Web Design & Computer Principles
CSCI-UA 0004
Flash
Animation and Interactivity
Flash

Multimedia environment for the production of interactive applications and animation

Animation, Video, Interactivity
Manipulates raster and vector graphics
Pioneered vector graphics on the Web
Supports streaming of audio and video
Scripting language called “ActionScript”
Commonly used for creating websites, animation, standalone applications, streaming media, and games
Early History
1995–2005

Originated at FutureWave Software as SmartSketch

1995: Repositioned as FutureSplash Animator, a way to draw and animate vector-based graphics for Web delivery

In competition with Macromedia Shockwave, made with Director

Pitched to Adobe but bought by Macromedia in 1996

Bundled with Internet Explorer 5
Adobe
2005–2011

Adobe purchased Macromedia in 2005
Tried to kill it before it acquired it
Development continued at Macromedia, including scripting language, to become a full presentation development tool
Flash plugin becomes nearly ubiquitous in Web browsers
Filled in a gap for delivering video content over the Web
Requires Flash player plugin
Desktop Focus

2011

H.264 video codec, open-source video standards, and Microsoft Silverlight begin to dislodge video content

Apple releases iPhone in 2007 without support for Flash

Harder to support processor-intensive Flash player on mobile browsers

HTML 5 gaining traction

2011: Adobe announces discontinuation of support for mobile Flash development
Adobe releases Creative Cloud in May 2013 with a new version of Flash

Ability to export Flash content to HTML with CreateJS toolkit

Emphasis on mobile app development with device-specific functionality

Basic vector animation capability still foundational

Variety of export options including HTML5 and animated GIFs
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