

COURSE OUTLINE

**Art 257**  
**Advanced Web Design with Flash**

**I. Catalog Statement**

Art 257 is an Adobe Flash course that covers ActionScripting for Web designers. Emphasis is placed on project planning and Web environment issues that affect design. Students create projects with industry standard software such as Adobe Illustrator in addition to Adobe Flash. Aesthetic presentation and its relationship to design ergonomics are emphasized throughout the course.

Units – 4.0

Lecture Hours – 2.0

Studio Hours – 4.0

(Faculty Studio Hours-4.0 + Student Studio Hours-0.0 = 4.0 Total Studio Hours)

Prerequisite: Art 255 or Photography 255 or equivalent.

Note: Art/Photography 257 may be taken two times; a maximum of 8 units may be earned.

**II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 6; Math 2.

Prior to enrolling in the course, the student should be able to:

1. set up document attributes;
2. create and modify objects and type with tools;
3. import image, sound, and video files into the in-use application;
4. create and modify layers;
5. create and modify symbols and instances;
6. animate and control complex Web animations using timeline, tweening, motion paths, and layers;
7. create complex interactivity;
8. optimize and integrate animation for the Web;
9. evaluate project concepts, designs and techniques.

**III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. create advanced customization techniques;
2. apply advanced flash animation techniques;

3. apply advanced text techniques;
4. use advanced graphic and animation tools;
5. apply multimedia techniques;
6. create interactivity.

#### IV. Course Content

A. Introduction	5 hours
1. Course introduction	
2. Current Flash design standards	
B. Flash Interface	5 hours
1. Managing your workspace	
2. Preferences and properties	
3. Using layers	
4. Building a Flash movie	
C. Graphics in Flash	5 hours
1. Tool panel	
2. Drawing, color, and bitmap images in Flash	
3. Create animation using preceding section concepts	
D. Symbols and Libraries	6 hours
1. Symbol essentials	
2. Symbols and 9-slice scaling	
3. Filters and blend modes	
4. Managing content on stage	
5. Masks and masking	
6. Create animation using preceding section concepts	
E. ActionScript Basics	7 hours
1. Power of ActionScript	
2. Actions panel	
3. Objects	
4. Syntax	
5. Reading language and components reference	
6. Create animation using preceding section concepts	
F. Audio in Flash	6 hours
1. Appropriate audio formats	
2. Adding audio to Flash	
3. Create button animation using preceding section concepts	
4. Playing sound from library	
5. Using movieclip to play sound	
6. Playing sound from outside of Flash	
7. Turning a remote sound on and off	
8. Create Moving Picture Experts Group Layer-3 (MP3) Audio player animation using preceding section concepts	
G. Text in Flash	6 hours
1. Fonts and typefaces	
2. Working with device fonts	
3. Types of text fields	

4. Flash text
  5. Embedding font outlines
  6. Create animation using preceding section concepts
- H. Animation Techniques 7 hours
1. Shape and motion tweening
  2. Employing animation
  3. Copy motion as ActionScript
  4. Create animation using preceding section concepts
- I. Video in Flash 9 hours
1. Video on the Web
  2. Encoding a Flash Video (FLV)
  3. Playing video using ActionScript
  4. Using FLVPlayback components
  5. Preparing and using alpha channel video
  6. Create animation using preceding section concepts
- J. Using Flash User Interface (UI) Components to Build Interfaces 9 hours
1. Button, checkbox, colorpicker, colorbox, label and datagrid components
  2. List, numericstepper, progressbar, radiobutton and scrollpane components
  3. Slider, textarea, textinput and titlelist components
  4. UILoader and UIScroller components
  5. Create animation using preceding section concepts
- K. Cascading Style Sheets (CSS) and Flash 7 hours
1. Introduction to CSS within Flash
  2. Loading external CSS into Flash
  3. Create animation using preceding section concepts
- L. Dynamic Data and Flash 7 hours
1. Extensible Markup Language (XML) in relation to Flash
  2. Loading an XML file
  3. Create animation using preceding section concepts
- M. Going Mobile in Flash 10 hours
1. Flash and devices
  2. Device Central
  3. Creating a Flash document using Device Central
  4. Publishing a mobile movie
  5. Adding functionality to mobile movies
  6. Create animation using preceding section concepts
- N. Flash Movies 7 hours
1. Internet relationship to Flash
  2. Streaming
  3. Fine-tuning Flash movies
  4. Create functional preloader animation using preceding section concepts
  5. Web formats
  6. Publishing Flash movies containing linked files
  7. Create animation using preceding section concepts

**V. Methods of Presentation**

The following instructional methodologies may be used in the course:

1. classroom lecture and demonstration;
2. analysis of professional examples;
3. instructor analysis of student work;
4. peer analysis of student work;
5. individual instructor-to-student assistance in the class.

**VI. Assignments and Methods of Evaluation**

1. Projects.
2. Critiques.
3. In class portfolio presentations.
4. Exams.

**VII. Textbook**

Green, T. and D. Stiller. Foundation Flash CS3 for Designers.  
New York: Apress, 2007.

11<sup>th</sup> Grade Textbook Reading Level. ISBN: 978-1-59059-861-0