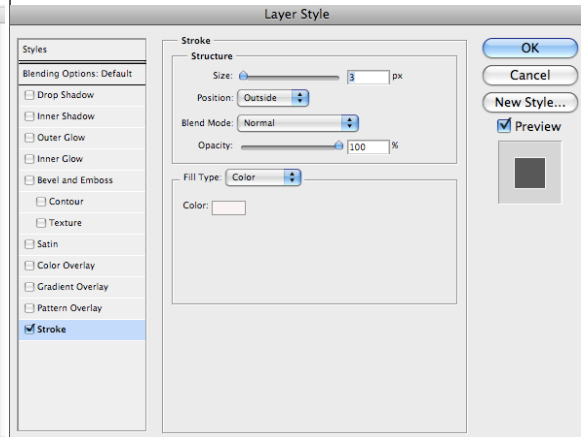


# Flash Television Advertisement

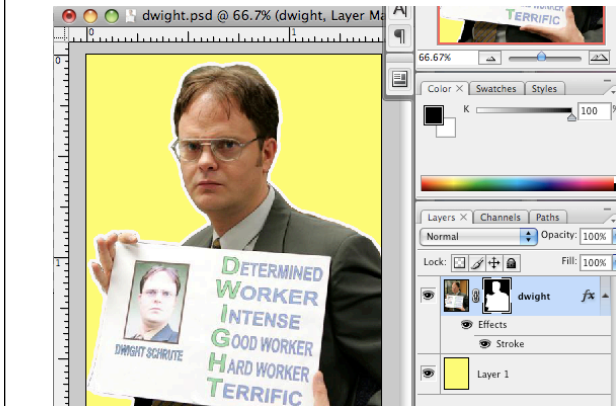
-Open the 3 images of TV characters and the network logo in Photoshop. **Your images must be high resolution images!**  
 -Use layer mask to cut out the background from each character and the logo.



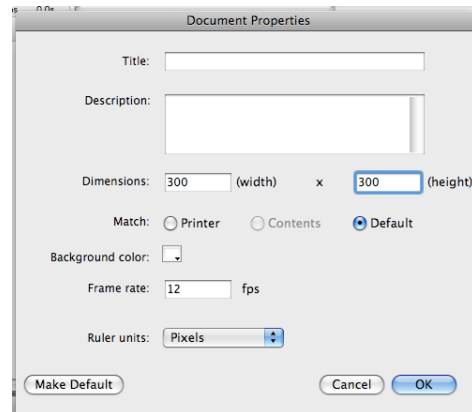
-Use Layer Styles to add a White Stroke of 5 pixels to each image you cut out. This will put a white border around each cut out image.



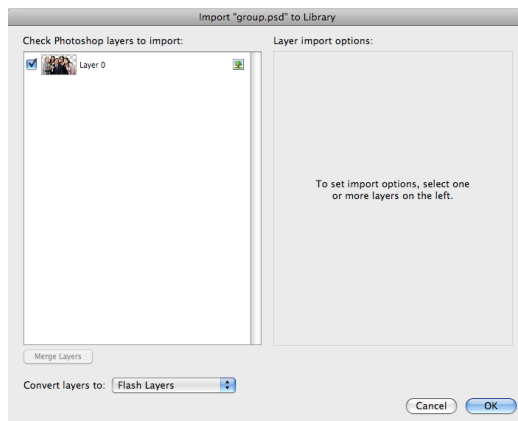
-You can make a new layer and fill it with a solid color to see what the Stroke will look like. Clean up any edges that need to be adjusted with the mask, then delete the new color layer so you have transparent background. Label layer the name of the character and save as a PSD file the name of the character.



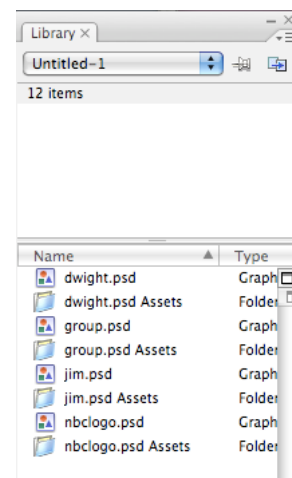
-Open a new Flash project. Change the stage size to 300 x 300 pixels and a frame rate of 12 fps from the properties submenu. Choose a Background color other than white.



-Import to library your 3 images and logo in PSD format. An library import options box will pop up for each image. Click OK on each.

