

WNM 520 Outline: Web Concepts – Online Portfolio

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[Online Class Resource Page](#)

Objective: To build an interactive online art portfolio for **non-majors** using Flash CS4, Fireworks & Dreamweaver.

This course was created to give art majors the opportunity to create a Website showcasing their work. They will learn the necessary skills to maintain their own website and to keep their site current with dynamic features such as interactive galleries, animations, audio, blogs and video posts. In the process they will learn basic design fluency in Adobe Flash.

Special Note: This course will require students to obtain a domain name registration and web host service after the first Session (for one year is roughly \$60-\$70 or they could choose to go for the service on a monthly basis (minimum of three months) for about \$6 a month and Domain name for about \$12 a year).

Materials: A dedicated sketchbook roughly 8 1/2 by 11 inches to be used as a project notebook with coloring medium of your choice and a black pen for wireframes and notes.

Sessions

Session 1: Intro to Class – Domain Name & Hosting Server

Lesson Plan:

- Overview of course objectives.
- Intros—post photo on online class profile.
- Show examples of artist and student portfolio sites online.
- Introduce project notebook. Show example.
- **Demo:** Set-up the domain and hosting accounts.

Assignments:

- Obtain a name & hosting server.
- Find at least three artist portfolios online that inspire you. And at least two that you don't like (and why). Focus on the Gallery design.
- **Project Notebook**
 1. Write your "Story".
 2. Add your list of URLs
 3. Start an Admin Page to track Server info.

Session 2: Planning Documents

Lesson Plan:

- Introduce Project Brief, Page Specs, Wireframes & Design Comps.
- Discuss Web Design basic principles: Navigation UI, page hierarchy, monitor/browser issues, Flash vs. HTML/CSS, target size for comps (physical & file sizes), loading issues.
- **Demo:** Review Domain/Hosting server control panel.
- **Demo:** Discussion of Web design online.

Assignments:

- Read UI article. Consider these concepts during wireframe creation.
- Complete Project Brief & Page Specs
- Activate Website: check on propagation of hosting/domain accounts.
- **Project Notebook**
 1. Wireframes: 3 index page layouts with corresponding subpage designs for each.
 2. Portfolio display: Paste in at least 3 images/printouts of your work. Embellish with borders—try different color combinations.

Session 3: Flash Intro – Basic Animation & Page Layout

Lesson Plan:

- Flash workspace: timeline, tools, stage, pasteboard, panels
- Type tool. Explain device fonts vs. rendered fonts.
- Publish the swf, html page and view in browser (and view source). File management.
- **Demo:** Basic shape and text animation.
- **Demo:** Wireframe prototype creation in Flash.

Assignments:

- Create two of your index & corresponding subpage wireframes in Flash on a timeline prepared for a prototype.
- **Project Notebook**
 1. Creative warm-up: Sketch & color a number of different logo/title compositions.

Session 4: Flash Navigation & Publishing to the Web

Lesson Plan:

- Discuss color palettes.
- Buttons in Flash: basic button and ActionScript.

- **Demo:** Create a basic prototype of wireframes in Flash with button navigation.
- **Demo:** Publish files and upload to the server using Dreamweaver.

Assignments:

- Complete the wireframe prototype using buttons to navigate to index page & subpage for at least 2 layout directions.
- Publish and upload to server.
- **Project Notebook**
- Sketch & **color** 3 design comps for a **secondary** page. Full compositions representing font style, color palette, layout, navigation and image display.
 1. Sketch/color a subpage to match each design. Focus on navigation design.

Session 5: Design Composition Prototype & Advanced Buttons

Lesson Plan:

- Creating full Design Compositions in Flash.
- **Demo:** Advanced button design.

Assignments:

- Create 3 Design Compositions for the **secondary** page in Flash. Make buttons to navigate to each design.
- **Project Notebook**
 1. Complete Functional Specifications for each of your web pages. Include diagrams as needed.
 2. Write 3 URLs (and save as a digital list, too) for three good uses of text animation on Websites you've found.

Session 6: Text Animation & Design Composition Review

Lesson Plan:

- Critique session for the Design Compositions.
- Storyboarding a text animation.
- **Demo:** Basic Text Animations: Keyframe erase, basic mask, spotlight mask, bouncing letter tween.

Assignments:

- Create 3 different text animations as preparation for your site animation.
- Choose a Design Composition direction and update it utilizing the feedback you received in class.
- Create an Index page comp based on this updated design.
- **Project Notebook**

1. Compile notes on class/instructor feedback from the critiques.
2. Draw 3 different storyboards for your website logo/title OR for a Splash page.

Session 7: Build Index & 1 Subpage in Flash – NavigateToURL

Lesson Plan:

- Creating navigation in Flash and links in ActionScript.
- Create an external link.
- Manage web file structure.
- **Demo:** Building the first full Web page and 1 subpage with ActionScript navigation.

