashfridge.com/tutorial.asp?ID=111>

<http://www.flashfridge.com/tutorial.asp?ID=90>

[http://www.adobe.com/devnet/flash/samples/drawing\\_4/index.html](http://www.adobe.com/devnet/flash/samples/drawing_4/index.html)

[http://www.adobe.com/designcenter/video\\_workshop/](http://www.adobe.com/designcenter/video_workshop/)

<http://www.adobe.com/support/documentation/en/flash/>

<http://www.benjamingoldman.com>



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Week 04

Friday, February 20

Assignment 03

Learning Simple Animation Techniques in *Flash CS3*

*Flash CS3*: Creating Animation / Symbols / Motion Tween / Working with Audio  
.swf and .mov / File Management / Building an Image Library / Story Boarding  
*Fireworks CS3*: File Compression for Optimal Web Viewing  
*Dreamweaver CS3*: Adding Animation [.swf files] and Links to your web site

The following exercises will introduce you to the *Flash CS3* work space. You will be designing or drawing simple compositions using one basic form, the dot. The knowledge of the principles of design you have acquired from your 2D or print training will be challenged further as you add the elements of time and sound.

### Learning Outcome

Demonstrate functional fluency with the *Flash CS3* application —with an emphasis on animation practice and methodology, animation file formats, animation production and basic interaction— through successful completion of individual project exercises and successful publishing of an independent web site.

### Exercise A

Using a single dot [form] as a character, create a 3-second composition [36 frames].

Animate the dot by making it complete one action. For example, the dot creeps across the bottom of the page. Begin exercise with storyboard sketching.

Introduce a sound the form may encounter, produce or respond to. For example, imagine the dot “crunching” as it creeps across the bottom of the page.

Create your actions with a motion/shape tween.

### Exercise B

Using a single dot [form] as a character, create a 5-second composition [60 frames].

Animate the form by making it complete one action; however, have the dot change in scale and viewpoint. For example, the dot creeps across the bottom of the page while expanding and contracting. Begin exercise with storyboard sketching.

Introduce a sound the form may encounter, produce or respond to.

Create your actions with a motion/shape tween.

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### Exercise C

#### Importing .swf Files to the Time Line

Pair up with someone next to you and import each other's .swf file into your own time line. How do your dots perform when placed on the same stage together? What can you have them do together? How do they react to each other?

Using dots as symbols, create a 15-to-20-second composition. Use variation in scale as well as principles of grouping to tell a story about the relationship between the forms.

Begin each exercise with storyboard sketching.

Export *Flash* document as a .swf file for posting to your web site.

Export *Flash* document as a *QuickTime* movie for a looping presentation.

### Exercise D

#### *Dreamweaver CS3* - Inserting .swf files / File Management

Place your .swf file into your web place holder document.

Week 05

Friday, February 27

Assignment 04

Learning the Skills in *Flash CS3* to Create Animation + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*, Part I

*Flash CS3* Creating Simple Presentations / Introduction to Interactivity  
Creating Action Script / Roll Over Buttons / Working with Movie Clips

*Dreamweaver CS3* - Web Navigation Fundamentals / Publishing a .swf File / File Management / Making it Run

The following exercises will continue to explore the *Flash CS3* and *Dreamweaver CS3* work spaces. You will be designing very simple presentations using the *QuickTime* movies and .swf animations created in Assignments 01, 02 and 03.

**Learning Outcomes**

Develop functional fluency with the *Flash CS3* application using action script, with an emphasis on basic interaction, through successful completion of individual project exercises and successful publishing of an independent web site.

Develop knowledge of *Dreamweaver CS3* through successful completion of individual project exercises and successful publishing of a *Flash CS3* interactive presentation to your web site.

