COURSE SYLLABUS

Introduction to Adobe Animate

Learn Adobe Animate fundamentals in this hands-on class. Perfect for designers without formal training, you'll master drawing tools, motion, shape, and you'll begin creating interactive experiences with video and audio.

For more information, visit
https://www.creativelive.com/classes/intro-adobe-animate



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Course Outline

Session 1: Getting Started with Adobe Animate

- Learning Objectives
  - Navigate Animate's interface
  - Set up a document for HTML5 Canvas banners
  - Use layout tools for precise design alignment
- Topics
  - Course introduction and outcomes overview
  - Creating a new HTML5 Canvas document
  - Interface tour: Stage, Timeline, Properties, Tools, Library
  - Visual aids: rulers, grids, guides, snapping
  - Setting Animate preferences for banner work
- Potential Hands-On Exercise:

  Create a new 300x250 layout using guides and imported branding assets (logo, background, etc.)

Session 2: Importing Assets and Using Symbols

- Learning Objectives
  - Import and prepare artwork from Photoshop and Illustrator
  - Understand and use symbols effectively
- Topics
  - Import formats: PSD, AI, and image files
  - Importing layered artwork and maintaining editability
  - Symbols overview: Graphic, Movie Clip, Button
  - Symbol instances and editing
  - Organizing assets with the Library
  - Sharing Library assets across documents

- Potential Hands-On Exercise:

  Import a layered Illustrator file and convert key elements to reusable symbols

Session 3: Creating Animation

- Learning Objectives
  - Use timeline-based animation tools
  - Animate objects using motion tweens and easing
- Topics
  - Timeline fundamentals: frames, keyframes, blank keyframes
  - Motion tweens, classic tweens, and shape tweens
  - Adjusting motion paths and easing
  - Using motion presets
  - Onion skinning and animation preview tools
- Potential Hands-On Exercise:

  Create a simple animation where a logo, headline, and button animate into view

Session 4: Working with Text and Interactivity

- Learning Objectives
  - Animate text in banners
  - Use code snippets for interactivity, including ClickTags
- Topics
  - Static vs. dynamic text fields
  - Embedding fonts and converting text to shapes
  - Animating text with classic and motion tweens
  - Creating and configuring Button symbols
  - Using the Actions panel and built-in Code Snippets
  - Creating a functioning ClickTag (external link tracking)
- Potential Hands-On Exercise:

  Animate a message and set up a working CTA button with ClickTag functionality

Session 5: Masks, Drawing Tools, and Visual Effects

- Learning Objectives
  - Use masks and drawing tools for visual polish
  - Organize content using layers and symbols
- Topics
  - Creating and animating mask layers
  - Using guide layers for animation control
  - Drawing tools: shape tools, paint bucket, stroke/brush
  - Merge drawing vs. object drawing mode
  - Creating and combining vector shapes
  - Working with gradients and swatches
  - Layer organization and best practices
- Potential Hands-On Exercise:

Design and animate a masked image reveal with layered animated text

Session 6: Exporting and Publishing Banner Ads

- Learning Objectives
  - Export HTML5 banners correctly
  - Understand packaging and ad publishing best practices
- Topics
  - Export vs. Publish in Animate
  - Publishing for HTML5 Canvas: output folder structure
  - Export formats: HTML5, animated GIF, MP4
  - Adding and testing ClickTags in the published output
  - Banner ad best practices: file size limits, animation duration, fallback assets
  - Browser testing and using ad spec checkers
- Potential Hands-On Exercise:

  Import a layered Illustrator file and convert key elements to reusable symbols