To another 35 years with the main passion in my life . . . my wife, Keltie.

—Tom Green

To the three people in my life that mean more to me with each passing day—my wife, Patty, my daughter, Tessa, and my son, Nicholas. Thanks for putting up with me during the course of this book.

—Michael Clawson
## Contents at a Glance

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the Authors</td>
<td>x</td>
</tr>
<tr>
<td>About the Technical Reviewer(s)</td>
<td>xi</td>
</tr>
<tr>
<td>About the Cover Image Designer</td>
<td>xii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xiii</td>
</tr>
<tr>
<td>Foreword</td>
<td>xv</td>
</tr>
<tr>
<td>Introduction</td>
<td>xvii</td>
</tr>
<tr>
<td>Chapter 1: Learning the Edge Animate Interface</td>
<td>1</td>
</tr>
<tr>
<td>Chapter 2: Creating Timeline Animations: Part 1</td>
<td>37</td>
</tr>
<tr>
<td>Chapter 3: Creating Timeline Animations: Part 2</td>
<td>75</td>
</tr>
<tr>
<td>Chapter 4: Creating Graphics for Edge Animate</td>
<td>105</td>
</tr>
<tr>
<td>Chapter 5: Working with Type in Edge Animate</td>
<td>161</td>
</tr>
<tr>
<td>Chapter 6: Adding Interactivity in Edge Animate</td>
<td>189</td>
</tr>
<tr>
<td>Chapter 7: Edge Animate and the Web</td>
<td>233</td>
</tr>
<tr>
<td>Chapter 8: Adding a Bit of “Wow”</td>
<td>273</td>
</tr>
<tr>
<td>Chapter 9: Edge Animate and Digital Publications</td>
<td>309</td>
</tr>
<tr>
<td>Chapter 10: Edge Animate Goes Mobile</td>
<td>335</td>
</tr>
<tr>
<td>Index</td>
<td>363</td>
</tr>
</tbody>
</table>
Contents

About the Authors ......................................................................................................... x
About the Technical Reviewer(s) ................................................................................ xi
About the Cover Image Designer ............................................................................... xii
Acknowledgments ...................................................................................................... xiii
Foreword ......................................................................................................................... xv
Introduction ....................................................................................................................... xvii
	Book Structure and Flow .............................................................................................. xviii
	Layout Conventions ........................................................................................................ xix
Chapter 1: Learning the Edge Animate Interface ....................................................... 1
	Getting Started ................................................................................................................. 2
	Creating a New Edge Animate Document ................................................................. 3
	Managing Your Workspace .............................................................................................. 9
	The Tools Panel ............................................................................................................... 12
	The Edge Animate Properties Panel ............................................................................ 14
	Document Layers and the Elements Panel ................................................................. 17
	Importing Content into Edge Animate ........................................................................ 19
	The Edge Animate Menus .............................................................................................. 22
	Your Turn: Building an Edge Animate Presentation .................................................. 23
	Changing the Order of Layers ....................................................................................... 26
	Putting Elements in Motion .......................................................................................... 29
	Browser Testing Your Project ....................................................................................... 33
	You Have Learned .......................................................................................................... 34
Chapter 2: Creating Timeline Animations: Part 1 ..................................................... 37
	Auto-Keyframing ............................................................................................................. 38
	Manually Adding Keyframes ........................................................................................ 42
	Adding Extra Keyframes ............................................................................................... 44
	Adding Transitions to an Element ................................................................................. 45
	Creating Anticipation .................................................................................................. 46
	Animating with the Pin ................................................................................................. 47
	Clipping Elements in Edge Animate ............................................................................. 50
	Using Transitions to Swap Images ............................................................................. 51
	Animating Multiple Properties .................................................................................... 52
	Swapping Assets ........................................................................................................... 54
	“Recycling” Edge Animate Transitions ...................................................................... 56
	Animating with Eases ................................................................................................. 59
	Your Turn: Animating Web Page Elements with Eases .............................................. 62
Contents

Curved Paths in Edge Animate .......................................................... 66
Your Turn: More Anvil Dropping ...................................................... 67
You Have Learned ........................................................................ 72

