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 are 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

Example: Business

- www.7up.com

Example: Education


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

- Macromedia Flash Support Center
- School For Champions – Effective uses for Flash

The End