Today I'm going to...

• Talk about what Flash is
• Talk about what it can do
• Show some basic Flash maneuvers
Flash is...

- An animation tool
- A video creation tool
- A drawing/publishing tool
- A web design tool
- A video game creation tool
- (A small plug in)
Where did it come from...

• Jonathan Gay and Future Splash
• "Smartsketch" --> "Future Splash Animator"
• Macromedia purchases Future Splash in 1996
• Flash was born...
• ...but subordinate to Shockwave

(A quick word about Shockwave...)

• Shockwave ≠ Flash
• ...even if Macromedia said so
• Has been around in some forms since the 80s
• Created by the program "Director."
• Larger, powerful, complicated
• 3-D graphics, games, and more
After 1996...

A series of versions which get better in increments: 1,2,3,4,5
Better still...

• The biggest changes came with Flash 5 in the year 2000.
• Flash MX in 2002 brought even more changes
• ...that was upgraded again in 2003.
• Flash 8 in 2005 brought the numbers back again.

http://www.computerliteracy.co.uk/flash_versions.htm
The Big News...

• In 2005, Adobe bought Macromedia for 3.4 Billion Dollars, completely absorbing it and its products.

• In its latest version it is now known as Adobe Flash CS3.
So...

Why would Adobe do that? They have Photoshop. They have Acrobat. Why would they care about Flash?
Because...

• It’s dynamic
• It's a small plug-in
• It’s popular

Flash Player Penetration

Flash content reaches 99% of Internet viewers

Adobe® Flash® Player is the world's most pervasive software platform, reaching 99% of Internet-enabled desktops in mature markets as well as a wide range of devices.1

View the worldwide ubiquity of Adobe Flash Player by version.

Millward Brown survey, conducted June 2007. See Methodology Section for details on the Millward Brown study.

Notes

1. Mature Markets Include US, Canada, UK, France, Germany, Japan.
Video...

• The Flash Video file has changed the internet
• Browsing with video is easier than ever
• The player itself is a Flash object
So why would a library care?

• Tutorials
  o EBSCO and LexisNexis do this already
  o Just because you're not as rich as Reed Elsevier, doesn't mean that you can't have content like this.

• Web Browsing and Interactivity
  o Flash works with XML
  o Online quizzes (flash 8 has a template for this)
  o Videos
  o Flash can communicate with databases? (p.86)
  o Flash is embeddable in Adobe .pdf (p.245)

• Drawing and publishing

How it works...

- Flash renders things as vectors, like 2-D polygons
- Small file size
- Imports bitmaps too
ActionScript...

The programming that is used in flash to make it more dynamic. Also makes Flash harder than usual desktop publishing. Here is some very basic actionscript I am using right now:

```actionscript
on (release, keyPress "<Right>") {
    play();
}
```
function enemies() {
    _root.onEnterFrame = function() {
        createStuff();
        if (paused == false) {
            moving();
            gunBarrel();
            bulletMove();
            bulletGone();
            enemies();
        }
        popMenu();
    }
}
ActionScript...

• ActionScript is programming
• There is a combination of text and GUI
• Can aid in learning¹
• Is easy to import and export in plain text

BUTTON:

on (release, keyPress "<Right>") {
  play();
}

FRAME:

stop();
Toolbars
α means it has ActionScript

Solid dot = used
white dot = empty
one *keyframe* used for many *frames*
Let's play...
Problems...

-- .swfs may require new FlashPlayer
-- IE sometimes has trouble with embedded flash
-- don't let the file get too big
-- .swf not meant to be edited
-- .fla made in new versions can't be edited in older versions
-- not meant for digital preservation
With a little help from...

• Easier the more you use it
• The Adobe Exchange
• Internet communities
  o Ex: Flashkit, Clock Crew, Newgrounds¹
• Books and training software
• Classes
• Individuals
  oEx: http://www.pixelwit.com/blog/
o( Remember that book? )

¹ Not Necessarily Safe for Work..
That reminds me...

Flash CS3 = $700 retail (!)

BAD IDEA:
• Stealing
• Buying pirated software
• Paying full price

GOOD IDEA:
• Shop around
• Older versions
• Academic versions
Flash's cousins...

Macromedia FlashPaper 2
- Can make .pdf-like documents that are .swf files
- FlashPaper is its own program (less than $100)

Captivate
- Specifically made for tutorials and demos; simple to use
- Its competitor Camtasia can export to .swf also
To conclude...

- Flash is powerful....
- Versatile
- Backed by a trusted company
- Easy to use (okay, not too hard to use)
- Doesn't have to be expensive
Works Consulted

Adobe


http://www.computerliteracy.co.uk/flash_versions.htm