COURSE SYLLABUS

Course Title:	Interactive Media
Department:	Art
Curriculum:	Graphic Design

Date submitted:	Spring 2014 (AAC: 14-23)

Course Descriptors:
Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.

Course Code: (eg. ACC 101) | GRA*227

Course Type: | Z

A: Clinical   B: Lab   D: Distance Learning
I: Individual/Independent   L: Lecture   N: M: Seminar
Internship   P: Practicum   U: Studio
X: Combined Lecture/Lab   Y: Combined Lecture/Clinical/Lab   Z: Combined Lecture/Studio

Elective Type: | FA/G/LAS

AH: Art History   E: English   FA: Fine Arts   FL: Foreign Language
G: General   HI: History   HU: Humanities   LAS: Liberal Arts &
Sciences   M: Math   S: Science   SS: Social Science

Credit Hours:	3
Developmental: (yes/no)	No

Contact Hours:

Lecture:	2
Clinical:	0
Lab:	0
Studio:	2
Other:	0
TOTAL:	4

Class Maximum:	20
Semesters Offered:	Sp

Prerequisites:
C- or better in Design Principles (GRA*101), Introduction to Computer Graphics (GRA*110), AND Visual Communications (GRA*200), OR program coordinator

Corequisites:
None

Other Requirements:
None

Ability-Based Education (ABE) Statement:

At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.

Catalog Course Description:

Students will apply previously learned design software and typography skills to design for interactive media using Adobe Flash. Students will take interactive media design from concept, through storyboard, to design and production, and learn how to structure and present information for clarity and impact by combining type, image, color, motion, sound, animation and interactivity.

Topical Outline:
List course content in outline format.

1. What is interactive media?
   A. Overview of interactive media design
   B. Linear vs. non-linear (interactive) design

2. Design issues in interactive and web page design
   A. Study of information/interactive media design and communication

    1. Function and purpose
    2. Content
    3. Visuals
    4. Interface design
    5. Motion design
    6. Interactivity
    7. Sound

3. Presentation/interactive media design process
  A. Project planning and definition
  B. Define content and market direction
  C. Detailed script
  D. Time line
  E. Budget and resources
  F. Interactive media team
  G. Design identity
    1. Design of sample screens
    2. Visuals
      a. format
      b. type
      c. image, still and video
      d. color
      e. background
      f. animation
      g. transitions
  H. Interface and interaction
    1. Design of main screen
    2. Design of navigation controls
    3. Flow chart of structure and links for continuity
    4. Storyboard with treatment descriptions
    5. Sound/video/animation/interaction
    6. Prototype
  I. Production
    1. Managing screen creation
    2. Managing images
    3. Managing interaction
    4. Managing changes
  J. Distribution
    1. File formats
      a. computer platform
      b. native
      c. projector
      d. Quicktime
      e. other
    2. Media
      a. email
      b. CD
      c. web

4. Working with Flash – beginner to intermediate level
  A. Flash intro and overview
  B. Flash interface
  C. Working with graphics
    1. Drawing tools and settings
    2. Merge drawing vs. object drawing vs. primitive shapes
    3. Creating simple graphics
    4. Modifying simple graphics

     5. Graphics on a single layer
     6. Graphics on multiple layers
  D. Working with color
     1. Acquiring color palettes
     2. Applying and modifying color
  E. Working with text
     1. Apply fonts, sizes, and formatting
  F. Working with layers and layout
     1. Adding, deleting, moving layers
     2. Grids and guides
     3. Adding and using scenes
  G. Working with symbols
     1. Creating symbols
     2. Symbol library
  H. Basic Flash animation techniques
     1. Frame-by-frame animation
     2. Motion tweened animation
     3. Shape tweened animation
  I. Adding sound (basic)
  J. Importing graphics
     1. Raster images
     2. Vector graphics
  K. Creating buttons
     1. Basic buttons
     2. Animated buttons
     3. Button sounds
  L. Interactivity – using basic ActionScript
     1. ActionScript 2.0 vs. 3.0
     2. ActionScript vs. behaviors
     3. Frame actions (basic)
     4. Buttons action (basic)
  M. Managing Flash document
     1. Movie explorer
     2. History
     3. Script navagator
     4. Spell check
  N. Publishing Flash documents
     1. Formats
     2. Publishing options
  O. Printing Flash documents

