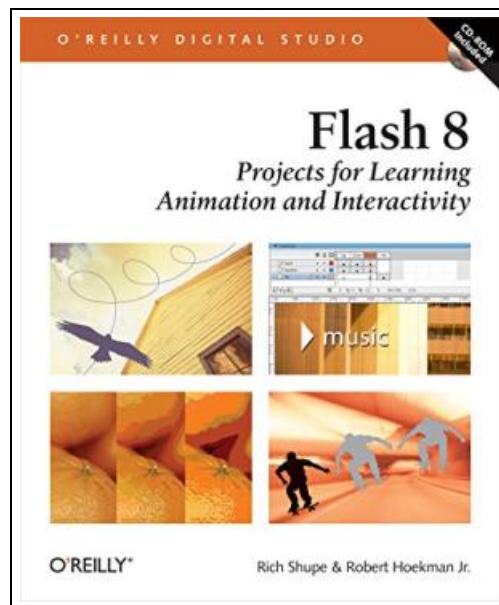# Flash 8: Projects for Learning Animation and Interactivity



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O'Reilly Media, Inc, USA. Mixed media product. Book Condition: new. BRAND NEW, Flash 8: Projects for Learning Animation and Interactivity, Richard Shupe, Robert Hoekman, Macromedia Flash is fast becoming the Web's most widely used platform for creating rich media with animation and motion graphics, but mastering Flash isn't easy. Most entry-level books teach through simple examples that concentrate on either animation or scripting, but rarely both together. To get the most from Flash 8, you not only need to be proficient in programming/interface design, you need the creativity for story telling and the artistic insights to design fluid animation. "Flash 8: Projects for Learning Animation and Interactivity" teaches Flash design rather than simply Flash itself. With a standalone series of walkthroughs and tutorials for Flash beginners coming from a graphics field, this book teaches Flash in the context of real-world projects. Rather than learn a Flash tool for the sake of it, you learn which areas of Flash are important, and which are less used, simply by seeing how typical content is actually created. And rather than a text-heavy approach, this graphically rich book leads you through hands-on examples by illustration. Each project in the book starts with goals and broad sketches before moving to design and scripting. This helps you understand design intent - the why of the process - rather than just learning the interfaces and the how of it all. Along the way, you'll create Flash content that includes traditional animation techniques (as seen in full-length animated features), and ActionScript-based interactive animation, such as custom web site interface designs. You also learn how to combine both traditional animation techniques and ActionScript to create feature-rich Flash assets from the ground up. Co-authored by educational developers with years of experience creating compelling content, interfaces, and applications, "Flash 8: Projects...

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