

Flash Advertising

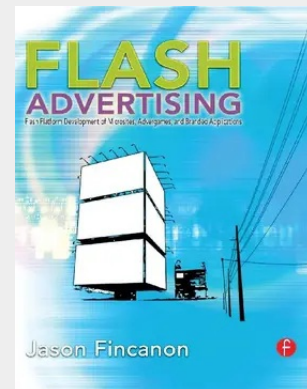
Flash Platform Development of Microsites, Advergames and Branded Applications

Create awe-inspiring, mind-blowing Flash ads, microsites, advergames, 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
- * 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>

As ad dollars continue the migration to the Web and mobile devices, the Flash platform is increasingly becoming the tool of choice for interactive advertising. Interactive advertising design is a fertile job market for new Flash designers as well as experienced designers. While designers have the technical and artistic expertise to perform this work, few have experience with the creative pipeline and the implementation. This is the first book to present the state-of-the-art in the Flash advertising field with a focus on the creative process. Readers learn how to create awe-inspiring, mind-blowing Flash ads, microsites, advergames, and branded applications that engage consumers and demonstrate their worth to clients. Flash Advertising delivers the nuts and bolts of the development process from initial design conception to ad completion. Published projects developed with the practices and AS code presented in the book are available on the companion website [flashadbook.com](http://www.flashadbook.com)



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