

COURSE LEARNING OUTCOMES (CLOs)

1. Form an idea
2. Create an ad that uses animation
3. Draw a hierarchy of information (flow chart) to show an interactive site
4. Import graphics and textures created on other applications into a multimedia software program
5. Create a movie using simple animation
6. Create a web banner
7. Create an effective interactive site for use on the internet
8. Create sound file
9. Put a QuickTime movie into an interactive piece
10. Do simple scripting for a file

Outline

In this course, students are required to demonstrate the following competencies at an introductory level of proficiency:

- I. Form an idea
 - A. Research professional work to analyze apparent goals and objectives
 - B. Create thumbnails to show ideas visually
 - C. Check color palettes to know what colors would create a mood to the work
 - D. Write down ideas that you are thinking about
 - E. Bounce ideas off other students to brainstorm ideas
- II. Create an ad that uses animation
 - A. Animate 2D characters on several layers
 - B. Animate type
- III. Draw a hierarchy of information to show an interactive site
 - A. Draw the structure of an interactive site
 - B. Fill in the location of the buttons and where they connect
 - C. Label the hierarchy correctly
 - D. Create the hierarchy so someone can tell what you are representing
- IV. Import graphics and textures created on other applications into a multimedia software program
 - A. Create and import graphics from Photoshop
 - B. Create and import graphics from Illustrator
- V. Create a movie showing simple animation
 - A. Use a video camera
 - B. Create the movie with the appropriate resolution for the audience
 - C. Create an movie using type
 - D. Create a movie using people
- VI. Create a web banner
 - A. Design a gif image
 - B. Know the difference between gif, jpg and png files
 - C. Design the banner at the appropriate size for a client

- D. Keep the file size ready for immediate download
- VII. Create an effective interactive site for use on the internet
 - A. Determine what will make the site user friendly
 - B. Determine hierarchy of information
 - C. Use color palettes that work with typography and content
 - D. Test your site on multiple platforms and browsers
- VIII. Create a sound file
 - A. Use audio software that is common to the industry
 - B. Create a sound bite
 - C. Import sounds to a sound file
 - D. Edit sounds
 - E. Create a sound effect
 - F. Compress a sound file
- IX. Put a Quicktime movie into an interactive piece
 - A. Save a file from the multimedia or animation software as a Quicktime file
 - B. Place a Quicktime file into a web page
 - C. Upload a Quicktime file to the internet
- X. Do simple scripting for a file
 - A. Type in scripting to make the animation stop repeating itself
 - B. Script a file using code hints
 - C. Type in scripting to do simple commands with buttons

Projects:

Digital Publication

Video/Interview

Advertising Commercial

Web Banners

Kinetic Type

Digital Greeting Card