Chapter 3: Creating Timeline Animations: Part 2 ............................. 75
Shape Tweens .............................................................................. 76
Shadows and Gradients ................................................................. 80
Using Drop Shadow Parameters to Create Gradients ..................... 84
Nesting Elements ........................................................................ 87
Symbols in Edge Animate .............................................................. 90
Editing Symbols .......................................................................... 93
Exporting and Importing Symbols ................................................. 96
Nesting Symbols .......................................................................... 98
Your Turn: Animate a PNG Sequence ........................................... 100
You Have Learned ...................................................................... 103

Chapter 4: Creating Graphics for Edge Animate ............................... 105
Understanding Graphic Formats .................................................... 106
Choosing the Right Format ............................................................. 108
Adobe Edge Animate and Photoshop ........................................... 112
Floating a Balloon ........................................................................ 114
Creating a PNG File in Photoshop ................................................. 116
From Photoshop to Adobe Edge Animate ........................................ 119
Creating Graphics in Illustrator ..................................................... 120
Cruising the Original Banner Ad .................................................... 121
Removing the Hidden Layers from Our SVG File ......................... 125
From Illustrator to Adobe Edge Animate ....................................... 129
Fireworks and Adobe Edge Animate .............................................. 133
Resizing and Optimizing Images ................................................... 133
Preparing Fireworks Images for Export to Edge Animate ............... 137
Batch Processing Images for Adobe Edge Animate ....................... 142
Preparing Flash Animations for Use in Edge Animate .................... 150
Creating a PNG Sequence in Flash Professional CS6 .................... 151
Creating a Sprite Sheet in Flash Professional CS6 ......................... 154
Creating Sprite Animations in Edge Animate ................................. 156
You Have Learned ..................................................................... 159

Chapter 5: Working with Type in Edge Animate .............................. 161
Fonts and Typefaces ..................................................................... 162
Adding Text ................................................................................ 164
Text Shadows ............................................................................ 169
Clipping Text ............................................................................. 172
Meet Your New Best Friend: Web Fonts ........................................ 173
Adding Typekit Web Fonts to an Edge Animate Project ................. 175
Using Adobe Edge Web Fonts in Animate ..................................... 184
You Have Learned ................................................................................................................ 187

**Chapter 6: Adding Interactivity in Edge Animate** ..........................................................189

Edge Animate and Code .................................................................................................... 191
The Fundamentals of JavaScript ...................................................................................... 191
Understanding the Document Object Model .................................................................... 194
  Making Selections Through jQuery ............................................................................. 195
  The Code Panel ......................................................................................................... 198
  The Actions Panel ..................................................................................................... 201
  Using Labels and Triggers ......................................................................................... 203
  Using Snippets to Manage Symbol Playback .............................................................. 208
  Creating Buttons ....................................................................................................... 210
  Making Text Interactive ............................................................................................ 214
  Your Turn: Pulling It Together .................................................................................. 219
  You Have Learned ................................................................................................... 231

**Chapter 7: Edge Animate and the Web** ....................................................................233

Edge Animate’s Web Publishing Options ....................................................................... 234
  Choosing a Target ....................................................................................................... 235
  Web Publishing ........................................................................................................... 236
  Edge Animate Deployment Package .......................................................................... 237
  iBooks/OS X Publishing ........................................................................................... 237
  Publishing Our Edge Animate Content ..................................................................... 238
  The Purpose of the Files Edge Animate Creates ....................................................... 240
  The .an File ............................................................................................................... 241
  The HTML File ........................................................................................................... 242
  The .edgePreload.js File ........................................................................................... 243
  The .edge.js File ....................................................................................................... 244
  The .edgeActions.js File .......................................................................................... 245
  The .edge_includes Folder ......................................................................................... 246
  The Images Folder ..................................................................................................... 247
  Edge Animate Compositions and Dreamweaver CS6 ............................................... 247
    Inserting the Edge Animate Composition into Dreamweaver ............................... 247
    Inserting Edge Animate Content Using an iFrame ................................................. 248
  Adding Edge Animate Compositions to Adobe Muse ............................................. 249
  Preparing Content for Older Browsers ...................................................................... 250
    Testing a Down-Level Stage ................................................................................... 254
  Adding Preloaders to Edge Animate Compositions ............................................... 255
    Designing Our Own Preloader ............................................................................. 256
  Edge Animate and HTML/CSS Overflow ................................................................. 258
    Further Exploration of Overflow ......................................................................... 259
  Beyond the DIV Tag .................................................................................................. 262
    Your Turn: Loading External Content into Edge Animate ......................................... 264
  You Have Learned .................................................................................................... 272
Contents