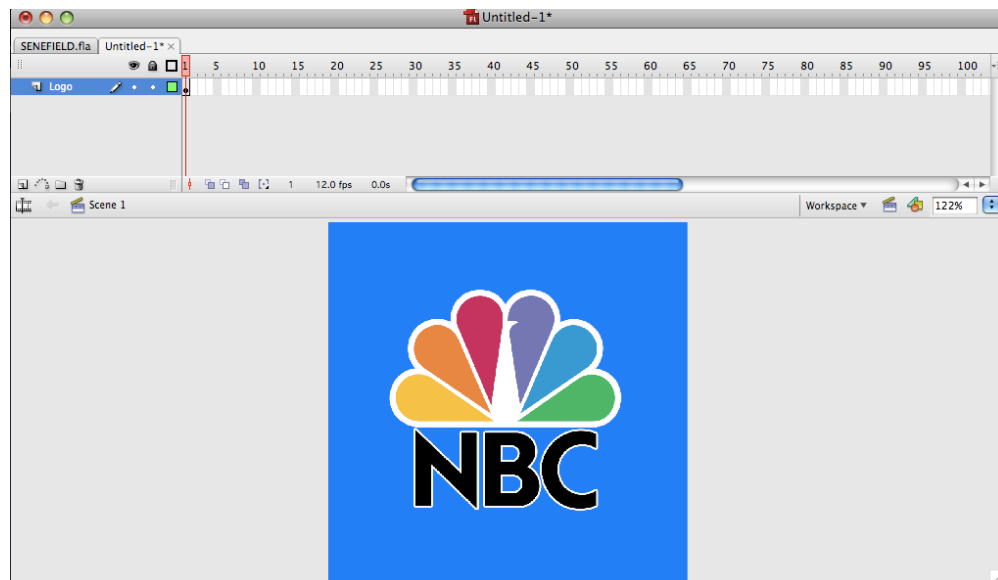


-The images will appear in your library with folders. Only use the psd graphic file for you work.



## Flash Television Advertisement (cont.)

-Move the network logo on the stage and use the Free Transform tool to scale it until it is centered on the stage, smaller than the stage. Name the layer Logo.

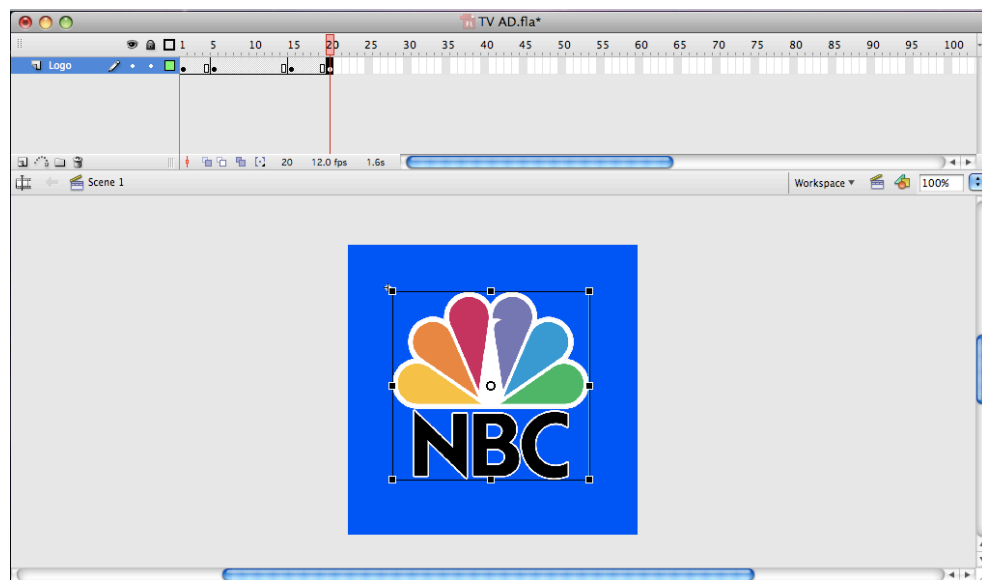


**-You will not have to convert to symbol for these items in order to move and scale them! Rules of thumb:**

- Any zooms in/out occur over 5 frames
- Any item that moves must occur over 10 frames
- Any fades in/out occur over 5 frames
- Any item that moves or fades, must become still for 10 frames before it can move or fade again

