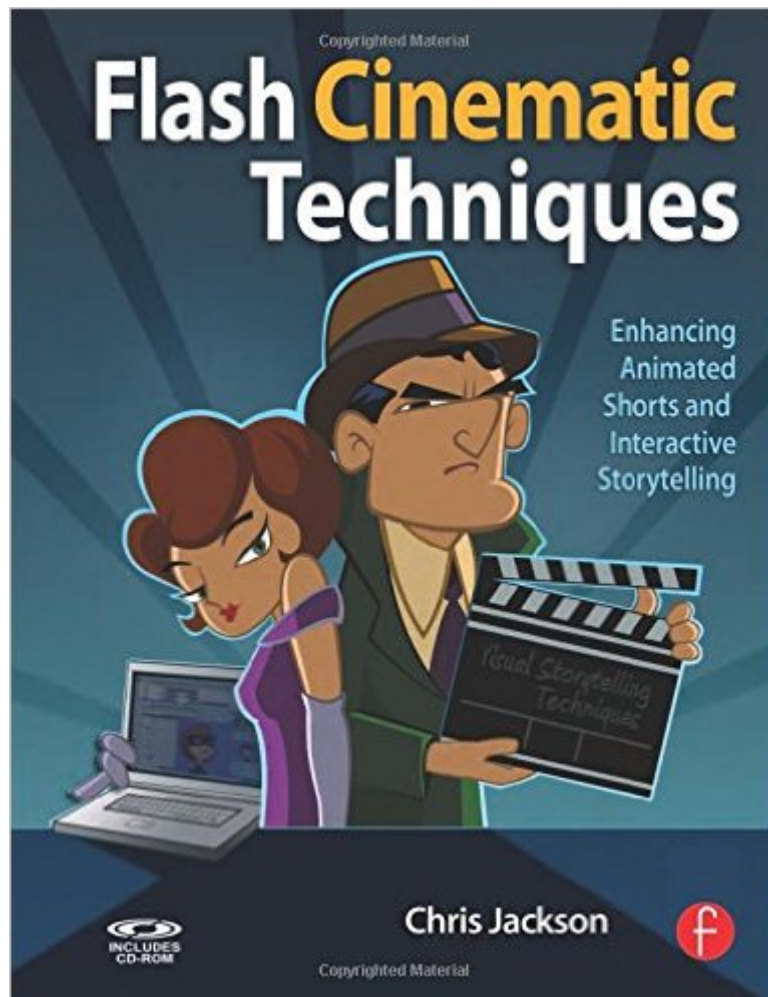


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# Flash Cinematic Techniques: Enhancing Animated Shorts And Interactive Storytelling



## Synopsis

Apply universally accepted cinematic techniques to your Flash projects to improve the storytelling quotient in your entertainment, advertising (branding), and educational media. A defined focus on the concepts and techniques for production from story reels to the final project delivers valuable insights, time-saving practical tips, and hands-on techniques for great visual stories. Extensive illustration, step-by-step instruction, and practical exercises provide a hands-on perspective. Explore the concepts and principles of visual components used in stories so you are fluent in the use of space, line, color, and movement in communicating emotion and meaning. Apply traditional cinematography techniques into the Flash workspace with virtual camera movements, simulated 3d spaces, lighting techniques, and character animation. Add interactivity using ActionScript to enhance audience participation.

## Book Information

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## Customer Reviews

I almost made the mistake of lumping this book into the numerous but worthy publications that deal with Flash design. I own a dozen or so books on illustration, digital animation and the like. And, of all the publication that produce art and media related instruction books, Focal Press is, by far, the best. It seems that they (Focal Press) have the youngest and most innovative instructors producing their titles. Sometimes you have competing authors who essentially produce similar works, in which case, having one title is usually sufficient. What I thought this book ("Flash Cinematic Techniques") was and what it actually is like the distance of a football field. This is a must-own title.\* What is this book

really about? / Brief overview\*\* Comparing other Flash titles and animation books\*\*\* Who's this book really for then?\*\*\*\* Conclusion\* FLASH CINEMATIC TECHNIQUES is, first and foremost, about storytelling. It is about filmmaking. It is digital illustration. It is about incorporating storytelling, filmmaking and illustration. Some of the lessons taught:- Creating drama- The use of color- Seeing/creating character in/with basic shapes- Exaggerating personalities- Basic character development- Drawing a storyboard and digital storyboarding- Building animatics in Flash\*\* There are very good Flash Animation books that are geared toward helping someone interested in creating web animation.Â How to Cheat in Flash CS3: The art of design and animation in Adobe Flash CS3' is one of the best, but its focus is on beginning to intermediate skill levels. And, each lesson are separate, unrelated exercises. The end result is that the Flash user has a working knowledge of how Flash works and how it may help the designer to fulfill her/his vision. Timing for Animation, Second EditionÂ is the foundation of all animation texts. But, this title while considered "The Bible of Animators," has a very narrow focus of discussing how movement and speed affect the overall project/ vision. How to Make Animated Films: Tony White's Complete Masterclass on the Traditional Principles of AnimationÂ is a course in creating 2D--or 2 dimensional/ hand drawn--animation films. Tony White's "Masterclass" goes over the fundamentals of how the old Disney animators utilized techniques of traditional illustrations to create images, emotions and movement as the foundation for animated films. Flash Cinematic Techniques combines the essentials of the aforementioned titles and expands the discussion to take into consideration film, video/ DVD, and television standards.\*\*\* This book is for intermediate to advance Flash designers, film enthusiasts and those who're interested in bridging the gap/ seeing the potential of on-line animation, HD, and traditional film pieces. Despite what the author says, THIS BOOK is NOT For Beginners! It is very advanced.\*\*\*\* FLASH CINEMATIC TECHNIQUES is quite literally a course in storytelling and filmmaking from a digital animation standpoint with a specific focus of delivering content with Adobe Flash. This book answers many questions and I suspect you'll discover answers to questions yet to be asked. I highly recommend owning this book and considering it more than a book on Flash and deem it a book that crosses disciplines.

I emailed both and the publisher regarding the exercise files included on the CDROM from the printed version of the book. referred me to the publisher and this is the response I received. "Thank you for your inquiry. Any of the free companion products are only available with the printed version of the product. So when an E-book is downloaded the free companion product are not included. Please let me know if you have any other questions or need any further clarification." Which is very strange

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"Flash cinematic techniques" is a fantastic book to learn about the artistic, movie-like side of flash animations. You'll learn how to create traditional cinematography techniques in flash. The book starts by reminding you how to build a good story structure, then shows you how to create the characters in layers so that they are maximally flexible for animation. The step-by-step exercises make this book extremely valuable. Next the book gives very valuable technical information about stage size settings for various video formats. Safe colors are discussed, and then the author shows you how to simulate camera shots, angles and movements. Chapter four is about composition of the scene and how to simulate depth in flash. Chapter five starts putting together shots to create animated scenes and discusses how to cut between scenes/characters. Chapter six is more about simulating a moving camera: panning, zooming, and parallax scrolling. Chapter seven is about lighting and effects; chapter eight is about audio, sound effects, and synching dialog to the animated

face. Chapter nine brings in action script to allow the viewer to interact with the animation, and the final chapter is about optimizing and publishing your finished flash movie. Highly recommended.

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