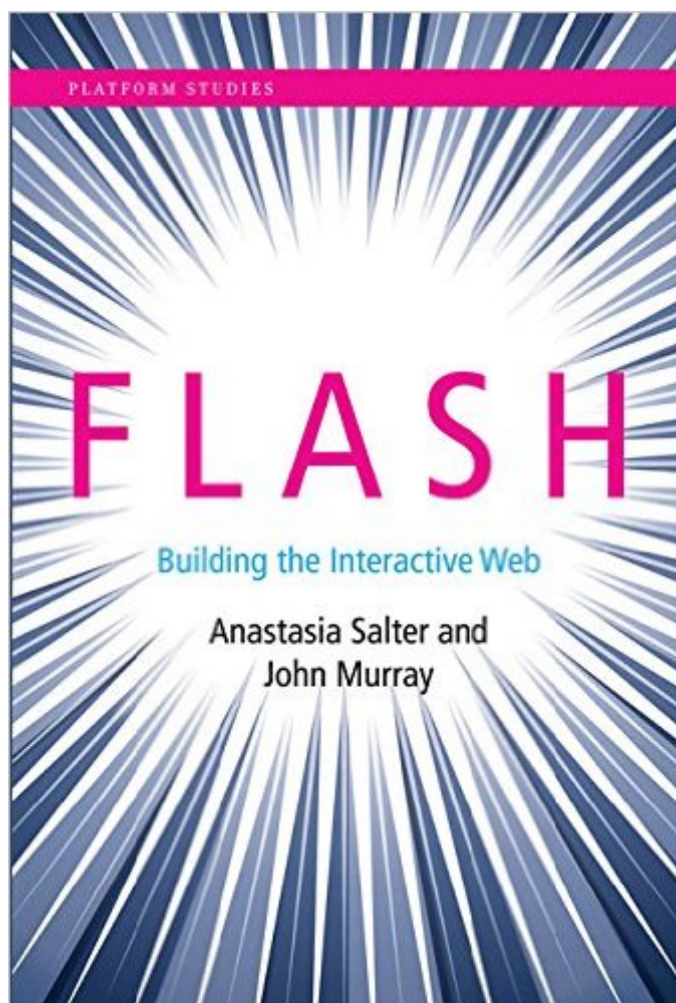


The book was found

# Flash: Building The Interactive Web (Platform Studies)



## Synopsis

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 on openness and standards--including its platform-defining battle over the ability to participate in Apple's own proprietary platforms. Flash's exit from the mobile environment in 2011 led some to declare that Flash was dead. But, as Salter and Murray show, not only does Flash live, but its role as a definitive cross-platform tool continues to influence web experience.

## Book Information

Series: Platform Studies

Hardcover: 192 pages

Publisher: The MIT Press (August 29, 2014)

Language: English

ISBN-10: 0262028026

ISBN-13: 978-0262028028

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â See all reviews Â (1 customer review)

Best Sellers Rank: #1,863,508 in Books (See Top 100 in Books) #90 in Â Books > Computers & Technology > Digital Audio, Video & Photography > Adobe > Adobe Flash #526 in Â Books > Computers & Technology > History & Culture > History #3392 in Â Books > Computers & Technology > Programming > Graphics & Multimedia

## Customer Reviews

Insightful, well researched (if short) book on a technology that revolutionized the web.

[Download to continue reading...](#)

Flash: Building the Interactive Web (Platform Studies) I Am Error: The Nintendo Family Computer / Entertainment System Platform (Platform Studies) The Essential Guide to Flash Games: Building Interactive Entertainment with ActionScript Tuttle Japanese for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Tuttle More Japanese for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Tuttle More Indonesian for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Tuttle Chinese for Kids Flash Cards Kit Vol 1 Simplified Ed: Simplified Characters [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) (v. 1) Tuttle Chinese for Kids Flash Cards Kit Vol 1 Simplified Character: [Includes 64 Flash Cards, Downloadable Audio, Wall Chart & Learning Guide]: Simplified Character v. 1 (Tuttle Flash Cards) Tuttle Korean for Kids Flash Cards Kit: (Includes 64 Flash Cards, Downloadable Audio, Wall Chart & Learning Guide) (Tuttle Flash Cards) Tuttle More Korean for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Building the Empire State Building: An Interactive Engineering Adventure (You Choose: Engineering Marvels) Career Building Through Interactive Online Games (Digital Career Building) Building Web Applications with ADO.NET and XML Web Services (Gearhead Press) UNIX AWK and SED Programmer's Interactive Workbook (UNIX Interactive Workbook) Justin Bieber: JB Interactive Love Quiz (Interactive Quiz Books, Trivia Games & Puzzles all with Automatic Scoring) Interactive Japanese (Berlitz Interactive) Guide to Web Application and Platform Architectures (Springer Professional Computing) Build Native Cross-Platform Apps with Appcelerator: A beginner's guide for Web Developers SOAP: Cross Platform Web Services Development Using XML Active Platform: A Developer's Guide : Microsoft Solutions for Next Generation Web Sites

[Dmca](#)