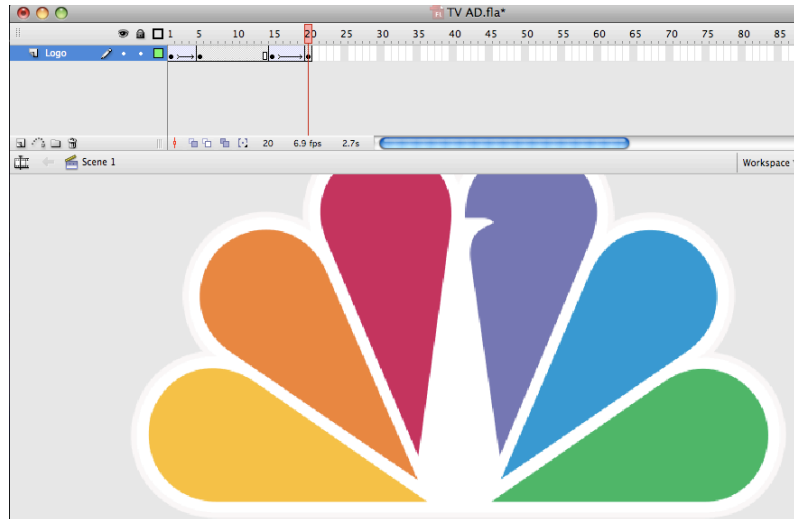
-Your network logo will zoom from big to normal and then zoom big again to start your animation. Remember zooms last for 5 frame and any move/fade must become still for 10 frames after a move/fade.

-Insert keyframes at 5, 15, and 20

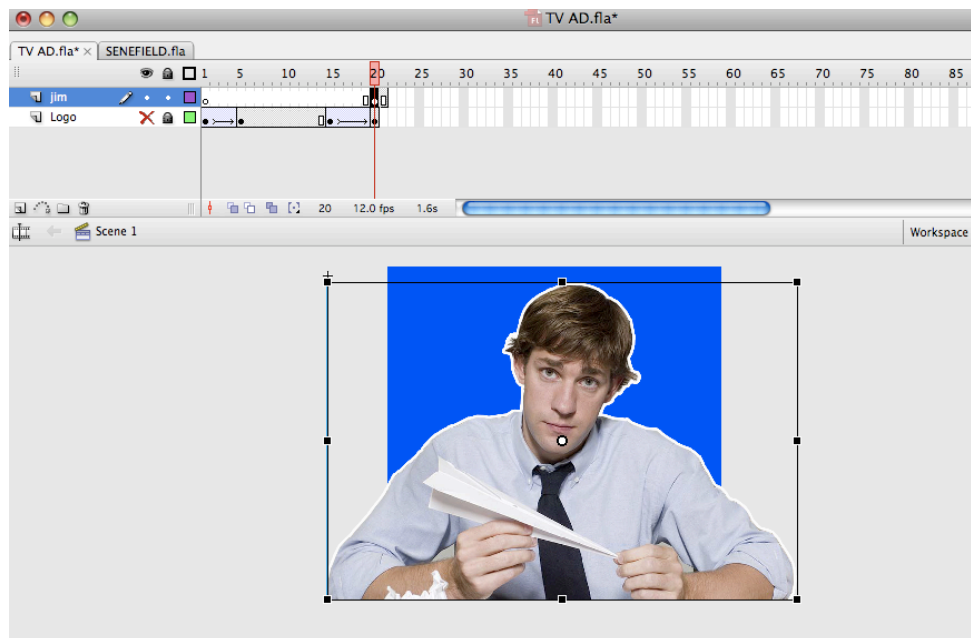


## Flash Television Advertisement (cont.)

- One frame 1, free transform your network logo so that it is much bigger than stage. Then move it up or down so that it covers the entire stage.
- After you have scaled up your logo, copy the keyframe from frame 1 and paste to frame 20.
- Tween between 1 & 5, and between 15 & 20
- Lock the Logo layer!
- Your network logo should now zoom from big to normal, stay for 10 frame, then zoom from normal to big again.



