

# Contents at a Glance

---

<b><i>Introduction</i></b> .....	<b>1</b>
<b><i>Part I: Building the Perfect Beast</i></b> .....	<b>7</b>
Chapter 1: Creating the Perfect Flash Site.....	9
Chapter 2: Before You Build Your Site .....	21
<b><i>Part II: Fleshing Out Your Design</i></b> .....	<b>39</b>
Chapter 3: Creating the Interface .....	41
Chapter 4: Getting the Word Out .....	65
Chapter 5: Adding Site Navigation .....	83
Chapter 6: Get a Move On and Animate the Site .....	105
<b><i>Part III: Adding Bells and Whistles</i></b> .....	<b>129</b>
Chapter 7: Making Your Site Interactive.....	131
Chapter 8: Creating ActionScript Objects .....	155
Chapter 9: Going Visual .....	181
Chapter 10: Going Commercial .....	217
Chapter 11: Creating Flash Eye Candy.....	233
<b><i>Part IV: Sharing Your Site with the World</i></b> .....	<b>251</b>
Chapter 12: Optimizing Your Site .....	253
Chapter 13: Publishing the Site .....	263
<b><i>Part V: The Part of Tens</i></b> .....	<b>273</b>
Chapter 14: Ten Tips for Creating Flash Sites That Work.....	275
Chapter 15: Ten Tips for Working with Clients .....	283
Chapter 16: Ten Tips for Promoting the Site.....	289
<b><i>Appendix: Flash Internet Resources</i></b> .....	<b>295</b>
<b><i>Index</i></b> .....	<b>301</b>



# Table of Contents

---

## ***Introduction*..... 1**

About This Book.....	1
Foolish Assumptions .....	1
Conventions Used in This Book .....	2
What You Don't Have to Read .....	2
How This Book Is Organized.....	3
Part I: Building the Perfect Beast .....	3
Part II: Fleshing Out Your Design.....	3
Part III: Adding Bells and Whistles .....	3
Part IV: Sharing Your Site with the World.....	4
Part V: The Part of Tens.....	4
The appendix .....	4
The color insert .....	4
The companion Web site.....	5
Icons Used in This Book.....	5
Where to Go from Here.....	6

## ***Part I: Building the Perfect Beast*..... 7**

### **Chapter 1: Creating the Perfect Flash Site ..... 9**

Flash versus HTML . . . The Winner Is? .....	9
Setting Goals for the Design.....	11
Planning Your Site .....	11
Gathering Assets for Your Site.....	12
Building the Interface .....	12
Simplifying your workflow with symbols .....	13
A tall tale of buttons and navigation menus .....	14
Adding text and other delights .....	14
Adding the WOW Factor.....	15
Making your site interactive with ActionScript.....	16
Get a move on with animation.....	17
Soundtracks and other operatic delights.....	18
Optimizing and Publishing Your Site .....	18
Testing your design.....	19
Getting the bugs out.....	19
Optimizing the beast.....	20
Publishing and uploading your brainchild.....	20

**Chapter 2: Before You Build Your Site . . . . . 21**

Knowing Your Mission .....	21
Working with clients .....	22
Making it crystal clear with a client questionnaire.....	23
Defining your target audience.....	24
What's the Bandwidth, Kenneth? .....	24
A tale of two bandwidths.....	24
Do you need Freddy the Preloader?.....	25
Put Your Ideas Down on Paper .....	26
Mind mapping your brainstorm .....	26
Creating a storyboard.....	27
Gathering Your Assets (Or, Wool Gathering).....	30
Creating and optimizing your images .....	30
Rounding up sound bites for your site .....	33
Adding vexing video.....	34

**Part II: Fleshing Out Your Design ..... 39****Chapter 3: Creating the Interface . . . . . 41**

Creating a Bandwidth-Friendly Flash Site .....	41
Creating Symbols .....	45
Flash symbols 101 .....	45
Creating new symbols.....	46
Converting objects to symbols.....	47
Creating instances of symbols.....	48
Editing symbols .....	49
Working with Color .....	49
Mixing solid colors .....	49
Using the Ink Bottle and Paint Bucket tools .....	50
Creating colorful gradients .....	51
Using the Color Mixer .....	51
Using the Gradient Transform tool .....	53
Fleshing Out the Interface.....	54
Creating Symbols for Content.....	55
Creating a template for content.....	59
Working with layers .....	59

