NEW RIVER COMMUNITY COLLEGE
DUBLIN, VIRGINIA

COURSE PLAN

Course Number and Title: ITD 212 Interactive Web Design

Prepared by: Carlotta Eaton
(Professor) August 18, 2015
(Date)

Approved by: ______________________________ _______  _______________
(Peter Anderson, Dean) (Date)

I. Course Description
Provides techniques in interactive design concepts to create cross-platform, low-bandwidth animations utilizing a vector based application. Emphasizes the importance of usability, accessibility, optimization and performance.

II. Introduction
This is a classroom course designed specifically for those students whose learning styles are best served by providing instructional opportunities in the traditional classroom setting.

Pre-Requisite Knowledge
ITD 212 is an advanced course usually taken during the third semester. You should have mastered the pre-requisite skills before attempting this class.

Office class: BUS 226, CSC 110 or ITE 115 AND
HTML/CSS class: ITD 110 Web Page Design I

OR

Windows skills
• Windows operating system basics such as booting up the system, starting an application, exiting an application and using the Windows help system.
• Windows management basics such as maximizing, minimizing, resizing, tiling and closing windows on the screen.
• File and folder basics such as creating, copying, deleting and moving folders, and creating, copying, deleting, moving and finding files in the appropriate folder.

Office skills
• Word processing basics such as opening, editing, saving, changing, and printing existing documents and creating new documents with Word.
• Presentation software basics such as creating and editing a presentation, adding animation effects, and creating a flow chart or organization chart with
PowerPoint.

**Web Design skills:**
- Web browser basics such as using a browser to search and find specific web sites or topics with Internet Explorer, Netscape or Opera.
- All HTML codes, CSS, Dreamweaver FTP and page creation basics, create a web site with a minimum of 5 pages, simple image editing and more.
- More skills learned in ITD 110 Web Page Design I. See the ITD 110 Web Page Design I syllabus /course plan at www.nr.edu/itd110 for details.

**Recommended Pre-Requisite Knowledge but not required**

**Graphics skills**
- Fireworks or Photoshop graphic design and editing techniques for print and/or web. Flash provides a way to animate graphics, text and objects and you need to know how to create objects before starting this course. See the ITD 112 Creating Web Page Graphics syllabus/course plan at www.nr.edu/itd112 for objectives.

OR

- **Graphics class:** Photoshop Experience or ITD 112 Creating Web Graphics or DRF 120 Intro to Graphics Representation or PHT 164 Digital Photography

**V. Instructional Materials**

**Textbooks:**


   **Note:** I know this is confusing because 3 different editions of this book are available for Creative Cloud.


3. Course Web page: www.nr.edu/itd212
4. Two flash/thumb drives 2GB or larger (one for backup) or a portable USB hard drive
5. Adobe Creative Cloud software including Flash, Photoshop and Dreamweaver if you have your own PC or Mac
   - See www.nr.edu/it and click Software for more information about how to purchase software
   - Adobe Flash Creative Cloud is the primary software for this course
   - Adobe Dreamweaver CC (or CS6)
   - Microsoft PowerPoint 2003 or higher (used to create plans and Flash storyboards)
   - Microsoft Windows or Mac OS (typical installation)
   - Browser such as Chrome, Firefox, Safari or Internet Explorer
   - Adobe Photoshop or Fireworks (may be used for a few assignments)
   - The software is also available in Mall Room 109 and on 10 hallway PCs for your use while at the mall site. Please check the lab schedule on the door to determine availability.

Note: NRCC assumes no liability for virus, loss of data, or damage to software or computer when a student downloads software for classes.

III. Student Learning Outcomes
One of the primary objectives of this course is to be proficient using Adobe Flash CC, and students will have the opportunity to earn the Adobe Certified Associate in Interactive Media using Adobe Flash CC certification.

Adobe Flash CS6 Certification Objectives

1.0 Setting project requirements
   1.1 Identify the purpose, audience, and audience needs for rich media content.
   1.2 Identify rich media content that is relevant to the purpose of the media in which it will be used (websites, mobile devise, and so on).
   1.3 Understand options for producing accessible rich media content.
   1.4 Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).
   1.5 Understand project management tasks and responsibilities.
   1.6 Communicate with others (such as peers and clients) about design and content plans.

2.0 Identifying Rich Media Design Elements
   2.1 Identify best practices for designing interactive media content for desktop and mobile browsers, applications, games, and HD video.
   2.2 Demonstrative knowledge of design elements and principles.
   2.3 Identify general techniques to create interactive media elements that are accessible and readable.
   2.4 Use a storyboard to produce interactive media elements.
   2.5 Organize an interactive media design document.

3.0 Understanding Adobe Flash Professional Interface
   3.1 Identify elements of the Adobe Flash Professional interface.
   3.2 Use the Property Inspector
3.3 Use the Timeline.
3.4 Adjust document properties.
3.5 Use Flash guides and rulers.
3.6 Use the Motion Editor.
3.7 Understand Flash file types.
3.7 Identify best practices for managing the file size of a published Flash or HTML document.

