

# FLASH<sup>TM</sup> deCONSTRUCTION

FLASH deCONSTRUCTION

THE PROCESS, DESIGN,  
AND ACTIONSCRIPT OF JUXT INTERACTIVE

## JUXT INTERACTIVE

AUTHORS  
TODD PURGASON  
PHIL SCOTT  
BRIAN DRAKE  
BONNIE BLAKE

DESIGN  
PAUL VENAAS

New  
Riders

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江苏工业学院图书馆  
藏书章

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# **FLASH DECONSTRUCTION: THE PROCESS, DESIGN, AND ACTIONSCRIPT OF JUXT INTERACTIVE**

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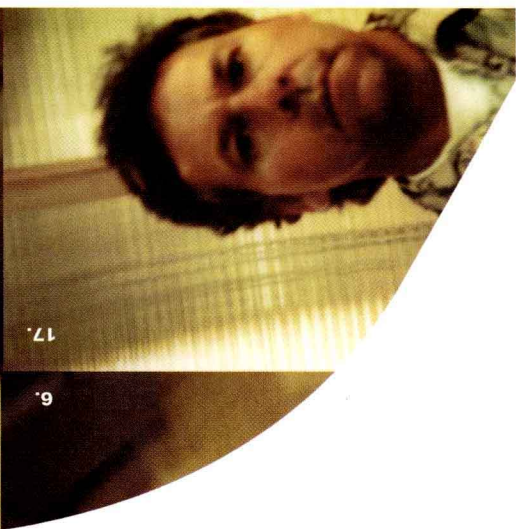
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# JUXT INTERACTIVE TEAM

The people who make the work of Juxt happen.

1. Anthony Thompson
2. Brandy Lee
3. Brian Drake
4. Brian Dreiling
5. Brian Miller

6. Deborah Schultz
7. John Devine
8. Josh Mooney
9. Leanna Bush
10. Lisa Brabender

11. Luis Escorial
12. Matt Kipp
13. Paul Nguyen
14. Paul Venaas
15. Phil Scott

16. Scott Van Vliet
  17. Steve Wages
  18. Todd Purgason
- (not pictured) Sue McDonald



## ABOUT THE AUTHORS

**Todd Purgason** is the Creative Director for Juxt Interactive, a web-design studio based in southern California that specializes in Internet strategy and Flash-based interactive web sites. Todd has led Juxt in creating innovative work for clients such as Sketchers, Billabong, Macromedia, OmniSky, Nortel, MCY.com, Toshiba, Shorn, Fujitsu, and many others. This work has been highlighted in several publications and books around the world, including *PDN-PIX*, *I.D.* magazine, *Commarts*, *HOW Magazine*, *Print* magazine, *Cre@te Online*, and others. Juxt's work has earned a number of awards, including the Clio Award, *How Magazine's* International Design Competition award, the *Print Magazine* Interactive award, Communication Arts Award, IPPA StudioONE and DesignONE awards, the *CommArts Magazine* Web Site of the Week, and the High Five Award. Under Purgason's creative direction, Juxt has been honored with 12 Macromedia "Site of the Day" awards and has been featured in several product galleries on Macromedia's web site. In addition, IPPA has selected Purgason as one of today's top 10 web designers in the world.

Purgason, an author and regular speaker on the subject of interactive web design, has contributed to a number of books, including Hillman Curtis's best-selling book *Flash Web Design* (New Riders), *New Masters of Flash* (Friends of Ed), *Flash Studio Secrets* (Hungry Minds), and *The Flash 5 Bible* (Hungry Minds).

**Phil Scott** is the Chief Technology Officer for Juxt Interactive, bringing his broad technology background to expand the horizons of the Internet through user experiences steeped in solid technology solutions. Delving into computer programming at age 10, Phil had a bit of an early career start. He grew up through a variety of M.I.S. and software development positions across a broad range of technologies. While actively developing business applications and expert systems, long-time interests in programming languages, telecommunications,

and client/server business systems propelled this engineer and project manager into the growing frontier of the Internet in early 1995. Through the first few years of the web scene, he managed and assisted in developing several Internet-based, medical image analysis and diagnostics systems and became a web applications specialist, project manager, and business leader. Since joining Juxt in 1999, Phil has led the company to new levels of technical achievement, with efficient data-driven web sites and custom content management for Flash- and HTML-based solutions. Hidden beneath the stunning and strategic designs of Juxt Interactive, technology pumps through their veins, bringing them to life.

An author and speaker on the subject of interactive technology, Phil is contributing to two as-of-yet-untitled books on the subject of Flash and Generator. He has also contributed to Glenn Thomas's book *Flash Studio Secrets* and is preparing to speak on advanced ActionScripting.

