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Flash Advertising: Flash Platform Development of Microsites, Advergames and Branded Applications

Jason Fincanon

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Jason Fincanon : Flash Advertising: Flash Platform Development of Microsites, Advergames and Branded Applications before purchasing it in order to gage whether or not it would be worth my time, and all praised Flash Advertising: Flash Platform Development of Microsites, Advergames and Branded Applications:

7 of 7 people found the following review helpful. Overview of AdvertisingBy BuffyThis book is not so much a nuts and bolts tutorial of how to put different kinds of ads together as it is a guide to the overall process of advertising using

flash. There is very little code in the book. Most of the chapters have the feeling of giving you a overall guide to advertising. For example chapter two is called "Designing Banner Ads" and it has sections on getting to know your client, their goals, knowing the audience, and branding. This is useful information but I suspect readers of this book are looking for more how-to tips. This book is geared more towards "best practices" in a studio or agency environment so that the process will go smoothly. It is not a guide filled with how-to's.

0 of 0 people found the following review helpful. Comprehensive overview of Flash Advertising with concise detailed specifics where needed. My favorite thing about this book is the lack of filler and technical jargon. It is easy to flip to a section that you need and find the information you want. There are a few things I didn't expect like guidance on Advertising Campaign goals, but this is information that has been useful and I appreciate the author's inclusion of this information. This is not just a book on code. It covers EVERYTHING you need to know about Flash Advertising. As a beginner to building microsites and using Flash advertising, this book was an excellent resource.

1 of 1 people found the following review helpful. A professional approach to Flash ad development. Even though new technologies are rising to overtake it, Flash is still the juggernaut of web interactivity. Found on almost every computer as well as almost every website, particularly in online advertising. Flash Advertising looks at professional approaches to making dynamic web ads. This book is definitely not for beginners. The author assumes not only that you're well versed in Flash and Flash Builder in general, but Flash in an advertising setting. It approaches everything from the perspective of a professional developer building for an ad agency. Most of the book focuses on theory and workflow, dealing with the basic concepts and pitfalls of building banner ads, microsites and advergaming. It also recommends 3rd-party software to help extend your projects' capabilities. The exception is the last few chapters that deal in-depth with the benefits of using classes, the complete code for some useful classes to use for advertising (such as a basic menu or drawing a banner-sized button) and also a handy list of all the variables used in said classes. The companion website is very simple, but seemingly complete (maybe the first time I've ever seen that in book companion site). It has zip files of all the classes covered in the book as well as the code for a couple simple apps/games and also a forum to discuss the book's content. All in all, if you're a professional/experienced Flash developer "Flash Advertising" is a solid book to have around, although considering it's more guidelines than actual teaching, you may want to just buy it used.

Create awe-inspiring, mind-blowing Flash ads, microsites, advergaming, and branded applications that engage consumers and demonstrate their worth to clients. Creating Flash Advertising delivers the nuts and bolts of the development process from initial design conception to ad completion. You'll learn the best practices for:

- Mastering the myriad of ad specs, deadlines, quality and version control issues and creating ads that balance campaign goals with design constraints. Preparing and building ads with team and QC standards. Using forms and data in ads without file bloat. File optimization techniques for swf files
- 3rd party rich media technologies that transcend the 30k banner. Integrating video into sites and banners. Social media applications. Trafficking and tracking ads for impressions, interactions, clicks, and conversions.
- Using ActionScript to save development time and implement team standards. Published projects developed with the practices and AS code presented in the book are available on the companion website <http://www.flashadbook.com>

From the Back Cover Create awe-inspiring, mind-blowing Flash ads, microsites, advergaming, and branded applications that engage consumers and demonstrate their worth to clients. Discover the ins-and-outs involved in the life cycle of a given project, with real-world examples. Within its pages you will find information on:

- Mastering the myriad of ad specs, deadlines, quality and version control issues
- Creating ads that balance campaign goals with design constraints
- Preparing and building projects with team and QC standards
- Using forms and data in ads without file bloat
- File optimization for images and SWFs
- 3rd party rich media technologies that transcend the standard banner
- Social mediums for traffic generation
- Trafficking and tracking ads for impressions, interactions, clicks, and conversions
- Using ActionScript to save development time and implement team standards
- Real-world case studies of rich media ads and advergaming
- Industry insider tips and workflows from award winning designers
- Examples and code presented in the book are available for download on the companion website located at <http://www.flashadbook.com>

About the Author A senior interactive developer with Branded News Worldwide, one of the nation's largest interactive advertising agencies, Jason is a computer animation graduate from The Art Institute of Dallas. He has used Flash, Flex and ActionScript over the past 11 years building interactive/online advertising and advergaming. Clients whose projects I have worked on include names such as Patracaute;n Tequila, GameStop, Hyundai, Fruit of the Loom, National Pork Board, Travelocity, Florida Department of Citrus and Nokia. Outside of work, Jason enjoys creating experiments with Flash, playing his guitars and video games and most of all, spending time with his family. Jason maintains two Flash-related blogs: The FlashCanon (<http://flash.fincanon.com>) addresses an array of Flash topics, and The FlashCanon Lab (<http://lab.fincanon.com>) offers a collection of his Flash experiments.