4.0 Building Rich Media Elements by Using Flash CS6
4.1 Make interactive media content development decisions based on your analysis and interpretation of design specifications.
4.2 Use tools on the Tools panel to select, create, and manipulate graphics and text.
4.3 Import and modify graphics.
4.4 Create text.
4.5 Adjust text properties.
4.6 Create objects and convert them to symbols, including graphics, movie clips, and buttons.
4.7 Understand symbols and the library.
4.8 Edit symbols and instances.
4.9 Create masks.
4.10 Create animations (changes in shape, position, size, color, and transparency).
4.11 Add simple controls through ActionScript 3.
4.12 Import and export video.
4.13 Publish and export Flash documents.
4.14 Make a Flash document accessible.

5.0 Evaluating Rich Media Elements by Using Adobe Flash CS6
5.1 Conduct basic technical tests.
5.2 Identify techniques for basic usability tests.
This class will also provide modules in animation design using the Disney 12 Principles of Animation from the classic book “Disney Animation: The Illusion of Life” by Frank Thomas and Ollie Johnson:
1. Squash and Stretch
2. Timing and Motion
3. Anticipation
4. Staging
5. Follow Through and Overlapping Action
6. Straight Ahead Action and Pose-to-Post Animation
7. Slow In and Slow Out
8. Arcs
9. Exaggeration
10. Secondary Action
11. Solid Drawing
12. Appeal
Students will be also provided the opportunity to develop the following knowledge and skills:
1. Understand web site architecture, design, creation, web management, maintenance and the deliverables, skills and job roles needed for each phase of the process.
2. Understand and apply the principles of good visual, interactive design for web sites.
4. Understand the range of application software and techniques available for advanced web design including HTML5, CSS3, audio, video, streaming server apps and advanced interactive applications
5. Design and create multimedia effects, the user experience, navigation and interaction for a web site using Flash CS5 and/or Actionscript.
6. Create multimedia effects utilizing drawing, animation basics, symbols and instances, shape tweening, motion tweening, bitmaps, text (static, dynamic and input text), graphic symbols, movie clips, and buttons.
7. Design and create animations for web sites.

IV. INSTRUCTIONAL METHODS
The course will consist of discussions, demonstrations, videos, exercises, hand-on exercises, projects, assignments and a certification exam.

V. INSTRUCTIONAL MATERIALS
This section was moved to page 2 to facilitate classroom handouts.

VI. COURSE CONTENT

CIB = Adobe Flash Professional CS6 Classroom in a Book textbook
Cheat = How to Cheat in Adobe Flash CS6 textbook

• Week 01: CIB Getting Started
  CIB Lesson 1 Getting Acquainted with the Flash Interface
  CIB Lesson 2 Working with Graphics
  Flash Interface, Drawing Tools, Frame by Frame Animation
  Cheat: Chapter 1 Design Styles
  Disney’s 12 Principles of Animation
• Week 02: CIB Lesson 3 Creating and Editing Symbols
  CIB Lesson 4 Adding Animation
  Symbols, Instances, Motion Tween Animation
  Cheat: Chapter 2 Transformation and Distortion
  History of Animation
  Disney Principle 2 Timing and Motion
  Disney Principle 7 Slow in and Slow Out
• Week 03: CIB Lesson 5 Articulated Motion and Morphing
  Shape Tween Animation, Morphing, Inverse Kinematics
  Disney Principle 1 Squash and Stretch
  Cheat: Chapter 4 Motion Techniques
• Week 04: CIB Lesson 6 Creating Interactive Navigation
Web and Mobile Design Principles

- **Week 05**: CIB Lesson 8 Working with Sound and Video
  Cheat: Chapter 6 Flash to Video
  Cheat: Chapter 8 Working with Sound
  Cheat: Chapter 9 Working with Video
  Flash file types, Sound file types, Video file types, Converting Video

- **Week 06**: CIB Lesson 9 Loading and Controlling Flash Content
  Cheat: Chapter 3 Masking
  Cheat: Chapter 10 Interactivity

- **Week 07**: CIB Lesson 10 Publishing Flash Documents
  Flash Study Guide and Practice Tests

- **Week 08**: Adobe Certification Exam for Flash CS6

- **Week 09**: Cheat: Chapter 4 Motion Techniques

- **Week 10**: Cheat: Chapter 5 Character Animation

- **Week 11**: Rotoscoping Techniques for Character

- **Week 12**: Cheat: Chapter 7 Animation Examples

- **Week 13**: Animation Techniques

- **Week 14**: More Animation Techniques

- **Exam Week**: Portfolio Presentations

VII. GRADING/EVALUATION

1. The final grade for the course will be determined as follows:

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Exercises, Assignments &amp; Projects</td>
<td>70%</td>
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<tr>
<td>Flash Certification Exam</td>
<td>30%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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2. Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69.9%</td>
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<tr>
<td>F</td>
<td>&lt; 59.9%</td>
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VIII. ATTENDANCE

