

## New era in animation

Industry experts share how Adobe® Edge Animate brings standards-based animation and interactivity to the modern web, without the complexity



### About the Customer Advisory Board

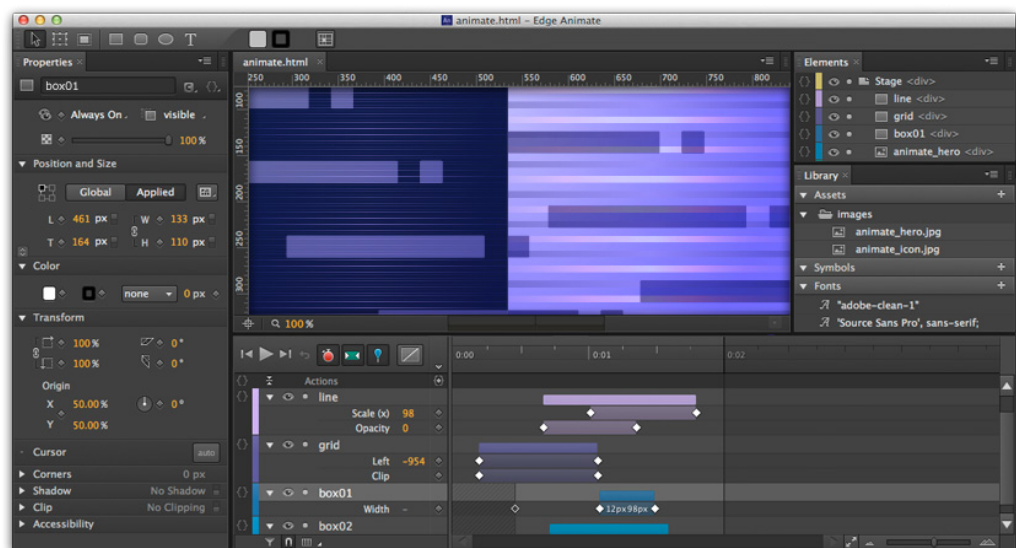
The Adobe Edge Animate Customer Advisory Board consists of a small group of industry advocates who generously contributed their time to the development of the software. Members communicated regularly with Adobe and each other, pushed the software to its limits, and provided valuable feedback to the Adobe development team that helped influence product directions and gave developers valuable insight into real-world use cases.

In the past few years, interactive websites, presentations, and other rich content fell into decline on the web. As more Internet users moved away from traditional desktop computers or laptops, disparaging experiences with immersive content arose because of incompatibilities with mobile operating systems and other limitations. The excitement of creating and watching interactive video and graphics was gone.

And for developers? The experience of building out something beautiful and interactive became complex and labor-intensive. They could execute simple jQuery code (hover over an element and get a new drop down menu); or they could painstakingly hand code in CSS or JavaScript. Mobile-friendly content, which allows sites to present well on virtually any browser or device, was a worthy goal but one not easily achieved.

Today, a new and exciting option, Adobe Edge Animate, is now available through Adobe Creative Cloud™. Adobe Edge Animate builds a path between design and development and offers familiar tools with the sole goal of breathing more life, interactivity, and entertaining content back into the modern web.

The simple-to-use tool has a look and feel that immediately makes Adobe software users feel at home. A team of Adobe experts developed Adobe Edge Animate with the help of an all-star Customer Advisory Board. Each Advisory Board member has a unique take on how and why they believe Adobe Edge Animate will bring new liveliness and interactivity back to the traditional and mobile web, and benefit their own design and development efforts in the process. Here, a few share their thoughts on how Adobe Edge Animate can help designers and developers create animated and interactive content for the web using HTML5, CSS3, and JavaScript.



Adobe Edge Animate is a powerful, intuitive tool for creating interactive, animated content for the web using HTML5, CSS3, and JavaScript. Adobe Edge Animate works natively in HTML, enabling real-world workflows, and consistently displays compositions across modern browsers, tablets, and smartphones.