**Chapter 4: Getting the Word Out . . . . . 65**

Using the Text Tool .....	65
Creating static text .....	66
Making text pretty .....	67
Formatting paragraph text .....	69
Checking your spelling, Aaron.....	70
Adding text hyperlinks .....	73
Creating an e-mail link .....	74

Active Text for Fun and Profit.....75  
 Breaking text apart.....75  
 Creating input text boxes .....77  
 Creating dynamic text.....78  
 Stuffing 50 Pounds of Text in a 30-Pound Bag .....79

**Chapter 5: Adding Site Navigation . . . . .83**

Button, Button, Build Me a Button.....83  
 Building a basic button.....83  
 A button with many states .....85  
 Saying Goodbye to Boring Buttons.....88  
 Creating animated buttons.....88  
 Building a noisy button .....89  
 Creating an invisible button.....90  
 Hanging Out at the Navigation Bar .....92  
 Bellying up to the nav bar .....92  
 Duplicating buttons.....93  
 Building a navigation bar .....94  
 Assigning actions to buttons .....96  
 Assigning the proper event to a button action.....98  
 Creating a drop-down menu.....99

**Chapter 6: Get a Move On and Animate the Site . . . . .105**

Animation 101: A Tale of Frames and Keyframes  
 and Blank Keyframes .....105  
 Working with frames .....106  
 Working with keyframes .....107  
 Animating Symbols with Motion Tweening .....108  
 Removing a motion tween.....111  
 In search of the perfect motion tween.....111  
 Creating custom easing .....112  
 Taking an object for a spin .....114  
 Editing your animation .....114  
 Animating along a Motion Path .....115  
 Creating a guide layer .....115  
 Creating a motion path .....116  
 Getting objects to follow a motion path.....116  
 Orienting a symbol instance to its motion path.....117  
 Linking additional motion tween animations to a layer guide .....118  
 Animating Objects with Shape Tweening.....119  
 Removing a shape tween.....121  
 Modifying a shape tween animation .....121  
 Creating a shape tween animation for complex objects .....123  
 Animating Image Sequences .....125

**Part III: Adding Bells and Whistles ..... 129****Chapter 7: Making Your Site Interactive .....131**

Adding Sizzle to the Steak with ActionScript .....	131
Introducing ActionScript classes, objects, and methods.....	132
Using the Actions panel.....	134
Loading External Movies into Your Flash Site.....	141
Understanding levels .....	141
Loading movies into targets.....	141
Unloading movies.....	143
Giving Flash a Brain (Variables 101).....	144
Understanding variable data types.....	144
Vive la différence between string data and numeric data.....	145
Creating mathematical expressions.....	147
Understanding operator precedence.....	148
Christening a variable.....	149
Declaring a variable .....	150
Passing the variable baton to other objects.....	152
Resetting a variable.....	153

**Chapter 8: Creating ActionScript Objects ..... 155**

Telling Time with a Digital Clock.....	155
Using the Date object.....	156
Making the clock tick tock .....	156
Displaying the current time .....	158
Adding Background Music.....	161
Controlling the volume with a sound controller .....	162
Creating a soundtrack movie.....	167
Creating a Preloader .....	168
Using the Bandwith profiler .....	168
Scripting a one-act preloader.....	169
Hiding Objects with an ActionScript Mask.....	172
Creating Drag-and-Drop Elements.....	175
Creating an element that can be dragged .....	176
Using the startDrag action .....	177
Using the stopDrag action.....	179

**Chapter 9: Going Visual ..... 181**

Adding Tool Tips to Your Web Site .....	181
Creating the tool tips .....	182
Creating the tool tip functions.....	185
Programming the buttons .....	187
Creating a Moving Navigation Menu.....	188
Creating an endless menu .....	189
Putting the menu in motion .....	191

