



“Beyond Bugs Bunny”: Animation and your Library Website

Gillian Byrne & Lisa Goddard
QEII Library, Memorial University
of Newfoundland



What is Animation?

- “Refers to the process in which each frame of a film or movie is produced individually, whether generated as a computer graphic, or by photographing a drawn image, or by repeatedly making small changes to a model and then photographing the result. “

Huh?

- Loosely, in the web world, animation can be thought of as "*any moving image*"
- graphics, videos, games, tutorials can all incorporate animation
- Doesn't necessary denote interactivity

What can Animation Add to a Website?

- In judicious amounts, animation can add excitement and interest in your site
 - Games
 - Revolving graphics
- More importantly, web animation is a valuable teaching aid, both for patrons and staff
 - “how to” tutorials
 - Staff training



Animation Tools

- Animation software ranges from free, easy to use downloads to hugely expensive packages created for professionals
- As with all software purchases what you want to do will dictate what you buy!



Animation Tool Sampler

Interactive animation packages

- This software allows you to create animations that allow for involvement from the user (i.e., games)
 - **Macromedia Flash**
 - **Adobe LiveAction**



Animation Tools Sampler

Screen video capture software

- Allows you to record and edit the movements you make on your computer screen and publish them as movies
 - **TechSmith Camtasia**
 - **Macromedia RoboDemo (Macromedia Captivate)**



Animation Tools Sampler

Basic graphic animation software

- Allows you to make animate images for your website. There are many Open Source Software (free!) products available
 - Try **ZDNet** and other download sites for free applications



Animation Tools Pricing

- Free to ~\$500
- Professional software packages can cost much more
- Many packages have educational pricing and licensing options

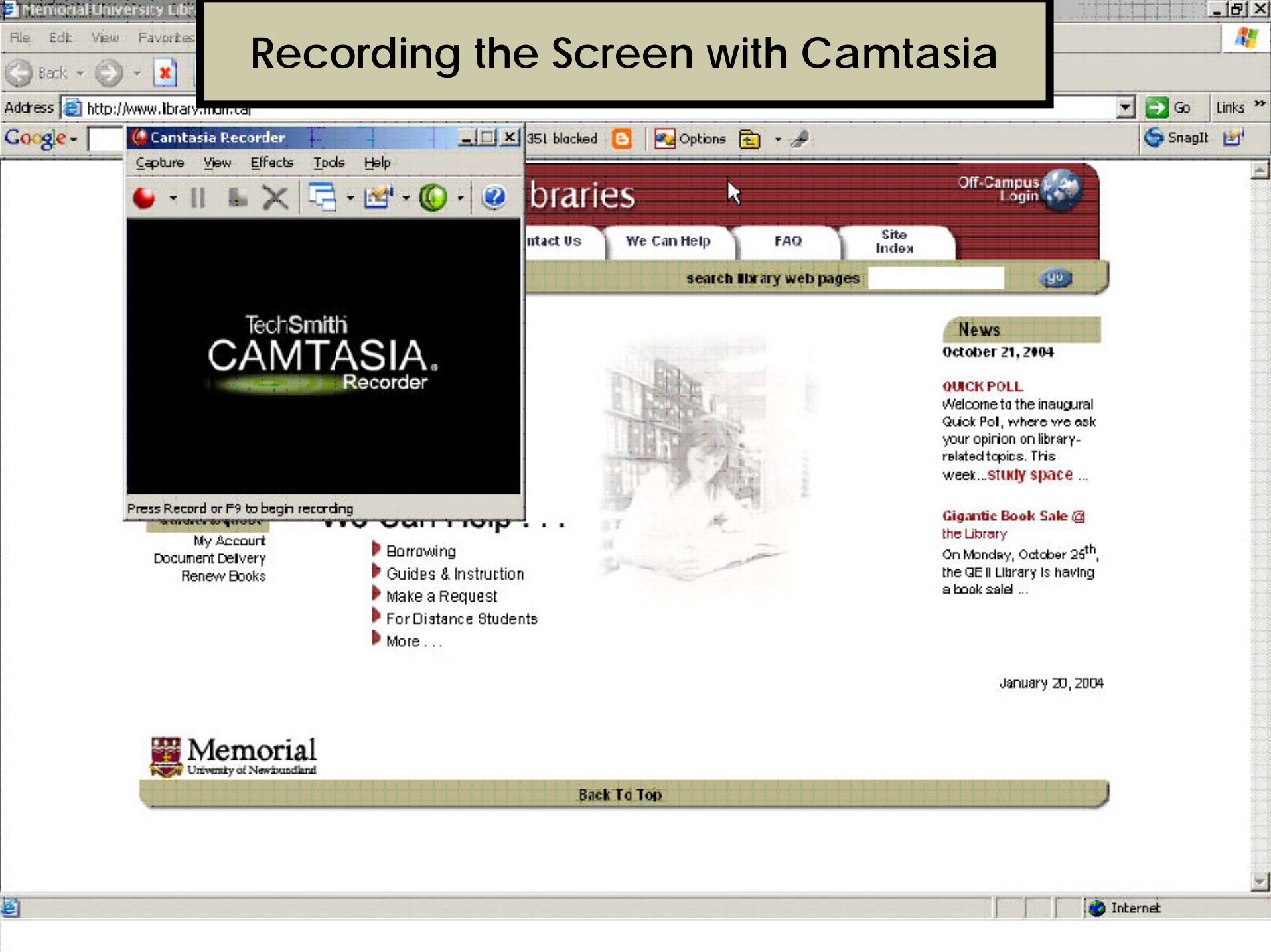
Show and Tell!

