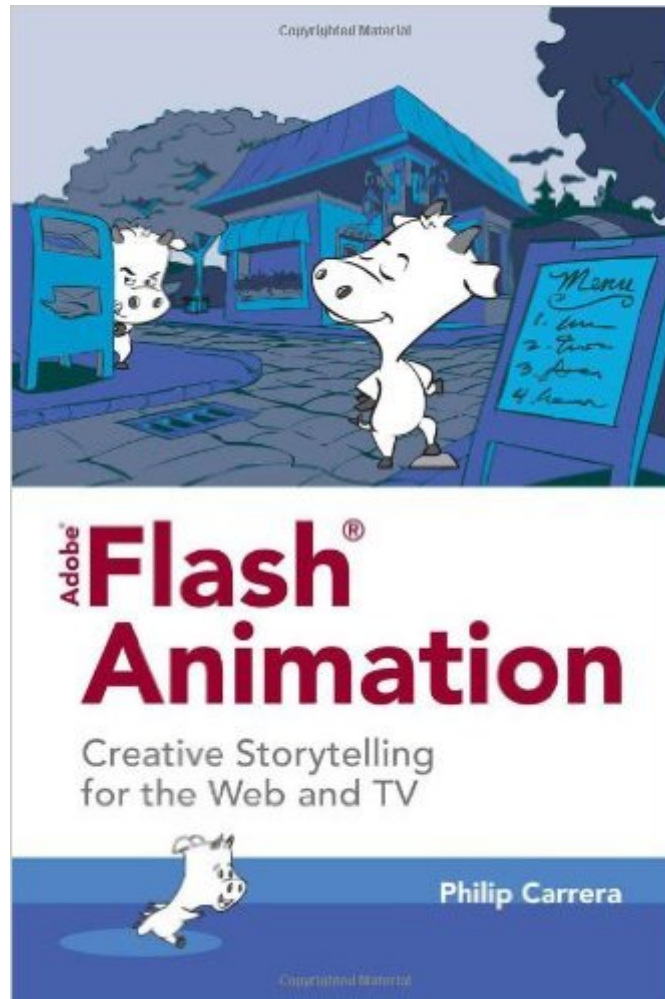


The book was found

# Adobe® Flash® Animation: Creative Storytelling For Web And TV



## Synopsis

Whether you're a student of animation, new media or film, or a working professional, this book will teach you from beginning to end, how to create an independent animated film for festival submission, prepare an animatic for TV commercials, and create animated shorts for the web, corporate presentations, lectures, classrooms, digital kiosks, and even mobile devices. Using industry standards and professional tips and tricks you'll be guided step-by-step through the production process. From concept and writing, to animatic preparation, character and background design, animation and export, you'll learn the most efficient methods for preparing your film's assets for delivery to the web or DVD. All Mac users will need Flip4Mac application and the latest version of Quicktime to view the Quicktime movies from the below Samples tab.

## Book Information

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## Customer Reviews

This book is aimed at teaching the novice user about Flash. As such it is fairly technical in nature. There is another aspect of Flash that's also important. If you are interested in virtually any kind of career in art, such as going to work for an ad agency knowledge of Flash has become almost mandatory. This is true if you are working on the web, television advertising or even full length films. This book will give you a good introduction to how to use Flash. After reading it, you may want to also get a more reference oriented, more advanced book, of which there are several available. The book contains a DVD that has numerous Flash files so that the reader can look to see what the pros do in these situations. It also has some video recorded tutorials to help those readers who prefer to

have someone tell them what is important. Finally it has some exercises for the reader to try.

I have not read much about flash animation. I have a basic flash understanding and exposure. I have completed some stop motion animation. I have taken this knowledge into reading about flash to see what animation can be produced. In the essence of the book there is a lot of information to help gain confidence in using flash to create a full blown animation in 2D which is what I was after. I am confident that flash can do what I need it to do and have started my first computer animation.

The book is great!!! It is an indispensable tool for those who want to produce 2D animation, not only in Adobe Flash but in other animation software like Toon Boom Harmony. Highly recommended.

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