Assignments:

- Build the Index page and one subpage. Create working navigation for these two pages.
- Publish, manage files and upload to server. Test links and update in Flash as needed.
- Photograph work and gather images (at least 15) for Gallery production.
- **Project Notebook**
 1. Create a new set of wireframes for 3 possible gallery layouts. Add functional notes. Research: view slideshows online for ideas.
 2. List how many galleries you will have and what they will present.

Session 8: Image Optimization & Preparation in Fireworks

Lesson Plan:

- Basic image editing and image optimization in Fireworks.
- Target sizes: physical dimensions and file sizes.
- Continue building subpages in Flash with working navigation.
- **Demo:** Demonstrate process in Fireworks.

Assignments:

- Prepare at least 15 images and thumbnails for the first Galleries.
- Build out the remaining pages of your Website (minus Galleries & Blog)
- Upload and test links (on every page!).
- **Project Notebook**
 1. Sketch & color full Design Comp for your Gallery.

Session 9: Begin Flash Gallery: Basic Loader

Lesson Plan:

- **Demo:** Creating a basic loading slideshow with 5 images.

Assignments:

- Create Gallery interface with thumbnails, graphics, title and site navigation.
- Load at least five images into your Gallery dynamically.
- Publish, organize files and upload to server. Test.
- **Project Notebook**
 1. Update your Functional Specification for the Gallery design you chose. Be very specific about the UI and user experience.
 2. Write notes on type of transition you want for loading images.

Session 10: Continue Loading Galleries: Tween Class

Lesson Plan:

- Review & critique the Gallery interfaces.
- **Demo:** Using the Tweening class on loading images.

Assignments:

- Complete your first two Gallery pages using adding the Tween Class. Make updates based on class feedback.
- Prepare the final image enlargements & thumbnails for remaining Galleries.
- **Project Notebook**
 1. Compile feedback notes from class critiques on your Gallery design.
 2. Draw sketches of how you would like your preloader to look and work. Research preloaders online to get ideas.

Session 11: Continue Loading Galleries: Dynamic Text

Lesson Plan:

- Dynamic Text. HTML text.
- **Demo:** Adding captions to your images with ActionScript.
- **Demo:** Begin the Blog installation.

Assignments:

- Complete your remaining Galleries. Add captions to ALL your portfolio pieces (project notes, dates, titles).
- Choose the best of your text animation directions and create a final title/logo or Splash page animation.
- **Project Notebook**
 1. Begin planning your Blog. What's the title (ie News, Latest Work, Upcoming Shows). Do you want multiple base pages (a Guestbook)?
 2. Make notes about the look and approach you want. [Visit Blogs](#) to see what's out there online.

Session 12: Blogs

Lesson Plan:

- Check Blog installation. Manage Blog. Choose a theme (or two).
- **Demo:** Download and install theme. Manage admin and make some advanced edits using the "Editor".

Assignments:

- Make updates to Blog: Change theme to match your site, link back to your main Website in the header.php, etc. Make sure your blog is linked to the main Website navigation.
- Troubleshoot any final Gallery issues.
- **Project Notebook**
 1. Add Blog admin login and password to your Admin page for the website
 2. Plan sound for your site—button sounds? Ambient music with controls? Choose a song or ambient musical piece that you will add to your site (we can always remove it later).

Session 13: Sound in Flash

Lesson Plan:

- Adding simple buttons sounds to Gallery buttons. Other sound effects as desired.
- Copy the code to have music loaded dynamically and controlled with a stop and play button on your Index page
- **Demo:** Adding buttons sounds
- **Demo:** Loading music and controlling it

Assignments:

- Add button sounds as appropriate to navigation or galleries.
- Add the music (for now) with controls.
- **Project Notebook**
 1. Comprehensive list of final tweaks, issues and "to do" list for you completed website portfolio. Bring to class with questions.
 2. If you have a need for Video in your site – write a plan of what and where it's going (and why).

Session 14: Video in Flash/Adobe Media Encoder

Lesson Plan:

- Class feedback on almost completed sites.
- We'll introduce the Video encoder, the Flash skins for controls and how to embed it in your site.
- The rest of class will be used to address your "to do" list.

- **Demo:** How to Video in Flash

Assignments:

- Update your sites' utilizing the feedback you received.
- Complete your "to do" list in readiness for Presentations next session
- **Project Notebook**
 1. Review the Project Notebook printout list and see what you're missing before it's graded next session.

Session 15: Class Presentations & Celebration

Lesson Plan:

- Site Launch
- Website portfolio presentations and critical feedback session
- Grading in class and then celebrate your site.
- Favicons!
- **Demo:** Reviewing prior class websites with commentary.