



MM 3023 Web Publishing and Graphics Section 23306

Cetes: Room 108 Spring 2012

Tues/Thurs 2:00-3:50

Dr. Linda Wright-Smith	Office: 102C CETES
Office Hours: Mon, Weds: 8:30 - 9:30, 2:00 -3:30 Tues, Thurs: 7:00 – 8:00, 1:00 – 2:00 And By Appointment e-mail--Checked twice daily	Office Phone (580)581-5549 E-mail: lindas@cameron.edu URL: http://www.cameron.edu/%7Elindas/

Statement of Teaching Philosophy

Students need to be actively involved in the learning process to develop new knowledge and critical thinking skills. Therefore, students will be engaged in types of learning activities that promote their own construction of knowledge.

Flash Animatic Tutorial

<http://www.randoldimalanta.com/classroom/tutorials/flash/animatic/index.html>

COURSE DESCRIPTION: 3023 WEB PUBLISHING AND GRAPHICS, 3 hours credit

This course helps students develop the creative and critical thinking skills required in a web/animation design and development environment. Students learn to plan for and implement interactivity in their web and animation designs. They are required to incorporate a mixture of audio, video, graphics, and animation dependent on website objectives (e.g., marketing, instructing, or entertainment). Techniques for automating the design process will be covered. State-of-the-art web animation and web development tools are introduced and used as the catalyst for learning. Lecture 2 hours, laboratory 2 hours.

COURSE OBJECTIVES:

Student Learning Objective I: Communicate effectively in visual, oral and written form.

Student Learning Objective V: Select and use a variety of techniques to define and sequence multimedia content and strategies.

Student Learning Objective VI: Effectively capture and edit digitized graphics, animation, audio and video and import them into computer-based and/or web-based applications.

Required Texts and Materials

Adobe Flash Professional CS5 Digital Classroom Fred Gerantabee and the AGI Creative Team

Requirements: |

Each student is required to attend all scheduled class meetings, complete all lab assignments, reading assignments, individual projects, and exams. Students must turn off all media devices including cellular phones, PDAs, MP3 players, personal laptops and beepers during class. No exceptions. Emergency calls may be directed to the department office at 581-5522. If these requirements are not met, the offending student may be removed from class.

Objectives:

Students will be able to identify the Flash interface, shape tween, motion tween, create cel animations, use vectors, add basic action scripts, make character animations, create interactive animations, replace the mouse pointers, animate text and movie clips, create masks, work with text fields, create movie clips, import elements and create new flash moves and a website.

Course Requirements:

Each student is required to complete lab assignments, projects and exams. The exams cannot be made up unless there is a compelling reason for not taking the exam on time.

Each student is required to complete all assignments within the time frame listed in the Course Calendar. No work will be accepted after due date!

Withdrawals:

The last date to drop with an automatic withdrawal is 6 Apr. Students must complete the official administrative process to withdraw from a class. Failure to do so will result in the student receiving an "F."

Administrative Withdrawal:

If, during the course of the semester, a student's class average falls below a passing grade due to inadequate participation, I may recommend the assignment of an "AW" prior to the last date for an automatic withdrawal. If a student has not logged on for a period so that thirty percent of the evaluative material (journal, discussions, labs, and exams) for the course has been missed and the drop/add period has expired, then I may recommend Administrative Withdrawal to the Chair of the Department.

Evaluation: 900 – 1000 pts **A** 800-899 pts **B** 700-799 pts **C** 600-699 pts **D** Below 600 pts **F**

Maximum Possible Points	Points You Earned
Projects 1 – 13	600 pts
Website	100 pts
Mini Exam One	50 pts

Mini Exam Two	50 pts	
Mini Exam Three	50 pts	
Comprehensive Final Exam	150 pts	

Tentative Class Schedule

Week 1	Flash CS5 jumpstart	Project 1
Week 2	Drawing Tools	Project 2
Week 3	Library Symbols	Project 3
Week 4	Advanced Tools	Project 4
Week 5	Mini Exam One Creating Basic Animations	Project 5
Week 6	Creating Advanced Animations Basic Web Publishing	Project 6 Put Flash Projects in Web Pages
Week 7	Customizing Workflow	Project 7
Week 8	Working With Imported Files	Project 8
Week 9	Introducing ActionScript	Project 9
Week 10	Mini Exam Two Creating Navigation Controls	Project 10
Week 11	Sound Editing Web Publishing	Project 11
Week 12	Movie Clips Web Publishing	Project 12
Week 13	Working with Video	Project 13
Week 14	Mini Exam Three Continue adding to your website to showcase your semester work	
Week 15	Show your website to fellow students Review for comprehensive Finals	
Week 16	Comprehensive Finals	

EXAMS & GRADE POSTINGS:

All "Mini Exams" will be on at 3pm on Tuesdays. You will see your grade and take part in a review on Thursdays.

Email Account: You MUST use your Cameron email address for all official Cameron University correspondence. You can logon at <https://owa.cameron.edu/owa/auth/logon.aspx?> The password and user name is case sensitive. It must be in lower case.

It is the policy of Cameron University to accommodate students with disabilities, pursuant to federal and state law. Students with disabilities who need classroom accommodations must make their requests by contacting the Office of Student Development at (580) 581-2209, North Shepler Room 314.

Feel free to e-mail me if you have questions or issues concerning the class.

Lab Requirements

Start your labs in class. There is no make up for missed in class labs. Start Projects in class; and if needed, finish them during open lab hours. During scheduled class periods, students may use the lab computers or personal electronic devices to access course materials only. Materials not directly related to this course **MAY NOT** be accessed at any time on university or personal devices. Cell phones may be set to silent for emergencies only. Non-emergency calls/texts/emails should not be acknowledged during class time. That means –NO MESSAGING, FACEBOOKING, E-MAILING, TEXTING! **Each time you break this rule 5 points will be taken from your lab points!**

I reserve the right to amend or revise this syllabus, as it becomes necessary.

Participation Requirements: You will be required to participate in class discussions. If you are not in class when assignments are due, you must make appropriations for your work to be submitted on time. All assignments are due at the stated times. If you submit assignments after the designated time, your assignment is considered late and unacceptable. If there is a valid reason for extended absence, schedule an appointment with Dr. Smith to discuss options for make-up.

Administrative Withdrawal: If, during the course of the semester, a student's class average falls below a passing grade due to inadequate participation, I may recommend the assignment of an "AW" prior to the last date for an automatic withdrawal. If a student has missed more than 6 class periods, and the drop/add period has expired, then I may recommend Administrative Withdrawal to the Chair of the Department.

Common Syllabi

http://www.cameron.edu/uploads/e6/13/e61364bd6bd45c74fdc5bc420a111969/Common_syllabus_Spring_2012_16Week.pdf