

## Banner ad design in Flash MX

1. Open flash and save as:ex5\_username\_393
2. Select modify>document (apple-j) and type in 468x60 for width and height. Choose a background color you like and 16 or 18 for the frame rate.
3. Click on frame 2 and hit Insert>Keyframe. Do the same for frame three. Name the layer "Movies".
4. Insert a new layer. Name the new layer "actions". Click on the first frame and go to Window>Actions. Click on the actions icon (it looks like a little book), and double-click on the stop action.
5. Option-drag frame 1 in the actions layer to frame 2, and then option drag frame 2 to frame 3. You now have three frames, each with a stop action.
6. Click on frame one of the Movies layer. Click the text tool, and drag out a text box. Type in the text for the first part of your banner ad. If you are using graphics for the movie, go to file>import and locate the swf file provided.
7. Select the black arrow from the toolbox and click on the text you just typed, or click and drag around the swf you just placed. Select Modify>Convert to symbol (f8) and name it "movie one". Make sure Movie Clip is checked. Hit "OK".
8. Control-click (or right click if you have a 2-button mouse) on the movie clip you just made, and select "Edit in place" from the contextual menu. Animate the text/image in any way you want (refer to flash\_ref.pdf and Computer Animation handout for animation tips). Click on the last frame of the animation, and go to Window>Actions. Switch to expert mode by clicking on the upper right corner of the actions palette. Type in the following:  
stop();  
root.play();
9. Go back to scene 1 and option-drag frame 1 on the movies layer to frame 2, and then option-drag frame 2 to frame 3.
10. Go to window>Library to open the library palette. Click on movie one and select Duplicate Movie from the palette menu on the upper right. Name the movie "movie 2". Do it again and name it "movie three".
11. Click on frame 2 of the movies layer and then click on movie one in the stage. In the properties palette, you should see the words "instance of: movie one" and below that, a button that says "swap". Click the swap button. Select movie 2 from the list. Do the same for frame3.
12. Control or right-click on movie 2 in frame 2 and select "Edit in place". Change the text and animation. Go back to scene 1 and repeat for frame 3/movie 3.
13. Test your movie by hitting apple-return. Once it looks the way you like it, create a new layer at the very top of the layers in scene 1. Name this layer button. Click on frame 1 of the button layer, and drag a rectangle the full size of your stage. Double click the rectangle and hit Modify>Convert to symbol. Name the symbol "button", and change its behavior to button. Click OK.
14. Click on the button and select "Alpha" from the properties palette. Set it to 0%.
15. With the button still selected, go to windows>actions and type in (using expert mode):  
on(release){  
    getURL(\_level0.clicktag,"blank");
16. Click on frame 3 of the button layer and select insert>frame.
17. Publish your movie by selectinf File>Publish. This will creat an html file for your movie. Turn in your entire folder.