

Multimedia Authoring II: Flash Authoring

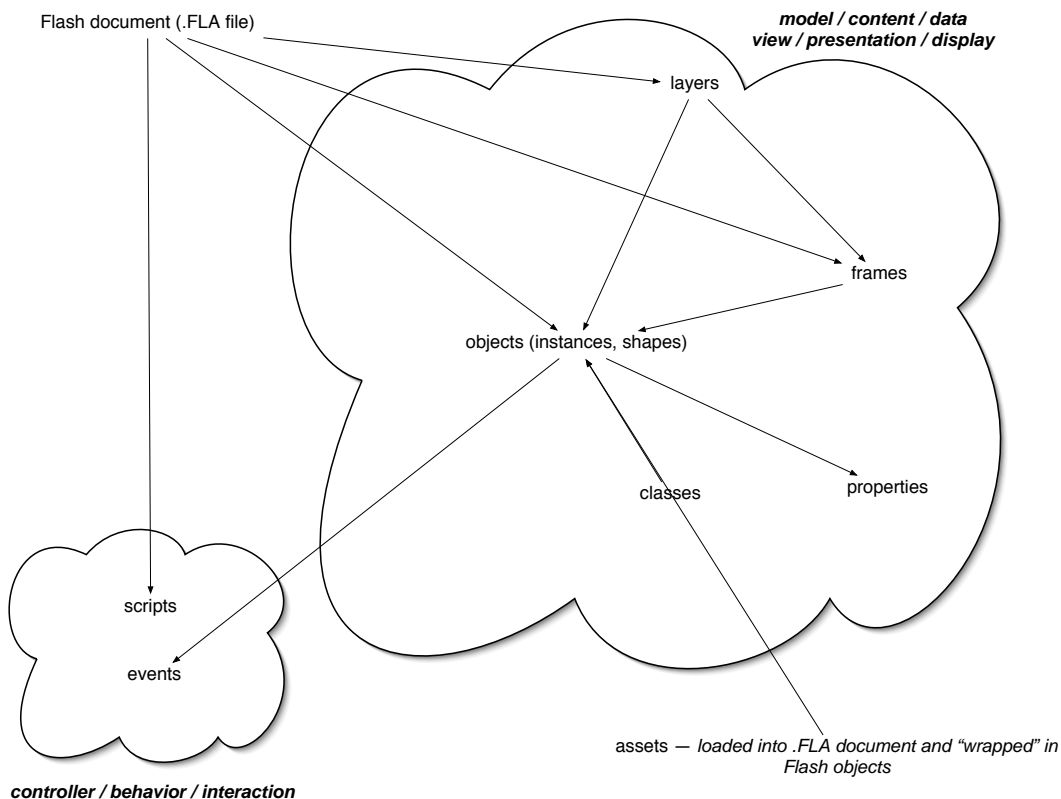
- Macromedia Flash started as a way to post vector animations to the Web
- Flash has evolved substantially beyond that — now being positioned as a full-blown application environment
- Generally must be authored using Macromedia's tools, but that is changing

Flash Authoring Application(s?)

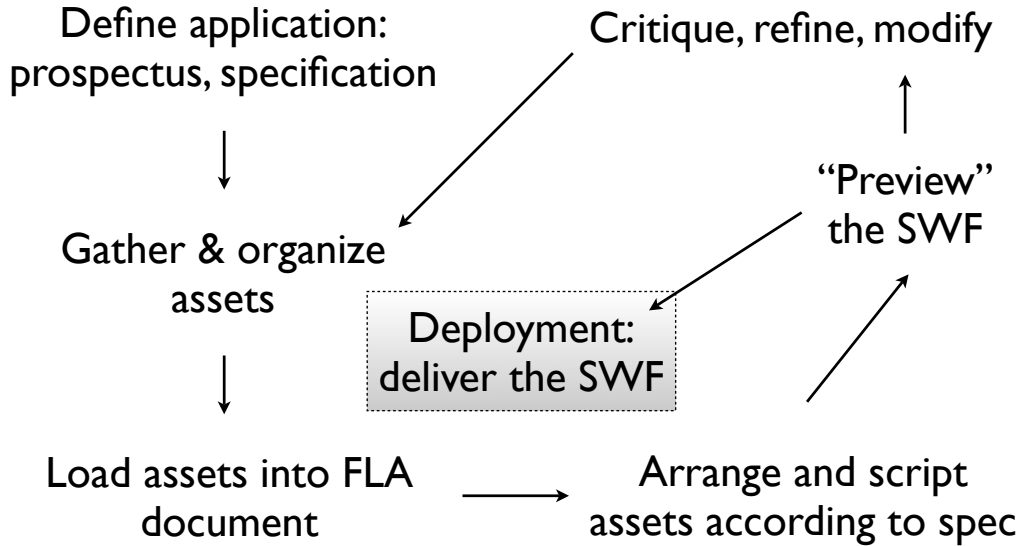
- Until recently, there was a single one: Macromedia Flash (now Flash MX)
- Macromedia has opened the SWF format, so other products such as openoffice.org, Apple Keynote, and Laszlo, can also produce SWF files — but with varying degrees of functionality

Flash and MVC

- Flash started life as a vector animation platform, so the distinction between model and view is not explicit — after all, with animation, content and presentation are virtually synonymous
- Control is more explicitly separated in the form of ActionScript



Authoring Workflow



Flash Deployment

