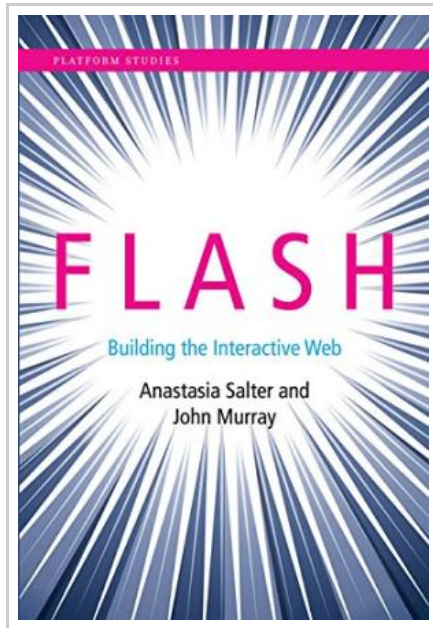



[DOWNLOAD](#)


Flash: Building the Interactive Web

By Anastasia Salter, John Murray

MIT Press Ltd. Hardback. Book Condition: new. BRAND NEW, Flash: Building the Interactive Web, Anastasia Salter, John Murray, Adobe Flash began as a simple animation tool and grew into a multimedia platform that offered a generation of creators and innovators an astonishing range of opportunities to develop and distribute new kinds of digital content. For the better part of a decade, Flash was the de facto standard for dynamic online media, empowering amateur and professional developers to shape the future of the interactive Web. In this book, Anastasia Salter and John Murray trace the evolution of Flash into one of the engines of participatory culture. Salter and Murray investigate Flash as both a fundamental force that shaped perceptions of the web and a key technology that enabled innovative interactive experiences and new forms of gaming. They examine a series of works that exemplify Flash's role in shaping the experience and expectations of web multimedia. Topics include Flash as a platform for developing animation (and the "Flashimation" aesthetic); its capacities for scripting and interactive design; games and genres enabled by the reconstruction of the browser as a games portal; forms and genres of media art that use Flash; and Flash's stance...



READ ONLINE
[6.67 MB]

Reviews

This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Ida Herman**

Excellent electronic book and helpful one. Better then never, though i am quite late in start reading this one. You wont truly feel monotony at whenever you want of your time (that's what catalogues are for relating to when you question me).

-- **Mabelle Dach III**