**GCMW 164, Section 33753**  
INTERACTIVE WEB GRAPHICS: Fireworks II  
Spring, 2012  
Instructor: Lillian Payn, Ph.D.  
ONLINE  
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3/26 – 5/18 Fast Track / Late Start  
Office hours (MD 148): Th 9 – 11 AM

Class site ➔ [http://www2.palomar.edu/users/lpayn/164](http://www2.palomar.edu/users/lpayn/164)  
Syllabus ➔ [http://www2.palomar.edu/users/lpayn/164/syllabus.pdf](http://www2.palomar.edu/users/lpayn/164/syllabus.pdf)  
Tutorials ➔ [http://learn.palomar.edu/](http://learn.palomar.edu/)  
(Logon: 9-digit ID number/Password: eServices PW)

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

<table>
<thead>
<tr>
<th>MODULE / DATE</th>
<th>ASSIGNMENT</th>
<th>POINTS</th>
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<tr>
<td><strong>1 — 3/30</strong></td>
<td>Orientation: Course Content and Management</td>
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<tr>
<td>Friday 3/30 8 am MD 135</td>
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<tr>
<td>o PreCourse Tutorials (BB Assignments); CIB Ch 1, 2, 7</td>
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<td>o NOW YOU DO IT: Hello Post</td>
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<td>o EX. 1 — Treat Certificate</td>
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<td><strong>2 — 4/6</strong></td>
<td>CIB Ch 3, 8, 10</td>
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<td>o EX. 2 — Proposal Comp</td>
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<td><strong>3 — 4/11</strong></td>
<td>ONLINE Status/Troubleshooting/Collaboration</td>
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<td>Wednesday 7 pm ONLINE</td>
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<td>o (Blackboard Collaborate!); CIB Ch 4, 5, 6</td>
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<td>o EX. 3 — Button / QR Code Choices</td>
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<td><strong>4 — 4/20</strong></td>
<td>CIB Ch 9</td>
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<td>Friday 4/20 8 am MD 135</td>
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<td>o EX. 4 — Menu and Navbar Choices;</td>
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<td>o MidTerm Debrief</td>
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<td><strong>5 — 4/27</strong></td>
<td>CIB Ch 11</td>
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<td>o EX. 5 — Image Maps, Hot Spots, and Slices</td>
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<td><strong>6 — 5/4</strong></td>
<td>CIB Ch 12</td>
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<td>o EX. 6 — Photo Galleries</td>
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<td><strong>7 — 5/11</strong></td>
<td>Web Site Concepts: Web Graphics Puzzle</td>
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<td>o EX. 7 — Interactive Splash Page Comp Project</td>
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<td><strong>8 — 5/16</strong></td>
<td>Final Simulation EX. 8 — In-basket Exercise</td>
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<td>o Wrap up and last opportunity to post</td>
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— 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 164.

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.

Assignments are to be posted in Blackboard virtual classroom (requirements are in each tutorial).

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

3/26 — Semester begins
4/13 — Last day to drop course (without notation)
4/14 — Last day to change status (P/NP)
4/23 — Last day to withdraw from course (W)
5/18 — 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 CS5 Classroom in a Book.

OPTIONAL VIDEO SERIES
Lynda.com
$20 for 2-month subscription: 5 video series

STUDENT LEARNING OUTCOME:
Design multiple versions of a Web page with various graphics, e.g., complex buttons, navigation bars, image maps, slices, animation, batch processing, scripting, etc.; post pages on a Web server.

OBJECTIVES
1. Produce optimized Web graphics incorporating text and graphic elements using Fireworks.
2. Design a graphic Web page using Fireworks.
3. Use Fireworks tools to produce various graphics:
   a) complex buttons
   b) rollover buttons
   c) disjoint rollovers
   d) links, hotspots, slices
   e) pop-up menus
   f) navigation bars
   g) menus
   h) messages
   i) banners
   j) galleries
   k) QR code icons
7. Apply GUI standards to Web site project.
8. Conduct interactivity case studies on existing published sites.
9. Identify Web resources for graphics.
11. Generate HTML and JavaScript within Fireworks.
12. Interface with other software products.
13. Collaborate in cyberspace to enhance learning and solve technical and design problems.

METHODS
1. Lectures.
2. Discussions.
3. Questions and answers.
4. Online troubleshooting and conference board.
5. Assignments:
   a. Readings
   b. Exercises/Tutorials
   c. Projects
   d. Case studies
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 Firefox. You will learn Adobe Fireworks CS5.

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

PLEASE TURN OFF ALL CELL PHONES IN CLASS OR LABS.

NO SOCIAL NETWORKING ONLINE DURING CLASS.

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.