

COURSE OUTLINE

Art 255 Web Motion Graphics

Catalog Statement

ART 255 is a Web and device design course using industry standard software to create spot and full-page interactive, vector-based animations for publication to multiple platforms for use on desktop and mobile devices. Design quality and concept are emphasized throughout the course.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

Total Course Units: 3.0

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 80.0

Prerequisite: ART 250 or equivalent.

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

- use planning and layout techniques to create Web designs;
- create and optimize Web graphics;
- create button graphics and prepare for export into other software;
- identify and apply color as a Web design element;
- create typography appropriate for the Web;
- create and prepare Web animation for export into other software;
- analyze image quality and determine necessary enhancements.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- apply responsive design animation principles;
- apply graphic design principles within animation projects;
- apply document attributes;
- create and modify objects and type with tools;
- import image, sound, and video files into the in-use application;
- create and modify layers;
- create and modify symbols and instances;
- evaluate client and user needs;
- apply evaluation of user and client needs within Web motion graphic creation.

Course Content

Total Faculty Contact Hours = 80.0

- Introduction of Web and Mobile Animation Design Concepts **(3 hours)**
 - Principles of interactive design
 - Responsive design standards
 - Current Web and Mobile content within a historical Web perspective
- Introduction to Application Interface **(1 hours)**
- Setting Up Document Attributes **(2 hours)**
- Creating Objects with Paint Tools **(3 hours)**
 - Introducing toolbox and paint tools
 - Creating, breaking, joining, deforming, and transforming objects
 - Creating and manipulating fills and strokes
 - Making selections
 - Setting color attributes
 - Grouping and ungrouping objects
- Working with the Type Tool **(2 hours)**
 - Setting and manipulating type attributes
 - Converting type into an object
 - Breaking, joining, deforming, transforming
 - Setting color attributes
 - Manipulating fill and stroke
 - Grouping and ungrouping
- Importing Files **(2 hours)**
 - Vectors
 - Bitmaps
 - Sound
 - Video
- Working in Layers **(2 hours)**
 - Creating and editing
 - Creating and modifying mask layers
 - Working in layer states
- Symbols and Instances **(4 hours)**
 - Symbol use and type
 - Creating, enabling, editing symbols
 - Symbol library
 - Creating and modifying instances
 - Breaking apart instances
- Animating Symbols and Instances **(5 hours)**
 - Setting up a scene
 - Animating with the timeline
 - Frames
 - Keyframes
 - Animating using tweening
 - Position

Rotation

Evaluation and debugging **(4 hours)**

Publication techniques **(4 hours)**

Laboratory Content **(48 hours)**

Analysis and application of:

 Motion Design Principles **(8 hours)**

 Responsive animation design **(5 hours)**

 Appropriate frame rates **(3 hours)**

 User experience design principles **(10 hours)**

 Client and user requirements **(6 hours)**

 Graphic Design Principles of:

 Typography **(4 hours)**

 Color **(4 hours)**

 Composition **(4 hours)**

 Motion graphic element management **(4 hours)**

Methods of Instruction

The following methods of instruction may be used in this course:

- lecture;
- demonstration;
- laboratory practices;
- discussion;
- collaborative learning (e.g. peer analysis of student projects).

Out of Class Assignments

The following out of class assignments may be used in this course:

- individual projects (e.g. story boarding, frame by frame animation key frames and tween animation);
- individual or group projects (e.g. scripting for design elements and interface control to include looping, rotation, transformation over time, and triggering the loading of specified content);
- multimedia (e.g. demonstrating responsive animation design for web and device, user interface requirements, and user experience standards).

Methods of Evaluation

The following methods of evaluation may be used in this course:

- instructor evaluation of web and device projects (e.g.: creation of objects with paint tools, and animating symbols and instances);
- instructor and peer review of student work (e.g. web and device project presentations and project critiques);
- midterm exam;
- final applied practicum.

Textbooks

Labrecque, Joseph, and Schwartz, Rob. *Learn Adobe Animate CC for Interactive Media: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA))*. Print. San Jose: Adobe Press and Peachpit Press, 2016.
10th Grade Textbook Reading Level. ISBN: 978-0134397818.

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- create animation and interactivity for web and device projects;
- demonstrate and evaluate interactivity and animation for web and device projects.