

Web Development Tools for Technical Communicators:

Flash 5 & Dreamweaver 3

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Overview:

Multimedia can enhance any message. Through animation, sound, and interactivity you can communicate in ways unlike traditional media. Macromedia Flash 5 is well suited to create multimedia and Macromedia Dreamweaver 3 can assemble and maintain websites.

Examples of Flash

Traditional animation

Bulbo: www.bulbo.com

Shockwave Singles: www.shockwave.com

These are entertaining but animation can do more...

Animation can teach

Lifecycle of HIV: www.roche-hiv.com

Origami: www.io360.com

Interactivity lets the user explore

Intel training example

Interactivity can also appeal to the tactile learner

FlashChem: Branden J. Hall www.figleaf.com

Rigid Body Dynamics: Branden J. Hall www.figleaf.com/development/flash5/

Examples from students (more at: www.teleport.com/~phillip/samples/students/)

Weak: Dave Chao and Eric Miller www.oaktree.com/december

Architecture: Jerome Unterreiner Jr., Frank Howarth, and Anna Bigwood www.zgf.com

Look inside Flash 5

Frame by Frame animation

Keyframes, pauses, onion skin tools.

Shape tween

Morphing effects (color and shape).

Motion tween

Circle moves, squishes, and squashes.

Following a Motion guides.

Scripting overview

Real benefits of Flash

Vector format downloads fast.

Ubiquity of the free player: www.macromedia.com/software/player_census/

Highly interactive and extensible (through JavaScript, XML, and CGI scripts).

Look at Dreamweaver 3

Overview of Dreamweaver

Look at:

WYSIWYG interface plus behind the scenes HTML.

Templates for a consistent style in multiple pages.

Libraries for common elements throughout a site.

See how you can insert images and Flash movies.

See a finished example that uses Flash within a larger web page.

Resources:

Local user groups:

Multimedia | Internet Developers Group
www.oregon.org

Portland Oregon Developers Group
www.refractpoint.com/paug/

Online communities and learning:

www.flashkit.com
www.flashlite.net
www.flashmagazine.com
www.flashzone.com
www.were-here.com
www.moock.org
<http://hotwired.lycos.com/webmonkey/>

Classes:

Pacific Northwest College of Art
<http://www.pnca.edu/>
(Continuing Education : Adult Program : Computer: WWW)

University of Oregon in Portland
<http://center.uoregon.edu/>

Portland State Multimedia Extension Program
<http://www.pdc.pdx.edu/mmedia/>

Speaker Background:

Phillip Kerman splits his time between doing projects and showing others how. He writes articles, prepares and delivers courses, as well as presents at international conferences—including the last four Macromedia Users Conferences and FlashForward 2000 in San Francisco and New York. Phillip programmed the all Flash site M3 snowboards (www.m-three.com) for Paris France, Inc. which is included in both Communication Arts magazine's Interactive Annual and The British Design and Art Direction Annual for 2000. Phillip wrote the book, "SAMS Teach Yourself Macromedia Flash 5 in 24 Hours."

For more about Phillip read "The Phillip Newsletter": www.teleport.com/~phillip/newsletter/