

COURSE TITLE: Web Media Integration

COURSE NUMBER: CP570

CREDIT: 1

GRADE LEVEL: 11, 12

COURSE LENGTH: 1 Semester

COURSE DESCRIPTION:

Students will create and manipulate animations and audio/video for the Web, create interactive Web sites, and learn how to apply marketing concepts those sites.

PREREQUISITES:

Digital Works, Exploring Web Technologies, Advanced Web Design

INSTRUCTIONAL MATERIALS:

Texts: Developing Websites with Macromedia Flash MX, Muller
Macromedia Flash MX: Visual Quickstart Guide, Ulrich
Macromedia Flash MX: Hands-On Training, Weil, Weinman
Teacher-designed mini-projects and Web site projects
Lessons and tutorials included with software
Web site tutorials and articles on current resources

SOFTWARE:

Macromedia Dreamweaver, Flash, Windows Movie Maker

INSTRUCTIONAL STRATEGIES:

Direct instruction, demonstration, graphic organizers, application exercises, projects, cooperative groups, case studies, guest speakers, videos, Internet

ASSESSMENTS:

Daily work performance, teacher observation, rubric, checklist, classroom discussion, projects, research relevant to topic, application performance, exams

COURSE OBJECTIVES:

1. The student will create and edit audio and video for the Web, using an industry standard graphics program.
2. The student will demonstrate understanding of basic design tools used to create animations for the Web, using and industry standard Web animation program.
3. The student will utilize effective marketing techniques in designing Web sites.
3. The student will identify basic legal and ethical issues related to Web design, and understand the consequences of violations of these principles.
4. The student will demonstrate leadership skills by participating in cooperative group activities and projects.
5. The student will identify and present Web design algorithms and solutions.
6. The student will use peer-tutoring skills to assist other students in solving problems.

COURSE CONTENT

I. Audio/Video for Web

Create and edit interactive movies
Assign action to buttons & frames
Load, play and stop movies
Adjust movie display quality
Test Movie Download Performance
Add & Import Sounds
Add Sounds to a Movie
Use Sound-Editing Controls
Add Sounds to Buttons
Adjust HTML, GIF, JPEG, PNG, & QuickTime Publish Settings
Export Movies and Images

II. Flash Animation

Use and understand software layout
Use the drawing, erasing, filling, and stroking tools
Use the object tools
Use the colors, preferences, snapping tools
Create special shape effects
Manipulate objects
Format type
Import and place artwork
Import and trace bitmaps, set bitmap properties
Import and paint with an image
Create and edit layers
Create and edit symbols
Create and edit instances
Create and edit rollover buttons
Create keyframes
Animate with layers
Set frame rates
Extend still images
Create tweened animation
Tween instances, groups, and type
Tween motion along a path
Tween shapes
Create frame-by-frame animation

III. Marketing

Students will develop website marketing strategies that reflect an understanding of the unique marketing environment of the Internet.

METHODS OF EVALUATION OF COMPETENCIES:

Evaluation of student mastery of course competencies will be accomplished using the following grading scale:

A = 90 - 100 %

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = 0 - 59%