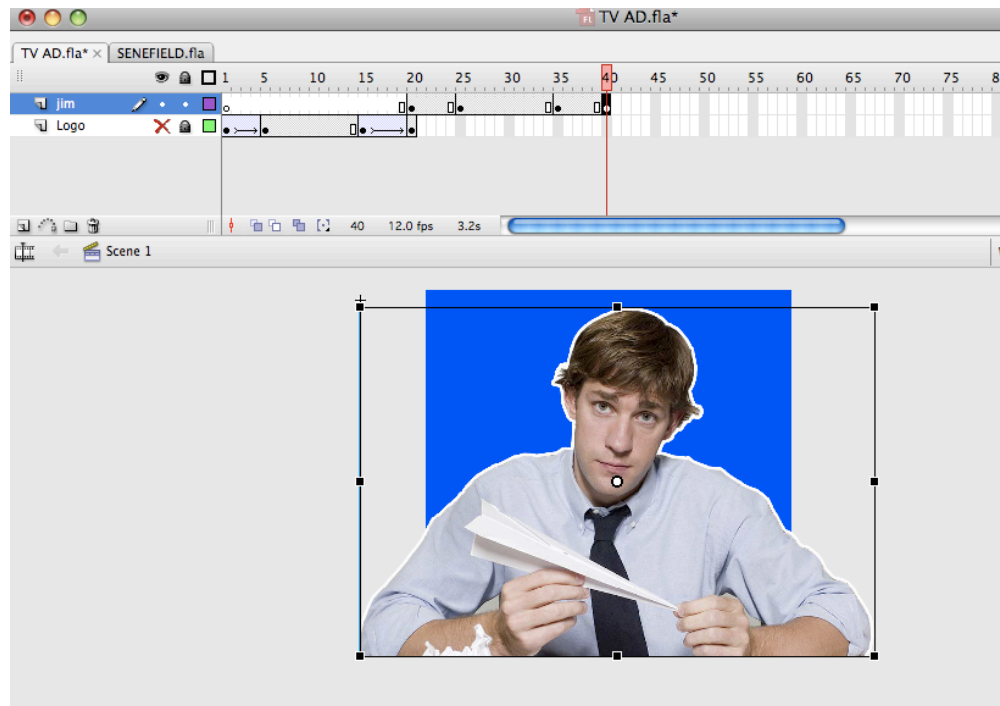
- Create a new layer and name it the name of your first character from the show.
- Eyeball off your logo layer to hide it
- Insert a keyframe at frame 20.
- Move your first character onto the stage and free transform to scale the person to fit the stage. **If a portion of the body is cut off at the bottom or side then that cut edge needs to be at the bottom or side of your stage. It does not matter if some of your person is bigger than the stage, you want to make the object fit with just the right amount of headspace (see example below)**



## Flash Television Advertisement (cont.)

-Insert keyframes at 25, 35, and 40

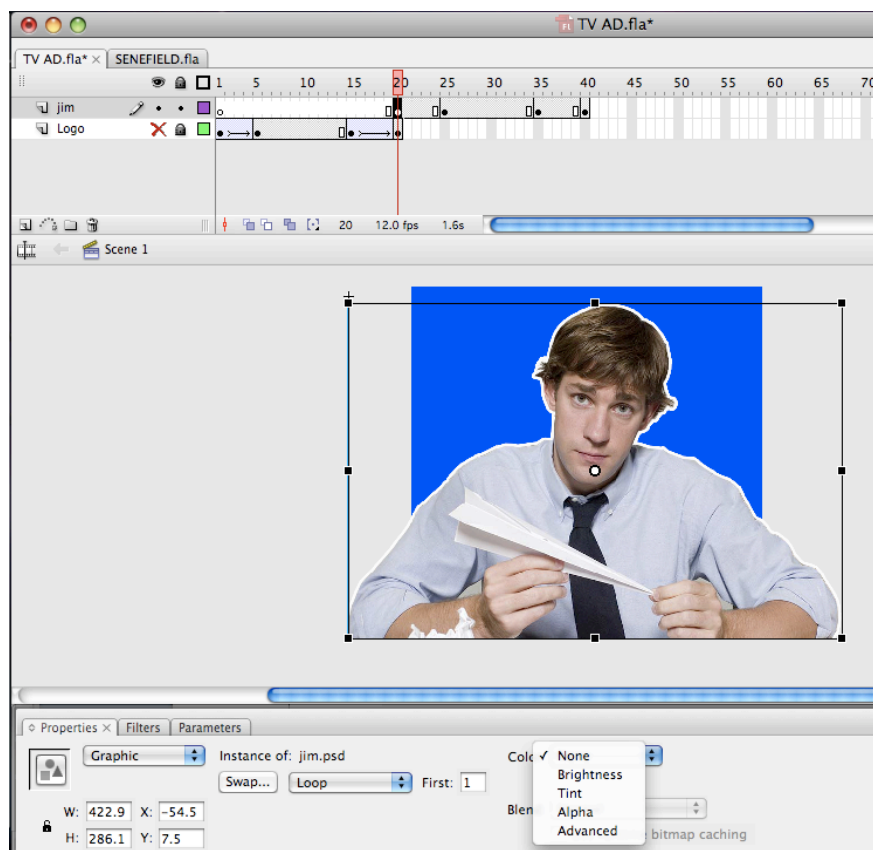
-We are going to make this image fade in. Remember fade in/out occur over 5 frames and any move/fade must remain still for 10 frames before move/fade again.