Exercise A

Using a basic grid, sketch out a simple layout for a web based portfolio that will include the following:

- 2 *QuickTime* movies from your *iPhoto* studies
- 2 Animations from your initial *Flash CS3* studies

Exercise B

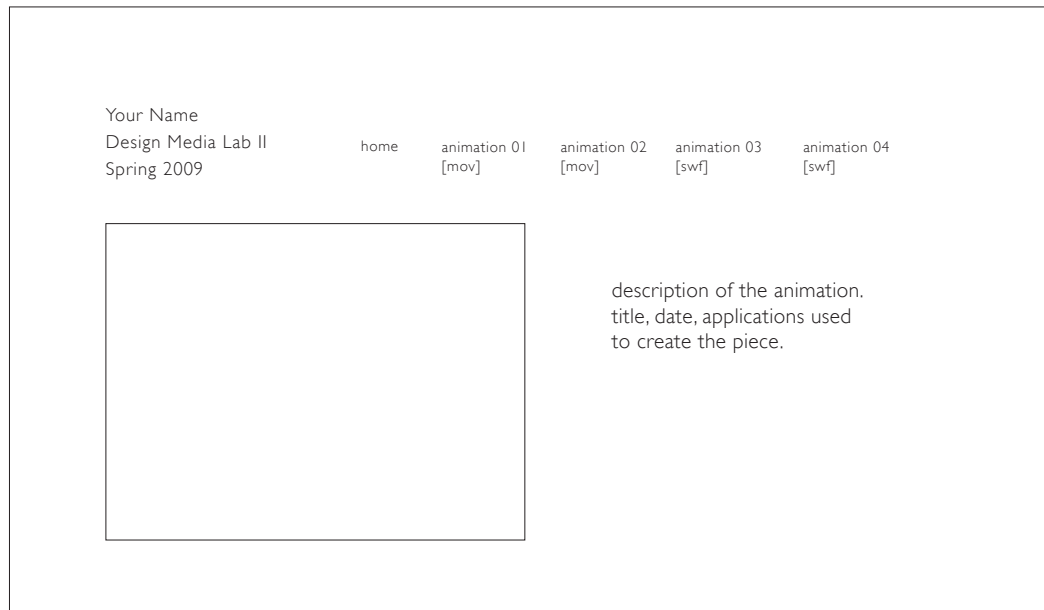
After viewing the demonstrations and completing the *Flash CS3* tutorials on creating simple action script and adding interactivity and navigation with buttons, build an interactive document to display the animations and movies you have created in previous assignments. Export the document as a .swf file.

Exercise C

Post your .swf file to your web site using *Dreamweaver CS3*.



sample layout



### Web Page Layout Size

The graphic "safe area" dimensions for printing layouts and for page layouts designed to use the maximum width of 800 x 600 screens are shown below:

Graphic "safe area" dimensions for layouts designed to print well:

Maximum width = 560 pixels

Maximum height = 410 pixels

(visible without scrolling)

Graphic "safe area" dimensions for layouts designed for 800 x 600 screens:

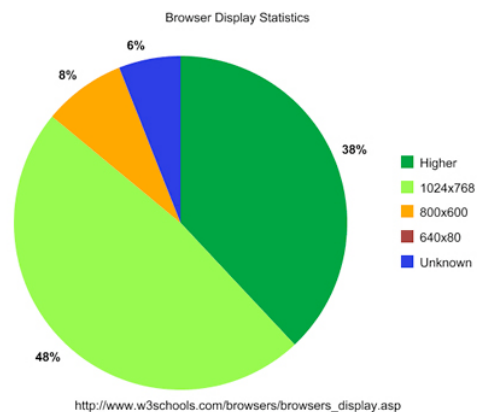
Maximum width = 760 pixels

Maximum height = 410 pixels

(visible without scrolling)

<http://webstyleguide.com/page/dimensions.html>

<http://www.dibbern.com/build-a-website/web-definition-page-length.htm>



[http://www.w3schools.com/browsers/browsers\\_display.asp](http://www.w3schools.com/browsers/browsers_display.asp)

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### Week 06

#### Friday, March 06

##### Assignment 04

Learning the Skills in *Flash CS3* to Create Animation + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*, Part II

*Flash CS3*: More about Animation and Action Script 1.0 / Navigation and Interactivity / Roll-Overs with Movie and Audio Clips / File Management / Publishing a .swf

*Dreamweaver CS3* - Web Navigation Fundamentals / Publishing a .swf File / File Management / Making it Run

You will continue to explore the *Flash CS3* and *Dreamweaver CS3* work spaces. You develop the skills necessary to design and publish the *Flash CS3* presentation that you began in Assignment 04.

