1. Record Nr.   UNINA9910809658103321

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   Titolo   Flash : building the interactive web / / Anastasia Salter and John Murray

   Pubbl/distr/stampa Cambridge, Massachusetts : , : The MIT Press, , [2014]

   ISBN   0-262-32578-0
                      0-262-32577-2

   Descrizione fisica 1 online resource (191 p.)

   Collana   Platform studies

   Disciplina   006.7/8

   Soggetti   World Wide Web
                      Multimedia communications - Computer programs

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   Description based upon print version of record.

   Nota di bibliografia   Includes bibliographical references and index.

   Nota di contenuto Flash and you -- Animating the web -- Platform/er programming --
                      The web arcade -- New media art -- Free and open? -- Flash and the
                      future.

   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."