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FLASH YOUR SITE

Since the launch of Macromedia Flash in the mid-90s, it has become an indispensable tool for creating and deploying multimedia content. The Smartsketch 95 from Future Wave has come a long way from being a quasi Windows Paintbrush tool producing simple cartoon like images, to emerge as Flash, the best possible software to produce animation. The vector efficiency has been a crucial element ensuring that animations can be delivered even over the slowest modem. It is the key to designing and delivering eye-catching animation effects even at low bandwidth speeds.

How does it operate to create such delightful animation effects? Flash enables its drawings to be brought to life with a system of layers, motion guides and tweens. This is made possible because Flash works on the flick-book principle. After drawing the first image, a blank Keyframe (F7) is inserted in the later timeline and the next slightly differing image is drawn. Now when the 'Play' button is hit, an animation is produced by flicking the frames. The complex and long drawn process of manual editing can be simplified by the 'Tweening' technology. 'Layering' gives us the solution to produce a combination of different 'tweens', frame-by-frame animations and static elements. 'Movie clip' is also of paramount importance as it helps to direct the motion of a 3D or 2D mobile figure in any possible direction.

A high-powered business website may require animation through all pages to gain a cutting edge appearance, providing the users with a dynamic and interactive Flash experience. Undoubtedly, Flash websites have an upper hand over the static old pure text and online brochure pages. The only problem with a completely Flash designed main page is that its content won't be indexed by search engines. Hence it is advisable that the Flash elements should be contained inside pages that use conventional website architecture. Flash can also be used to create interactive banner ads, which tend to draw more traffic to respective sites by increasing the Click Through Rate (CTR).

The latest technology has made it possible to create animated vector-based graphics for websites, which are cross-browser scalable, load super fast and add an interactive edge that simply brings a deluge of traffic to the site. This helps to deliver a high-impact, interactive, entertaining experience to visitors. Nowadays, a quality web designer has to incorporate Flash because, simply put, nothing else matches up to its capabilities.

Media-rich internet is the order of the day. With e-learning initiatives gaining momentum, online stores and other B2B online offerings gaining in popularity, multimedia applications today have reached a peak and are experiencing world wide utilization. Whether it's a high-powered business website or an e-commerce venture, the presentation is of utmost importance. Any interactive medium makes websites user friendly. If one can combine interactive tools with attractive Flash animations then the attraction quotient is doubled. Flash animation on a website makes it aesthetic, sophisticated, and professional, helps to provide the site with its own unique identity, and creates a spectacular first impression.

Want to know more about how Flash can benefit your website by developing a 30 Second full page Flash Intro at an affordable cost? Then **click here** for the most comprehensive range of Flash animation services provided by the maverick designers at ACES.