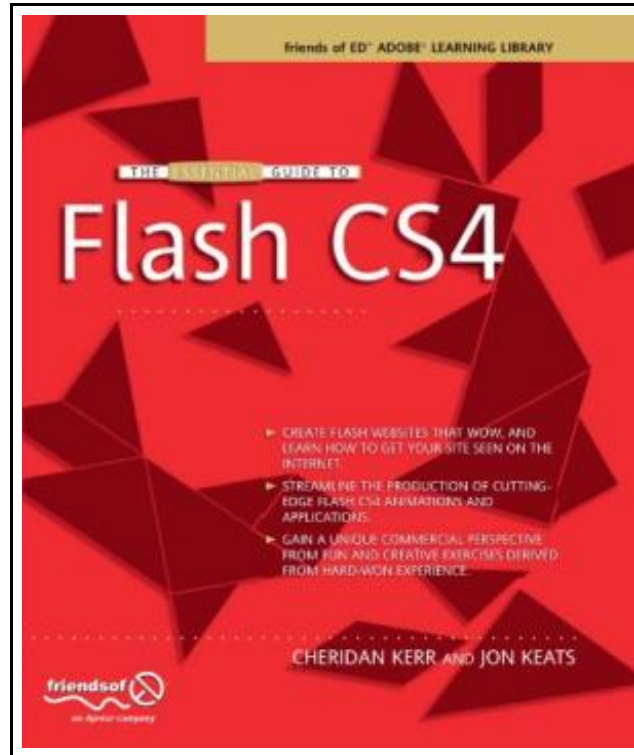# The Essential Guide to Flash CS4

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Reviews

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(Luciano Von III)

THE ESSENTIAL GUIDE TO FLASH CS4

Friends of ED. Paperback. Book Condition: New. Paperback. 432 pages. Dimensions: 8.9in. x 7.5in. x 1.0in.If youre familiar with the basics of Flash, then The Essential Guide to Flash CS4 will take you further in all aspects of the application, animation, sound, 3D, inverse kinematics, the drawing tools, ActionScript, and much more. This book takes all the good bits of Flash CS4 and demonstrates them in methodical and intuitive exercises full of hints and tips for streamlining the creative process. Jump straight into Flash CS4 and start working on real life examples that you can customize to suit your needs. Demystifies Flash CS4explaining new features deep diving through old favorites Streamlines the production of cutting-edge Flash CS4 animations and applications Provides a unique commercial perspective in compelling Flash productions This book is for intermediate Flash CS4 users as well as the more advanced user who wants to learn about using Flash CS4s awesome new capabilities, such as motion tweening and kinematics poses. Each chapter has a number of exercises that contribute to an overall project. The exercises are fun and compelling and allow you to place your own creative stamp on them, while still following the steps to completion. The final chapter focuses on bringing the exercise output together in an overall campaign consisting of a website featuring advanced flash components and advertising banners. An underlying theme of the book is marketing a website online. It discusses industry standards for banner campaigns (banner weight, frames per second, etc), effective website marketing techniques, and delves into search engine optimization and search engine marketing. What youll learn The unique capabilities of Flash CS4 and how to apply them in real life scenarios How to partner Flash CS4 with open source programs and international publisher standards to create compelling and rich user experiences...

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