Camtasia

- Scenario: a quick video demonstrating how to renew books from the Memorial Library Home Page.

<http://staff.library.mun.ca/~gbyrne/anim/renew2.html>

Recording the Screen with Camtasia



TechSmith
CAMTASIA
Recorder

Press Record or F9 to begin recording

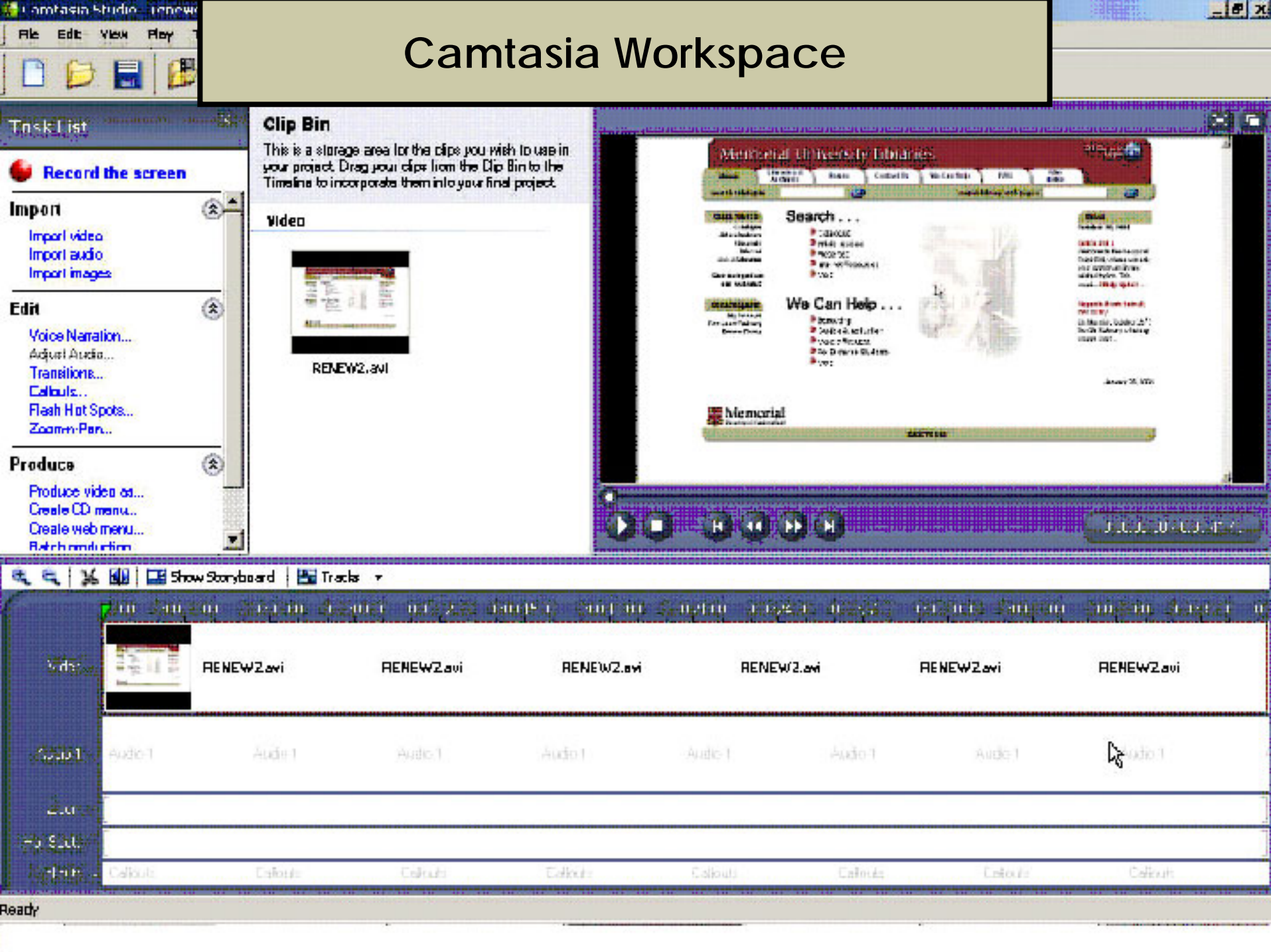
My Account
Document Delivery
Renew Books

