

**Advanced Web Development with  
Macromedia Flash and Fireworks  
EDIT772-5T5**

<b>Semester</b>	Spring 2003
<b>Course Number</b>	EDIT772-5T3
<b>Course Title</b>	Advanced Web Development with Macromedia Flash and Fireworks
<b>Meeting Times</b>	Wednesdays 7:20 – 10:00 pm
<b>Location</b>	Robinson A350
<b>Instructor</b>	Alexander Clayborne
<b>Telephone</b>	301.213.9109
<b>E:mail</b>	<a href="mailto:Acedirect@multimediaace.com">Acedirect@multimediaace.com</a>

### **METHODOLOGY**

This course provides an introduction to the Macromedia Flash MX and Fireworks MX, two of the leading interactive multimedia authoring tools in the field. Students will have the opportunity to learn the fundamentals of both applications through in class demonstrations, hands-on lab instruction and assignments consisting of developing instructional sequences. Utilizing Flash and Fireworks, this course will provide the designer with the core foundations for the development of computer-based training that can be incorporated in interactive multimedia web sites. This course will be taught on the Macintosh operating system yet Macromedia Flash MX and Fireworks MX are cross platform applications.

### **COURSE OBJECTIVES**

Gain fluency in using Macromedia Flash, Fireworks and other multimedia tools.

Utilize the capabilities of Macromedia Flash and Fireworks in the development of interactive computer based modules.

Develop a basic self-directed training application using Flash.

Apply the instructional design process to the development of computer-based instruction through authentic prototype projects.

Incorporate basic multimedia such as graphics, video, and audio to enhance the user interaction.

### **COURSE RESOURCES**

- **Required Text:** Ulrich, K (2001) Visual Quickstart Guide: Macromedia Flash for Windows and Macintosh. Berkeley, CA: Peachpit Press.

### **COURSE REQUIREMENTS**

- Attendance in class is mandatory, as discussions, lectures and hands-on lab activities are important parts of the course.
- Each student is expected to complete all assignments and participate in class.

- Students missing a class are responsible for completing any assignments, readings, etc. prior to the next class.
- Students missing a class are responsible for contacting the instructor before and/or after the absence to make arrangements for missed work or assignments.

## ASSIGNMENTS

- **Review and Analysis:** Each student will write a three-page review of a current multimedia web site that utilizes Flash. Details of this paper will be distributed in class.
- **Programming Exercises:** Each student will be expected to complete 2 small programming assignments using Macromedia Flash and Fireworks. These assignments will coincide with the discussions and hands-on lab activities. The purpose of these exercises is to reinforce what is learned in class. Details about each assignment will be distributed in class.
- **Final Exercise:** Each student will be expected to design and develop a Computer Based Training application using Macromedia Flash and Fireworks. The topic of this application will be chosen by the student and must be pre-approved by the instructor. It is strongly recommended that the topic be in an area of the student's expertise so that more time can be dedicated to the design and development rather than research of the subject matter. Specifications about this assignment will be distributed in class. The application should be robust enough to communicate the overall design approach and attempt to actively engage the user with creative application of interactions.

## GRADING

Grades are based on the completion of course requirements and on the scope, quality and creativity of assignments. Late assignments will not be accepted without making arrangements with the instructor. Final Grades will be calculated on the following percentages 930-1000 A, 900-920 A-, 850-890 B+, 800-840 B, 670-790 C, Below 670 F.

Assignment	Description	Points	Due Date
<b>Assignment #1</b>	Review of multimedia Web Site or CD-ROM	100	2/2/04
<b>Assignment #2</b>	Exercise A	200	2/24/04
<b>Assignment #3</b>	Exercise B	200	3/9/04
<b>Assignment #4</b>	Final Project	400	3/23/04
	Class Participation and Attendance	100	N/A
	<b>TOTAL</b>	<b>1000</b>	

## COURSE TOPICS AND SCHEDULE\*

Date	Topic	Reading/Assignment
<b>Class #1</b> 1/20/04	Introduction to course Introduction to multimedia and Macromedia Flash and Fireworks	<b>Chapter 1:</b> The Flash Editor
<b>Class #2</b> 1/27/04	Introduction to Macromedia Flash and Fireworks environment Creating graphics using Macromedia Fireworks and Flash	<b>Chapter 2:</b> Creating Simple Graphics <b>Chapter 3:</b> Modifying Simple Graphics <b>Chapter 7:</b> Using Non-Flash Graphics
<b>Class #3</b> 2/2/04	Student Presentations Creating graphics using Macromedia Fireworks and Flash cont.	<b>Assignment#1 Due</b>
<b>Class #4</b> 2/10/04	Basic Animation and Interactivity	<b>Chapter 8:</b> Fame by Frame Animations <b>Chapter 9:</b> Animation with Motion Tweening <b>Chapter 10:</b> Animation with Shape Tweening
<b>Class #5</b> 2/17/04	Workshop Day	
<b>Class #6</b> 2/24/04	Advanced Interactivity and Animation	<b>Chapter 12:</b> Interactivity with Simple Frame Actions <b>Chapter 13:</b> Interactivity with Objects <b>Assignment #2 Due</b>
<b>Class #7</b> 3/2/04	Working with Sound and Video	<b>Chapter 14:</b> Adding Sound to your movies <b>Chapter 11:</b> More complex Animation Tasks
<b>Class #8</b> 3/9/04	Integration of Flash and web development	<b>Chapter 16:</b> Delivering Movies to your audience <b>Assignment #3 Due</b>
<b>Class #9</b> 3/16/04	Workshop Day	

<b>Class #10</b> <b>3/23/04</b>	Final Presentations	<b>Assignment #4 Due</b>
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*\*This schedule is subject to change*

## Student Information Sheet

Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Type of Employment: \_\_\_\_\_  
(Job title and/or duties) \_\_\_\_\_

E-mail address: \_\_\_\_\_

Major at GMU: \_\_\_\_\_

Major of Undergraduate  
Degree: \_\_\_\_\_  
(any other degrees) \_\_\_\_\_  
\_\_\_\_\_

Special Areas of Interest  
in regards to Multimedia: \_\_\_\_\_  
\_\_\_\_\_

Related Multimedia:  
Experience \_\_\_\_\_  
\_\_\_\_\_

Expectations of the  
course: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_