



# **FLITE SERVICES**

**Flite Labs (FL)**

**Animator Component**

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## I. ADVANCED ANIMATIONS

- a. Background: The Advanced Animation Component allows ad designers and developers the ability to control the position of an object in an ad using a User Initiated Trigger. If you want something to animate in your ad after a user clicks on pre-designated area of your ad AND that action is not available through the standard platform Animations, the the Advanced Animation Component may be helpful. This document will assist you in understanding the basics of the Advanced Animations from Flite's Creative Services Labs.
- b. Key Definitions and Concepts
  - i. **Element:** The element is the object that you wish to animate. Note: Any animations made in the editor at the Element level will be overridden by the Key Frame configurations.
  - ii. **Key Frame:** The key frame is the animation characteristics.
  - iii. **Key Frame Markers:** The key frame markers are useful when in ad development and testing. These markers identify where the object will be positioned.
    - 1. Note: The "Hide Keyframe Markers" toggle can be found under the Setting tab of the Component.
- c. Best Practices:
  - i. 2D Animations work best with text, shapes, images, and videos.
  - ii. 3D Animations work best with shapes, images, and videos.
  - iii. Automated Actions: Use a timeline NOT Advanced Animation
  - iv. User Initiated Triggers: Use Advanced Animations

## II. Inspector

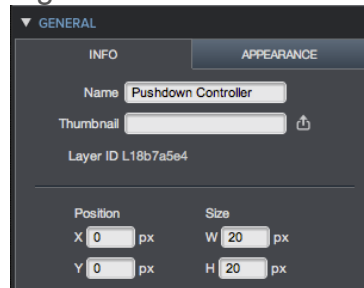
- a. By clicking on the Advanced Animations icon, it will open up the component. Note that it will appear as a layer on the left hand side of the studio and also in the Inspector. Any and all changes to the component are going to take place in the Inspector, so if multiple layers exist, select the correct layer and ensure that the Inspector corresponds to that specific layer.

## III. General

- a. In the General settings of the Inspector, there are two tabs of interest. The Info tab is where the name and thumbnail of the component can be inputted, uploaded, or changed. In addition, the positioning and sizing of the component can also be manipulated

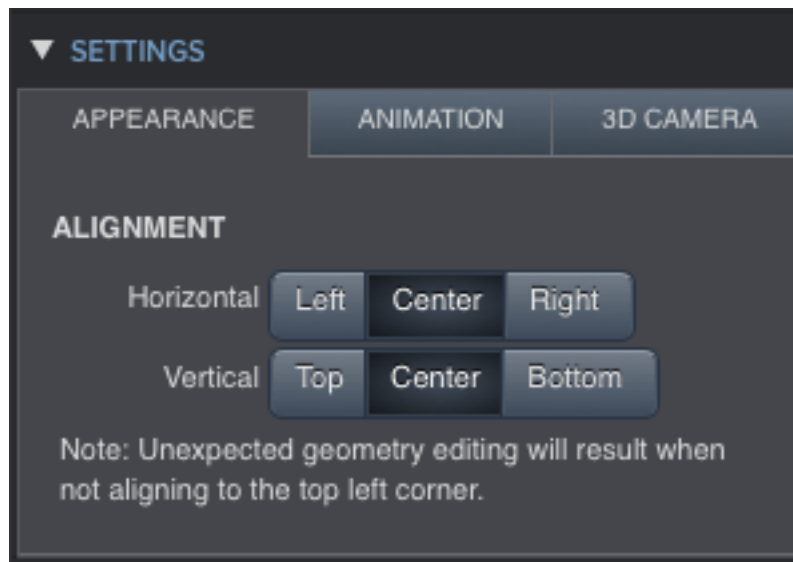
here as well. As a default, the component will replicate the size of the stage, so adjustments may be needed depending on the unit and integration specifications. Lastly, the Appearance tab is where subtle design enhancements can be made, such as opacity, corner radius, border, and fill colors.

