

Flash

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Flash =df ????

- a sudden intense burst of radiant energy
- a short vivid experience; "a flash of emotion swept over him"; "the flashings of pain were a warning"
- a sudden brilliant understanding; "he had a flash of intuition"

Flash Memory

- A type of non-volatile memory built into the unit or available as a PC Card. You can write flash memory in blocks or over the entire chip. This ability facilitates erasing or updating.
(www.microsoft.com/hwdev/glossary.htm)

Macromedia Flash

- A Macromedia software product that allows the delivery of highly compressed interactive animations and audio on web pages.

Introduction

- What is flash?
- What does flash offer?
- Where is flash used?
- How is it created?

What is Flash?

- Flash Memory
 - Solid state memory that has no moving parts
- Macromedia Flash
 - vector-based moving graphics format
 - Vector Graphics, Animations
 - Software Application

What does flash offer?

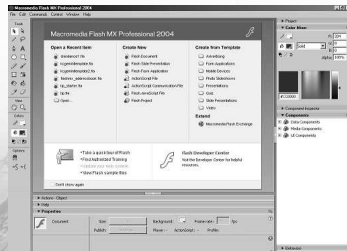
- ActionScript
- Vector Based (Graphics, Animations)
- Interactive Interface
- Audio
- Video

What about Macromedia Flash?

- Started as Future Splash Animator
- Purchased and renamed to Macromedia Flash in 1997
- Latest Version named Flash MX 2004
 - Win 98/200/XP, 128MB RAM
- IE, Netscape, Mozilla, AOL, Opera

Creating flash animations

- Macromedia Flash



Why use flash?

- Web-design
- Interactivity with user
- Streaming download

Examples

- Web Application
- Business
- Education
- Entertainment
- Games
- Showcase

Example: Web Application

- <http://www.f1play.com/main/index.html>



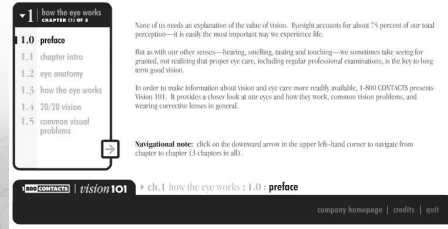
Example: Business

- www.7up.com



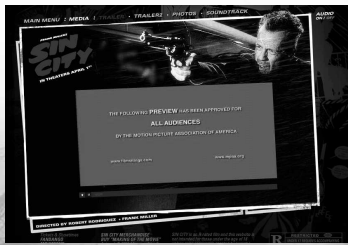
Example: Education

- <http://www.1800contacts.com/vision101/frames.html>



Example: Entertainment

- <http://www.sincitythemovie.com/>



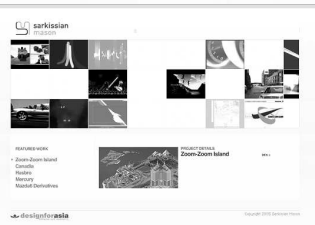
Example: Games

- <http://www.tokidoki.it/>



Example: Showcase

- <http://www.sarkissianmason.com/>



Recap

- Macromedia Flash
 - What is it?
 - What does it offer?
 - Where is it used?
 - How is it created?

Resources

- <http://www.flash.com/>
- <http://www.macromedia.com>
- <http://www.bestflashanimationsite.com/>
- <http://www.flashkit.com>
- <http://www.actionscript.org>

Reference

- Ulrich, K. Macromedia Flash MX for Windows and Macintosh: Visual QuickStart Guide
- Macromedia Flash Support Center
- School For Champions – Effective uses for Flash

The End