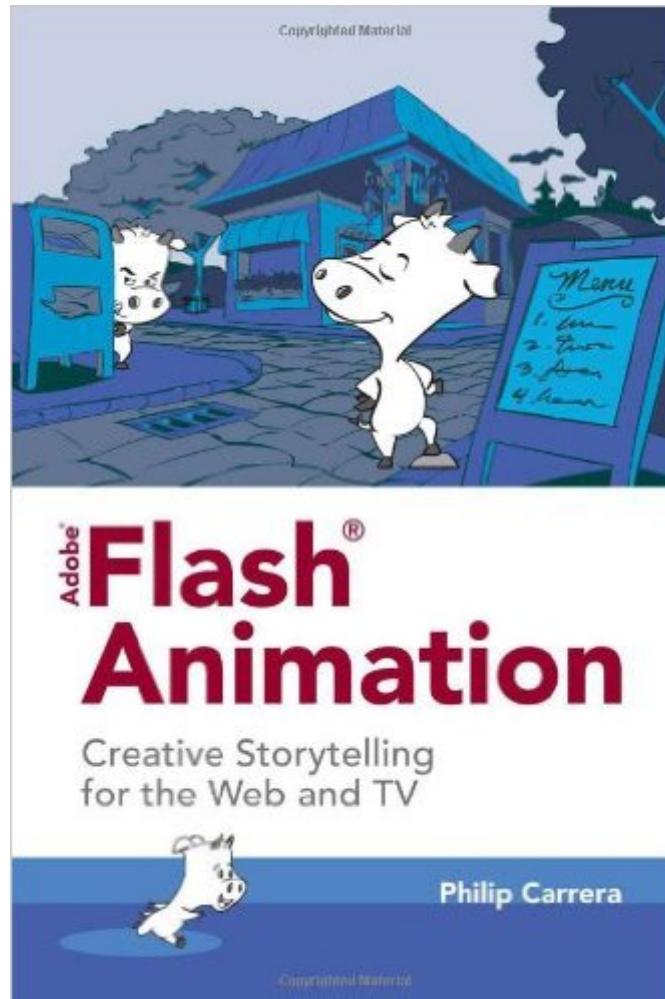# Adobe® Flash® Animation: Creative Storytelling For Web And TV

Synopsis

Whether youâ ™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 youâ ™ll be guided step-by-step through the production process. From concept and writing, to animatic preparation, character and background design, animation and export, youâ ™ll learn the most efficient methods for preparing your filmâ ™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.

Adobe® Flash® Animation: Creative Storytelling For Web And TV The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) Elemental Magic, Volume II: The Technique of Special Effects Animation (Animation Masters Title) Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics Storytelling with Rubber Stamps (Scrapbook Storytelling) Storytelling: 99 Inspiring Stories for Presentations: Inspire your Audience & Get your Message Through (Storytelling, inspirational stories & presentation zen,mentoring 101,ted talks) Documentary Storytelling: Creative Nonfiction on Screen, 3rd Edition Python: Learn Web Scraping with Python In A DAY! - The Ultimate Crash Course to Learning the Basics of Web Scraping with Python In No Time (Web Scraping ... Python Books, Python for Beginners) The Courage to Be Creative: How to Believe in Yourself, Your Dreams and Ideas, and Your Creative Career Path When Faith is Tested (Creative Pastoral Care and Counseling) (Creative Pastoral Care & Counseling) Adobe Dreamweaver Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) Adobe InDesign Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) Exploring Adobe InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) Creative Haven Geometric Allover Patterns Coloring Book (Creative Haven Coloring Books) After Effects for Flash / Flash for After Effects: Dynamic Animation and Video with Adobe After Effects CS4 and Adobe Flash CS4 Professional Adobe CS6 Web Tools: Dreamweaver, Photoshop, and Flash Illustrated with Online Creative Cloud Updates (Adobe CS6 by Course Technology) The Web Collection Revealed Standard Edition: Adobe Dreamweaver CS5, Flash CS5 and Fireworks CS5 (Adobe Creative Suite) How to Cheat in Adobe Flash CS6: The Art of Design and Animation Advanced Animation and Rendering Techniques Core HTML5 Canvas: Graphics, Animation, and Game Development (Core

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