

**I. CATALOG DESCRIPTION**

Department Information  
Division: Humanities  
Department: Art  
Course ID: ART 187  
Course Title: Advanced Web and Multimedia Design  
Units: 3  
Lecture: 2  
Laboratory: 3  
Prerequisite: ART 186.

- A. CATALOG DESCRIPTION:** Focus on the elements of CD-ROM design and production. Practical experience in using programs such MacroMedia Director, sound editing, and animation software will be emphasized. Conceptualization, research and the design large projects will be stressed.
- B. SCHEDULE DESCRIPTION:** Focus on the elements of CD-ROM design and production. Practical experience in using programs such MacroMedia Director, sound editing, and animation software will be emphasized. Conceptualization, research and the design large projects will be stressed.

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: one**

**III. EXPECTED OUTCOMES FOR STUDENTS:**

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

- A. Use optimized graphics, sound.
- B. Demonstrate the ability to optimize QuickTime movies for various out put formats.
- C. Assemble QuickTime movie clips.
- D. Produce animations in MacroMedia Director.
- E. Construct a self-playing product using interactive panels.
- F. Map out a story including interface of images, sound and linkages.
- G. Use elementary lingo scripting.
- H. Analyze the relationship between still images, moving object and data in the interactive process.

**IV. CONTENT:**

- A. Designing an interactive production
  - 1. Assembling data
  - 2. Deciding on a format
    - a. Web or CD-ROM
    - b. CD business cards
    - c. DVD formats
- B. Development of story
  - 1. Creating a beginning story board
  - 2. Mapping out the production
  - 3. Rules of interactive design
- C. MacroMedia Director software
  - 1. Stage and the players
  - 2. The timeline grid
  - 3. Targeting items on the grid
  - 4. writing Lingo scripts to control interactivity
  - 5. Construction a self-playing product ion using interactive panels
- D. SoundEdit software
  - 1. Importation and
  - 2. Digitization of sound
  - 3. Editing sound for use in interactive products

- E. After Effects software
  1. Assembling film clips in layers
  2. Adding special effects to clip layers
  3. Rendering an effects clip
- F. Adobe Premiere software
  1. Assembly of QuickTime movie clips
  2. Translating formats for different outputs
    - a. Interactive CD
    - b. DVD movie

## V. METHODS OF INSTRUCTION

- A. Computer demonstrations
- B. Lectures
- C. Computer exercises
- D. Textbook and workbook assignments
- E. Supervised projects

## VI. TYPICAL ASSIGNMENTS

- A. Animation in MacroMedia Director
  1. Scan in 6 photographs of a particular place such as San Bernardino making the 480 pixels by 640 pixels at 72 dpi.
  2. Set the scan as cast members in Director.
  3. Set each scan in a different of panels in Directors score to form a logical sequence.
  4. Animate the sequence.
- B. Add sound to your an animation
  1. Record sound that accents your animation in SoundEdit.
  2. Edit it and optimize it for your animation in SoundEdit.
  3. Insert the sound as a cast member and insert it into your animation.
- C. Design a home page for your animation including general buttons for home, start forward, backward, and quit.
  1. Set tasks for your general buttons using Lingo script.
  2. Link the appropriate information blocks within to your project to each using Lingo.
    - a. Link as a button such as name, text or previous.
    - b. Link as an image to another image.

## VII. EVALUATION

- A. Methods of evaluation
  1. Objective evaluation: written tests  
Typical test questions:
    - a. How does Lingo differ from hyperlinking? How is it the same?
    - b. You are playing a production.  
You have reached a link and now you cannot move to another panel.  
What is wrong with the production? How would you fix it?
  2. Subjective evaluation: Completion of 2 interactive projects.
- B. Frequency of evaluation
  1. Two tests
    - a. Mid-term written exam
    - b. Final test

2. Completion of 2 projects  
8 weeks will be allowed for each project  
Project will be accompanied by a journal of steps and information used in its creation.  
Projects will be evaluated on the following criteria:
  - a. Originality of the concept
  - b. The clarity of organization
  - c. Steps executed to complete their projects
  - d. Success in achieving the original idea
  - e. Complexity of the work attempt

**VIII. TYPICAL TEXTS:**

- A. Jason Roberts, Director 8 Demystified, CA: publisher PeachPit .2000
- B. Andre Persidsky, Director 8 for Macintosh and Windows: CA PeachPit, 2000
- C. Don & Melora Foley, Animation Tip and Tricks for Windows and Mac.: CA: PeachPit press 1998

**IX. OTHER SUPPLIES REQUIRED OF STUDENTS:**

Blank Zip disks, blank CD-R disks.