SPLASH OF FLASH Animation



Animating in a FLASH –
the life and work of a computer animator

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Nelson Literacy Directions

Contents

SPLASH of Flash Animation



1 A Flash Animation Designer page 4

Meet Michele Frolla, a Flash animation designer. Find out about her work through an interview.

2 Flash Animation Advertisements page 8

Find out how to create Flash animation advertisements.



Michele's avatar

3 How Does Flash Animation Work? page 12

Step inside the secret world of Flash animation!



Pages 20–21

TEXT TYPE Exposition

4 Flash Animation Storyboards page 16

See a Flash animation advertisement storyboard for ice-creams!

5 Are Flash Advertisements Better? page 18

Find out if Flash advertisements help us to make the best decision before buying products.



6 A Flash Animation Review page 22

Read a review of one of Michele's Flash advertisements. Did the reviewer like it?

7 Flash Animation Success page 23

How many people click on each of Michele's Flash animation adverts?

Index and Glossary page 24

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1 A Flash Animation Designer

Meet **Michele** Frolla

Michele Frolla is a Flash animation designer.

Flash animation makes things move or flash on websites. It is used in advertisements.

Michele works for an advertising company in Melbourne, Australia. Her job is to design Flash advertisements for websites.

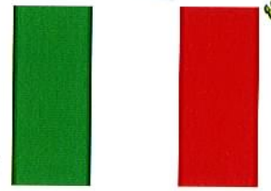


Michele at work

Languages

Michele: an Italian Name

Michele is an Italian boy's name. Michele Frolla was named after her Italian grandfather. To make it a female name, change it from Michele to Michela.



the Italian flag



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What Makes Michele a Good Flash Animation Designer?

Michele is a very good Flash animation designer. She:

- can think of new, fun ideas quickly
- has excellent computer-design skills
- can design Flash animation advertisements that look exciting.



Michele talks to a client. She tells them her ideas for a new Flash advertisement.

The Author **Interviews** Michele

After I thanked Michele Frolla for her time, I asked her many questions.



Michele in Grade 3



A Primary School Question:
Did you enjoy creating and designing at school?

Michele's Answer: Yes! I loved creating and designing colourful and interesting projects for my teachers.



A Computer Question:
When did you become interested in computers?

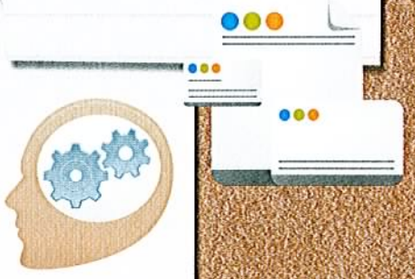
Michele's Answer: At primary school. In the 1990s, computers were new. I loved them and I wanted to find out how they worked.





A First Flash Animation Question:
When did you create your first Flash animation?

Michele's Answer: I created my first Flash animation at secondary school. It was easy!



A Flash Animation Question:
What did you create in Flash?

Michele's Answer: I was able to animate a glass so that it moved from one side of the screen to the other. I watched the glass move and I was amazed. That day, I knew that I wanted to be a Flash designer!



An Ideas Question:
Do you have trouble thinking up ideas?



Michele's Answer: Yes! Sometimes I cannot think of any new ideas.

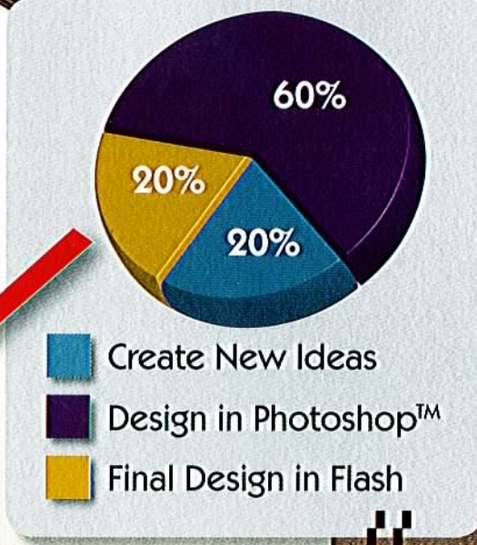
A New Ideas Question:
What do you do when you have trouble thinking up new ideas?



Michele's Answer: I don't panic. I look at magazines and "surf" the Internet for ideas. I don't use other people's ideas, they just help me think of my own Flash animation ideas.

A Work Question:
How much time do you spend working with Flash software?

Michele's Answer: About 20% of my working time is spent in Flash.



A Challenge Question:
What's a big challenge in Flash animation design?

Michele's Answer: Designing tiny advertisements to fit down the side or in a corner of a web page.

A Book Design Question:
Will you design this book?



Michele's Answer: Yes! I'd love to!

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2 Flash Animation Advertisements

Making a Flash Advertisement

A Flash animation advertisement uses a program called Adobe Flash™. Flash can create fast-moving parts and bright, colourful images. These grab and hold our attention while they advertise products and services.

The Flash Software

Flash allows the designer to create and do many amazing things … in seconds. The Flash designer can:

- create moving images
- make them appear and disappear
- make them larger or smaller
- change the colours of images quickly
- add or delete images quickly
- make images "explode" and then come back as a different image … and so much more!

A Flash Animation Designer

A Flash animation designer uses Adobe Flash™ to design advertisements or information for websites.

Michele Frolla LOVES creating and designing Flash advertisements. She designs new advertisements for many companies.



Sometimes, Michele works late so that the job gets done on time.

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