



# FLASH: Tips and tricks

fun stuff and other odds and ends

# KNOW YOUR AUDIENCE!

- » Bandwidth (Dial-up, LAN, etc.)
- » Platform / Speed (Mac, PC, 800MHz, 3.2GHz)
- » Flash version (3,4,5,6,7)

# BUILD THE SITE!

- » Pen and paper (just like anything else)
- » Translate to PhotoShop (very detailed - even story-boards)
- » Flash does not need to look like flash (see samples)
- » You can mix Flash and HTML/CSS (see samples)
- » Remember the audience! (Don't start w/ lot's of big photos if site is for dial-up)
- » Learn Actionscripting (MX 2004 does away w/ Normal Mode)
- » Use vectors where you can (even stylizing photos, etc...)

# SOME QUICK

“Please do not do this!”

- » No 20 min flash intros!
- » No 3D balls
- » No cheesy SFX
- » No super-small type
- » No bevels on buttons
- » Don't over scale/compress raster images in flash
- » Pop-up only when needed
- » Don't strip content of it's formatting

# SOME QUICK

“Make sure you do this!”

- » Link the logo back to home
- » Ask yourself - should this be flash?
- » Test with some friends (and parents) "How do you get home?"
- » Interesting pre-loaders - if needed!

# RESOURCES!

» Know who is out there:

<http://www.hi-res.net/>  
<http://www.hillmancurtis.com/>  
<http://www.joshuadavis.com/>  
<http://www.one9ine.com/>  
<http://www.volumeone.com/>  
<http://www.wddg.com/>

» Know where to get example code:

<http://flashkit.com>  
<http://macromedia.com>  
<http://actionscript.org>

» Know what's out there:

<http://k10k.net>  
<http://designiskinky.net>  
<http://stereotypography.com>

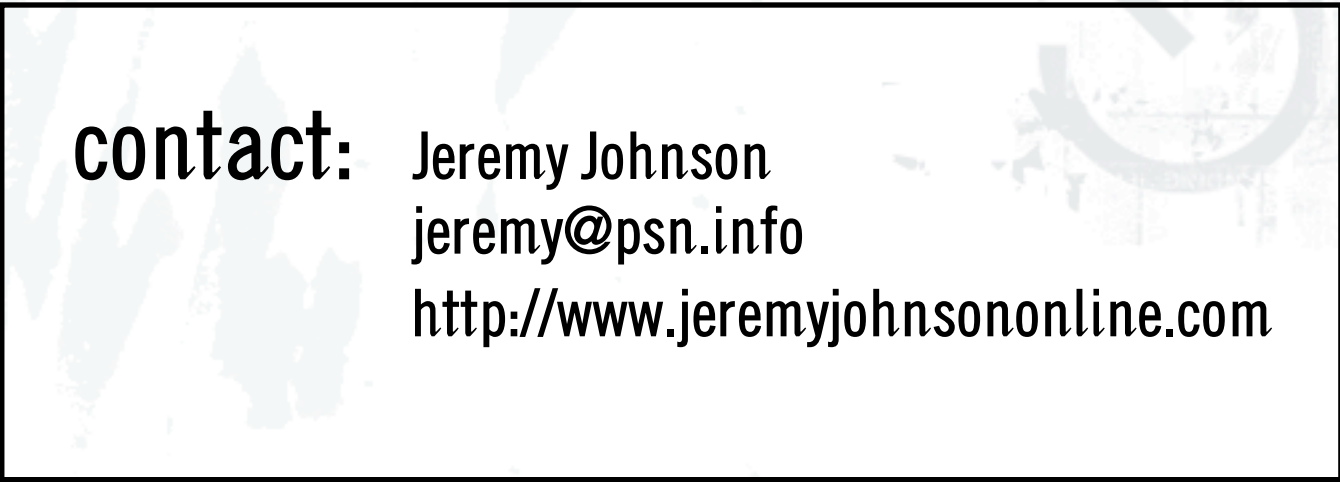
» Don't work too hard (if there is a program that will do it for you!):

<http://swishzone.com>  
<http://swift3d.com>  
<http://screentime.com>  
Plug-ins for Cinema 4D, Studio Max, etc...



# THANKS!!!

for your time...



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