Creating a Flash Photo Gallery .....	193
Preparing images for the gallery .....	193
Laying out the gallery .....	194
Creating the XML document .....	196
Scripting the gallery .....	197
Dissecting the code .....	199
Importing Full-Motion Video — A Moving Tale .....	202
Encoding the video in Flash .....	202
Linking encoded video to a Flash document .....	207
Modifying video playback control parameters .....	210
Adding Pop-ups .....	210
<b>Chapter 10: Going Commercial .....</b>	<b>.217</b>
Creating Flashy Forms .....	217
Creating form elements .....	218
Scripting the form .....	218
Creating ActionScript for the Reset button .....	219
Creating ActionScript for the Submit button .....	220
Creating a Printable Page .....	222
Designing a Flash Catalog .....	224
Creating an E-Commerce Shopping Cart .....	227
<b>Chapter 11: Creating Flash Eye Candy .....</b>	<b>.233</b>
Creating a Mouse Chaser .....	233
Creating a Custom Cursor .....	235
Building a Moving Backdrop .....	237
Creating a Ticker Tape Marquee .....	241
Creating Flying Text .....	246
<b><i>Part IV: Sharing Your Site with the World .....</i></b>	<b>.251</b>
<b>Chapter 12: Optimizing Your Site .....</b>	<b>.253</b>
Optimizing Your Site .....	253
Test Each Web Site Movie .....	256
Debugging the Site .....	257
Adding Breakpoints .....	259
<b>Chapter 13: Publishing the Site .....</b>	<b>.263</b>
Setting Publish Settings .....	263
Specifying Flash settings .....	264
Specifying HTML settings .....	268
Publishing Your Site .....	271

**Part V: The Part of Tens .....273****Chapter 14: Ten Tips for Creating Flash Sites That Work .....275**

Optimize Images Before Building the Flash Site.....	275
Don't Put All Your Eggs in One Basket .....	276
Get the Bugs Out of Your Scripts .....	277
Label Your Frames and Scenes.....	278
Use Named Anchors .....	278
Create Linkage .....	279
Make Your Site Skinny with Symbols.....	279
Create a Separate Layer for Your ActionScript .....	280
Use Comments.....	280
Think Modular .....	281

**Chapter 15: Ten Tips for Working with Clients .....283**

Create a Client Survey .....	283
Create a Static Mock-up.....	284
Get the Client to Sign Off on the Design.....	285
Dot the Eyes and Cross the Tees.....	285
Cover the Bases.....	286
Get It in Writing .....	287
Get an Initial Payment .....	287
Get Frequent Feedback.....	287
Get Feedback in Writing.....	288
Bill for Extras .....	288

**Chapter 16: Ten Tips for Promoting the Site .....289**

Choose a Meaningful Domain Name .....	289
Optimize the HTML Page in Which Your Flash Site Is Embedded .....	290
Add Meta Tags .....	290
Research High-Ranking Web Sites .....	291
Add Alt Text .....	291
Add Text to the HTML Page in Which Your Flash Site Is Embedded.....	292
Tell the World .....	293
Get Web Sites to Link to You.....	293
Promote the Site in Blogs and Forums .....	293
Submit Your Site.....	294

**Appendix: Flash Internet Resources .....295**

Flash Training and Tutorial Resources .....	295
<a href="http://www.computerarts.co.uk">www.computerarts.co.uk</a> .....	295
<a href="http://www.ultrashock.com">www.ultrashock.com</a> .....	295
<a href="http://www.EchoEcho.com">www.EchoEcho.com</a> .....	296

www.ellenfinkelstein.com/flashtips.html .....296  
www.swift3d.com.....296  
www.actionscripts.org.....296  
www.flash-creations.com.....296  
www.communitymx.com .....296  
www.flashstreamworks.com .....297  
www.were-here.com .....297  
www.flashkit.com .....297  
www.lynda.com.....297  
www.flzone.net.....297  
www.moock.org .....297  
www.macromedia.com .....298  
Flash Animation.....298  
www.coolhomepages.com.....298  
www.bestflashanimationsite.com .....298  
www.melondezign.com .....298  
www.webmonkey.com .....298  
www.djojostudios.com/flash.....299  
Sound .....299  
www.soundshopper.com .....299  
www.flashkit.com .....299  
www.sonymediasoftware.com .....299  
www.groovemaker.com.....299

*Index*.....301

