

314 Project 1: Solicitation (Banner Ad)

This Flash project must be an animated banner add that solicits the viewer. In short, you are trying to sell something. Your goal is to design a banner add that beckons the viewer to visit a website where they will receive some benefit. Your project must meet the following requirements:

Aspect ratio is small square, short and wide, or tall and thin.	√ -	
Submitted project folder and files named correctly and in proper format.	√ -	
Visual design (logos, fonts, images, colors) draws from the web site it links to.	√ -	
Allows user to click a button to go to another web page.	√ -	
Includes at least one easily seen shape tween	√ -	
Includes at least one motion tween	√ -	
Includes at least one animation in which an element changes in opacity through altering the "alpha" setting of the "instance."	√ -	
Animations flow smoothly. No jerky motion.	√ -	
Main movie elements stop at end of timeline. One movie clip continues to animate as a constantly looping visual effect.	√ -	
Explores a theme or concept rather than simply demonstrating functionality	√ -	
<p>Things to work on:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Refine visual design <input type="checkbox"/> Refine your concept <input type="checkbox"/> Speed up screen transitions or pace <input type="checkbox"/> Use more compatible colors <input type="checkbox"/> Keep buttons, etc. stationary from screen to screen <input type="checkbox"/> Make fonts more legible <input type="checkbox"/> Make buttons easier to click by fixing button hit area <input type="checkbox"/> Proofread for spelling errors 	<p>Overall project quality relative to projects submitted by other students:</p> <p style="text-align: center;">-About Average +</p>	

314 Project 2: Basic Flash Web Site

This Flash project must be a branching Flash-based website for a client. Acceptable scenarios are a resume site (for yourself or another), a band's site, a small business site, etc. Your Flash project must meet the following requirements:

Movie pauses at a main menu which provides minimum of four buttons that link to subsections.	√ -	
Submitted project folder and files named correctly and in proper format.	√ -	
Subsections must have content, cannot simply be blank screens.	√ -	
One subsection must have a linear screen sequence within the section that the user can browse using next/back buttons.	√ -	
Each subsection provides, at minimum, a button linking back to the MAIN MENU.	√ -	
One section displays a digital video clip.	√ -	
Must have common, movie clip-based effect leading in to each subsection.	√ -	
Explores a theme or concept rather than simply demonstrating functionality	√ -	
<p>Things to work on:</p> <input type="checkbox"/> Refine visual design <input type="checkbox"/> Refine your concept <input type="checkbox"/> Speed up screen transitions or pace <input type="checkbox"/> Use more compatible colors <input type="checkbox"/> Keep buttons, etc. stationary from screen to screen <input type="checkbox"/> Make fonts more legible <input type="checkbox"/> Make buttons easier to click by fixing button hit area <input type="checkbox"/> Proofread for spelling errors	<p>Overall project quality relative to projects submitted by other students:</p> <p style="text-align: center;">-About Average +</p>	

314 Project 3: Masks, Motion Guides, Frame-by-Frame Animation, and Audio

The purpose of this project is to create a flash movie that explores a concept while demonstrating the use of mask and motion guide layers and frame-by-frame animation. Must also include audio that reinforces a visual effect.

Submitted project folder and files named correctly and in proper format.	√ -	
Includes a Motion Guide layer to track an instance along a path	√ -	
Includes use of a mask layer to create an interesting reveal effect	√ -	
Includes a freehand drawing effect requiring frame-by-frame animation	√ -	
Incorporates audio in a tightly integrated fashion where audio complements visual effects	√ -	
Explores a theme or concept rather than simply demonstrating functionality	√ -	
<p>Things to work on:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Refine visual design <input type="checkbox"/> Refine your concept <input type="checkbox"/> Speed up screen transitions or pace <input type="checkbox"/> Use more compatible colors <input type="checkbox"/> Keep buttons, etc. stationary from screen to screen <input type="checkbox"/> Make fonts more legible <input type="checkbox"/> Make buttons easier to click by fixing button hit area <input type="checkbox"/> Proofread for spelling errors 	<p>Overall project quality relative to projects submitted by other students:</p> <p>-About Average +</p>	

314 Project 4: Advocacy

The purpose of this project is to use Flash to create a compelling presentation that advocates for something (e.g. getting an education, joining the army, using birth control, joining the peace movement, ending poverty). Your presentation must involve visual imagery that tracks with accompanying audio to create a video or film-like effect.

Program you create is at least 20 seconds long	√ -	
Submitted project folder and files named correctly and in proper format.	√ -	
Program advocates for something	√ -	
Program includes a button the user can click to access a related web site	√ -	
Must include a preloader as discussed in class	√ -	
Must have a title screen, play button, credits roll at end, and replay button	√ -	
Appearance of visuals on screen must track with your audio clip in an obvious fashion	√ -	
Explores a theme or concept rather than simply demonstrating functionality	√ -	
Things to work on: <input type="checkbox"/> Refine visual design <input type="checkbox"/> Refine your concept <input type="checkbox"/> Speed up screen transitions or pace <input type="checkbox"/> Use more compatible colors <input type="checkbox"/> Keep buttons, etc. stationary from screen to screen <input type="checkbox"/> Make fonts more legible <input type="checkbox"/> Make buttons easier to click by fixing button hit area <input type="checkbox"/> Proofread for spelling errors	Overall project quality relative to projects submitted by other students: -About Average +	

314 Project 5: An Intelligent Site Map

Your Flash project must meet the following requirements:

Includes at least 250 words of formatted text and 10 unique vector or bitmapped images as content	√ -	
Submitted project folder and files named correctly and in proper format.	√ -	
Has a preloader	√ -	
Has a "tunnel" into the main flash movie. Tunnel includes a "click-through"	√ -	
User enters name. Name is subsequently displayed on all screens in program	√ -	
Site Map dynamically updates to visually indicate sections visited. Clickable labels allow user one-click access to all other sections in piece.	√ -	
All buttons give visual AND audio feedback.	√ -	
Explores a theme or concept rather than simply demonstrating functionality	√ -	
Strong continuity of screen design throughout piece.	√ -	
<p>Things to work on:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Refine visual design <input type="checkbox"/> Refine your concept <input type="checkbox"/> Speed up screen transitions or pace <input type="checkbox"/> Use more compatible colors <input type="checkbox"/> Keep buttons, etc. stationary from screen to screen <input type="checkbox"/> Make fonts more legible <input type="checkbox"/> Make buttons easier to click by fixing button hit area <input type="checkbox"/> Proofread for spelling errors 	<p>Overall project quality relative to projects submitted by other students:</p> <p style="text-align: center;">-About Average +</p>	