You will be adding additional interactivity with Action Script 1.0. An introduction to Action Script 3.0 will also be reviewed.

#### Learning Outcomes

Develop functional fluency with the *Flash CS3* application using action script, with an emphasis on basic interaction, through successful completion of individual project exercises and successful publishing of an independent web site.

Develop knowledge of *Dreamweaver CS3* through successful completion of individual project exercises and successful publishing of a *Flash CS3* interactive presentation to your web site.



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### \*\*\*NOTE to Curriculum Committee\*\*\*

*Final details for the following assignments [05-10] will be defined by course progress.*

#### Week 07

**Friday, March 13**

Assignment 05

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3*, Part I

*Dreamweaver CS3*: Design and Web Navigation Fundamentals: Creating a Simple Web Site With Seamless Navigation / Creating a Loading Window / Uploading a .pdf document / Working with Tables

#### Week 08

**Friday, March 20**

Assignment 06

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3*, Part II

*Dreamweaver CS3*: Continue Designing a Simple Site / Posting a .swf / More Interactivity *Flash CS3*: More Action Scripting / Creating a Slide Show / File Management

#### SPRING BREAK

**Friday, March 27**

#### Week 09

**Friday, April 03**

Assignment 07

Developing Video Editing Skills in *Final Cut Pro*, Part I

*Final Cut Pro*: Basics of Video Editing / Video Time Line / Frame Rate / Frame Size / Live Image Area / Working with Audio / Transitions / Video Compression Techniques

#### EASTER RECESS

**Friday, April 10**





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### Week 10

**Friday, April 17**

Assignment 07

Developing Video Editing Skills in *Final Cut Pro*, Part II

*Final Cut Pro*: Making Image Adjustments / Filters and Effects / More Video Compression Techniques / Creating Title Graphics and Sub-Titles / Type in Motion

Build a short video narrative [30 sec.] using the basic techniques of video editing discussed in class. Compress video for web streaming AND high resolution for DVD presentation. Post your video at youtube.com.

*Dreamweaver CS3*: Adding Content To Your Site

### Week 11

**Friday, April 24**

Assignment 08

Learning to Create Simple Motion Graphics and Video Effects

*Adobe After Effects CS3*: More Type and Motion / Working with Placing Layers in *Photoshop*, *Illustrator* and *InDesign* on a Time Line / Adding Sound / Creating Masks / Creating Title Graphics and Sub-Titles

*Dreamweaver CS3*: Adding Content To Your Site

### Week 12

**Friday, May 01**

Assignment 09

Developing DVD Authoring Skills

*DVD Studio Pro*: Basics of DVD Authoring / How To Build A Simple Interactive DVD Menu Encoding, Formatting and Building DVDs / Creating Chapters

*Dreamweaver CS3*: Adding Content To Your Site / Linking / More Interactivity

### Week 13

**Friday, May 08**

Assignment 10

Adding Video and Motion Graphics to Your Site and Making Your Site Run

*Dreamweaver CS3*: Adding Content To Your Site / Linking / More Interactivity Making It Run. Review Production Techniques.

How to Troubleshoot: Resources and Support Systems.



DESIGN MEDIA LAB II

Spring 2009

EVALUATION

p01

Name \_\_\_\_\_

**Assignment 01** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 02** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 03** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 04** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					



DESIGN MEDIA LAB II

Spring 2009

EVALUATION

p02

**Assignment 05** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 06** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 07** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 08** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					



DESIGN MEDIA LAB II

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EVALUATION

p03

**Assignment 09** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

**Assignment 10** [20 points]

punctuality & time commitment	0	1	2	3	4	5
effective concentrated effort	0	1	2	3	4	5
technical proficiency	0	1	2	3	4	5
level of interest and attitude	0	1	2	3	4	5
total	_____					

Assignments total \_\_\_\_\_ / 200

Final Grade \_\_\_\_\_

**Comments**



DESIGN MEDIA LAB II

Spring 2009

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Office Hours:

Tuesday/Thursday 12:00 – 2:00 p.m.,

by appointment.

