

mp3
compression
video



vector-based

flashTM

5 [inside macromedia®]

html
integration

web-optimization

Scott J. Wilson, Ph.D.
Shannon Wilder
Chris Volion



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Flash</title>
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frameborder="yes" noresize framespacing="0">
</frames>
<body>
```

**Practical Exercises for
Hands-On Learning**



FLASH[®]

5



Scott J. Wilson, Ph.D.
Shannon Wilder
Chris Volion

江苏工业学院图书馆
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by Scott J. Wilson, Ph.D., Shannon Wilder, Chris Volion

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Preface

If you want to learn Macromedia's Flash, the animation and Web authoring tool that is absolutely "shocking" the daylights out of the World Wide Web, you've picked up the right book.

We know Flash inside and out. We've been an Authorized Macromedia Training Provider for nine years, and have taught Flash since its debut.

Our book allows you to tap into the real-world experience of our instructors who are also successful developers in the multimedia and web-development industry. Through the use of our many Tips, Shortcuts and occasional Cautions, we'll give you the benefit of this "true and tested" experience.

We designed our book from the ground up to be the essential hands-on resource for Flash users. We focus on what you need most, concentrate on the most frequently used features and functions, and present the information within the context of "hands-on" learning.

Those who have taken our Flash courses are among the best trained in the industry. Why? Because our teaching method is based on a classroom-tested model of instruction. It works, whether you're learning in a classroom or on your own.

Our learning strategies are centered on the concept of "learning-by-doing." With numerous exercises and screen capture illustrations, you will build your experience base as you work through our book.

We focus on the "need-to-know" functions of Flash, and help you get down to the business of building leading-edge Web applications – *fast*.

We provide a "real-world" focus that reflects the development needs, project objectives, and Flash functionality typical of professional Web sites.

We deliver the professional experience of successful Flash developers – you'll learn valuable tips and shortcuts that only the experts know.

We hope you find our book valuable and have some fun along the way!

Scott J. Wilson, Ph.D.

Instructional Architect for the OnWord – Inside Macromedia Series

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First and foremost we want to thank the thousands of students who have attended our classes over the last nine years. Through your enthusiasm and probing questions, you have given us not only enjoyment in teaching the classes but have helped us become better at what we do.

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From Scott

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CHAPTER

Getting Started

Chapter Topics:

- *Introduction*
- *An Overview of Flash*
- *Flash – Art and Technical Skills*
- *Instructional Approach*
- *Learning Strategies*
- *Icons for Quick Access*
- *Using the Book – On Your Own*
- *Using the Book – Within a Classroom*
- *Windows vs. Macintosh*
- *Getting Your Computer Ready*
- *Take a Look at the CD-ROM*
- *File Extensions and Descriptions*
- *Opening a New File in Flash*
- *What's New in Flash 5?*
- *Summary*

Introduction

In this first chapter, you will get a quick introduction to Flash and then more detailed information that will help you in working with the rest of this book and the CD-ROM that accompanies it. The chapter concludes with a brief review of the new features in Flash 5. We hope you will find our book helpful in your quest for knowledge, and that you will find Flash a powerful and fun tool to use.

By the end of the chapter you will be able to:

- *list skills that are frequently needed to create multimedia projects.*
- *list the Learning Strategies used in this book.*
- *describe the Icons for Quick Access used in this book.*
- *create a directory on your computer for saving the exercises you'll work with in this book.*
- *locate necessary exercise files on the included CD-ROM.*
- *open the Flash 5 program.*
- *list the new features of Flash 5.*

An Overview of Flash

Macromedia's Flash is one of the industry's leading authoring software programs being used to create high-impact Web sites that include graphics, animation, sound and interactivity. Flash uses a highly visual interface in which elements can be introduced, positioned and easily animated without the heavy-duty programming that was commonly required only a few years back. Flash integrates drawing and paint tools similar to those found in Macromedia's Freehand and Adobe's Illustrator, so you can easily create new elements from scratch, or import and modify them if developed in another graphics program.

Flash 5 can output (or Publish) files using a variety of file formats, greatly increasing the distribution options for your projects. The programs you build with Flash can . . .

- ... run in a Web browser as a stand-alone program.*
- ... be easily inserted in HTML files.*
- ... be exported as animated GIF files.*
- ... be exported in QuickTime video format.*
- ... be exported in other formats that allow you to use Flash for many kinds of multimedia projects.*

Flash – Art and Technical Skills

Learning how to use Flash (or any other authoring software program) is only one aspect of what is required to create a functional and professional looking multimedia program or Web site. Generally there are many different skill sets involved. These different skills may exist within a single individual or may be represented in the composite skills that exist among a team of people.

At a minimum, these skills may include proficiency in:

- *design and layout principals*
- *artistic creativity and execution*
- *writing (text and narration)*
- *program / message / or instructional design*
- *audio / video techniques*
- *use of the authoring software*
- *project management*



Figure 1-1 *Flash Applications Require Technical Skill*



Figure 1-2 Flash Applications Require Artistic Talent

Although the focus of this book is to help you learn how to use the Flash authoring software program, the acquisition of these technical skills should be considered within the context of the other skills that may be required. The extent to which you may need these other skills will depend to a large extent upon the type of application you are creating, its intended use and how “professional” you want the end result to be.

We realize that many of you may not have an art background and may just want to have fun with Flash for your own personal use. Therefore, the exercises included in our book do not require an art background – although they can be enhanced on your own, if you do have artistic talent. In the beginning exercises, you will be asked to draw simple objects, as a means of introduction to the drawing tools. If you do have artistic talent, we encourage you to take “creative license” to modify and embellish the subject matter. In later exercises, “art work” will be supplied with the exercises so that you will be able to create more realistic and professional looking projects.

Instructional Approach

Because of the many features and functions, Flash may at first seem intimidating. We don’t want to overwhelm you with lots of details “all-at-once” but instead will introduce the aspects of Flash that are the most practical and those that are most commonly used to build programs in today’s “real-world.”

We hope to help you learn Flash in an intuitive way while practicing some of the techniques and short cuts that are typical of what Web designers are using as they create Flash products for “real-world” applications. Each chapter builds upon the last, adding new features of Flash to your builder’s toolbox.

The chapters within our book break up the material into “learning chunks” that are about right for most people during a single session, whether you are