*"If you have a tool that supports HTML5, you can do really well, get great jobs, and put your energies toward creativity—tools like Adobe Edge Animate are where you find the fun and the opportunities."*

Adam Bell, CEO, dataTV

## Adam Bell

### Supporting responsive design

Adam Bell is the CEO of dataTV, one of the top web design studios in Southern California. As head of the Los Angeles Adobe User Group ([www.laadug.org](http://www.laadug.org)), Adobe solutions have been a part of his world for as long as he can remember. Bell closely follows technology trends and welcomes the opportunity to explore what's next for producing cutting-edge web content. The Customer Advisory Board offered him the chance to investigate how Adobe Edge Animate can fill a growing need for HTML5-compatible animation and interactivity solutions.



Adam Bell and dataTV use Adobe Edge Animate to create rich and compelling apps and websites with streaming media, sound effects, and motion graphics that work on iOS and similar devices.

**Adobe:** Why do you think Adobe Edge Animate is important?

**Bell:** My clients today want sites created in HTML5 that can be accessed from any device. Adobe Edge Animate gives me an easy way to create animation and add interactivity to these sites. Even more important, responsive features in Adobe Edge Animate let me create one layout and deploy to several devices all at once—desktop, mobile, tablet, and so on—making it more efficient and affordable. It used to take me at least three months to code custom interactivity and test and retest websites created in HTML5. Adobe Edge Animate can cut this time down to a month, while still letting me push the envelope in terms of creativity. This means less budget is required, less time is required, and my clients are happier.

**Adobe:** Who do you see as the primary users of Adobe Edge Animate?

**Bell:** If you're a web designer who has spent time working with Flash<sup>®</sup> Professional, this is where you need to be. It's really the most exciting time since the late 1990s when things started taking off with sites created using Flash Professional. The same thing is now happening with HTML5 and if you're turning your attention in this direction you can do really well. It's a great time and there aren't enough people doing it. I've been working with a lot of clients to convert their rich media sites to HTML5, using Adobe Edge Animate to rework the animation and interactivity with great results.

**Adobe:** What are your favorite features?

**Bell:** The most helpful features are the code window and timeline. I constantly use the code window to add interactivity. Overall, Adobe Edge Animate is really intuitive because it uses a timeline-based metaphor—more like Adobe After Effects<sup>™</sup>—versus having to deal with a lot of frames as you do in Flash Professional. It's also easy to add jQuery by simply opening up a code window. This way you can add all sorts of functionality from animating objects, inserting data, and adding streaming media—all with some additional code. I also love the responsive design features for flexible layout for mobile.

**Adobe:** What's the one thing you want people to know about Adobe Edge Animate?

**Bell:** It's important for people to know that you don't have to give up all your years of web design expertise to handle this new tool. If you already know Flash Professional, you can adjust rather easily to Adobe Edge Animate. And you can easily integrate animations into your website, WordPress, and Drupal projects thanks to simple, free plug-in modules. The web is constantly evolving. And with Adobe Edge Animate, you will as well, to great success.

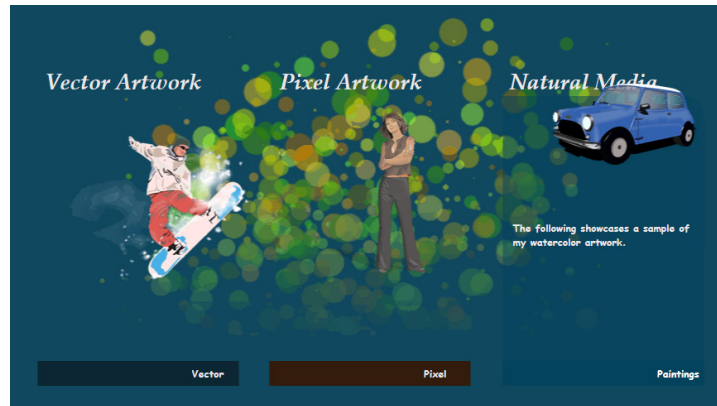
*“Interactivity on the web has stagnated for the last few years, but Adobe Edge Animate is bringing us closer to the way to have more fun, lively, and engaging experiences on the web that don’t require a lot of programming experience.”*

Darrell Heath, web designer and developer

## Darrell Heath

### Returning to animation roots

Darrell Heath hails from Newfoundland and Labrador, Canada and was an Adobe Fireworks® evangelist for years. His comfort at the nexus of design and development made him an ideal participant on the Customer Advisory Board. He has extensive experience using Adobe Creative Suite® components for graphic and web design, as well as web development. Heath’s strong interest in cutting-edge web design and his involvement in numerous Adobe prerelease programs give him a keen eye for anticipating and taking advantage of what’s next in the industry.



