SCSBC3 MIDTERMS

Adobe Animate Tools

Stage
- The white square in the centre of the screen is known as the Stage. As you have nothing on the stage, take a look at the properties inspector (top right) - it will show the stage properties, like size

Properties Inspector
- Main Properties you will be concerned with is FPS (Frames Per Second) The Size of the Stage, default is set to 550 x 400 px, you can alter this buy clicking edit. Also the Stage background colour, set this to whatever best suits your intended output.

Timeline
- Down along bottom of screen, composed of layers of work (each layer has a timeline made up of keyframes)
- Each keyframe is like a page in a flip book, you will notice the time counter running above the timeline
- Tip: if your FPS is set to 15 you quickly be able to calculate each second of footage.
- There are three tools for operating the timeline and layers these are from left to right. **New Layer, New Folder and Delete.**

Library
- In the bottom right of the workspace, used to locate all of your imported graphics, imagery, sound and video clips. You can drag and drop these assets to the stage from the library. When you save an object as a "symbol", you can find it here.

Tip for Drawing in Flash
- Only place one 'object' in a layer
- For example – sky (Layer 1), grass (Layer 2), sun (layer 3), tree (layer 4) etc...

Items in the Toolbar

Arrow: (Selection Tool)
- This is used for whenever you are not using any of the other tools. It selects individual objects or frames or a marquee for selecting multiple objects. It operates the tool bar and menu systems.

Subselection Tool
- For selecting part of an object.

Brush
- The Brush tool is not unlike the pencil but it allows you to create thicker objects for freehand drawing.

Dropper
- Use the eyedropper tool to copy fill and stroke attributes from one shape or line and immediately apply them to another shape or line.

Eraser
- Erase things!

Lasso
- This is used for selecting single or multiple objects in hard to reach places by allowing you to draw a line, which then becomes the selection.

Line
- This tool does what the name suggests. It draws lines. Useful for drawing polygons and other weird shapes the Oval and Rectangle tools can't deal with. Hold SHIFT key to draw straight lines.

Pen Tool
- Allows you to draw very precise curved lines. Magnifier: Zoom in on your stage and objects with this tool. Holding down the "Alt" key will change the pointer to a "minus" sign. This will enable you to zoom out.

Paint Bucket
- Fill objects with a colour of your choosing.

Ink Bottle
- This tool creates lines around objects. For example, after selecting the tool and clicking on a circle object it will create a circular line around it. This can then be turn into a separate object.

Pencil
- This tool draws freehand lines. Straighten and smooth your lines by choosing Modify > Curves

Rectangle
- Draws squares. When you draw one it will create a border too if you have to border colour selected. Clicking on the border once and it will only highlight one side. A double click will highlight all four sides.

Oval (Press and hold on Rectangle to get...)
- Create circles and ovals of any size.
- Remember: When you draw an oval, animate creates a border around it if you have a border colour selected. If you don't want a border: turn the border colour off or click on the border of the object, this will highlight the border, and delete it.

Text
- This tool allows the designer to create text or text fields.

Free Transform tool
- Allows you to rotate, scale or skew a selected object.

Hand Tool
- Allows you to quickly move around the stage.

Audio and Sound

Audio
- Produced by **vibration**, as perceived by the **sense of hearing**
- In multimedia, audio could come in the form of **speech, sound effects and music score.**

- Audio is a term used to describe **any sound or noise** in a range the human ear is capable of hearing.
- Measured in **hertz,** the audio signal on a computer is generated using a sound card and heard through speakers or headphones.

Sound
- is perhaps **the most sensuous element** pf multimedia.
- it is meaningful "speech" in any language, from a whisper to a scream.
- It can provide the listening pleasure of music, the startling accent of special effects, or the ambience of a mood-setting background.
- It is created by the vibration of matter and manifests itself when the pressure waves in the air created by the vibration reach an acoustic device (such as an ear, tape recorder, microphone, loud speaker, etc.) capable of converting the pressure waves.
- sound pressure levels (**loudness or volume**) are measured in **decibels (dB)**
- a **decibel** measurement is actually the ratio between a chosen reference point on a logarithmic scale and the level that is actually experienced.

Music, Sound, Noise
- **Music** is sound you listen to on a recording or at a performance.
- **Sound** is not necessarily noise that doesn't bother you
- **Noise** is sound that is unpleasant or that causes disturbance.

Difference Between Audio and Sound

Sound
- is vibrations through materials or medium. It's the energy that travels through a medium or a substance as sound frequency waves.

Audio
- is a description of what we hear from digital or human-made sources which give us information, history, and memories that we share with others. Audio can also describe the end result of sound

Why use Audio and Sound?

Advantages for all users:
- It can convey meaning, providing an extra channel of information.
- Different learners use different learning strategies, and audio can provide additional information to support different learning styles.
- Audio can add a sense of realism.
- It is useful for directing attention to important events.
- It can add interest to a presentation or program.
- Ease of communication.

Disadvantages of audio:
- Like most media, files can be large.
- Audio can be easily overused, and when sounds are continually used users tend to tune them out.
- For most people, audio is not as memorable as visual media.
- Good quality audio can be difficult to produce, and like other media most commercial audio, particularly music is copyright.
- Users must have appropriate hardware and software.

Audio and Sound in Marketing Management

- Sound can be used to influence customers at a physical location.
- The way sound is used and the volume can either increase or decrease the time a customer spends at a business.
- Considering how sound relates to your brand is a critical part of employing audio for sales and marketing.

Different Types of Audio

Sonic Logo
- A sonic logo is a short series of notes that is unique to your business.
- Sonic logo include the dramatic **"ta-dum" of Netflix, NBC's cresting xylophone notes, the McDonald's "I'm lovin' it"** whistled tune and **Mastercard's synthesizer tones**

Soundscapes
- Sounscapes are custom-created continuous or long-lasting combinations of music with other sounds. They are meant to set a mood.

Music
- Playing music in a business environment – in-store or on-hold music – is the most commonly used form of sound marketing because it is the easiest to implement

Audio File Formats
.wav (wave)
- This audio format is developed by IBM and Microsoft.
- The main and popular audio format in the Microsoft Windows operating system environment.
- Can supported by all computers running Windows and by all the most web browser (except Google Chrome)

.mp3 (motion picture expert group layer 3)
- Most popular sound format for music
- High quality and good compression (Small file size)
- Capable of storing additional textual information such as the subject, artist's name and comments

.aiff / .aif (audio interchange file format)
- Is a audio format file standard used for storing
sound data for PC and other electronic audio device.
- Most commonly used on Apple computer system.

.rm / .ram / .ra / .rx (real audio)
- The real audio format was developed for the
Internet by real media.
- Allows streaming of audio with low bandwidth.

Audio Format	File Extension	Advantages	Disadvantages
Advanced Audio Compression	.aac	- Good sound quality - Used on iTunes	- Copy protected - Limited to approved devices
Audio Interchange Format	.aif / .aiff	- Excellent sound quality - Supported without a plug-in	- Uncompressed so large files
MP3	.mp3	- Good sound quality even though compressed	- Requires standalone player or browser plug-in
Real Audio	.ra , .rx	- High Compression - Very small files - Can be streamed over the web	- Sound quality not great - Requires a player or plug-in
Wave	.wav	- Good sound quality - Supported without a plug-in	- Uncompressed, very large files
Windows Media Audio	.wma	- Good sound quality even though compressed - Used on music download sites	- Files can be copy protected - Requires Windows Media Player 9 or higher

Good luck, CS 1-2!