- ▶ Borrowing
- ▶ Guides & Instruction
- ▶ Make a Request
- ▶ For Distance Students
- ▶ More ...

 **Memorial**
University of Newfoundland

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Camtasia Workspace



Adding a "Callout"

Callout Type: Arrow

Color: [Color Picker]

Text: Times New Roman, 12, Bold, Italic, Underline, Bulleted List, Numbered List, Indent Left, Indent Right

Click My Account

Shape: Width: 156, X: 241, Height: 108, Y: 237

Keep Aspect Ratio Add Drop Shadow

Fade In Fade Out

Opacity: 100 %

Memorial University Libraries

Home | My Account | Search | Contact Us | Web Cam Help | FAQ | Site Map

Click Search

Search ...

Click My Account

January 23, 2011

Memorial University Libraries

Home | My Account | Search | Contact Us | Web Cam Help | FAQ | Site Map

Click Search

Search ...

Click My Account

Windows taskbar and audio tracks.

Ready

Camtasia Timeline

Callouts

Callouts allow you to add graphic annotations to your video. These are typically used to draw attention to important parts of your video. Or, combined with text, they can provide additional information. To begin, click Add Callout.

Finished

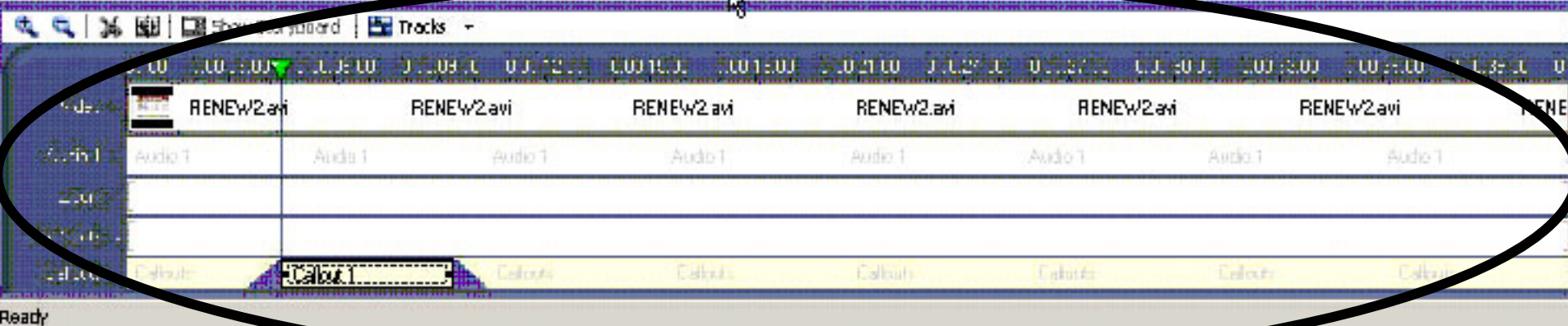
Name	Start Time	Stop Time	Clip	Shape
Callout 1	00:00:00	00:00:05	Link Webcam	Arrow