Chapter 8: Adding a Bit of “Wow” .................................................................273
  Project 1: Falling Letters ...............................................................274
    The Fireworks Approach.................................................................275
  Project 2: Attracted to Detail ..........................................................285
    Create the Assets in Illustrator .......................................................285
    Assembling the Project in Edge Animate .......................................288
  Project 3: Create a Starfield ............................................................293
    Creating the Starfield.................................................................294
  Project 4: Create a Flash Preloader ..................................................297
  Project 5: Creating a Pop-Down Menu in Edge Animate ..................302
  You Have Learned ........................................................................307

Chapter 9: Edge Animate and Digital Publications .................................309
  Understanding Print vs. Screen Models ............................................310
    and Resolution ........................................................................310
  CMYK Subtractive Color Model ......................................................310
  RGB Additive Color Model ...........................................................311
  Resolution ..................................................................................312
  Digital Publication Formats ...........................................................312
    The EPUB Format ....................................................................312
    The iBooks Format ..................................................................312
    The Folio Format ....................................................................312
  Edge Animate’s Formats for Digital Publishing ...............................313
    Adding Animate Content with iBooks Author ...............................313
    Previewing Our iBooks Author Document ..................................316
  Adding Edge Animate Content with Adobe InDesign ....................318
    Creating Multistate Objects ......................................................320
    Wiring Up Our Multistate Objects ..............................................322
    Placing an Edge Animate OAM File in InDesign .........................324
    Previewing Our Folio with InDesign ...........................................327
  Using Folio Builder to Create a Simple Folio .................................327
    Creating Articles ....................................................................328
    Creating a Folio and Adding Articles ........................................329
  You Have Learned ........................................................................332

Chapter 10: Edge Animate Goes Mobile ..................................................335
  The Modern Mobile Web ...............................................................336
  Phones, Tablets, and Phablets .........................................................336
    Smartphones ...........................................................................337
    Tablets .....................................................................................337
    Phablets ....................................................................................338
  Creating a Mobile App with Edge Animate and PhoneGap .............339
    Logging In and Setting Up PhoneGap Build .................................343
    More Configuration and Customization ......................................345
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloading and Testing Your PhoneGap App</td>
<td>347</td>
</tr>
<tr>
<td>Using Edge Inspect with Edge Animate</td>
<td>349</td>
</tr>
<tr>
<td>Setting Up Your Edge Inspect Environment</td>
<td>349</td>
</tr>
<tr>
<td>Configuring Edge Animate to Preview in Edge Inspect</td>
<td>350</td>
</tr>
<tr>
<td>Using Edge Inspect with Edge Animate</td>
<td>351</td>
</tr>
<tr>
<td>Swiping Power from Edge Inspect and Edge Animate</td>
<td>353</td>
</tr>
<tr>
<td>Responsive Design with Edge Animate</td>
<td>356</td>
</tr>
<tr>
<td>Adding the Finishing Touches to Our Responsive Design</td>
<td>359</td>
</tr>
<tr>
<td>Utilizing Responsive Design for PhoneGap Build</td>
<td>361</td>
</tr>
<tr>
<td>You Have Learned</td>
<td>362</td>
</tr>
<tr>
<td><strong>Index</strong></td>
<td>363</td>
</tr>
</tbody>
</table>
About the Authors

**Tom Green** is currently a professor of interactive media in the School of Media Studies at the Humber Institute of Technology and Advanced Learning in Toronto, Canada. He has written 12 previous books on Adobe technologies and many articles for numerous magazines and web sites, including *Layers* magazine, webdesign.tutsplus.com, the Adobe Developer Center, and Computer Arts. He has spoken at more than 40 conferences internationally, including Adobe MAX, National Association of Broadcasters (NAB), FITC, MX North, Digital Design World, TODCon, D2W, and SparkEurope. You can contact Tom at tom@tomontheweb.ca.

