

# Project 2

Due: Feb 15/16

Unless the majority ask for an extension: Feb 23/24

# Specifications

- 500 px by 500 px
- 500k total file size
- anything else will result in a grade of 0.0

# Option #1: Product Demo

Find a real product; determine it's 5-7 most important features.

Write a paragraph about each of them (or copy and paste).

Create an interactive 'Flash Island' (part of a larger html page)

Should clarify or illuminate the products features and benefits

Imagine that the consumer is making a major purchase and is comparing this product to the competition.

The ultimate goal of the product demo is to increase sales

Use any Flash technique in your arsenal to achieve this goal

## Option #2: Info Graphic

Read this [article](#) from the New York Times

Children ages 8-18 and the time spent online, texting, etc

Study infographics at NYT.com to understand their style

Summarize/distill the 5-7 main points as paragraphs

Use data to clarify or illuminate the story

Develop a cohesive illustration style

Use any Flash technique in your arsenal to achieve this goal

# Option #3: Subvert the Assignment

Nate, Reis, Aaron from last year all broke the rules

Make something better than this

<http://gregmadeit.com/interactive/flash2/index.html>

# Key Points to Consider

**Typography:** Flash lets you use any font; pay close attention to typographic hierarchies, kerning, leading, etc

**Data:** Use type, charts, graphs, illustration, diagram, etc to creatively visualize data. Develop a cohesive style throughout.

**Space:** You need to convey a lot of information in a small space; however, you can make much larger images and slide them within that space.

**Animation:** Use sparingly; minimal movement is more convincing.

**Usability:** Design with the end user in mind, should be effortless and intuitive to find information. Clear navigation and interaction design are very important.

## Grading

You will be grading the work of the entire class

You will be graded by the entire class.

There will be a predetermined curve.

Your grade = Average of peer review + Instructor grade / 2

The said 26/30

I said 28/30

Your Grade = 27/30

The top 3 in each class will be dubbed

“FLASH ROCK STARS”

# Key Techniques or Strategies

Timeline Navigation: Use button symbols to move along the timeline:

```
on (release) {  
    gotoAndStop(2);  
}
```

Instance Names: Use button symbols to “talk” to movieClip symbols and their subsequent timeline:

```
on (release) {  
    movieClipName.gotoAndPlay(2);  
}
```