

Flash

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Notes from Jennifer Niederst: Web Design in a Nutshell
and Thomas A. Powell: HTML & XHTML, Fourth Edition

What is Flash?

Multimedia format developed by Macromedia

Vector-based format → small file sizes

Scalable

Well-suited for web delivery

Scriptable

 ActionScript: object-oriented language based on JavaScript

Well-supported

Common uses for Flash

Animation

Splash page animations

Illustration

Navigation toolbars

Interactivity

Animated web ads

Sound

Interactive maps

Video

Games

Applications

Full websites

Some disadvantages of Flash

Plug-in player is required

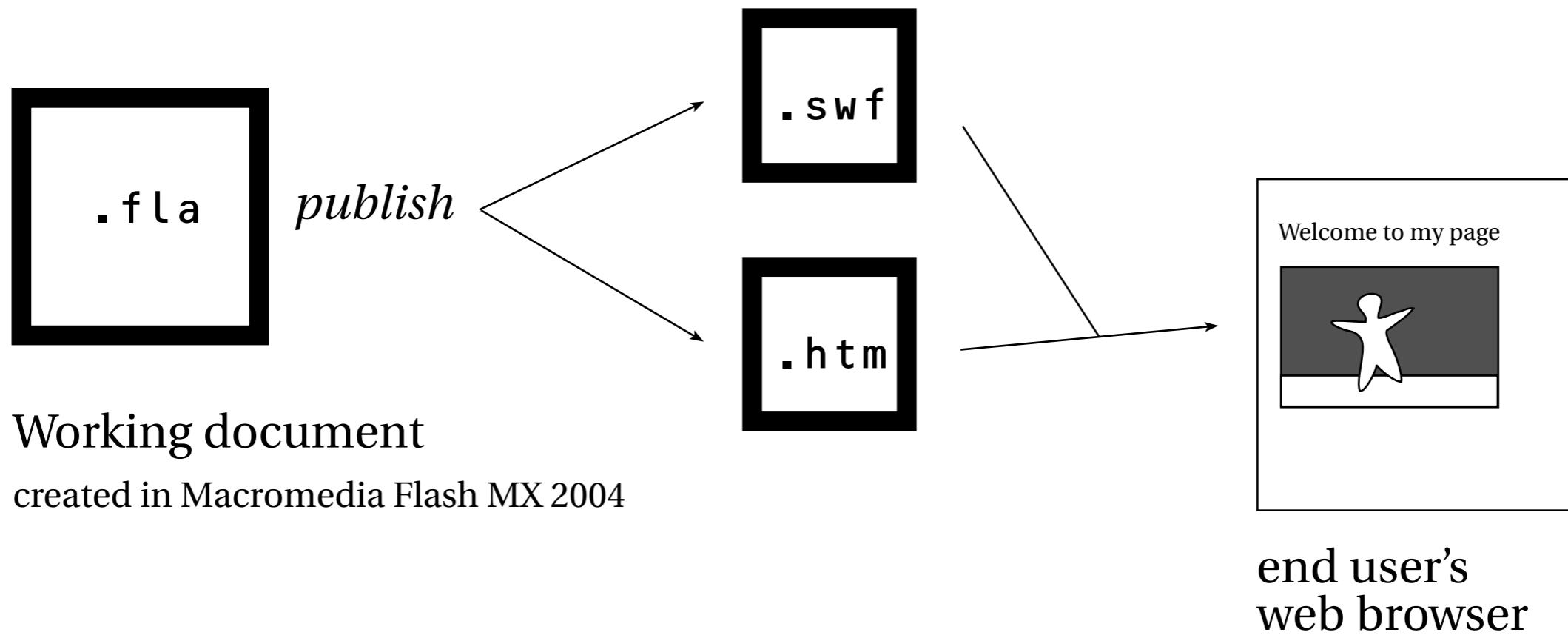
Printing Flash content may be problematic

May be difficult to copy and paste text in Flash movies

Not searchable by web browser

Not indexable by search engines

Flash file formats



Flash plug-in handles rendering of .swf files

Adding Flash to a webpage

for IE

```
<object classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000" codebase="http://fpdownload.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0" width="400" height="400" id="animation1" align="middle">
<param name="allowScriptAccess" value="sameDomain" />
<param name="movie" value="animation1.swf" />
<param name="quality" value="high" />
<param name="bgcolor" value="#999999" />
<embed src="animation1.swf" quality="high" bgcolor="#999999" width="400" height="400" name="animation1" align="middle" allowScriptAccess="sameDomain" type="application/x-shockwave-flash" pluginspage="http://www.macromedia.com/go/getflashplayer" />
</object>
```

for Netscape