**Michael Clawson** is the “Chief Fish” at Big Fish Creations, an advertising and digital media company in the Sierra town of Graeagle. His background began in Silicon Valley when Apple Computer and Adobe Systems first made their mark in desktop publishing. He was introduced to interactive media early in his career, transitioned to production artist, and later, creator and lead principal of an interactive department at a major Nevada advertising agency. Specializing in branding across multiple media platforms, his diverse repertoire includes a hybrid combination of designer and developer with emphasis on graphic design, branding, photography, and communication. As a speaker, Michael has presented at several industry-specific conferences, including Adobe Max and MacWorld. You can contact Michael at michael@bigfishcreations.com.
About the Technical Reviewer(s)

shaRon sachse is a front-end web animation geek and Adobe-certified expert who creates art and expressions for the digital canvas, motion, and Web using a suite of Adobe tools + open source. She does front-end web development incorporating video, HTML 5, Web Fonts, animation, and rich interactive experiences on multiple screens. shaRon also builds apps, extending creativity to the new handheld devices. Clients include AMC Siggraph-LA chapter, Santa Monica College, Charles Drew University, Friends of Yad Sarah, King of Queens, Time Warner Cable, and Rainbow Book Mobile. You can see her work at http://sharon-folio.com.

An Edge Animate enthusiast, shaRon continually focuses on the cutting edge and beyond, concentrating on new technologies to stay at the forefront of the industry. She started working with Edge Animate close to its conception and has seen multiple preview releases and enjoys working with this technology everyday. You can find her Edge Animate blog at http://edgeanimate101.wordpress.com.

shaRon loves to share technology and design with her community. She is the organizer of HTML5LA (a Los Angeles group focusing on open source technologies: HTML 5, CSS3, JavaScript, and other web and mobile technologies) (http://www.html5la.org/). She is also the manager of DDLA, the first Adobe Edge Animate user group (http://ddla.groups.adobe.com), the organizer of the LA Tech event, MobileCampLa, and a speaker at conferences and user group meetings.

When she is not animating or bringing a vision to life on the web, she can be found pursuing her other passions; she is an avid bicyclist, foodie, Drupaler, and creator of education apps.

Doug R. Winnie has worked in the computer industry as a designer, developer, trainer, product manager, and community professional for over 15 years. During his time as a designer and developer, Doug built web applications for numerous companies, including Safeway, Toyota, Lexus, Hewlett-Packard, and Industrial Light and Magic. Through his work, his projects have been nominated multiple times for industry awards, including two Webby Award nominations.

At Adobe, Doug worked for many years on bridging the gap between the needs and requirements of designers and developers, which resulted in many projects and applications, the most recent of which was Adobe Edge Animate.

In addition to his full-time work, Doug is an instructor at San Francisco State University focusing on HTML 5 and other interactive technologies. He is the author of two books, a regular speaker at industry conventions, and is an avid mobile application developer in his spare time.

Doug currently is the director of content for web and developer courses at lynda.com and lives in San Francisco, California. He is @sfdesigner on Twitter and has a blog at http://sfdesignerdw.wordpress.com/.
About the Cover Image Designer

Corné van Dooren designed the front cover image for this book. After taking a break from friends of ED to create a new design for the Foundation series, he worked at combining technological and organic forms, with the results now appearing on the cover of this and other books.

Corné spent his childhood drawing on everything at hand and then began exploring the infinite world of multimedia—and his journey of discovery hasn’t stopped since. His mantra has always been “the only limit to multimedia is the imagination,” a saying that constantly keeps him moving forward.

Corné works for many international clients, writes features for multimedia magazines, reviews and tests software, authors multimedia studies, and works on many other friends of ED books. If you like Corné’s work, be sure to check out his chapter in New Masters of Photoshop: Volume 2 (friends of ED, 2004). You can see more of his work (and contact him) at his web site www.cornevandooren.com.
Acknowledgments

As I once said in a previous friends of ED book, “Working with a coauthor can be a tricky business. In fact, it is a lot like a marriage. Everything is wonderful when things are going well, but you never really discover the strength of the relationship until you get deep into it.” I have known Michael for a few years and had always admired his simple approach to design, his sense of humor, and his dogged determination to solve problems. When we started work on this book, those three qualities became critically important as we contended with the Agile product development process instituted at Adobe and editors who, quite rightly, kept wondering what was holding up the book. As we moved through the process of creating this book, our friendship became a partnership.