-Click on keyframe 20 in the timeline

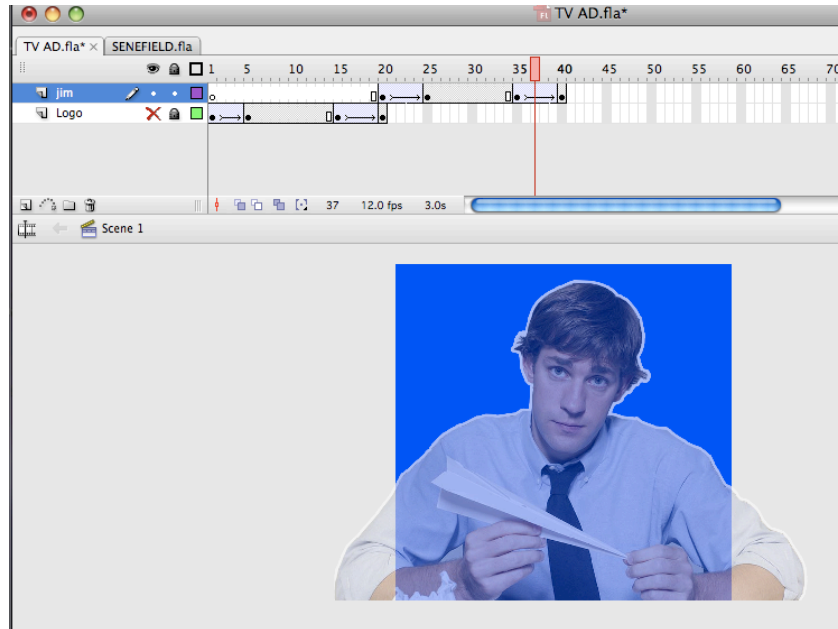
-Click on the image on the stage

-Click on Color in the Properties submenu, choose Alpha, and set the % to 0

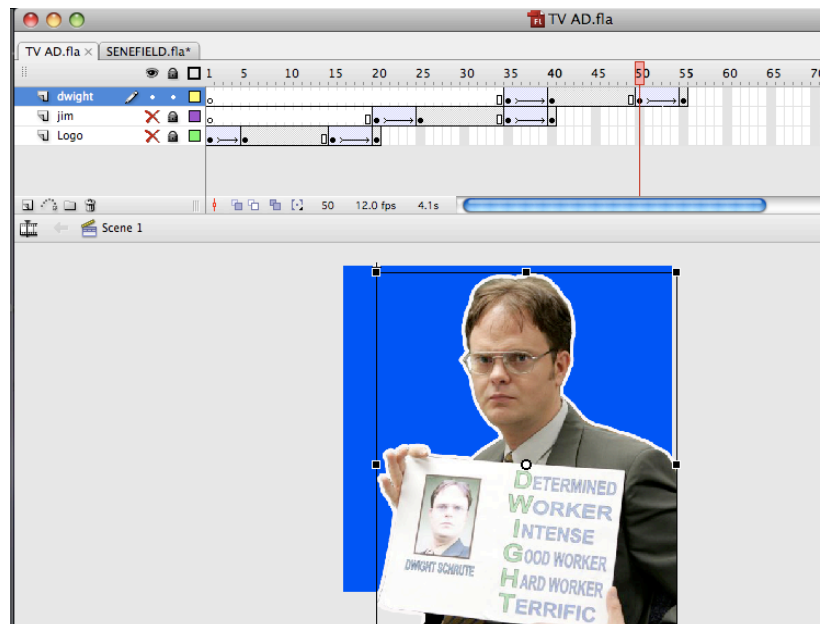


## Flash Television Advertisement (cont.)

- Your image will disappear from the stage, but you will still see the transform box. You are creating a fade in, so your image will fade from 0% to 100%.
- Copy keyframe 20 and paste it at keyframe 40.
- Tween between 20 & 25, and between 32 & 40
- Lock your layer!
- Your image should now fade in, stay for 10 frames, then fade out.

