Lecture Contact Hours: 32-36; Homework Hours: 64-72; Total Student Learning Hours: 96-108
Laboratory Contact Hours: 48-54; Homework Hours: 0; Total Student Learning Hours: 48-54

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

<u>GRAPHIC DESIGN 222 – WEB ANIMATION</u>

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description
Covers design, development and implementation of web-based animation using animation software. Students will create common web animation projects such as advertisements and web interfaces.

Prerequisite
None

Recommended Preparation
"C" grade or higher or "Pass" in CIS 211 or equivalent or basic computer and Internet skills and ability to create and upload a simple website

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Use a web browser to browse, navigate and conduct research.
2) Manage and edit electronic files.
3) Explain the relationship between a URL and folder/file names.
4) Design and develop a simple website that includes links, graphics and tables.

Course Content
1) Overview of web animation
   a. Common uses
   b. Advantages and disadvantages
2) Design concepts and issues
   a. Animation design principles
   b. Interface design principles for standard and mobile applications
   c. Usability and accessibility
3) Using animation software
   a. Editing environment
   b. Drawing and painting
   c. Type
   d. Layers and frames
   e. Symbols and instances
   f. Tweening
   g. Interactive movies
   h. Sound
   i. ActionScript
4) Publishing on the web
   a. Inserting animation files into web pages
   b. Uploading and testing

Course Objectives
Students will be able to:

1) Define animation terms and explain animation concepts
2) Create frame-by-frame and tweened vector animations and display them in a web page
3) Use symbols and libraries to create efficient animations
4) Create a web interface with rollovers, actions and sound and publish it on the web
5) Describe, synthesize and apply animation and interface design principles
6) Analyze whether animation is appropriate in a given situation
7) Analyze an animated website's usability and accessibility

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

1) Quizzes and exams that measure students' ability to use design terminology and explain design and technology concepts.
2) Practical exams that measure students' ability to use computer applications to solve real-life graphic design problems.
3) Exercises that demonstrate effective visual problem-solving techniques based on criteria specified by the teacher. For example, students will create an animated banner advertisement that meets the needs of a simulated client, demonstrates application of general design principles, and uses appropriate dimensions and file size so that it will fit within a web page and download quickly.
4) Exercises that require skillful use of hardware and software applications. For example, students will use animation software to create an interactive web interface that includes digitized audio.
5) Exercises that require written communication skills. For example, students will write the text for an animated banner advertisement using correct spelling and grammar in language appropriate for the audience, topic and goals of the piece.
6) Critiques that require effective analysis of successful design solutions.
7) Critiques that require students to verbalize and apply feedback to improve work based on criteria specified by the instructor.

Special Materials Required of Student

1) Removable storage (flash or external drive-USB)
2) Access to computer with reliable internet (email, web)

Minimum Instructional Facilities

Computer lab with Internet access, projection and appropriate software

Method of Instruction

1) Lecture and demonstration
2) Analysis of examples of graphic designs
3) Assignments
4) Individual student conferences
5) Student presentations, design exhibitions
6) Instructor/student critiques

Out-of-Class Assignments

1) Develop, format and deploy web animation sequences that communicate the purpose of the website, provide user interactive content and demonstrate application of effective design principles
2) Evaluation and development of comprehensive feedback on assigned web animation sequences

Texts and References

1) Required (representative examples):
   a. Smith, Jennifer. *Adobe Creative Cloud Design Tools Digital Classroom*. Wiley, 2013.

b. Frain, Ben. *Responsive Web Design with HTML5 and CSS: Develop future-proof responsive websites using the latest HTML5 and CSS techniques*, 3rd Edition, Packt Publishing Ltd., 2020.

2) Supplemental: None.

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

1) Define animation terms and explain animation concepts.
2) Create frame-by-frame and tweened vector animations and display them in a web page.
3) Use symbols and libraries to create efficient animations.
4) Create a web interface with rollovers, actions and sound and publish it on the web.
5) Describe, synthesize and apply animation and interface design principles.
6) Analyze whether animation is appropriate in a given situation.
7) Analyze an animated website's usability and accessibility.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1) Accurately incorporate and apply industry-standard animation terms, concepts and procedures.
2) Analyze a website's usability and accessibility and where animation is appropriate.
3) Use industry-standard software and apply its capabilities to create SVG animations and display them in a web page..