

IT211P

Interactive Communication Design I

[Onsite]

Course Description:

This course is a continuation of the Visual Design Theory class. Students apply design principles to create an interactive software application that is both communicative and intuitive for its user.

Prerequisite(s) and/or Corequisite(s):

Prerequisites: IT210P Visual Design Theory

Credit hours: 4

Contact hours: 66 (46 Theory Hours, 20 Lab Hours)

Syllabus: Interactive Communication Design I

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Flash Interface Fundamentals
2. Digital Design Terminology
3. Methods of Drawing in Flash
4. Basic and Advanced Flash Animations
5. Application of Filters and Effects
6. Interactivities in Flash Animations
7. Preparation of Flash Animations for Export to Web

Course Objectives

1. Identify the application areas and career opportunities in the field of digital design.
2. Create digital designs using appropriate methods and standards.
3. Construct interactive animations using the appropriate software.
4. Create Web-friendly animations that enhance a digital portfolio.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Select information and communicate the results using visual graphic designs.
2. Select appropriate tools and technology to obtain the desired outcome.
3. Convert information into a desired format.
4. Apply problem-solving techniques to design visuals.
5. Analyze the details of a given design for improvements in the communication of a concept.
6. Use art design vocabulary to communicate and critique designs.
7. Participate as a member of a team and complete the tasks necessary to finish a project.

Course Outline

Note: All graded activities, except the projects, are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Lab 1.1 refers to the 1st lab activity in Unit 1.

Unit	Activities
1–Flash in the Design World	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> <i>Becoming a Digital Designer:</i> <ul style="list-style-type: none"> ○ Preface, “Who Wants to Be a Digital Designer?” pp. 11-16 ○ Chapter 1, “Speaking Computer” <i>Teach Yourself Visually™ Flash® CS3 Professional:</i> <ul style="list-style-type: none"> ○ Chapter 1, “Flash Fundamentals” • Labs: 1.1
2–Interactions and Flash Tools	<ul style="list-style-type: none"> • Read from <i>Becoming a Digital Designer:</i> <ul style="list-style-type: none"> ○ Chapter 2, “Action/Reaction,” pp. 33-37 • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional:</i> <ul style="list-style-type: none"> ○ Chapter 2, “Creating Objects”

Unit	Activities
	<ul style="list-style-type: none"> • Labs: 2.1 • Analyses: 2.1
3–Design Versatility Using Flash Objects	<ul style="list-style-type: none"> • Read from <i>Becoming a Digital Designer</i>: <ul style="list-style-type: none"> ○ Chapter 4, “Designing for Growth,” pp. 59-64 ○ Chapter 5, “Designing for Multiple Devices,” pp. 71-76 • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 3, “Enhancing and Editing Objects” • Labs: 3.1
4–Addition of Graphics	<ul style="list-style-type: none"> • Read from <i>Becoming a Digital Designer</i>: <ul style="list-style-type: none"> ○ Chapter 6, “Web Design,” p. 99 • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 4, “Working with Imported Graphics” • Labs: 4.1 • Project 1
5–Use of Text in Flash	<ul style="list-style-type: none"> • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 5, “Working with Text” • Labs: 5.1
6–Flash Layers	<ul style="list-style-type: none"> • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 6, “Working with Layers” • Labs: 6.1 • Analyses: 6.1
7–Symbols and Instances in Flash	<ul style="list-style-type: none"> • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 7, “Working with Flash Symbols and Instances”

Unit	Activities
	<ul style="list-style-type: none"> • Labs: 7.1 • Project 2
8–Basic Flash Animations	<ul style="list-style-type: none"> • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 8, “Creating Basic Animation in Flash” • Labs: 8.1 • Analyses: 8.1
9–Advanced Flash Animations	<ul style="list-style-type: none"> • Read from <i>Becoming a Digital Designer</i>: <ul style="list-style-type: none"> ○ Chapter 7, “Motion Design,” pp. 157-158 • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 9, “Creating Animation by Tweening” • Labs: 9.1
10–Finalization of Flash Animations	<ul style="list-style-type: none"> • Read from <i>Teach Yourself Visually™ Flash® CS3 Professional</i>: <ul style="list-style-type: none"> ○ Chapter 12, “Adding Interactivity” ○ Chapter 15, “Distributing Flash Movies” • Read from <i>Becoming a Digital Designer</i>: <ul style="list-style-type: none"> ○ Part 2, “Media and Methods,” pp. 84-97 • Labs: 10.1 • Analyses: 10.1 • Project 3
11–Course Project and Review	<ul style="list-style-type: none"> • Course Review • Course Project

Instructional Methods

Adobe Flash is, by far, the leading Internet technology for creating and viewing “multimedia-rich” content on the Web. This course is designed to provide you an overall understanding of

interactive design, the interconnection of design projects, and proper project development methods. The activities and assignments are practical in nature and are directly related to the objectives of this course. The course utilizes both individual projects and teamwork to develop comprehensive solutions for corporate design needs. You will work on three projects apart from a course project. The course project will use the outputs of the three projects. In the course project, you will create a higher quality portfolio by incorporating all of the projects and labs into a digital portfolio. You will work on the course project in Unit 11 and be able to gain valuable inputs from the instructor.

In-class time will be utilized as follows:

1. **Lectures:** Units 1 to 10 include lectures that cover the key concepts.
2. **Labs:** The labs in Units 1 to 10 include hands-on assignments designed to reinforce concepts being taught in the respective unit and assist in project development. All labs carry equal grades.
3. **Course project:** The course project is designed to ensure a higher quality portfolio, incorporating all of the projects and labs into a digital portfolio. The course project will be completed in Unit 11. It is important for you to seek your instructor's help and inputs in creating your portfolio. This feedback should help you create a "better" digital portfolio. At the end of this course, you are required to present your portfolio.