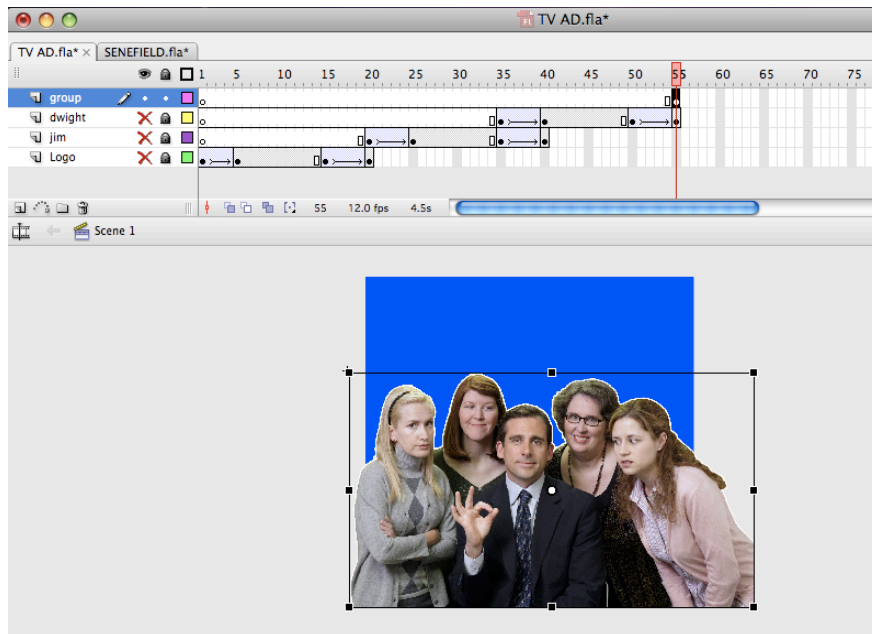


- Create a new layer and name it the name of your second character from the show.
- Eyeball off all other layers to hide them
- Insert a keyframe at frame 35 and move your second character onto the stage
- Free transform the image so that it has the right headroom, being careful of cut off edges.
- Insert keyframes at 40, 50, and 55
- Repeat the same procedures as you did for the first character to change the Alpha on keyframe 35.
- Copy keyframe 35 to 55.
- Tween between 35 & 40, and 50 & 55
- Lock your layer!
- Your second image should now fade in as your first is fading out, remain for 10 frames and then fade out.

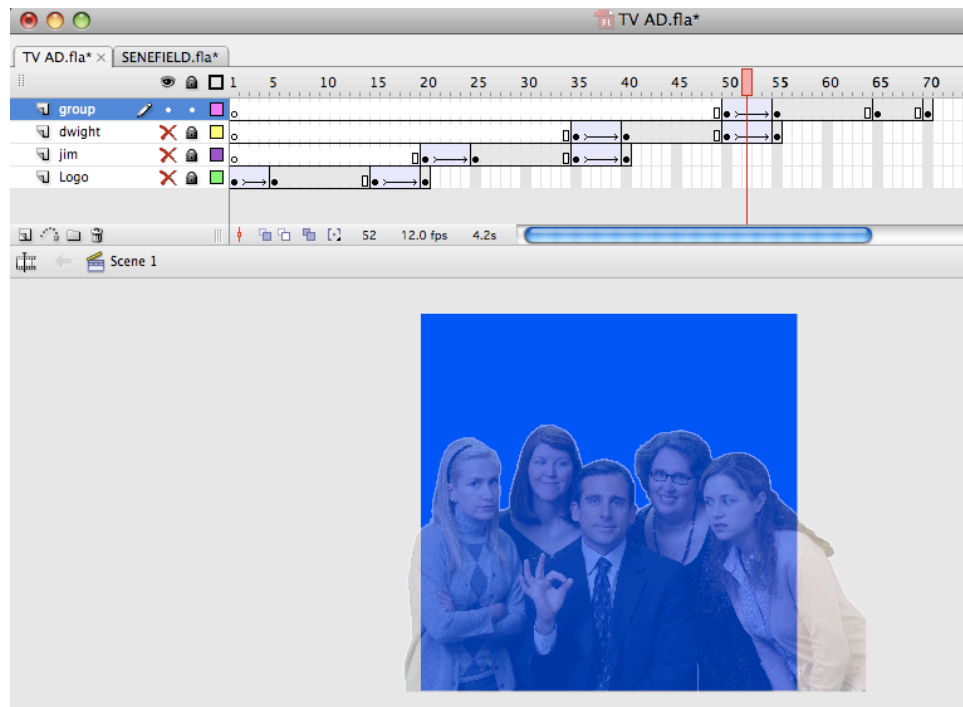


## Flash Television Advertisement (cont.)

- Create a new layer and name it the name of your third character from the show.
  - Eyeball off all other layers to hide them
  - Insert a keyframe at frame 50 and move your last character onto the stage
  - Free transform the image, being careful of cut off edges.
  - Place this image lower on the stage or to one side of the stage as you will add text either above or beside this image.
- (I chose a group image here, and you may too if you like, so the best position for text here will be above)

