Foreword

he Web has certainly changed the way that people work, live, and communicate. One cannot help but draw parallels between the digital revolution and other innovations that changed and shaped generations of people—the telephone, radio, and television. Though each of these technologies were rather crude when they started, they eventually became much more dynamic, powerful and attractive to use. The telephone changed from a two-piece handset box to a tiny wireless communication device that acts as mobile office. Television has evolved into high-definition systems that are akin to a movie theater experience in a living room. The Web started out and for many people is still a slow-loading, static, uncompelling experience. Macromedia Flash has revolutionized the way in which designers, animators, and developers alike can express their creativity, enabling over two hundred million viewers worldwide to catch a glimpse into what the Web can be.

With each evolution of Macromedia Flash, we have seen a larger audience of users take advantage of the many innovative features it has to offer. First there were illustrators and animators creating amazing vector work, and then there were Web designers creating interactive navigation systems, motion graphics, and full Web pages. Developers started creating cutting-edge Web applications and database front-ends. Others create rich-media advertisements, viral marketing content, screensavers, and product simulations. Still others are using Macromedia Flash to create original cartoon series for television and short films. It is no wonder the Macromedia Flash community has grown to include over half a million users, with dozens of dedicated resource Web sites and thousands of attendees at regional conferences, all sharing a common thread — the Macromedia Flash authoring tool. Our users have never ceased to amaze and encourage me with the innovative works they are developing with each release of Flash, continuing to push the envelope of what can be done. The incredible user base and the content they create is the inspiration that drives our team at Macromedia to improve and iterate the Flash platform.

It has been my privilege to know and work with the coauthors of this book — Jon Warren Lentz and Robert Reinhardt — two of the most respected experts in the Flash community. To bring greater breadth and depth to this book, they assembled a team of over forty guest tutorialists; a group that includes some of the finest artists, developers, and authors working with Flash. The *Flash 5 Bible* is an essential all-purpose reference guide for Macromedia Flash, providing insights and tips for mastering the creation of all types of Flash content. It is one book any serious Web designer, developer, or animator should own.

Jeremy Clark Flash Product Manager Macromedia