Add Callout

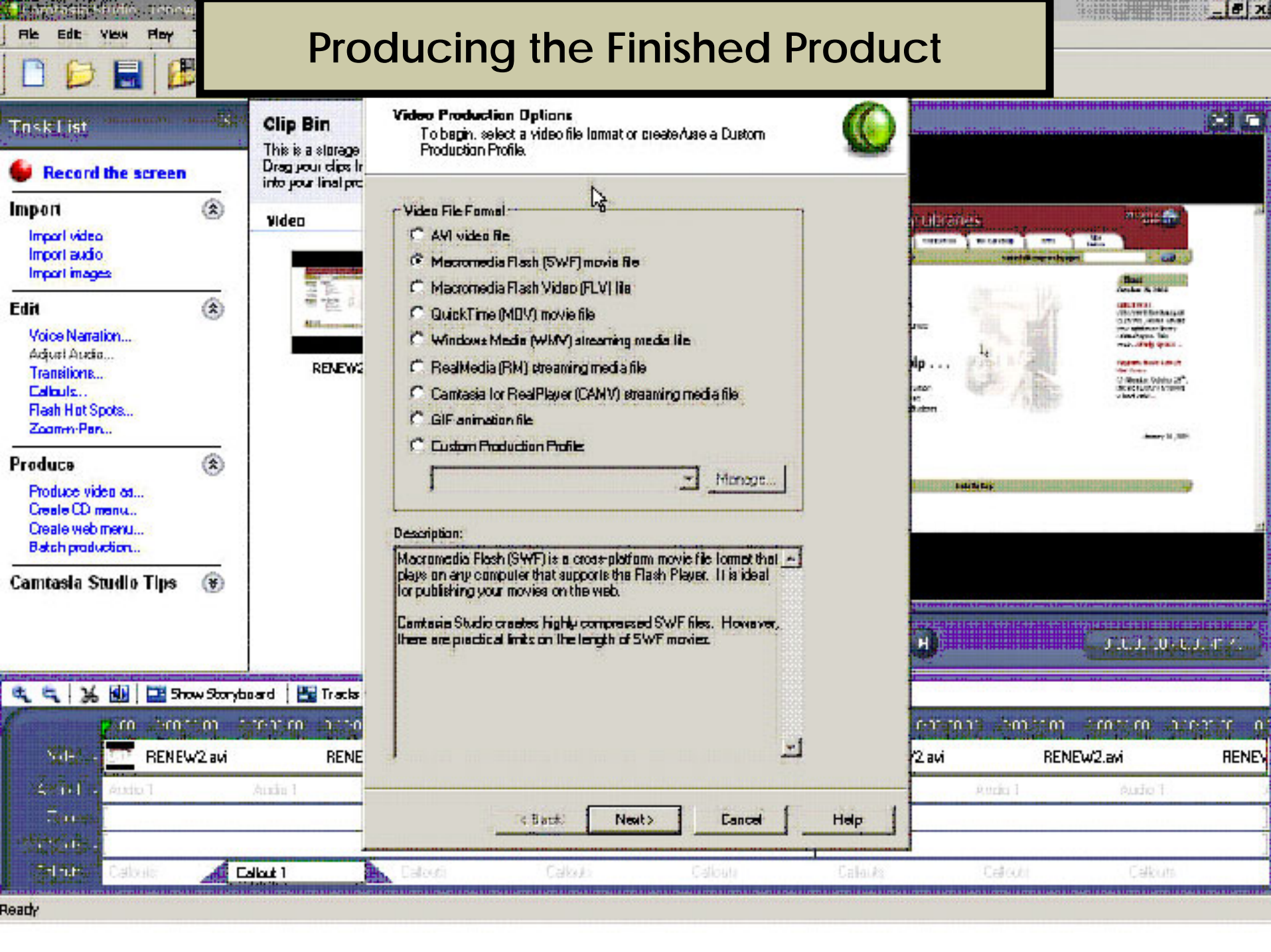
Modify selected Callout

Remove selected Callout

Remove all Callouts



Producing the Finished Product



Clip Bin

This is a storage area for clips. Drag your clips into your final production.