What makes this partnership work is that we are both passionate about what we do and are unwilling to settle for the path of least resistance. Many are the times Mike yanked me off that path, gave me a good shake, and shoved me forward.

As we dug into this book, we realized that we could tell you what to do, but as things changed over the course of the Preview Release, we realized the scope of the book and design and development techniques around using Edge Animate were in flux. We reached out to a number of people to help us understand this emerging technology. We deeply appreciate the help we got from the Animate team, Mark Anders, John Dunning, Chris Georgenes, Darryl Heath, Dave Hogue, Sarah Hunt, Joseph Labrecque, Rich Lee, Doug Winnie, and many more for their insights and guidance.

Another important influence during this process was our tech editor shaRon Sachse. shaRon is an amazing motion graphic professional based out of Los Angeles who has been involved with Edge Animate from slightly before the Preview release. The work she turned out using the early builds of Edge Animate was jaw dropping, and her influence with this book can’t be understated. That she was our tech editor meant we had to rise to her standards. We hope we did.

Next up is our editor, Ben Renow-Clarke. This is the fourth book I have written with him. Ben stayed out of the way but was always there when we got stuck and needed a kick in the pants or a “Have you thought of this . . . ?” idea.

Finally, writing a book means I hole myself up in my office and become generally moody and difficult to be around as I mull over a technique or try to identify why something isn’t quite working. It takes a very unique individual to live with that, let alone understand why—and my wife, best friend, and life partner over the past 35 years, Keltie, has somehow put up with it.

Tom Green

When I was first asked to coauthor a book with Tom Green, it was at Adobe Max 2011 during a casual conversation over drinks. For several years I had been friends with Tom and our mutual friend, Jim Babbage, and had admired their speaking and writing skills. Not to mention, they both have a great sense of humor.
Acknowledgments

But, here was Tom asking me if I was interested in writing a book with him that would feature the recently introduced Adobe Muse and the up and coming Adobe Edge, which was Edge Animate’s name at the time. Since I had spent time beta testing Muse and had produced several web sites for my clients, I was more than happy to take on the challenge of writing a book and sharing my knowledge about the program. I mean, how hard could that be? But, shortly after, it became apparent for reasons not really in our control that the focus of the book shifted to feature only Edge Animate, and thus began the so-called wild ride that I happily climbed aboard with the help of Tom’s experience, encouragement, and guidance.

Now, Tom will not admit it, but in our industry, he’s a celebrity. He gathers an audience wherever he talks and is well respected by his colleagues. He was even able to fend off an attack by the comedian of the same name who tried to take his Twitter handle away, which Tom had possessed way before Twitter was even chic. His story made the national news in fact. So, here I was writing with the best of the best, totally expecting to be treated as a complete rookie author. But you know what? It never happened. Sure, I made some rookie mistakes, and, Tom helped me through them. But, throughout the course of our book, I was treated like a colleague and a friend, which was indeed refreshing. Tom really helped me understand how to communicate my ideas in a simple, concise manner, mixed with a bit of humor. Writing this book with Tom was a great experience, and I would do again in a heartbeat.

Through Tom, and on a camping trip to Canada, I met Doug Winnie. The first thing I learned about Doug, apart from the fact that he is a highly technical and smart guy, is that you should never under any circumstances go up against him in a Star Trek trivia contest. You will lose. End of story. But, as Tom explained, it was Doug who showed him “the magic” of Edge Animate and pointed him toward the path of our book. For that, I owe Doug a big thank you, since it paved the way for this great writing partnership I forged with Tom.

Further acknowledgment must go to the Edge Animate team, Mark Anders, Sarah Hunt, Rich Lee, and the other members and fellow authors responsible for beta testing the application: Darryl Heath, David Hogue, Chris Georgenes, Joseph Labreque, and Doug Winnie, to name a few. Our tech editor shaRon Sachse offered some super valuable insights and ideas that helped make our book that much more succinct combined with the practical brilliance of our editor, Ben Renow-Clarke, who ensured we had all our exercise steps covered with sound logic and overall flow. And, I can’t forget senior coordinating editor Anamika Panchoo, who really helped keep me on deadline throughout my chapter submission and review process.