This sample capture demonstrates element transitions to specified Stage level Timeline labels, with easing effects. An ideal workflow for single composition animations.

**Adobe:** Why do you think Adobe Edge Animate is important?

**Heath:** Adobe Edge Animate presents a solution for clients who love lively, interactive animations, such as those created with Flash Professional, but prefer sites based on HTML. Instead of trying to figure out how to create animations by hand using CSS and JavaScript, Adobe Edge Animate lets web designers like me bring interactivity back to the web where it has been stagnant. Adobe Edge Animate also bridges the gap across modern browsers and mobile devices where other tools and methods have fallen short.

**Adobe:** Who do you see as the primary users of Adobe Edge Animate?

**Heath:** Adobe Edge Animate is a great solution for the common designer who wants to get back to creating animation for the web. Years ago I worked with earlier versions of Flash Professional to create frame-based animations and add basic interactivity between the user and the screen. I feel like Adobe Edge Animate takes me back to where I left off with Flash Professional without being overly complicated. Even if you’re into creating animation by hand using JavaScript and CSS3, Adobe Edge Animate will make it easier.

**Adobe:** What are your favorite features?

**Heath:** Symbols are number one because they allow me to reuse and recycle elements among projects. I can store them on my hard drive so they aren’t lost when the session ends. I use them when I want to reiterate an instance over and over on the stage; they remind me of working with movie clips in Flash Professional. I also like the streamlined properties that enable the user to achieve responsive designs. The Code view panel is another favorite feature as it streamlines working with timeline, element, or stage event handlers in a single panel instead of having to operate through the corresponding UI option.

**Adobe:** What’s the one thing you want people to know about Adobe Edge Animate?

**Heath:** Adobe Edge Animate is intuitive and a great companion for any web designer or developer. Create stunning animations through the Adobe Edge Animate native toolset or combine additional jQuery and CSS3 for advanced interactivity.

*"Instead of opting for base compatibility in lieu of rich motion and interactivity, Adobe Edge Animate will re-enable the expressiveness and rich entertainment factors that have been reduced from the web over the last few years."*

Joseph Labrecque  
Senior interactive software engineer,  
University of Denver and Proprietor,  
Fractured Vision Media

## Joseph Labrecque

### Bringing expressiveness back to the web

Joseph Labrecque is employed by the University of Denver as a senior interactive software engineer specializing in Adobe Flash technology. He produces innovative toolsets for both traditional desktop environments and emerging mobile spaces. Labrecque is also the proprietor of Fractured Vision Media, LLC a digital media production company, technical consultancy, and distribution vehicle for his creative works. His perspective on industry developments and experience in both the public and private sectors made him a valuable asset to the Customer Advisory Board.



"Lurking Creature" is an animated demo project that makes use of imported assets, perspective layering, and integrated Symbols.

**Adobe:** Why do you think Adobe Edge Animate is important?

**Labrecque:** For the past couple of years, people have shied away from rich motion graphics on the web created with Flash Professional because they won't work on iOS devices. This has led many web designers to take the safe route and bypass the rich motion and interactivity we would have liked to add to websites. Adobe Edge Animate is a cross-platform solution that can help us bring more of that expressiveness back to the web. I've been experimenting with creating everything from animated headers and splash pages for websites to banner ads, microsites, and even rich placeholder sites and it all works beautifully.

