



**Course:** Authoring Tools **Course Number:** MM203  
**Instructor:** Jamal Sullivan  
**Day/Time:** Thursday 1:15PM–5:15PM  
**Prerequisites:** RS100, GD121, MM203  
**Location:** Room 636  
**Phone:**  
**Email Address:** ainyc@jsulli.com  
**Office Hours:** Refer to jsulli.com  
**Contact Hours:** 44 hours  
**Instructional Contact Hours:** Lecture: 22 Lab: 22  
**Academic Credits:** 3.0 credit hours  
**Course Length:** 11 weeks  
**Estimated Homework Hours:** 2 hours per week

**Required Text:** Flash CS5 Professional: Visual Quick Start Guide

**Technology Needed:** Computer, Internet, Flash CS5, Photoshop, Illustrator

### **Course Description:**

This course is a study of interactive multimedia with an emphasis on the hardware, software peripherals, and interdisciplinary content required for the successful completion of interactive multimedia projects.

### **Competencies/Learning Objectives:**

1. Acquire abilities regarding the creation of graphic elements for motion graphic animation and interactivity in the authoring environment
2. Acquire abilities regarding the creation and import of graphic elements for motion graphic animation and interactivity from outside the authoring environment
3. Acquire abilities regarding the animation of said content
4. Acquire abilities regarding basic interactivity
5. Acquire abilities regarding basic navigation systems
6. Acquire abilities regarding the strategizing, conceptualizing and planning of topic specific multimedia web presentations
7. Acquire competency in applying the preceding to relevant GUI design
8. Acquire understanding of bandwidth as relates to asset weight

**Method of Evaluation:**

Daily assessment by the Instructor of student's methods, techniques, aesthetics, analytical detective work, homework, evaluation of process, class participation, and attendance as well as midterm and final projects.

**Grading****Rubric: A, A-**

Work is technically superior with a fully thought out and **well-executed conceptual framework**. Concept and Form work together. Attendance, and participation in class are exemplary.

**B+, B, B-**

Work has limited technical or conceptual flaws. The execution shows some room for improvement. However, student has participated in class discussions, and exhibited effort and ability in class and via homework.

**C+, C, C-**

Work may be technically competent, but fail in regards to its conceptual framework or vice versa. Student has not surpassed mere competence, but has participated in class discussions and met basic requirements.

**D+, D**

Work fulfills the minimum required goals.

**Anything else is a failing grade.**

**Course Grading :**

1.	Home work projects	50%
2.	In class projects	30%
3.	Attendance and Participation	20%
	Total	100%

<b>Score</b>	<b>Letter Grade</b>	<b>Point Average</b>
95-100	A	4.0
90-94	A-	3.7
87-89	B+	3.4
84-86	B	3.0
80-83	B-	2.7
77-79	C+	2.4
74-76	C	2.0
70-73	C-	1.7
67-69	D+	1.4
60-66	D	1.0
Less than 60	F	0.0

**\*\*\* Showing up to class and doing all assignments (with no progress) does not constitute a passing grade \*\*\***

**Late work:**

All assignments are due at the beginning of class. Late work will be marked down a full letter grade for each class session not turned in.

**Weekly Outline of the Course:**

Week 1: **Lecture:** Syllabus review, class requirements. Introduction to initial interactive motion graphics concepts. Review of drawing tools and basic animation techniques.

**Lab:** Drawing and frame-by-frame animation techniques

**Homework:** 1st animation project; review Visual QuickStart Guide

Week 2: **Lecture:** Frame by frame animation advanced. Shape Tweening reviewed.

**Lab:** Initial animation techniques combined

**Homework:** 2nd animation project; review Visual QuickStart Guide

Week 3: **Lecture:** Motion Tweening, libraries, symbols and instances advanced.

**Lab:** Advanced Motion Tween exercises

**Homework:** 3rd animation project; review Visual QuickStart Guide

Week 4: **Lecture:** Motion Tween techniques including masks & guides

**Lab:** Advanced Motion Tween exercises continued

**Homework:** 4th animation project; review Visual QuickStart Guide

Week 5: **Lecture:** Importing photographic imagery & sound. Sound editing.

**Lab:** Importing and sound exercises

**Homework:** Integrated image project; Visual QuickStart Guide

Week 6: **Lecture:** Basic actions reviewed. Buttons and navigation.

**Lab:** Actions/button/navigation exercises

**Homework:** 1<sup>st</sup> navigation project; review Visual QuickStart Guide

Week 7: **Lecture:** Advancing navigation and scenes

**Lab:** Advancing navigation/scene exercises

**Homework:** 2nd navigation project; review Visual QuickStart Guide

Week 8: **Lecture:** Alternate navigation techniques

**Lab:** Alternate navigation exercises

**Homework:** 3rd navigation project; review Visual QuickStart Guide

Week 9: **Lecture:** Publishing .swf files and bandwidth profiler

**Lab:** swf file publishing and analysis

**Homework:** drafts for final; review Visual QuickStart Guide

Week 10: **Lecture:** Advanced options. Final project in-class lab.

**Lab:** Final projects advanced in teacher-assisted lab

**Homework:** adv drafts for final; review Visual QuickStart Guide

Week 11: **Lecture:** Final review.

**Lab:** Present and critique final projects

**Homework:** None

**Resources:**

AINY students have access to the Metropolitan College library on the 12th floor of 75 Varick Street. There is a good selection of graphic design, interactive media design and fashion design books available to you.

**Attendance Policy**

Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to:

\*Notify the instructor, and make up all missed work.

\*Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade.

\*Understand that excessive absenteeism may result in failure of the class.

\*Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor.

Attendance is taken every class meeting. There are no excused absences, and the only consideration to be granted must be presented by the instructor to the department chair and the Dean of Academic Affairs.

**A student who misses twelve (12) hours in a course will receive a Withdrawal grade (W) for weeks 1 through 9 and a W/F grade after week 9 for that course. Tardiness and absenteeism will be recorded in 15 minute increments.**

A student who knows that he/she will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus.

Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work.

Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs.

**Students taking minimally twelve credits, who have perfect attendance for all courses registered in a particular quarter will receive a \$100 tuition credit for the subsequent quarter of enrollment in the school. Details regarding this tuition credit may be found in The Art Institute of New York City catalog.**

**Tardy Policy:**

As stated in the AiNYC Course Catalogue:

“Instructors record tardies and leaving early in increments of 15 minutes. Three tardies equal one absence. A tardy of 45 minutes or more equals one absence.”

**Disabilities:**

It is AiNYC policy not to discriminate against qualified students with documented disabilities in its educational programs, activities or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Academic Advisor or School Counselor.