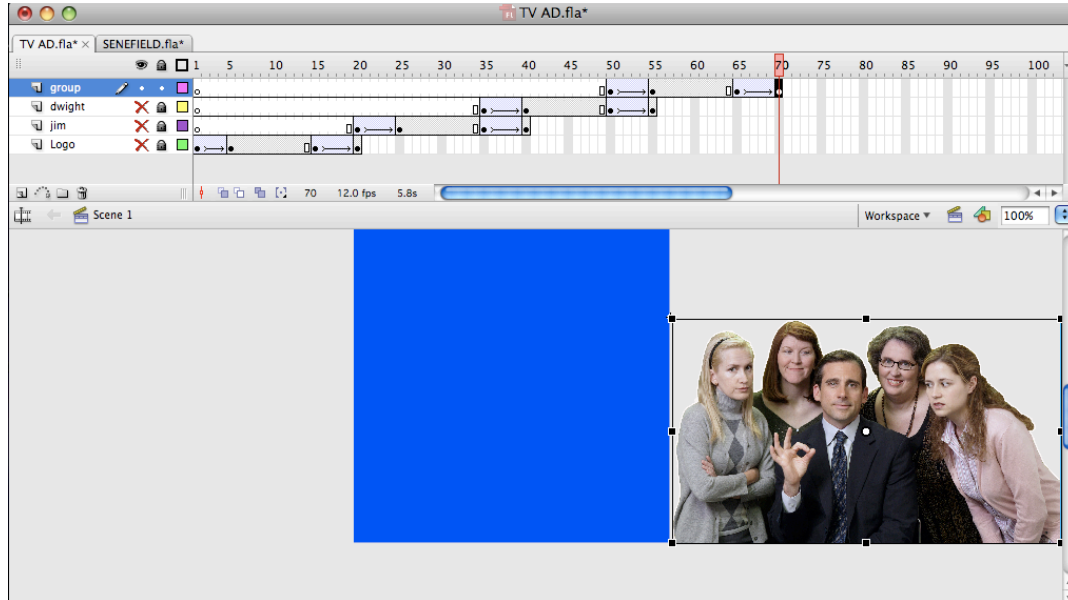


- Insert keyframes at 55, 65, and 75
- Click on keyframe 50 and change Alpha to 0%
- Tween between 50 & 55

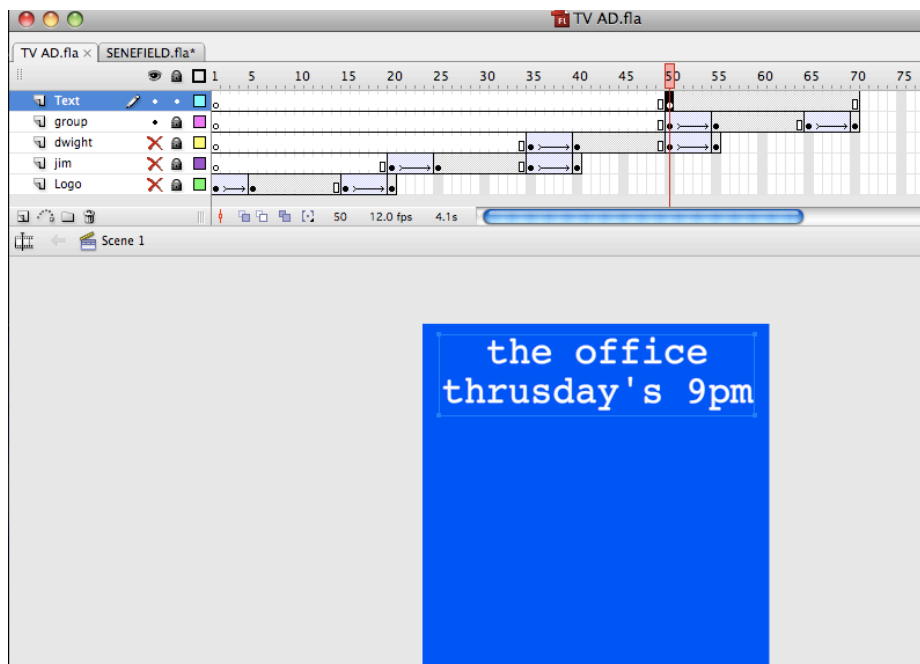


## Flash Television Advertisement (cont.)

- Click on frame 75
- Use the right arrow key to move the image completely off the stage to the right. (You may have to move your image left or up and down off the stage, depending on the image you choose here)
- Tween between 65 & 75
- Lock your layer!
- Your image should now fade in, stay for 10 frames, and move off the stage