**Adobe:** Who do you see as the primary users of Adobe Edge Animate?

**Labrecque:** Anyone who is accustomed to other Adobe products will feel comfortable using Adobe Edge Animate. It borrows a lot from other Creative Suite products, including Adobe Flash Professional, InDesign®, and After Effects. I see it appealing to designers, especially if they are coming from an Adobe background. Adobe Edge Animate also works really well with other Adobe Creative Cloud applications. I can take image assets created in Adobe Fireworks, Illustrator®, Photoshop®, or even Flash Professional, export them as PNG sequences or sprite sheets, and take them into Adobe Edge Animate. It's also capable of producing compositions which are then compatible with both InDesign and Adobe Muse®.

**Adobe:** What are your favorite features?

**Labrecque:** I really love the pin/playhead combination. The pin is a new way of animating content used in tandem with the playhead to richly and precisely manipulate content. It's a really flexible way of animating and makes the animation workflow much smoother and easier than traditional systems. Adobe Edge Animate also has its own implementation of symbols, treating them as self-contained, encapsulated objects with their own properties, animation, timeline, and triggers. It's really easy to instantiate on the timeline and even export symbols, share them with the world, and import them into other compositions.

**Adobe:** What's the one thing you want people to know about Adobe Edge Animate?

**Labrecque:** For users already familiar with Flash Professional, there are a lot of conceptual similarities between the project workflows, making it fairly trivial for them to adopt Adobe Edge Animate as a complementary tool.

*"The flexibility of Adobe Edge Animate is pretty amazing—there are so many possibilities."*

Simon Widjaja, technologist, author, developer

## Simon Widjaja

### Exploring interactive storytelling

Simon Widjaja is a Flex® and Flash Professional expert with much expertise and many books to his credit. But he is more than just a technical wizard; he's also a storyteller. He is able to translate the visions of web and interface designers into something that closely mirrors what they had already imagined. Approaching the Customer Advisory Board from a developer's perspective, Widjaja spent months working with Adobe Edge Animate to push boundaries and discover new possibilities for what the software can offer the developer community.



Simon Widjaja's first Edge Animate Game he's working on showing a sprite sheet animation with character and final level rendering. Artwork by Jacqueline Schepers.

**Adobe:** Why do you think Adobe Edge Animate is important?

**Widjaja:** Adobe Edge Animate is great for animating all kinds of HTML content and creating the obvious flashy animation. But what I think is really interesting is the opportunity to use it for interactive storytelling. If a company has a product to sell they can use Adobe Edge Animate to tell the story of that product in a way that they couldn't do before with pure HTML. It's much easier than writing animations by hand using jQuery.

**Adobe:** Who do you see as the primary users of Adobe Edge Animate?

**Widjaja:** I think Adobe Edge Animate will be used by all kinds of designers—including print, web, and interface designers. For example, print designers familiar with Adobe Photoshop, Illustrator, or InDesign who build cool graphical assets are being asked to make them animate on the web or as part of e-publications. Adobe Edge Animate is a tool that can help them meet this need. Personally, I've been curious what Adobe Edge Animate can do for developers and I've spent a lot of time trying to combine Adobe Edge Animate compositions with third party APIs, libraries, or other tools. I've even created a website, [www.edgedocks.com](http://www.edgedocks.com), where I share my insights around this topic.

**Adobe:** What are your favorite features?

**Widjaja:** I love the way Adobe Edge Animate integrates with other Adobe tools. I recently created a presentation on Adobe Edge Animate for the "Reasons To Be Creative" festival. I created 30 slides in InDesign using some of the software's cool typography features and stellar layout capabilities. I then exported the InDesign slides to JPEGs and wrote a quick script that served as an extension to Adobe Edge Animate. I was able to animate everything on the slides using Adobe Edge Animate and create an interactive presentation that could be easily published to the web.

**Adobe:** What's the one thing you want people to know about Adobe Edge Animate?

**Widjaja:** It's great for designers but it's also a great playground for creative coders and even developers like me. The fact that it is built on open web standards and jQuery is an open door for all kinds of extensions. EdgeCommons ([edgecommons.org](http://edgecommons.org)) is a great example: this open source library for Adobe Edge Animate offers several additional features that Adobe Edge Animate does not yet support.

**For more information**  
[www.adobe.com/go/edgeanimate](http://www.adobe.com/go/edgeanimate)



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