

# Art 377 Web Design for Designers

[2pm-4:45pm] Tu, Th  
Wyllie Hall, D150A

Instructor: Tao Chen  
Office: MLN D124  
Email: chent@uwp.edu  
Tel: 262-595-2119  
Office Hour: 1-2pm M,W,  
10-11am Tu, Th

## ❖ Objective

To develop the skills to create interactive Web contents in Adobe Flash. To understand and be able to use basic Action Scripts. To create rich media objects using the Flash multimedia authoring environment, incorporate them into a web site, and publish the site to UWP's web server. The Adobe Flash CS5 is the primary program used in this class.

## ❖ Grading

Grades are decided based on the aesthetic considerations and quality of the project, the amount of effort put forth on the project, the daily participation in working on the project and understanding of the computer. Usually for each project, sketch review takes 10% of the total points; your presentation during the critique takes 10%.

❖ assignment 1—15% <b>Due date: 09/30 (Th)</b>	❖ in class exercise — 10%	} Total: 100%
❖ assignment 2—20% <b>Due date: 10/21 (Th)</b>	❖ participation & attendance — 10%	
❖ final project —45% <b>Due date: 12/16 (Th)</b>		

Grades will be as follows:	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
	100-94	93-91	90-88	84-87	83-81	80-78	77-74	73-71	70-68	67-64	63-61	60 or less

## ❖ Required Materials

USB flash drive with at least 256 MB capacity or 5 CD-RWs, (after each class, students need to save their documents into CD-RW or USB flash drive. It's the students' responsibility to keep their own files); a note book and a medium-sized sketch book, several pencils and a eraser. Other supplies may be specified by the instructor as needed.

## ❖ Suggested Reading

Foundation Flash CS5 For Designers (Beginning) by Tom Green and David Stiller ISBN-10: 1430229942

## ❖ Tentative Schedule

A1, 2 refers to Assignment 1, 2 respectively ☆ in class exercise

W1			
	09/02	Th	introduction
W2	09/07	Tu	• learn the drawing tools, shape tweening
	09/09	Th	• learn symbol & instance, motion tweening
W3	09/14	Tu	• use animated mask ☆ A1 assigned
	09/16	Th	• make buttons ☆
W4	09/21	Tu	A1, work in class
	09/23	Th	A1, work in class
W5	09/28	Tu	• create menu bar
	09/30	Th	• make a slideshow (basic action scripts)
W6	10/05	Tu	A2, work in class
	10/07	Th	A2, work in class
W7	10/12	Tu	A2, work in class
	10/14	Th	A2, work in class
W8	10/19	Tu	• intro to final project
	10/21	Th	• scenes, 3-page web site
W9	10/26	Tu	work day sketch review
	10/28	Th	work day creating background & menu
W10	11/02	Tu	work day creating slide show
	11/04	Th	• building navigation of the site
W11	11/09	Tu	work day
	11/11	Th	• create basic scrollable text
W12	11/16	Tu	work day working with text
	11/18	Th	• add background sound
W13	11/23	Tu	work day
	11/25	Th	Thanksgiving, no class
W14	11/30	Tu	• create a preloader & intro page
	12/02	Th	add a preloader and intro page to your site
W15	12/07	Tu	work day
	12/09	Th	• upload your website to the server
W16	12/14	Tu	work day
	12/16	Th	• Final critique

[ additional info will be supplied when further necessity.]

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## ❖ Project Term

all projects are due at the beginning of the class period on the date set by the instructor. failure to meet a deadline will result in a grade of "f" unless the late work is due to an excused absence, defined as a university excuse or verifiable medical excuse. all projects must be properly and clearly identified.

## ❖ Attendance policy

+student is permitted a maximum of two unexcused absences.

+a third absence, even if excused, will result in the lowering of the student's final grade by one letter.

+fourth absences, even if excused, will result in the lowering of the student's final grade by one letter.