In closing, I believe this experience has really opened new doors for me, and I truly look forward to where it will take me. Though it seems I sweated blood at times while figuring things out or coming up with solutions for things that needed solving, I could not have completed this effort without the love and support from my wife, Patty, and my two kids, Tessa and Nicholas. They were my cheering team who kept me going and focused throughout the ups and downs of the feature changes in the program, release delay, and so forth. In the end, I think the timing was perfect, and now I have an opportunity to thank them for their support and belief in me by achieving something that I know will not be my last.

Michael Clawson
When I was about eight, I got a book from my step-dad. We had a PC at home, in fact, it was one of the first IBM PC clones that was made by Sperry, an old mainframe company that was entering into the new PC market. The book was made by IBM and it was a computer programming book aimed at kids to learn BASIC.

The book was illustrated with dragons, robots, and spaceships, and appropriately so. The world of programming was fantasy. It was a world where if you imagined it, you could turn it into reality. I went through that book from cover to cover multiple times, going through the examples and tweaking them to do all kinds of crazy stuff. But what really transformed me was when I finally embarked on my own projects from scratch.

My first projects were little games, but eventually I wanted to do more. As a kid, and as my friends would tell you even more so as an adult, I was a big Star Trek fan. I loved the show, but wanted to make it more real. Since it was my imagination, then programming was the best way to bring it into reality, so I created an application that simulated all of the functions of the bridge of the Enterprise. It had sounds, graphics, I could go to warp speed and fight Klingons, I was able to create something from scratch with only my imagination and the confidence I built through that book.

It was through that book, and the possibilities it exposed me to, that gave me the confidence to take my own ideas and turn them into reality. That same knowledge and world of possibilities is in your hands right now. The Web, animation, and interactivity let you take what you imagine and turn it into reality.

But as with any technology, there are changes and evolutions that happen over time. HTML 5 is the latest of these, but as HTML 5 started to grow, it was a bewildering mess of languages, coding, and concepts to understand. This made it almost impossible for someone to see the beauty that it actually enabled and the opportunity it provided to web professionals.

Something that I have always appreciated about Adobe is how it is able to take complex technologies and bring them to the masses. They first did this with desktop publishing and most recently with digital publishing for tablets. Now, with Edge Animate, this same philosophy has been brought to HTML 5. The same magic I had years ago I now have available to me again. Edge Animate combines the creative drive in all of us with modern technology that allows the world to see it and for us to express ourselves in new ways. It allows our imagination to become reality.

When I was working on the Edge Animate team, it was clear that we were doing something special. Combining the technologies of HTML, CSS, jQuery, and JavaScript together while maintaining the same level of expressiveness and ease of use as older technologies like Flash was a challenge, but also extremely rewarding. Through my work on Edge Animate, I was able to meet some amazing people in the community, including my good friends Tom Green and Michael Clawson. Their passion for combining beauty, design, technology, and expression makes them perfect mentors for anyone who is diving into the Web for the first
time or for those who are learning new ways to express themselves after years of working on the Web in the past.

My time with the Edge Animate team provided some of the most rewarding and challenging days of my life, but I am proud of what Edge Animate has become, but even more so—what it is enabling millions of people like you to do: Combine beauty with the Web and let your imagination become reality.

I hope you enjoy Edge Animate as much as I did helping it along in its early days. As Tom said when I first showed him Edge Animate, “The magic is back.”

Have fun.

Doug Winnie
Former Edge Animate Product Manager
Introduction

It is somewhat ironic that I am writing this on November 9, 2012, which is one year, to the day, after Dan Winokur, vice president and general manager of interactive development at Adobe, turned the Flash community inside out and rearranged its molecules when he posted this to his blog:

We will no longer continue to develop Flash Player in the browser to work with new mobile device configurations (chipset, browser, OS version, etc.) following the upcoming release of Flash Player 11.1 for Android and BlackBerry PlayBook. We will of course continue to provide critical bug fixes and security updates for existing device configurations. We will also allow our source code licensees to continue working on and release their own implementations.

Though the Flash community reacted rather predictably to this announcement, I wasn’t really surprised. I was having fun with Flash—teaching it, writing tutorials, producing three Flash books for friends of ED—but I had concluded Flash was a mature product, and that the sense of wonder and joy that had marked the Flash community from the first version of Flash to Flash CS5 was disappearing.