**Brian Drake** has been working in the computer industry since 1992 and specifically in the Internet industry since 1996. Outside of work, Brian is a classically trained guitarist and a martial arts enthusiast. Aside from his capabilities as a developer, Brian is best known at Juxt for surviving two years of eating nothing but boiled chicken and rice, lightly salted.

**Bonnie Blake**, MFA, is an award-winning designer specializing in web design and multimedia. She is an Adjunct Assistant Professor of Digital Media at Ramapo College in New Jersey and has taught at the College of New Rochelle and Parsons School of Design, both in New York. Bonnie is the author of *How to Do Everything With Flash 5* and *The Premiere Virtual Classroom*. She is also the author of the best-selling online course *Flash 5 ActionScript*, located on ehandson.com.

## ABOUT THE TECH EDITORS

**Jessica Speigel**, born and raised in Seattle, Washington, is cofounder of the We're Here Forums found at [www.were-here.com](http://www.were-here.com). We're Here has existed as a haven for knowledge-seeking Flash designers since the release of Flash 4. We're Here is a sharing community where members have developed their creative and technical skills together, and many of them have become recognized professionals in the web industry. Her passion is building attractive user interfaces with ActionScript that integrate typography, dynamic content, and motion graphics into a fluid, user-friendly experience for visitors. In her spare time, Jessica shapes [webstyles.net](http://webstyles.net), her personal project and portfolio site.

**Scott Balay** is cofounder of NavWorks. He spends most of his time creating new interfaces for that, as well as other client work.

**Jennifer S. Hall** changed careers five years ago, from managing and programming in a scientific research environment to multimedia! For the past five years, Jennifer has worked with leading multimedia companies including Top Drawer (Human Code [Sapient]), Thought Interactive (Meritage Technologies), Cortex Interactive, and Eyeland Studios. Much of her work has focused on the development of educational materials for kids and adults. Some of her clients include Disney; Holt, Rinehart and Winston; Prentice Hall; and the Austin Children's Museum. She also teaches Director and Flash and was one of the contributors to the *Flash 5 Magic* book. In her spare time, Jennifer eats, reads, runs, sits, rock climbs, dances, loves, and lives.

# DEDICATIONS

**Todd Purgason:** *To the Lord God who, despite my inadequacies, has blessed me beyond measure with the family that is my foundation and reality. To my beautiful and endlessly supportive wife, Candice, and my two (soon to be three) children for the joy they bring to my life every day, even when I'm a thousand miles away. To my parents for making me a reality ; ) and for their unfailing love and generosity. To my grandfather in heaven...this is what happens to a child who cannot sit still despite your adamant requests; all your frustration was worth it in the end, I hope. To my brothers and sister for closing the circle and being an integral part of who I am.*

**Phil Scott:** *To my beautiful and supportive wife, Katie, who listens to my late-night ranting and who has spent countless nights waiting up for me to get off the computer. To my hilarious and adoring son, Parker, whose brilliance and love inspire me to be a better person. To my mother for giving me life, having the patience to raise me, having the strength to put up with my crazed years, and being a wonderful friend, mother-in-law, and grandmother. To my stepfather for inspiring my intellect and giving me confidence as a free thinker, and for putting up with me. To my brothers for always being there to hang and for the memories of the unspeakable things we did together. To William Epp, whose humble genius as a programmer and brilliant techniques inspired me to be a better developer. To Hank Salerno for giving an unproven 17-year-old a chance. And to my immensely talented and wise executive partners at Juxt, for inviting me to the party.*

**Bonnie Blake:** *To my beautiful daughter, Kelly, and Matthew, who inspire me every step of the way; and to God, for supplying much abundance in my life.*

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## **Phil Scott**

Many people have contributed to the ideas and events that have made this book possible. Steve Wages (Juxt's CEO, cofounder, and hero) has done so much to make Juxt Interactive a successful business, and without his tireless and wise leadership, we would not have the opportunity to work on a project like this book. To my coauthor Todd, I owe thanks both for opening his world up to me and for cofounding a company that has made good on its vision. I thank my coauthor Bonnie for her extraordinary strength as an author and for pulling it all together. Without the collaborative learning from my fellow Juxtsters, I would not know what I know today about Flash;

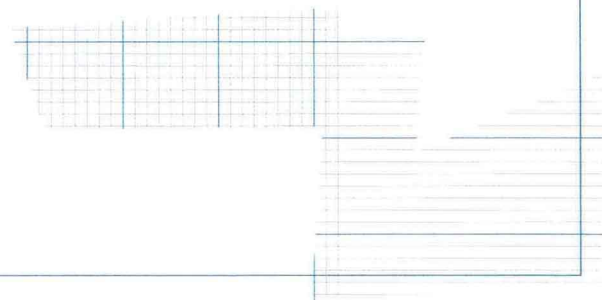
their intelligence, skill, and cunning inspire me...thanks. Thanks to the New Riders team and all of the featured designers. Thanks to Macromedia for bringing such an enabling technology as Flash to the party. Thanks to Fred, Phillip, Mike, Miko, Brian, Glenn, and Sam for sharing your ideas and being there for me learn from you. Finally, special thanks to K10k and Billabong for providing us with a reason to think, create, and innovate; without you, this book wouldn't have been half as fun as it was.