Video



RENEW2

Video Production Options

To begin, select a video file format or create/use a Custom Production Profile.

Video File Format

- AVI video file
- Macromedia Flash (SWF) movie file
- Macromedia Flash Video (FLV) file
- QuickTime (MOV) movie file
- Windows Media (WMV) streaming media file
- RealMedia (RM) streaming media file
- Camtasia for RealPlayer (CAMV) streaming media file
- GIF animation file
- Custom Production Profile

[Dropdown menu] Manage...

Description:

Macromedia Flash (SWF) is a cross-platform movie file format that plays on any computer that supports the Flash Player. It is ideal for publishing your movies on the web.

Camtasia Studio creates highly compressed SWF files. However, there are practical limits on the length of SWF movies.

< Back

Next >

Cancel

Help

RoboDemo Interface

The image displays a RoboDemo interface, which is a software tool used for creating and testing web-based user interfaces. The main window shows a Microsoft Internet Explorer browser displaying the Memorial University Libraries website. The browser's address bar shows the URL <http://www.library.mun.ca>. The website content includes a navigation menu with links for Home, Libraries & Archives, Hours, Contact Us, We Can Help, FAQ, and Site Index. Below the navigation menu, there are search boxes for "search catalogue" and "search library web pages". The main content area features a "Search ..." section with a list of search options: Catalogue, Article Indexes, Reserves, Internet Resources, and More... Below this is a "We Can Help ..." section with a list of services: Borrowing, Guides & Instruction, Make a Request, For Distance Students, and More... A sidebar on the left contains four thumbnails of the website, numbered 1 through 4, representing different states or actions in the RoboDemo script. The bottom of the screen shows the Movie Path: C:\Documents and Settings\glayne\Desktop\offcampus1.rpd and the system clock: 273 Y: 51.

Memorial University Libraries

Home Libraries & Archives Hours Contact Us We Can Help FAQ Site Index

search catalogue search library web pages

Quick Search

- Catalogue
- Article Indexes
- EJournals
- Internet
- Ask A Librarian

Give us input on our website!

Quick Request

- My Account
- Document Delivery
- Renew Books

Search ...

- Catalogue
- Article Indexes
- Reserves
- Internet Resources
- More ...

We Can Help ...

- Borrowing
- Guides & Instruction
- Make a Request
- For Distance Students
- More ...

1

2

3

4

Movie Path: C:\Documents and Settings\glayne\Desktop\offcampus1.rpd

273 Y: 51



Tips for Success

1. Think modular
2. Timing is everything
3. Plan twice, record once



Library Instruction

- Searching the Catalogue
 - <http://library.canterbury.ac.nz/tutorial/gen/librcatflash/index.shtml>
- Finding Articles
 - <http://www.ulib.csuohio.edu/help/hands-on/demos/article1.html>
- Evaluating Information
 - <http://www.ulib.csuohio.edu/help/hands-on/info.html>

What is Flash?

- Macromedia software tool
- In common use since circa. 2000
- Has become the de facto standard for web animation
- Used to create “rich” web based content
- Integration of sound, video, text, interactivity

How is it used?

