Department of Advertising Design & Graphic Arts
New York City College of Technology
The City University of New York

ADV 3662 Interactive Animation
Monday: 6pm-9.20pm - N1102

Instructor: M. Genevieve Hitchings
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Office: N1127
Phone: 718-260-5823
Office Hours: Monday: 2-2:30PM and Thursday 2PM – 3:30PM

Course Description
Animation and interactivity are important presentation tools for engaging the user. The goal of this course is to teach the development of time-based animation skills and introduce fundamental concepts in programming interactive graphics. This course is a prerequisite for the Interactive Art Direction course and Interactive Interface Design course.
3 cl hrs, 3 cr

Prerequisites
Raster & Vector Graphics, Web I, Web II, Typographic I, II, & III.

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	**Evaluation methods and criteria**
Understand basic principles of animation.	Students will demonstrate competency with by creating short animations.
Learn to create different types of digital animations including frame by frame as well as tweened.	Students will demonstrate competency by creating various examples.
Introduction of interactivity: allows the viewer to control the path of the animated story.	Students will demonstrate competency by designing and implementing an animation for web presentation.

Please note: course outline subject to change.

Learn how to use basic programming to control animations and input text areas.	Students will display competency through discussions and research.
Conceiving and planning a simple self-contained mini-site that can present a marketing concept, or interactive instructional tool.	Students will display competency through discussions, research and by creating an exhibition space and way-finding system.

Teaching/Learning Method
- Lectures and readings
- Demonstration
- Project based labs
- Research assignments
- Class blog

Recommended Text
The Animator's Survival Kit
Richard William's guide to the fundamentals of animation.
ISBN: 0571238343

Cartooning Animation
Preston Blair
ISBN: 1560100842

Required Text
None

Internet Resources:
- Codeacdemy: http://codeacademy.com
- Mozilla Developer Network's Javascript Area: https://developer.mozilla.org/en-US/docs/JavaScript
- Khan Academy Computer Science (javascript-based) http://khnaacademy.org/cs
- jQuery docs: http://docs.jquery.com/Main_Page
- Lynda.com

Tools
- Adobe Edge Animate
- Dreamweaver
- TextWrangler (free for Macs) – general purpose editor for HTML and Javascript
- Notepad++ (free for PC) – general purpose editor
- The Firefox Firebug extension
- The Google Chrome

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading Course Projects/Assignments

Midterm	20%
Final	20%
Homework	20%
Quizzes	20%
Class preparation/participation	20%

Class Policy:
- If you miss a class, or know you will be missing a class, you <u>must</u> send me an email.
- Keep and backup all the exercises and projects that you have created throughout the semester. I will ask you to burn all the files on one CD-ROM at the end of the semester and submit to me for your final grade.
- Homework is due within the first 15 min of class. Late assignments *will not be accepted* and will receive a zero.

Topics

WEEK	Lecture Topic	Homework
1 Monday 9.9	• **Introduction of the course** • Distribute syllabus • Course Objectives • Interactive storytelling and animation • Creating Animated GIFs with Photoshop • Introduction to Project 1: PSA Banner Ad	• Research subject for PSA
2 Monday 9.16	• **"12 Principles of Animation"** • Photoshop Layer Comps • Frame-by-frame animation • Photoshop animation exercises and experiments	• Complete in-class exercises
3 Monday 9.23	• **Introduction to Edge Animate** • **DUE** Research and week 2 exercise • Storyboarding	• Sketch storyboard for PSA banner • Compose the script
4 **Wednesday** 9.30	• **Storyboards & Design Comps** • **DUE** storyboard sketch and script • InDesign Storyboard • Photoshop Comps (key-frames)	• Continue to work on comps and storyboard
5 Monday 10.7	• **Typography in Edge Animate** (web fonts) • **DUE** final comps and storyboard • Designing CSS – buttons • Continue to work on banner ads	• Continue to work on comps and banner
6 Monday 10.14	• **Edge Animate Continued** • Implementing JavaScript libraries • Lab time to work on banners	• Finalize banner

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7 Monday 10.21	• **Project 1 – Mid term** • DUE PSA • In class critique • Intro to Project 2 – Interactive Slide Show	• Research subject matter – Information Graphics
8 Monday 10.28	• **Interactive Storytelling** • Linear Vs. Non-linear • Constructing complex and non-standard online page layouts • Introduction to JavaScript: basic syntax	• Research subject matter • Research example/ inspiration sites • Develop content outline
9 Monday 11.04	• **JavaScript and the DOM**: real-time manipulation of web pages • DUE content outline • Debugging JavaScript using browser based tools • Wireframes and Site-map	• Finalize project content
10 Monday 11.11	• **Edge Animate – Controlling timeline** through script • DUE content draft • Introduction to jQuery	• Wireframes and Site-map
11 Monday 11.18	• **Edge Animate – Creating animated buttons** • DUE Wireframes and Site-map • Visual Design (comps)	• Refine project comps • Collect all needed content: text, photos, illustrations
12 Monday 11.25	• **Interactive Slideshow Workshop** • Mouse interaction – Algorithmic animation • Visual Design (comps) continued	• Refine comps
13 Monday 12.2	• **In-class Critique** • Final project development and production	• Final project development and production
14 Monday 12.9	• Final project development and production	• Final project development and production
15 Monday 12.16	• **Final Exam**	