

CIS 75.1- Digital Media Summer Institute Schedule

Course Information & Hours

- Instructors: Jeffrey Diamond, Mike Starkey, James Stewart
- Voice mail: 527-4990
- Email: jdiamond@santarosa.edu
mstarkey@santarosa.edu
- Website: <http://www.santarosa.edu/~jdiamond>
- Location: PC640 Call Building Petaluma Campus
- Hours: 9:00 am – 3:00 pm

Computer Access

You may use the CIS labs in Santa Rosa or Petaluma during regularly scheduled lab hours, or work at your own computer. Attendance during the lab period is optional. Access to the Internet is required for most assignments.

Materials required

- Access to Creative Suite 4 Design Premium and Premiere (available for purchase in SRJC bookstore)
- A web host (preferably student.santarosa.edu)
- Required Textbook: Adobe Creative Suite 4 Design Premium Classroom in A Book, Adobe Press, ISBN: 978-0-321-57391-9
- Handouts and Worksheets as provided by instructors

Day 1- Adobe CS4 Immersion (Monday, July 6)

Administrative Details
Adobe CS4 Preview

Dreamweaver Basics

Homework 1- Getting Started- (due Tuesday, July 7) (2 points)

1. Complete ALL the "Getting Started" steps on my homepage
<http://www.santarosa.edu/~jdiamond/index.php>
2. Complete the class-check-in procedures
3. Read textbook part 1-- Introducing the Suite and its applications (pp.6-118)
4. Examine your defined site in Dreamweaver

Create **index.html** with links to the following pages:

[Homework Two \(hw2.html\)](#) | [Homework Three \(hw3.pdf\)](#) | [Homework Four \(hw4.html\)](#) |
[Homework Five \(hw5.html\)](#) | [Homework Six \(hw6.html\)](#) | [Final Project \(fp.html\)](#)

5. Upload your index.html page to your web site
6. **Insert a link to the** [student homework links page here](#)

Day 2- Setting Up Basic Assets (Tuesday, July 7)

Organizing your work in Bridge
Vector graphics and Illustrator
Live Trace
Artboards

Working with Kuler
Photoshop 3D Tools
Sharing Remotely

Homework 2-Organizing (due Wednesday, July 8) (8 points)

1. Read textbook Lesson 1 (pp.120-145)
2. Watch the following Adobe TV videos
 - a. [Working with metadata and keywords](#)
 - b. [Working with multiple artboards](#)
 - c. [Using Kuler Color Themes](#)
 - d. [Using 3D in Photoshop CS4](#)
3. Complete the following:
 - a. Create a custom logo/banner that uses a Kuler color theme.
 - b. In Dreamweaver select Blank Page>HTML> 2 column fixed left sidebar, header and footer
 - c. Create a web page and place the logo in the header div
 - d. Apply at least two colors from your Kuler theme to the web page
 - e. In the mainContent div answer the following three questions based on the Adobe TV videos:
 - i. What are three advantages of using metadata and keywords when working with Bridge
 - ii. How do you create a new document with multiple artboards
 - iii. Describes the steps necessary to create your own color theme in Kuler
 - f. Create a 3D image in Photoshop based on the Adobe TV video and save it as a 24-bit transparent png file
 - i. Make sure the image is optimized at a width and height no greater than 500 x500 pixels at 72 ppi
 - ii. Use the built-in .fltrt class to make the image float to the right of the text in the mainContent div
 - g. [Look at the example here](#)
4. Upload and link [hw2.html](#) to your website
5. **Bring in a digital camera for tomorrow**

Day 3- Creating a Brochure (Wednesday, July 8)

Creating a document in InDesign
Illustrator and multiple artboards
Raw Image Adjustments

Editing movie files in Photoshop
Exporting to PDF and Flash

Homework Three- Creating a Brochure (due Thursday, July 9) (5 points)

1. Read textbook Lesson 2 (pp.146-183)
2. Complete the exercises as per the lesson instructions substituting:
 - a. Your own logo for "Check.ai" from page one
 - b. High quality images (resolution of 200 dpi or above) for
 1. The page one cover photo
 2. The page three photo
 - c. Your own text to fill the second page based on the videos from tv.adobe.com:
 1. Column One summary of ideas from InDesign [Getting Started 3 Character-Level Formatting](#) and [Getting Started 4 Paragraph-Level Formatting](#)
 2. Column Two summary of ideas from InDesign [Getting Started 5 Making a Paragraph Style](#)
 3. Column Three summary of ideas from InDesign [Getting Started 6 Placing a Flowing Text](#)
 4. A block quote that distills the Lesson two InDesign concepts into a single sentence
 - d. Save the file in two formats:
 1. In InDesign select File> Export> Adobe PDF> High Quality Print and drop it in the [drop box here](#)
 2. In InDesign select File> Export> SWF> Save As Full Screen> Make sure the file name is hw3.swf. This will generate a file named hw3.html. Place these files in your root DMSI folder. Open Dreamweaver and making sure you are inside your DMSI site definition select the two files you just created and upload them to the Web server.
 3. [Look at the example here](#)

Day 4- Animated Project in Flash (Thursday, July 9)

Content Creation with Illustrator, Photoshop
and Flash
Flash Interface

Import Content into Flash
Timeline and Keyframes

Homework Four- Musical Animation (due Monday, July 13) (10 points)

