

## Analyzing Macromedia Flash on the Web

This sample analysis of a Flash website illustrates some techniques designers use to target a specific audience.

URL: *georgewashington.si.edu/*

Name of the Site: *George Washington: A National Treasure*

What is the main type of audience the site is targeting? How does the site target this audience?

*The main audience is teachers who might select to use the information on this site for a unit on George Washington, history, culture, or art.*

Identify the following Flash techniques and explain what part of the site uses them:

Motion tweens

*When you launch the site, the white and red bars that expand and contract are a motion tween, as is the white star that appears.*

Shape tweens

*The white star that turns into the profile of George Washington is possibly a shape tween.*

Movie clips

*The rotating star that appears when your pointer is over the words “Explore the Portrait” is a movie clip.*

Buttons

*After you enter the portrait and click “Explore the Portrait,” the boxes at the top of the portrait, labeled Symbolic, Biographic, and Artistic, are all buttons.*

*The numbers that appear on the portrait are also buttons.*

Sound (How many sounds do you hear? How many times does the sound seem to loop?)

*There are no sounds in the portrait.*

stop actions

*There is probably a stop action placed after the red and white stripes complete their motion tweens, to hold visitors at a screen before they decide to enter the portrait.*

go to and play actions

*There is most likely a go to and play action set on each of the main buttons over the portrait and the numerical buttons on the portrait.*

Combinations of symbols (such as buttons that contain animated movie clips)

*The “Enter the Portrait” button on the initial screen is a combination of a button and a movie clip, because the movie clip appears only when the pointer is over the button.*

### Challenge:

For the complicated effects you see, suggest combinations or types of technical techniques that might be involved in creating them.

*When the pointer rolls over one of the numbers on the portrait, these buttons fade all other parts of the image out and highlight the section of the image to which the number is attached. These buttons most likely contain an action that calls a movie clip to begin playing when the Over state is reached on the button. The movie clip fades out all aspects of the picture except the aspect related to the number you select.*

Describe a surprising technique.

*The magnifying glass is a surprising technique that adds to the overall feel of the site. Drag the pane up from the bottom of the portrait to magnify the portion of the portrait under the pane.*

Describe a challenging technique.

*The magnifying glass is a challenging technique. It most likely involves the use of complicated ActionScript.*

Describe unidentified techniques.

*It is difficult to tell how the magnifying glass might be achieved.*

Describe a creative design.

*A creative effect is the fading out and zooming in on aspects of the portrait when you click a number button.*