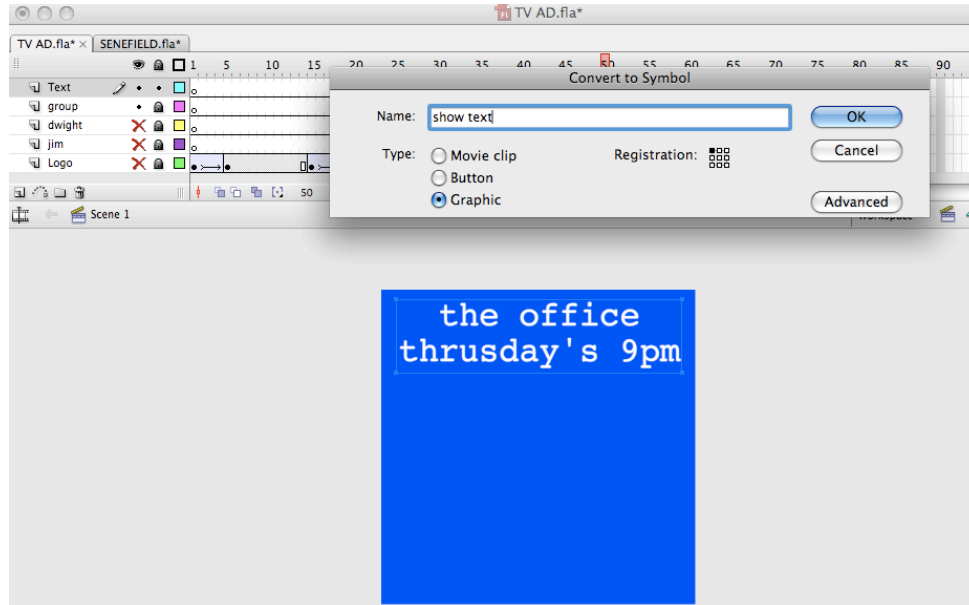


- Now you will create the text of the show. This will be the name of the show and the time it airs on TV.
- Create a new layer and call it Text.
- Insert a keyframe at 50. This layer will match up with the keyframes from your third character layer. (This is the group layer in this example)
- On keyframe 50, type the name of the show on the first line and the time it airs on the second. Experiment with fonts and see if you can find one similar to the show title, or choose something that fits your theme.
- Center the font and place above or beside your image, depending on what your third image was.

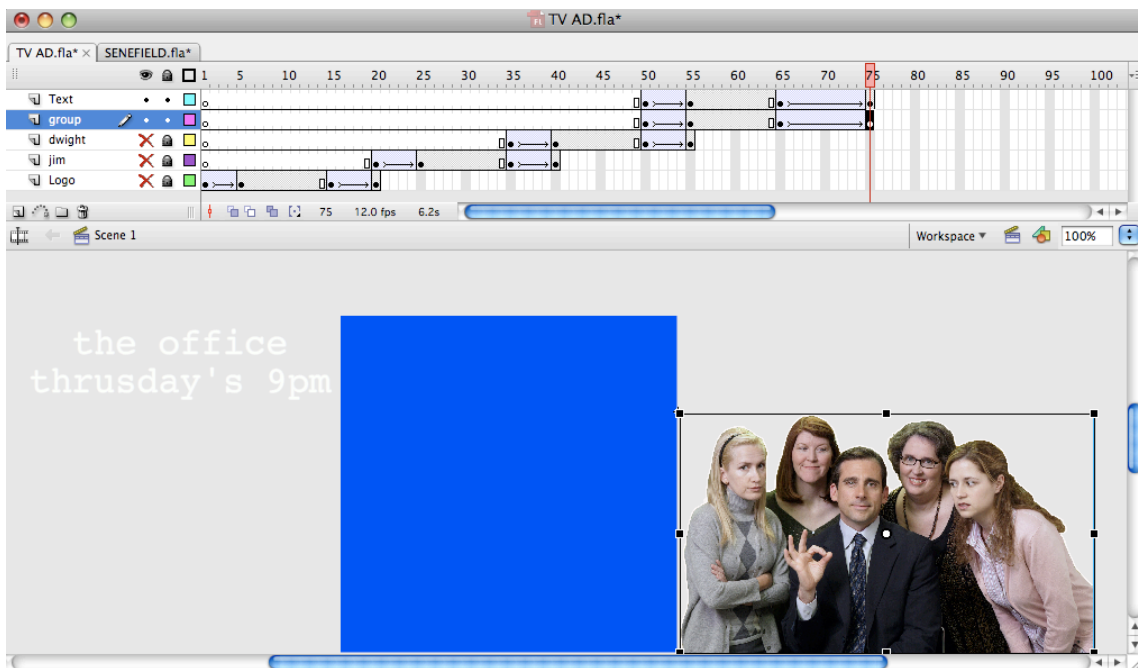


## Flash Television Advertisement (cont.)

- With the move tool selected, right click on the text and convert to a symbol.
- Title it show title and select graphic as the type.



- Now that it is a symbol we can treat it just like the other images.
- Insert keyframes the same pattern as your third character layer (55, 65, 75)
- On keyframe 55, change Alpha to 0%
- On keyframe 75, move the title off in the opposite direction you moved off your third image (in the example this would mean moving the text left as our image moved off to the right)
- Tween between 55 & 60, and 65 & 75
- Lock your layer!



-Your animation is complete. Your logo should zoom out to in, first image fade in and out, second fade in and out, third fade in and move off, text fade in same as third image and move off opposite. The image will loop when you preview with Command + Return and you will have a professional Flash Advertisement! Save the file as instructed on Blackboard and submit in the Digital Drop Box.