- Animated banners / Marketing
- Slide Shows
- Menus
- Forms / Surveys
- Charts and Graphs
- Video, Audio
- Animations with Interactivity
- Web Based Applications
- Entire web sites

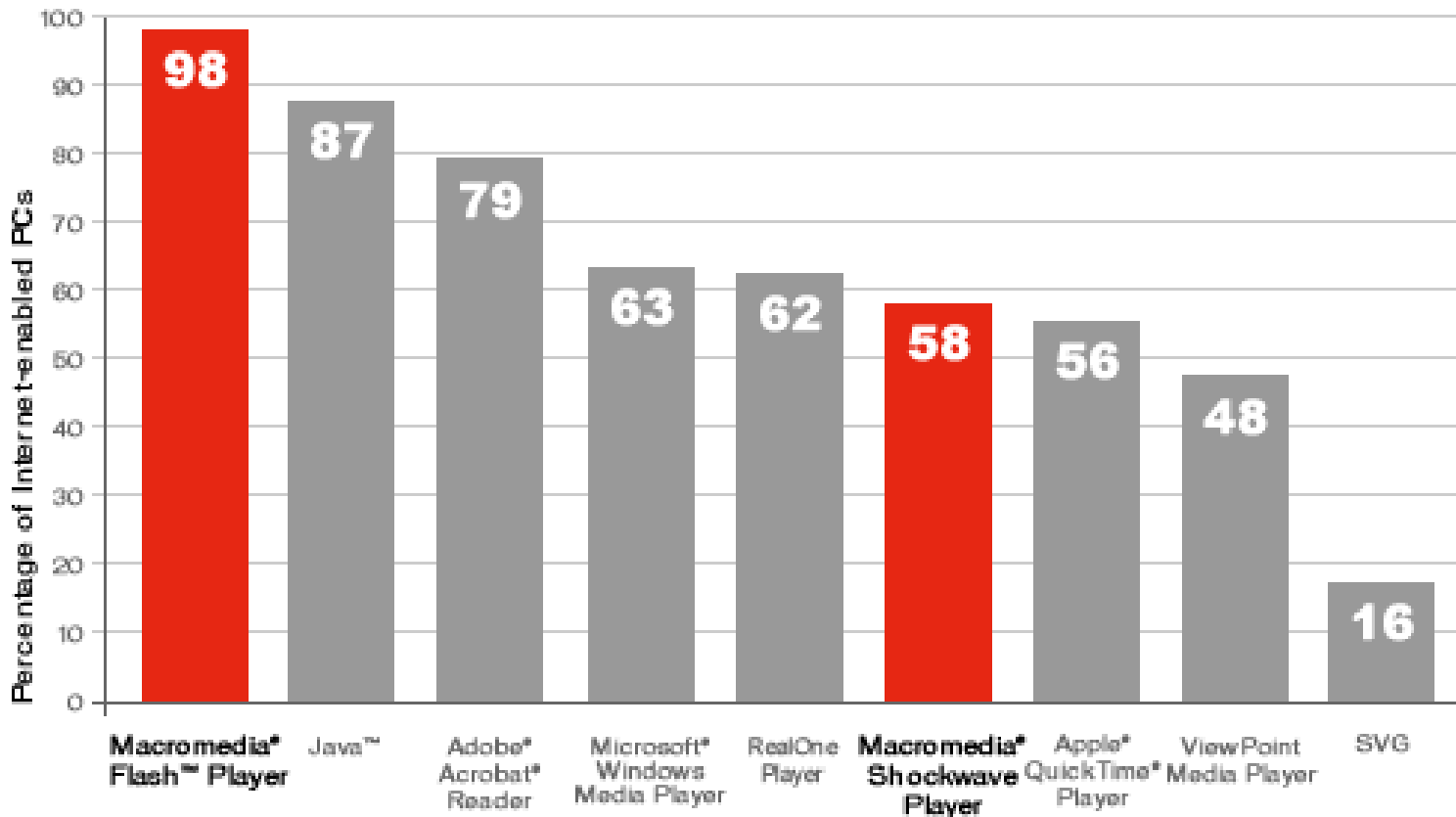


Macromedia Flash Features

What's Good?