Homework assignments in this course take the form of:

1. **Analyses:** One assignment in Unit 6 includes an analysis of readings from the ITT Tech Virtual Library. You will be required to read an article from the ITT Tech Virtual Library and attempt the assignments based on the concepts covered in each unit. There are three more analyses in Units 2, 8, and 10, which are based on the case studies in the textbook *Becoming a Digital Designer*.
2. **Projects:** The three projects are designed not only to reinforce concepts being taught but also to enhance your portfolio.

Instructional Materials and References

Student Textbook Package

- Gunter, Sherry Kinkoph. *Teach Yourself Visually™ Flash® CS3 Professional*. Hoboken, NJ: Wiley Publishing, Inc., 2007.
- Heller, Steven, and David Womack. *Becoming a Digital Designer*. Hoboken, NJ: John Wiley & Sons, Inc., 2008.

Equipment and Tools

- Blank CDs on which completed projects and digital portfolio will be saved
- Adobe Flash CS3 Professional

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click “Books” or use the “Search” function on the home page to find the following books.

Books 24x7

- Reinhardt, Robert, and Snow Dowd. *Adobe Flash CS3 Professional Bible*. Hoboken, NJ: John Wiley & Sons, 2007.

Periodicals

You may click “Periodicals” or use the “Search” function on the home page to find the following periodicals.

Periodicals> ANIMATION WORLD MAGAZINE

- “In a Flash: Animation Production in Flash Growing.” By: Cawley, John.
http://mag.awn.com/index.php?ltype=search&sval=Flash&article_no=3063
- “The Future of Flash.” By: Singer, Greg.
http://mag.awn.com/index.php?ltype=search&sval=Flash&article_no=2373

Reference Resources

You may click “Reference Resources” or use the “Search” function on the home page to find the following reference resources.

Reference Resources> Copyright

- Harper, Georgia. “Copyright Law in Cyberspace.” Office of General Counsel, University of Texas System.

<http://www.utsystem.edu/ogc/intellectualproperty/distance.htm> (accessed March 06, 2008).

Program Links

You may click “Program Links” or use the “Search” function on the home page to find the following program links.

Program Links> Graphic Design (BGD)> Professional Organizations

- American Institute of Graphic Arts: This institute is the oldest and largest membership association of professionals engaged in the discipline, practice, and culture of designing.

www.aiga.org/ (accessed March 06, 2008).

- Graphic Artists Guild: This association is the national union of illustrators, designers, Web creators, production artists, surface designers, and other creative professionals who have come together to pursue common goals, share their experiences, raise industry standards, and improve the ability of visual creators to achieve satisfying and rewarding careers.

<http://www.gag.org/> (accessed March 06, 2008).

Program Links> Graphic Design (BGD)> Recommended Links

- AIGA Design Archives: This site includes a record of annual juried selections of design excellence and the works of designers honored by AIGA.

<http://designarchives.aiga.org/> (accessed March 06, 2008).

- All Graphic Design: This portal is a resource for graphics, including tutorials and discussions.

<http://www.allgraphicdesign.com/> (accessed March 06, 2008).

- Communication Arts: The online counterpart of the magazine COMMUNICATION ARTS, this site focuses on graphic design, advertising, illustration, photography, and interactive design.

www.commarts.com (accessed March 06, 2008).

- Design Dump: This site offers information, news, reviews, articles, and more.

<http://www.designdump.com/> (accessed March 06, 2008).

- Design TalkBoard: This site offers news, resources, forums, and reviews.
www.designtalkboard.com (accessed March 06, 2008).

- DTG: Design, Type & Graphics: This online magazine provides reviews, tips, and articles on design topics.

<http://www.graphic-design.com/> (accessed March 06, 2008).

- Graphic Arts Monthly: This site lists news and articles related to applied technology for the printing industry.

<http://www.graphicartsonline.com/> (accessed March 06, 2008).

- HOW Magazine: This site is a source for creative inspiration, business advice, and tools of graphic design.

<http://www.howdesign.com/GeneralMenu/> (accessed March 06, 2008).

Learning Guides

You may click “Learning Guides” or use the “Search” function on the home page to find the following learning guides.

- Planet Photoshop: This site offers videos and step-by-step tutorials on Photoshop.
<http://www.planetphotoshop.com/> (accessed March 06, 2008).
- Tutorial Outpost: This site lists information and updates on Photoshop, Flash, 3D Studio Max, and Illustrator tutorials.
<http://tutorialoutpost.com/> (accessed March 06, 2008).

Other References

The following resources may be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

Periodicals

- “Computer Graphics World,” CA: COP Communications, Inc.
- “Dynamic Graphics,” Peoria, IL: Jupitermedia Corporation.
- “Print,” NY: PRINT Magazine.

Web sites

- Adobe: The site offers software support, tutorials, tips, and user groups to Adobe product users.
<http://www.adobe.com/> (accessed March 06, 2008).
- Design and Publishing: This site provides insight into software, hardware, and graphic design businesses.
<http://www.graphic-design.com/> (accessed March 06, 2008).

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria Table

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Labs	25%
Project 1	10%
Project 2	10%
Project 3	10%
Analyses	20%
Course Project	25%
Total	100%

Note: Students are responsible for abiding by the Plagiarism Policy.

Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90-100%	4.0
B+	85-89%	3.5
B	80-84%	3.0
C+	75-79%	2.5
C	70-74%	2.0
D+	65-69%	1.5
D	60-64%	1.0
F	<60%	0.0

(End of Syllabus)