## **Brian Drake**

Thanks to God, my friends and loved ones, my coworkers, and Jeff Keyser.

## **Bonnie Blake**

I want to thank Todd for giving me the opportunity to work on this book. Your incredible wisdom, creativity, and spirit are a great inspiration. Thank you Phil for being such a pleasure to work with and for sharing your vast knowledge of Flash and related technologies in this book. Thank you, Brandy. I will miss connecting with everyone on Wednesdays. To Barbara, Theresa, Robin, Steve, and everyone at New Riders, thank you for your encouragement and support. Lastly, thank you Juxt, whose existence made this book possible in the first place.



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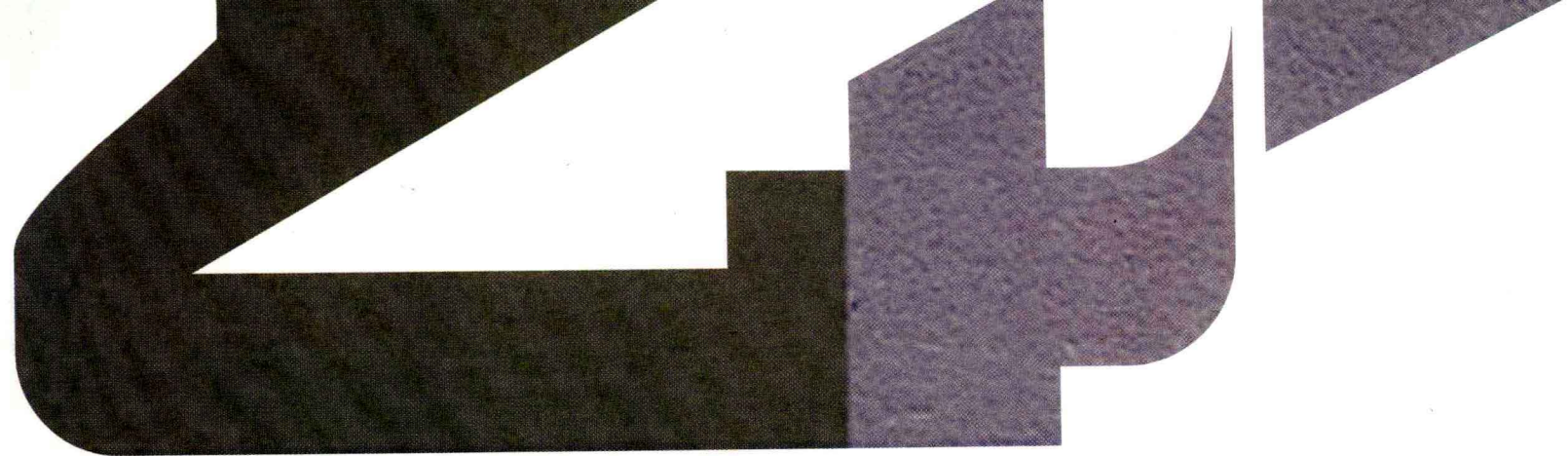
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**Inspiration:** Joshua Davis

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**Inspiration:** Brendan Dawes

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**Inspiration:** Hillman Curtis

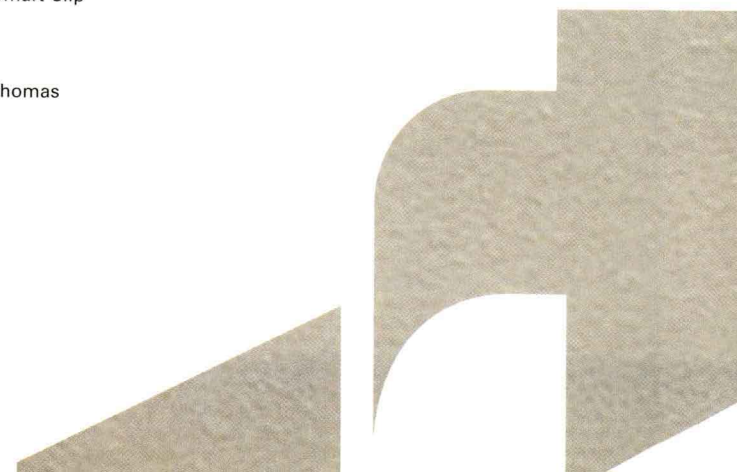
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**Inspiration:** Glenn Thomas





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**Inspiration:** Jimmy Chen



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**Inspiration:** Matt Owens

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