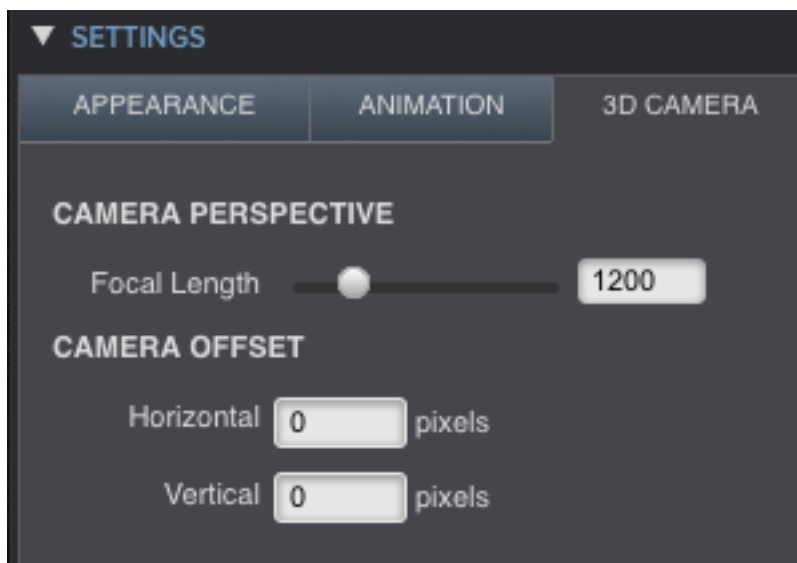
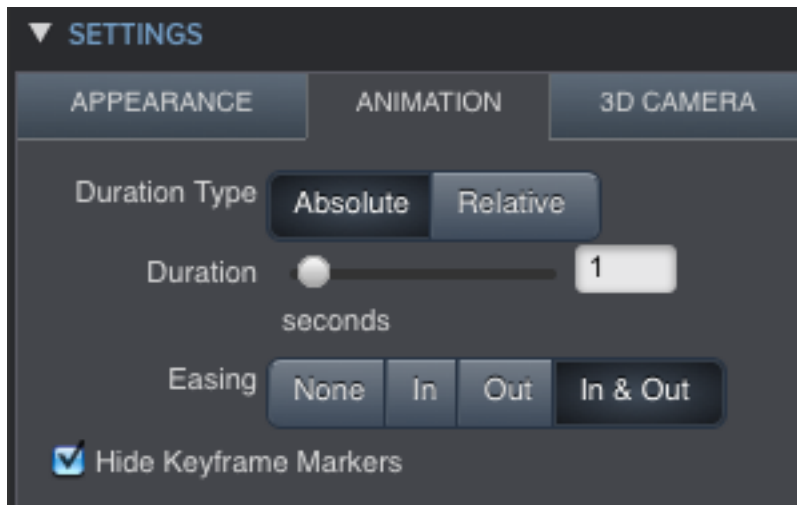
Figure 1: General



## Settings

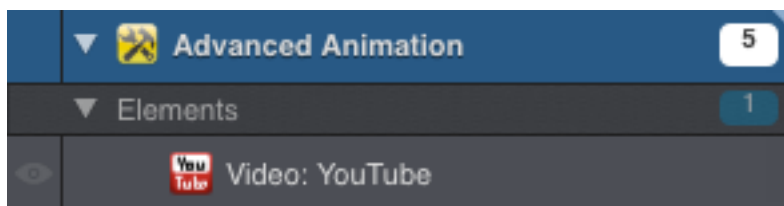
Settings for the Advanced Animations Component are Appearance, Animation, and 3D Camera





## Elements

Elements can be any object or combination of objects (in a View). For instance, if you wanted to have an image move around on your ad, you can add an Image/SWF from the Studio, upload your image, and then set the animations. Here is an example of how to add a YouTube Video.



## Element General, Settings, and Actions

All of the configurations for Elements are general platform settings. For full documentation on how to use the features and functionality, please see [Support.Flite.com](http://Support.Flite.com).

## Key Frame

Key Frames are the animations and the method for designing the look and feel of the Element. Note: There is a pre-determined limit of ten (10) Key Frames.

## Key Frame General and Animations

All of the configurations for Key Frame General and Animations are in the general platform settings. For full documentation on how to use the features and functionality, please see [Support.Flite.com](http://Support.Flite.com).

## Key Frame Settings

The primary Key Frame settings include:

- Opacity
- Z Position
- Rotation
- Scale
- Blur
- Tint
- .

▼ **SETTINGS**

Opacity  100 %

Z Position  pixels

▼ **ROTATION**

Note: Some components may not properly render when rotated.

X  0 °

Y  0 °

Z  15 °

▼ **SCALE**

Note: Concurrent use of the "Scale" and "Z Position" settings is not recommended.

Horizontal  1

Vertical  1

▼ **BLUR**

Horizontal  0

Vertical  0

▼ **TINT**

Color

Amount  0 %

## Key Frame Markers

Key Frame Markers are used to position Elements on your working canvas.

## Advanced Animations Example

