Chapter VIII

Motion, Graphics and Multimedia Production

Introduction

This chapter presents motion graphics and provides simple lessons on creating text animation using Macromedia Flash. I will provide background information on digital audio editing and optimizing using Adobe Audition. We will cover how to make loops using Adobe Audition and export them for use in Flash. Also included in this chapter, the reader gets specific instructions on how to make an interactive sound on/off switch in Flash.

What I have mentioned earlier may scare you if you are not experienced using multimedia and motion graphics. You have a choice to include or not include sound and motion in the Web portfolio. The Web portfolio can simply be static pages with text and graphics or just text documents. Depending on your discipline you may think this is best for you. However, if you embrace
multimedia, you may be able to find a whole new way to present your content in an engaging manner. One example would be to add music to a poem or photographic presentation. Using multimedia and motion on small scales at first will help you build confidence to continue to explore new applications and build your digital skill set. I recommend that you use this chapter as a resource for developing flash objects for your portfolio. This chapter is bare-bones in relationship to the plethora of materials available on using Macromedia flash. The goal here was to narrow down some nice multimedia techniques that can be explored by people of all levels and in all disciplines. Do not expect to tackle this chapter in an hour. Do expect to use these techniques piecemeal as you need or want them to be part of your Web portfolio presentation. Taking small steps and experimenting with some of the technical tutorials in this chapter you may find that you want to begin to explore multimedia and motion further. Again, this is part of the lifelong learning process fostered by making a commitment to develop a Web portfolio.

Overview of Web Multimedia Applications and Design Processes

Multimedia delivers content through multiple media. For something to be multimedia, it would contain any combination of text, static graphics, audio, video, and animation.

We see multimedia in many communication channels, the most prominent being the internet, film, and television. Taking advantage of the multimedia capabilities

Table 8.1. Multimedia applications

<table>
<thead>
<tr>
<th>MULTIMEDIA APPLICATION</th>
<th>Audio Editing</th>
<th>Audio Publishing</th>
<th>Video Editing</th>
<th>Video Publishing</th>
<th>Motion Graphics</th>
<th>Web App Pages/Sites</th>
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</thead>
<tbody>
<tr>
<td>Macromedia Flash MX 2004</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Macromedia Dreamweaver MX 2004</td>
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<td>(pro version)</td>
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<td>Macromedia Captivate</td>
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<tr>
<td>Adobe Premiere</td>
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<tr>
<td>Adobe Audition</td>
<td>X</td>
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<tr>
<td>Adobe Live Motion</td>
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<tr>
<td>Adobe Go Live</td>
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</table>

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