

Analyzing Macromedia Flash on the Web

Student Name: _____ Date: _____

Examine some websites that use Flash to see examples of the techniques designers use to target a variety of audiences. Use this worksheet to record your observations.

URL: _____

Name of the Site: _____

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

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

Motion tweens

Shape tweens

Activity 5.2 Worksheet

Movie clips

Buttons

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

stop actions

go to and play actions

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

Challenge:

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

Describe a surprising technique.

Describe a challenging technique.

Activity 5.2 Worksheet

Describe unidentified techniques.

Describe a creative design.