5. PROJECT – Motion graphics design
  A. Typography
     1. Fonts
     2. Typographic contrast for visual hierarchy (size/weight/capitalization/space/
        groups/alignment)
  B. Layout
     1. Spatial depth
     2. Color
     3. Grid
     4. Masks
     5. Graphic elements
  C. Motion graphics techniques
     1. Sequencing – linear/simultaneous
     2. Timing – duration, rhythm and pace
     3. Scale and color changes
     4. Construct and deconstruct

      5. Transitions – fade, wipes, dissolves
      6. Movement – scroll, crawl
      7. Windows and masks
      8. Layering
      9. Other
    D. Storyboards
    E. Writing treatments

6. PROJECT – Presentation design
    A. Use and application of color
    B. Screen format
    C. Basic elements – head/subhead/text/graphics
    D. Layout and grid
    E. Information hierarchy and organization
      1. Typographic contrast (size/weight/capitalization/space/groups/alignment)
      2. Shape and color
      3. Space
    F. Sequencing screens
    G. Establishing viewer location – wayfinding
    H. Amount of info per screen
    I. Highlights/builds
    J. Navigation (basic)
    K. Storyboards

7. PROJECT – Interactive information design
    A. Kinds of information design
      1. Data – charts/graphs
      2. Maps
      3. Diagrams
      4. Exhibit
      5. Signage
      6. Symbols
      7. Specifications
      8. Instructions
      9. Device interface
    B. Static vs. interactive information delivery
    C. Creating interactive graphic explanations
      1. Creating visuals
      2. Working with backgrounds
      3. Organizing text and info
      4. Designing interactivity
      5. Designing navigation (more complex)

8. Copyright laws and how they apply to art and design

9. Portfolio presentation

NOTE: Projects listed to address particular topics are suggestions, not mandated.

| **Outcomes:**
Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content. | **Upon successful completion of this course, the student will be able to do the following:**
COURSE:

Through a series of lectures, demonstrations, and projects, students will learn and apply the concepts of design and creation for interactive media. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and successfully design and produce an interactive media project using interactive media software — specifically Adobe Flash. that incorporates: |

1. Flow chart and storyboard
2. Screen visuals and interface design
3. Typography and image in screen layouts
4. Sound and animation
5. Technical skills necessary to produce in required format

In this effort, students will:

1. Acquire knowledge of the creative uses of interactive media and interface design through analysis and critique of existing interactive media design, and the creation of original interactive media visual communication designs.

2. Acquire skills in the use of the tools and techniques available in an interactive media design software program — Adobe Flash, so as to be able to and create original, visually engaging, and functional interactive media designs from concept, through storyboard, to design and production.

3. Communicate visual concepts through the appropriate choice and application of composition, type styles, images, interface design, sound, animation, and interactively.

4. Understand and apply the technical requirements of interactive media design — file sizes/file formats/image resolution and optimization/color limitations/browser compatibility/etc.

5. Learn the working relationship between members of an interactive media design team through discussion and review of project examples and identifying the contributions made by the members of an interactive media design and production team.

6. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

7. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design.

8. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*
Depending upon level of successful completion of coursework within the program, students will - at the intermediate level:

VISUAL LITERACY AND CREATIVE EXPRESSION
2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.

3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4. Understand the function and impact of design, and the roll of the design profession in our society.

5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity.

6. Effectively communicate an understanding of design concepts, processes, and techniques using the "language" of design.

MEDIA AND TECHNICAL SKILLS

8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

9. Acquire skills in the use of interactive media, and 2d animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs.

PROFESSIONAL PRACTICE

10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.

11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.

12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1. **Aesthetic Dimensions -** Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

    Demonstrates: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.

    Does Not Demonstrate: Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

Evaluation: List how the above outcomes will be assessed.	**Assessment will be based on the following criteria:** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through: 1. Studio classwork 2. Projects 3. Individual and group critiques/discussions

	4. Portfolio review of work completed during the semester 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: Graphic Design studio 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables Desired:
Textbook(s)	Visual Quick Start Guide—Flash. PeachPit Press