

Project 2: Flash Based Website

In Project 2 you will use all of your experience in Flash, as well as some newly obtained skills to create an entire website within a Shockwave-Flash File (swf) utilizing the navigational properties of several scenes and a variety of tweens, symbols and interactive components. The concept of this site is to think big. The expectation of the project is to design, develop, and publish a professional website that is marketing a series of related products or services. These products/services can be actual items, or could be imaginative concepts.

Project Requirements

1. HTML Index Page (Splash Screen)

This is the html document that serves as the home page for search engines. It must feature a title, keywords, and a description within the code. It is common courtesy to offer a notice that a Flash Player is required to view the content on the site. You may offer a “enter” button or have a JavaScript that redirects the viewer after a given time.

2. Flash Pre-loader (Loading Screen)

Preloaders or loading screens are custom-built indicators that inform the viewer that content is being loaded in the Flash Player. Preloaders are to be as small as possible, since they exist within the same movie that is currently loading. The preloader must load first, before it can tell the user that additional content is still loading. The most common preloader found on the web is a progress bar or indicator that displays how much content has been loaded visually.

3. A Flash Introduction

Many Flash based sites often offer a brief animated introduction showcasing the purpose of the site. In instances where Flash is used to create sites for movies or games, these introductions typically focus on highlights of the media. These introductions are used to engage the viewer and build up their level of excitement. Because we do not want to bore the viewer, keep the intro to a maximum of 30 seconds. A good number to set for is 15 seconds.

4. The Full Site

This is the main focus of the project. You will develop a template to ensure consistency between the various scenes, which will offer a common theme, navigational options, and a site banner.

- Home Page with Text Content & Flash Slideshow
- Photo Gallery Page
- Video Page
- Product Detail Page #1
- Product Detail Page #2
- Product Detail Page #3

5. Navigation

Your website will utilize various scenes to display the content, similar to different web pages. Like a traditional website, simple navigation is required to guide the viewer to the various areas of the site. A navigational bar will feature animated buttons that will execute scene to scene navigation. A minimum of a rollover effect is required on each button, but the designer is encouraged to experiment with additional options such as audio effects, animated transitions or advanced animated sequences.

6. Photo Gallery (external)

One page (scene) of your site will be a photo gallery in which viewers can click on thumbnails and quickly view larger versions of the work. The minimum amount of photos for this gallery is four (4). The gallery will retrieve external images that are saved in the root folder of the web content. This would allow the user to upload new photos without entering into Flash. This portion of the project will require the editing of a template and adjustments of action script. Alterations to the template include resizing the stage, a themed skin and unique button controls.

7. Slideshow

This animated feature will be displayed on the site's home page. The slideshow is an automated gallery that changes its photo, text or image every few seconds. This allows the area of content to be utilized for more than one topic. The slideshow for this project will have a minimum of three slides (1 for each product/service). Each slide will transition with a subtle alpha fade and must contain an image of the product, a text title, a brief description and a "learn more" link to the product page.

8. Video Page

One page (scene) of your site will be designated to a video page in which you will embed a FLV/F4V Flash video on the stage. This video will offer basic play options such as "play", "pause" and "rewind". We will work with template based video skins, but the student is encouraged to experiment and create their own themed skin.

9. Product Pages

A minimum of three (3) scenes are to be used to display the highlighted product or service. In addition to using basic Flash skills, you will be challenged to use marketing and advertising strategies to enhance the professionalism of this your site. A consistent format should be followed for all content pages. Each must offer a graphic of the product/service, a text area for information and any other general information that would help sell the product or service (price, ratings, and comparisons with competition)

Resource Examples:

<http://www.immortalsmovie.com/splash/index.html>

<http://www.transformersmovie.com/>

<http://www.hongkiat.com/blog/10-killer-flash-tips-for-beginners/>

<http://www.toyota.com/vehicles/minisite/newprius/>

Grading Criteria

Submitted Site Plan & Conceptual Sketches

HTML Index Page

Flash Preloader

Flash Introduction

Template Design

Navigational Bar

Animated Buttons

Slideshow (from edited template)

Photo Gallery (original)

Video

Site Banner

ActionScript

Audio -

Overall Design