### PREPARING WEB GRAPHICS: Fireworks I

**Instructor:** Gregg Kelley and Lillian Payn, Ph.D.  
**ONLINE**  
**760/744-1150 X 3078 — lpayn@att.net**  
**3/24/14 – 5/19/14 Late Start**  
**Office hours (MD 148): Tues. 2 – 3 PM**

Class site → [http://www2.palomar.edu/users/lpayn/154](http://www2.palomar.edu/users/lpayn/154)  
Syllabus → [http://www2.palomar.edu/users/lpayn/154/syllabus.pdf](http://www2.palomar.edu/users/lpayn/154/syllabus.pdf)  
Tutorials → [http://learn.palomar.edu/](http://learn.palomar.edu/)  
(Logon: 9-digit ID number/Password: eServices PW)

Note: The following Exercises are due each week as assigned on Friday midnight, unless noted otherwise.  
*Textbook assignments are not submitted.*

<table>
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<tr>
<th>MODULE / DATE</th>
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| 1 — 3/28  
Friday 3/28 8 am  
MD 135 | Orientation: Course Content and Management  
PreCourse Tutorials (BB Assignments)  
NOW YOU DO IT: Hello Post  
Web Site Concepts: GUI - Ch 1 & Ch 7 Typography  
EX. 1 — Treat Certificate | 10 |
| 2 — 4/4 | Ch 2 Pages, States, Layers  
Ch 5 Vector Graphics  
Ch 8 Using Styles and Styles Panel  
EX. 2 — Buttons | 10 |
| 3 — 4/11 | Web Site Concepts: Ch 3 Bitmap / Ch 4 Selections  
Case Studies EX.3 — The Good, Bad, and the Ugly | 10 |
| 4 — 4/18  
Friday 4/18 8 am  
MD 135 | Status/Troubleshooting/Collaboration Session  
Ch 10 Optimizing/Web & Mobile Graphics (p 182-204)  
EX. 4 — Hot Spots | 10 |
| 5 — 4/25 | Ch 10 Optimizing/Web & Mobile Graphics (p 204-222)  
EX. 5 — Slices | 10 |
| 6 — 5/2 | Ch 9 Symbols  
EX. 6 — Animated GIF | 10 |
| 7— 5/9 | EX. 7 — Individual Projects (Splash (Home) Page) | 30 |
| 8 — 5/16 | EX. 8 — Final Simulation (In-basket Exercise)  
Wrap up and last opportunity to post: Course Debrief | 10 |

*Schedule and tasks subject to change. — Arrange with instructor if you are unable to attend sessions.*
## ADMINISTRATIVE NOTES

### DUE DATES
You are urged to keep up with the daily assignments to ensure that you are getting a quality learning experience by participating with the entire community of learners in GCMW 154.

Please complete all assignments for the week in a timely manner. 10% penalty for each late assignment. Incompletes are acceptable only under extreme circumstances. Pass/No Pass is a realistic option to prevent stress and frustration. Remember that a 1 unit lab course is equivalent to 32 hours of “in-class” time. Please, if you anticipate any conflicts, let's work out a sensible completion plan in advance.

Exercises are to be posted in Blackboard virtual classroom through the Assignment Manager (except Ex. 3); requirements are in each tutorial).

It is your responsibility to drop the class, not the instructor's.

- 3/24 — Semester begins
- 4/2 — Last day to drop course (without notation)
- 4/8 — Last day to change status (P/NP)
- 4/19 — Last day to withdraw from course (W)
- 5/19 — Semester ends

Student Services: Please let me know if you have any special needs or go directly to Student Services for assistance. The college has many resources to support your learning, too. College regulations for attendance, conduct, academic integrity, etc. apply to Graphic Communications courses, and can be found at

http://www.palomar.edu/students

Register for a student e-mail account:

http://studentmail.palomar.edu/

### REQUIRED TEXT
Adobe Fireworks CS6 Classroom in a Book.
Adobe Press  $34.89  ISBN 0-0321-822447
(Note that text is available from the library database for free as a digital online version.)

### OPTIONAL VIDEOS (highly recommended)
Lynda.com student subscription ($18.00 / 8 weeks)

Please let the instructors know if you wish to have this set up for you.

### OBJECTIVES
1. Produce optimized Web graphics incorporating text and graphic elements using Fireworks.
2. Apply GUI standards to Web site project.
3. Interface with other software products.
4. Design a graphic Web page using Fireworks.
5. Use Fireworks tools to produce various graphics, e.g., text, objects, paths, effects, animation, slices, links, etc.
6. Collaborate with colleagues.
7. Identify Web resources for graphics.
8. Conduct case studies on existing published sites.
9. Generate HTML and JavaScript within Fireworks.
10. Prepare for Web authoring/publishing using HTML, etc.

### METHODS
1. Lectures.
2. Discussions.
3. Questions and answers.
4. Online troubleshooting and conference board.
5. Assignments:
   - Readings
   - Exercises/Tutorials
   - Projects
   - Case studies

### STUDENT LEARNING OUTCOME:

Design a comprehensive for a Website splash (home) page.
GRADING SCALE

100 – 90 A
89 – 80 B
79 – 70 C
69 – 60 D
59 – 0 F

Please see Rubric in Blackboard virtual classroom (Course Information) for Grading Criteria:

- Discussions and Participation
- Project Production

Grades are posted in the Tools section of the Blackboard virtual classroom.

SUPPLIES

- USB drives or CDs
- Notebook for handouts and assignments

SOFTWARE

Internet Connection with a browser such as Safari or Chrome.
You will learn Adobe Fireworks CS6.

http://www.adobe.com is the software publisher and the source for demo versions.

QUESTIONS

Be sure to see if your question is answered in the FAQ's (Frequently Asked Questions) linked in the Blackboard Virtual Classroom Course Information section. You can also post questions in the Blackboard Virtual Classroom Discussion area (Troubleshooting Forum in the Discussion Board). Everyone should help each other by sharing unique talents and experiences. Questions of a personal nature should be addressed via e-mail, telephone, or appointment with the instructor.