+fifth absences, even if excused, will result in the lowering of the student's final grade by one letter.

+nine absences, even if excused, which signifies that the student has missed approximately 33% of the class meetings, will reduce even an "a" average to an "f".

+an "f" grade is recorded for any missed work unless the student presents an excuse for the absence at the time he/she returns to class.

+no make-up work will be permitted without an excused absence. even with the excused absence, make-up work is permitted at the discretion of instructor. students should not assume such permission will be granted.

+no make-up work will be allowed once three class meetings have elapsed, counting from and including the date at which the student returns to class after absence.

+no make-up work will be conducted during the last week of classes.

+three tardies will convert one excused absence. a student coming in shortly after roll call is responsible for informing the instructor of his/ her attendance. their absence is converted to a tardy at the discretion of the instructor.

\*an excused absence is defined as a University excuse or verifiable medical excuse. The instructor of the course has the final authority to determine the penalties for absences as it reflects a course's distinct needs.

## ❖ Special Needs

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disability Services in WYLL D175.

❖ The Art Department reserves the right to use reproductions of student work for promotional purposes, including the departmental website.

## [ assignment 1 ] Due date: Sep.30, Thursday

- ❖ Create two flash banners for advertising a business (such as a seasonal promotion of a department store, an advertisement for a newly opened restaurant, an online degree offered by an university, etc. or anything you are interested.) You have to use two different formats for the banners. One document's size should be **336x280** pixels and the other should be **120x600** pixels. The frame rate of both documents is **24** fps and the duration of each banner should not be less than **15** seconds.

1. Vector graphics and bitmaps must be used in this assignment.
2. Motion Tweening and Shape Tweening animation must be used in this assignment. But you can choose either one as the primary tool to work with.
3. You need create at least one button on each banner (such as a *click here* or *order online* button).
4. The animated mask is optional.
5. Put all the files including fla and swf in one folder and name it " *your last name\_377 A1*".

## [ assignment 2 ] Due date: Oct.21, Thursday.

- ❖ In this assignment, you need to create a webpage which could be used to present different products of a company or art work of a museum. The web page should primarily include a **slide show** and a **menu bar**. According to your page layout design, you can feel free to add other elements (such as the logo of the company, mock-up text, etc.)

1. The entire slide show must contain at least 10 slides.
2. Each slide must have caption and slide number.
3. The buttons contained in the menu bar must be **animated rollover button**. **invisible button** is optional.
4. The menu bar could be **Fly-in, fade-in** or other effects you like.
5. Add sound to each button.
6. Use folders to hold different contents in the library. (For example: the "sound" folder for storing all sound files.) The library must be organized.
7. When you hand in the assignment folder, please name it "your last name\_377 A2".

## [Final Project] Due date: Dec.16, Thursday.

- ❖ Design a small site for a business or yourself. The whole site should have at least 3 sections. For example: If you design a website for a museum, it contains several sections:  
**About the museum/ Exhibitions/ Collections/ Store/ Information.**
- ❖ This project will be graded on two parts: design (15 points) and techniques (30 points). Design part includes the layout of each webpage, the visual consistency of the whole website and the functionality of the navigation system.

Technical part includes the requirements below: (30 points)

1. All items stored in the library should be organized (2)
2. Create a fly-in, fade-in or other style for menu bar  
Menu bar must contain animated rollover buttons. (3)
3. The ability to use text in Flash:  
Dynamic text + Variables (scrollable text) (2)  
Dynamic text + HTML (scrollable text) (1)
4. The ability to work with sound:  
Setting background music (1)  
volume control and on / off button (2)
5. create a slide show (5)
6. Preloader must be used in your site (2)
7. Create a simple and interesting Intro Animation (3)
8. Behaviors : go to web page, email link, LoadMovieNum (5)
9. The ability to use all kinds of symbols (gfx, btn, mc) (2)
10. Export the Flash file correctly (2)

When you hand in the your website folder, it should be named "your last name\_377 Final".