High Browser Penetration

Macromedia Flash content reaches 98% of Internet viewers





Lightweight plug-in

- **File size:** 480 K
- **Download Time Estimate:** 1 minute @ 56K modem
- Acrobat Reader is currently 22.4 MB, or about 44x bigger than Flash player



Supported by Most Platforms

- Windows NT/98/ME/2000/XP
 - IE, Netscape, Mozilla, Opera, AOL
- Mac OS 9.x, 10.x
 - IE Netscape, Mozilla, Opera, Safari
- Linux Redhat, SunJava
 - Mozilla, Netscape
- Sun Solaris 8 -10
 - Mozilla



Plays Well With Others

Integrates well with other development platforms:

- ColdFusion
- Dreamweaver
- PHP/ASP
- Back-end databases



Content Streaming

- File does not arrive in one big chunk, frames are sent across the internet for individual loading.
- Can start to play while downloading so no long wait times.



Vector Graphics

- Number of pixels used to display a vector image is determined by the resolution of the monitor or printer, not by the graphic
- Can be scaled to any size without losing detail or clarity
- Files are smaller and faster to download than .GIF, .JPEG, .BMP



Macromedia Flash Features

What's Bad?



Gratuitous Animation*

- Annoying splash pages
- Multiple moving banners

*Poor design, not really fault of product



Non-standard navigation

- Can't use browser buttons to move around within a flash object
- Can only use buttons (e.g. Stop) which have been included by the Flash designer ([example](#))



Lack of User Control

- Does not turn off in browser even when images are disabled
- Cannot easily download embedded images or text



Resource Discovery

- Can't use "find in page"
- Can't deep link to content
- Content not indexed by search engines



Accessibility

- Not easily translated for the visually impaired



The Flash MX Authoring Tool

- Cost
 - \$150 – Flash MX 2004 EDU
 - \$220 – Flash MX Pro 2004 EDU
 - \$499 – Flash MX Pro 2004
- Steep learning curve
- Lots of step by step tutorials
- Can view code behind graphical interface

Tools

bookspresentation.fla* bookspresentation.swf

Scene 1

100%

Timeline

actions

navigaton ele...

page headers

content

2 12.0 fps 0.1s

Harry Potter AND THE SORCERERS STONE

J. K. ROWLING

Harry Potter and the Sorcerer's Stone

Actions

Properties

Frame

Tween: Motion Scale

Ease: 71 Out

Label type: Name

Rotate: Auto 0 times

Sound: Windows XP Balloon.wav

Effect: None

Sync: Event Repeat 1

22 kHz Mono 16 Bit 0.1 s 6.4 kB

History

- Change Scene
- Text
- Select None
- Text
- Select None
- Selection Rect
- Select Layers
- Frame Property
- Frame Property
- Select Layers
- Frame Property
- Frame Property
- Frame Property
- Frame Property
- Frame Property
- Clear Frame Selection
- Select Layers
- Change Selection
- Select Layers
- Clear Frame Selection
- Select Layers

Library - bookspresentation...

16 items

Name	Kind
ambiguity.gif	Bitmap
bk_HarryPotter_Sorcere...	Bitmap
bk_Munsch_Paperbag.gif	Bitmap
bk_Olivia_Toy.gif	Bitmap
bk_Seuss_Places.gif	Bitmap
TADA.WAV	Sound
templateAssets	Folder
Windows XP Balloon.wav	Sound



Flashy Libraries

- Libraries are also using Flash animation to promote and deliver services over the web.

Virtual Tours

- Mississippi State

- <http://library.msstate.edu/library/tour/>

- University of Detroit

- <http://research.udmercy.edu/libsvc/tours/#>

Library Instruction

- Searching the Catalogue
 - <http://www.calgaryeducation.org/tutorials/cplonlinecatalogue.htm>
- Acadia University - Plagiarism
 - <http://library.acadiau.ca/tutorials/plagiarism/>
- U of Minnesota - Library Trivia Game
 - <http://webhome.crk.umn.edu/~dlim/itc/Flash/GameLoader.asp?GameName=LibraryResearch>

Flash Freebies

- **Banner Maker**

- <http://www.web-animator.com/>

- **Slide Show Maker**

- <http://www.megapictures.net/>

- **Flash Intro Builder**

- <http://www.freeflashintros.com/>

- **Flash Menu Builder**

- <http://www.scriptocean.com/menu.html>

- **Flash Text Scroller**

- <http://www.scriptocean.com/flashscroll/index.html>



Remember

Gratuitous animation is bad design.
Don't abuse your power.