

## **ART 420 • Advanced Website Design Software Syllabus**

I. PREREQUISITES: Art 414

II. TEXTBOOK:

*Adobe Flash CS4: The Professional Portfolio*  
ISBN: 978-0-9815216-8-8, Adobe Press, 2009

III. COURSE DESCRIPTION:

An introduction to higher level web authoring software focusing on increased interactivity on the part of internet users with applied use of the program Adobe Flash as well as dynamic subsripts.

IV. RATIONALE:

This course is designed to integrate advanced layout and design principles in the production of more complicated websites. It intends to further develop the combination of technical internet coding and aesthetic visual communication in order to equip web designers and enhance their own personal marketability. The major goal of this class is to provide the student knowledge of the advanced web authoring applications and their various functions related to business and industry. This knowledge will be applied to solve needs that the student might face in the future.

V. LEARNING OBJECTIVES AND OUTCOMES:

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

1. Prepare animation and motion art graphics for use on the Internet
2. Use basic drawing to create simple frame animations
3. Create complex video-enhanced materials
4. Use acquired skills in pursuit of a career in web design
5. Utilize supplemental scripts to increase their web site experience.

VI. COURSE TOPICS:

The major topics included but are not limited to:

1. Drawing primitive shapes

2. Apply advanced drawing skills
3. Adding motion to your artwork
4. Using interactive elements
5. Animation
6. Developing workflows
7. HTML, links, and XML
8. Sound, movie clips, and interactive/responsive controls

#### VII. INSTRUCTIONAL METHODS AND ACTIVITIES:

Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical learning activities
- C. Evaluation in the form of written critiques

#### VIII. ASSIGNMENTS:

The student will be responsible for:

- A. Reading Handouts, Textbook, and Reviewing Assignments
- B. Participation in class discussions
- C. Completing assigned documents

#### IX. EVALUATION:

The following components constitute a letter grade for this course:

- A. Lab Exercises and Document Creation
- B. Final Web site Construction Project

#### X. LIST OF MATERIALS:

One Macintosh formatted "jump drive"

#### XI. CRITERIA FOR EVALUATION:

A. Assignments will be demonstrated at the beginning of each topic. Each assignment/exercise will be evaluated on the following: directions being followed, proficiency in the

operation of the software utilized, professional quality of work, and the ability to work independently and with a group.

B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded. A printout will be given to each student periodically to advise the student of his/her progress in the course.

## XII. REFERENCES:

Adobe Flash CS4 Professional Classroom in a Book, Adobe Press, 2009, ISBN-10: 0-321-57404-4, ISBN-13: 978-0-321-57404-6