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   Nota di contenuto   Flash and you -- Animating the web -- Platform/er programming --
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   Sommario/riassunto "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."