VCIM-2270: ANIMATION FOR THE WEB AND MEDIA

Cuyahoga Community College

Viewing: VCIM-2270 : Animation for the Web and Media
Board of Trustees:
2011-03-24

Academic Term:
2011-08-29

Subject Code
VCIM - VC-Interactive Media

Course Number:
2270

Title:
Animation for the Web and Media

Catalog Description:
Technical and aesthetic fundamentals of 2D animation as they pertain to the Internet. Use of current software to develop interactive, animated graphics and interfaces. Various techniques including tweening, frame by frame, onion skinning, shape and color morphing as well as non-linear structure, interactivity, communication, scripting and troubleshooting. Acquisition or creation and integration of music, sound and video. May be repeated for up to 9 credits; only 3 credits may be applied to degree requirements.

Credit Hour(s):
3

Lecture Hour(s):
1
Lab Hour(s):
5

Requisites

Prerequisite and Corequisite
ART-1081 2D Design and Color; or VC&D-1015 Digital Studio Basics, or departmental approval: comparable skills.

Outcomes
Course Outcome(s):
A. Plan, design and execute 2d digital animation.

Objective(s):
1. 2. Demonstrate through discussion the technical and aesthetic issues involved in the utilizing color, graphics, typography, still images, video and audio in time based medio.
2. 3. Plan a linear animation including writing, conent gathering and storyboarding.
3. 4. Digitally construct linear animations using frame by frame and tweening techniques.

Course Outcome(s):
C. Follow the legal and ethical protocols used in the field of web and interactive media.

Course Outcome(s):
B. Plan, design and execute digital, non-linear interactive presentations.

Objective(s):
1. 1. Demonstrate through discussion knowledge of the appropriate hardware and software to use for web and various interactive media applications.
2. 2. Demonstrate through discussion the technical and aesthetic issues involved in utiilizing color, graphics, typography, audio, still moving images for web and other non-linear media.

3. 3. Plan a non-linear presenation utilizing writing, content gathering, flow charts and storyboarding.
4. 4. Digitally construct non-linear presentations,including efficient use of programming and/or coding.
5. 5. Test, troubleshoot and correct non-linear presentations.

Methods of Evaluation:

1. Class participation in discussions, critiques and exercises
2. Ability to proceed in digital techniques
3. Completion of written assignments
4. Written Exams
5. Preparation and completion of individual original concept animation
6. Preparation and completion of individual assignments

Course Content Outline:

1. Software
   a. Review of the main palettes
   b. Review of the menus and windows
   c. File formats; importing, exporting and saving
2. Animation techniques
   a. Frame by frame animation
   b. Tweening
   c. Converting digital video to frame by frame animation
   d. Converting frame by frame animation to digital video
   e. Shape and color morphing
   f. Determining whether to use bitmap or vector imagery
3. Aesthetic, cultural and cognitive considerations of communications design
   a. Historic precedence for the language of animation
   b. The power of timing: speed, frame rate, pausing and its impact
   c. The power of sound, music and silence
   d. Leading the eye; frame layout utilizing the visual aesthetics of page layout, including contrast, hierarchy, proximity, etc.
   e. Color and psychological impact
4. Balancing technical limitations with desired aesthetic and communication outcomes
   a. Form vs. function--optimizing for low memory/speedy download
   b. Relationships of style structure and content
   c. Relationship of media used in regard to target audience
   d. Effective communication pertaining to target message, branding and audience
   e. Effective information design pertaining to ease of navigation
5. Content preparation
   a. Still images
      i. minimizing size
      ii. color considerations: custom palettes, web safe palettes, color depth
   b. Digital video
      i. technical preparation for recording and importing video
      ii. color considerations: custom palettes, color depth
      iii. frame rate considerations
      iv. compression
      v. exporting sequential still images for use in animation
   c. Digital audio
      i. recording
      ii. importing
      iii. layering
      iv. editing and manipulating
      v. creating sound loops
      vi. technical parameters for use of sound in multimedia: bit depth, compression, file
6. Interactive multimedia production techniques
   a. Mouse events, including linking, rollovers, goto actions, tell target actions and more
   b. Frame events, including looping, skipping, if/then actions, counters, variable expressions
7. Preplanning

    a. Flowcharting of the interactive architecture
    b. Story boarding/sample construction of "look and feel"
    c. File management issues: efficient order and archiving
    d. Understanding copyright and intellectual property; obtaining/retaining rights, contracts, work for hire
    e. Evaluating the technical and construction complexity of the project for time and budget allocation
    f. Determining output limitations of target audience (i.e., modem vs. T1)
    g. Marketplace considerations: target audience, key message, etc.
    h. Logical structure for navigating
8. Assembly, testing and troubleshooting

Resources

Hart, Christopher. *How to Draw Animation: Learn the Art of Animation from Character Design to Storyboards and Layouts.* New York : Watson-Guptil, 1997.

Laybourne, Kit. *The Animation Book: A Complete Guide to Animated Filmaking-From Flip-Books to Sound Cartoons to 3-D Animation.* 1st ed. NewYork: Three Rivers Press, 1998.

Ozawa, Tadashi. *Basics for beginners and beyond.* English Ed. Tokyo : Graphic-Sha ; Carson, CA : Distributed exclusively in North America by Digital Manga Distrib, 1999.

Ozawa, Tadashi. *Expressing emotions.* English Ed. Tokyo : Graphic-sha Publishing, 2001.

Pardew, Les. *Basic drawing for games.* 1st ed. Boston, MA : Thomson Course Technology, 2006.

Pardew, Les. *Beginning illustration and storyboarding for games.* 1st ed. Boston, Mass. : Thomson Course Technology, 2005.

Morris, David. *Creating a web site with flash [electronic resource].* 1st ed. Berkeley, Calif. : Peachpit, 2005.

Pardew, Les. *Beginning illustration and storyboarding for games [electronic resource].* 1st ed. Boston, MA : Thomson Course Technology, 2005.

Eisner, Will. *Graphic Storytelling.* 1st ed. Tamarac, Florida. Poorhouse Pr., 1996.

Corsaro, Sandro and Clifford J. Parrott. *Hollywood 2D digital animation : the new Flash production revolution.* 1st ed. Boston, Mass. : Thomson Course Technology, 2004.

Ulrich, Katherine. *Adobe Flash CS4 Professional for Windows and Macintosh: Visual QuickStart Guide.* Berkeley, CA :Peachpit Press, 2008.

Shupe, Rich. *Learning Flash CS4 Professional.* Sebastopol, CA : O'Reilly Media, Inc., 2009.

Huddleston, Rob. *ActionScript®: Your visual blueprint™ for creating interactive projects in Flash® CS4 Professional.* Hoboken, NJ : John Wiley Sons, 2009.

Adobe Creative Team. *Adobe® Flash® CS4 Professional Classroom in a Book®.* Berkeley, CA : Adobe Press : Peachpit, 2008.

Schaeffer, Mark. *Adobe® Flash® CS4 Professional How-Tos: 100 Essential Techniques.* Berkeley, CA : Adobe Press : Peachpit, 2008.

White, Tony. "The Animator's Workbook"

Resources Other

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1. http://www.shockrave.com
2. http://www.flashkit.com
3. http://www.friendsofed.com
4. http://www.adobe.com
5. http://www.kirupa.com
6. Handouts covering technical principles and procedures.

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