Regular attendance at classes is required. When absence from a class becomes necessary, it is the responsibility of the student to inform the instructor prior to the absence whenever possible. The student is responsible for the subsequent completion of all study missed during an absence. Any instruction missed and not subsequently completed will necessarily affect the grade of the student regardless of the reason for the absence.
IX. CHEATING PLAGIARISM POLICY

A grade of zero will be awarding to any writing assignments or tests that show cheating or plagiarism. To plagiarize is “to use and pass off as one’s own the ideas or writings of another.” (Definition adapted from the American Heritage Dictionary.) Remember that plagiarism includes lifting words or ideas from Internet sites, as well as copying from print sources. You will be subject to academic disciplinary actions such as suspension or expulsion.

The NRCC Code of Conduct states:

As a member of the New River Community College Student Body,
I will act in a responsible manner with the utmost integrity at all times.
I will obey all college rules and regulations.
I will respect the rights and privileges of others.

Students will be expected to maintain complete honesty and integrity in their experiences in the classroom. Any student found guilty of dishonesty in academic work is subject to disciplinary action. Penalties include but are not limited to disciplinary probation, withholding of transcript or degree, denial of degree, suspension or expulsion. See the current NRCC Student handbook for more information and details.

Sexually Explicit Material: Warning! Despite the wealth of great material on the web, there are also objects in poor taste. Do not download them or view them on any NRCC computer. It goes without saying to not include any of these images on your web pages. Display of sexually explicate images may result in suspension or permanent expulsion from the class at the discretion of the professor. These images are very clearly marked and cannot be downloaded by "accident". Displaying these images on any screen in the computer lab, at any time, would cause embarrassment, would be in extremely poor taste and could be seen as sexually harassment.

X. WITHDRAWAL POLICY

Student Initiated Withdrawal Policy

A student may drop or withdraw from a class without academic penalty during the first sixty percent (60%) of a session. For purposes of enrollment reporting, the following procedures apply:

a. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student will be removed from the class roll and no grade will be awarded.

b. After the add/drop period, but prior to completion of sixty percent (60%) of a session, a student who withdraws or is withdrawn from a course will be assigned a grade of "W." A grade of “W” implies that the student was making satisfactory progress in the class at the time of withdrawal, that the withdrawal was officially made before the deadline published in the college calendar, or that the student was administratively transferred to a different program.

c. After that time, if a student withdraws from a class, a grade of "F" will be assigned.
Exceptions to this policy may be made under documented mitigating circumstances if the student was passing the course at the last date of attendance.

A retroactive grade of “W” may be awarded only if the student would have been eligible under the previously stated policy to receive a “W” on the last date of class attendance. The last date of attendance for a distance education course will be the last date that work was submitted.

Late withdrawal appeals will be revised and a decision made by the Coordinator of Student Services.

No-Show Policy
A student must either attend face-to-face courses or demonstrate participation in distance learning courses by the last date to drop for a refund. A student who does not meet this deadline will be reported to the Admissions and Records Office and will be withdrawn as a no-show student. No refund will be applicable, and the student will not be allowed to attend/participate in the class or submit assignments. Failure to attend or participate in a course will adversely impact a student’s financial aid award.

Instructor Initiated Withdrawal
Since attendance is not a valid measurement for Distance Education (DE) courses, a student may be withdrawn due to non-performance. A student should refer to his/her DE course plan for the instructor’s policy.

In accordance with the No-Show Policy, a student who has not attended class or requested/accessed distance learning materials by the last day to drop the class and receive a refund must be withdrawn by the instructor during the following week. No refund will be applicable.

The student will be notified of the withdrawal by the Admissions and Records Office. An appeal of reinstatement into the class may be approved only by the instructor.

XI. DISABILITY and DIVERSITY STATEMENTS
If you are a student with a documented disability who will require accommodations in this course, please register with the Center for Disabilities Services located in the Counseling Center in Rooker Hall for assistance in developing a plan to address your academic needs.

The NRCC community values the pluralistic nature of our society. We recognize diversity including, but not limited to, race, ethnicity, religion, culture, social class, age, gender, sexual orientation and physical or mental capability. We respect the variety of ideas, experiences and practices that such diversity entails. It is our commitment to ensure equal opportunity and to sustain a climate of civility for all who work or study at NRCC or who otherwise participate in the life of the college.

New River Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to
handle inquiries regarding the non-discrimination policies: Dr. Mark C. Rowh, Vice President for Workforce Development and External Relations, 217 Edwards Hall, 540-674-3600, ext. 4241.

Evacuation Procedure: Please note the evacuation route posted at the classroom doorway. Two routes are marked in case one route might be blocked.