1. Working in groups of 3 or 4 collect and create assets in Illustrator and Photoshop
2. Open Flash and create 800 x 600 stage at 10 FPS
3. Import and Organize assets in the Flash Library (swfs, bitmaps, audio)
4. Place assets on the stage
5. Synchronize animation to music (set to streaming)
6. Save file as hw4 fla into the root of your DMSI folder
7. Publishing will produce an swf and html file with the same name
8. Open Dreamweaver and upload these two files to the web server

Day 5- Creating an Interactive Flash Document (Monday, July 13)

More Flash interface
Symbols

Motion and Shape Tweens
Masks

Homework 5- Learn Flash- (due July 14) (5 points)

Identify and Analyze

1. Complete the Flash workspace worksheet (pages are labeled pp.176-177) and turn in your workbook tomorrow

Practice

2. Read and practice Flash techniques from your workbook (pages are labeled pp.178-182, pp. 194-199 and pp.227-229)

Create and Publish

3. Create an advertisement for your electronic portfolio which will include tweening and masking techniques
4. Save the file as hw5.fla into your DMSI root directory
5. Publish the file as hw5.swf and html
6. Open Dreamweaver and upload these two files to the web server

Day 6 - Create a Digital Narrative with Flash (Tuesday, July 14)

More Flash
Scripting a digital narrative

Storyboarding
Creating and Evaluating Flash movies

Homework 6- Create Digital Narrative with Flash- (due July 15) (10 points)

Practice

1. Read and practice Flash techniques from your workbook (pages are labeled pp.219-224 and pp.251-258)

Create

2. Work in groups of 2 to 4 to create a 30 second promo on a subject of your choosing. Your Flash narrative must include the following:
 - a. Six or more imported bitmap images converted to Movie Clips
 - b. At least one background audio clip
 - c. At least three voice-over segments
 - d. At least three different filmmaking techniques including but not limited to pans, zooms, fades, cross-fades, tilts, rotations, etc.

Process

3. Collect assets; images, background music
4. Create movie symbols for text and images. This will allow you to set properties for fade ins, outs, zooms, rotations, etc.

5. Create and name layers for easy identification
6. Enter blank keyframe (F7) as soon as an asset is no longer needed on the timeline. This will enable you to reuse layers and minimize excessive layers in timeline
7. Add comments (//add your comment) to Frame Labels in Property Inspector for easy identification of the effects you utilize
8. Create voice-overs with built-in sound recorders on Mac or PC
 - a. Import voice-overs to Library
 - b. Create voice-over layer, select keyframe and place voice-overs on the stage
 - c. Set "Sync" on the Property Inspector to Stream
 - d. Edit timing of audio from the Property Inspector Edit button
9. Select File> Publish.
10. Upload hw6.swf, hw6.html and RunActiveContent.js files to your remote host
11. Link hw6.html to your index page

Evaluate

12. Go to http://student.santarosa.edu/~jdiamond/student_hw_links.php
13. Select the link of the student directly above your name
14. Complete the Worksheet: Evaluating a digital narrative (pages are labeled pp.277-278) and turn in workbook

Days 7 and 8 - Website Creation (Wed. and Thurs., July 15-16) (18 points)

Identify and Analyze

1. Analyze the [Web Design Rubric](#)
2. With this rubric in mind create a rough sketch storyboard for your home page, web design page, video page, and games page on a blank piece of paper that show what role graphics, text, navigation, and color will play. (See Planning a home page guide for specifics) and turn in after class.
3. Create your Final Project Portfolio website that includes the following four pages:
 - a. Home page with text, graphics, and a navigation bar with a paragraph discussing the purpose of the website. Save this page as fp.html
 - b. A web design page with examples of your logo and page banner. Save this page as fp2.html
 - c. A video project page that will contain the video you create in week three. Save this page as fp3.html
 - d. A games project page that will contain the game you create in week four. Save this page as fp4.html
3. Upload your files and link fp.html to your index page. All other pages will be accessible from fp.html which serves as the Final Project Portfolio home page.
4. Go to http://student.santarosa.edu/~jdiamond/student_hw_links.php
5. Select the link of the student directly above your name and evaluate its usability and accessibility using the Usability worksheets.

Note: If the student directly above your name has no content, pick another student.

Weeks 3 and 4-Video and Gaming

Video Production Basics

Manage

Organize and plan a video sequence
Create an original sequence

Design

Identify shot techniques
Understand the digital video workflow
Use music to enhance a story

Research and communicate

Understand files types
Understand copyright issues

Edit

Understand Adobe Premiere Pro workspace
Import video and audio files
Use Storyboard feature in Project panel
Add, move, delete, and trim clips in the
Timeline panel
Edit using cuts-only techniques (Selection,
Rolling, and Ripple tools)
Add audio
Export a project

Homework - Video production basics

Produce and Publish

1. Import clips, including at least one music clip, into Adobe Premiere Pro and assemble them into a video
2. Export video as a streaming video for the Internet
3. Post to your website and link from your index page

All Together Now Lyrics by the Beatles

One, two, three, four
Can I have a little more?
Five, six, seven, eight, nine, ten, I love you

A, B, C, D
Can I bring my friend to tea?
E, F, G, H, I, J, I love you

(Bom bom bom bompa bom) Sail the ship
(Bompa bom) Chop the tree
(Bompa bom) Skip the rope
(Bompa bom) Look at me

(All together now) All together now
(All together now) All together now
(All together now) All together now
(All together now) All together now

Black, white, green, red
Can I take my friend to bed?
Pink, brown, yellow, orange, blue, I love you

(All together now) All together now
(All together now) All together now
(All together now) All together now
(All together now) All together now
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(All together now) All together now
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