About seven months earlier in April 2011, I happened to be wandering the floor at FITC, one of the more important Flash conferences, when Doug Winnie, an Adobe product manager, asked me to sit in a corner of the exhibitor area with him while he showed me something he was working on. That something was an app he called “Edge.” Rather than walk me through what I could do with the app, he simply plunked his computer on my lap and told me to play around with it. For the next 20 minutes, as I shoved boxes and text around the screen, nothing existed in my universe other than this interesting app. When I passed the computer back to him, rather than tell him what he wanted to hear—Nice product—I simply looked at him for a second and said, “The magic is back.”

So much of what intrigued me and others in the early days of Flash 2 and Flash 3 was there in Edge, and I made it quite clear to Doug, “I want in.” Three months later, I was at Adobe headquarters in San Francisco with six others and spent three of the most incredible days of my association with Adobe huddling with the Edge team, creating amazing HTML animations, and discovering this was not going to be the usual product development cycle. The community and the team were going to be working together to develop Edge. For the next 18 months, that is exactly what happened, and the result of that partnership is Edge Animate. It will become an important tool in your web design and development toolbox, and I hope you have as much fun with this application as I am having.

This book is also a bit different from any Edge Animate book you may have read or considered purchasing. From the very start of the process, Mike and I put ourselves in your shoes and asked a simple question: What do you need to know and why? This question led us into territory that we didn’t quite expect. As we were grappling with that question early in the process, we kept bothering our network of Edge Animate friends to be sure we were on the right track.
One other aspect of this book is that we had a lot of fun developing the examples and exercises. The fun aspect is important, because if learning is fun, what you learn will be retained. Anyone can show you how to shrink and rotate objects in space. It is more effective when you do exactly that by dropping an anvil on a rabbit. Anyone can dryly explain type, but it becomes less techie when you apply text formatting and Web Fonts to a single word sitting on a horizon line. Nested symbols are a “yawner” at best, but when they are related to a starfield and a shooting star in a twilight sky, the concept becomes understandable. Need to experience how to create image flips with hyperlinks? Why not move into the Swiss Alps?

As you may have guessed, we continue to exhibit a sense of joy and wonder with Edge Animate, and we hope a little of our enthusiasm rubs off on you as well.

Book Structure and Flow

To start, this is not a typical Foundation book. There is no common project that runs throughout the book. Instead, each chapter contains a number of exercises to help you develop some “Edge Animate chops,” and every now and then we turn you loose in a “Your Turn” section.

We start by dropping you right into the application to create a small Edge Animate movie we call “Big City Cuisine” (told you we were having fun). This chapter familiarizes you with the Edge Animate workspace and the fundamentals of using Edge Animate. Chapter 2 introduces you to working with the interface and finishes with dropping that anvil on a rabbit.

Chapter 3 introduces you to symbols and nested elements in Edge Animate. In this chapter, you learn how to create and use symbols, and we even create a series of planets and moons to show how nesting elements works, and a sports car is used to show how nested symbols work. Along the way, you travel from the Swiss Alps to the Toronto subway, discovering how to create some rather powerful effects in your Edge Animate compositions.

After Chapter 3, you have pretty well mastered the fundamentals of motion in Edge Animate. Chapter 4 focuses on how content for Edge Animate is created in Illustrator, Photoshop, Fireworks, and Flash. The rest of the book builds on what you have learned. Chapter 5 walks you through the typographic aspects of Edge Animate, including how Web Font technology can be used in Edge Animate.

Chapter 6 picks you up and throws you into the Edge Animate coding pool. Don’t worry if you’re not a programmer! Edge Animate is designed to appeal to all programming skill levels from neophyte to “give me a blank page and I’ll write some magic.” Chapter 7 is one of the more important chapters in the book. Its focus is on the end game: getting your compositions ready for everything from web pages to DPS. We even walk through how you deal with browsers that can’t display your compositions and wind up by showing you how easy it is to add YouTube and Google Maps content to your compositions. Here’s a hint: if you can copy and paste, you are in the game.

With all of the fundamentals out of the way, we know you are just itching to take your new skills out for a test run. Chapter 8 is designed to do just that. You will be creating assets in Fireworks and putting them in motion in Edge Animate. You will be creating magnets and letters in Illustrator and having the letters zip up
to the magnet heads in Edge Animate as the magnet passes over them. You will create an Edge Animate preloader in Flash and finish up by creating a pop-down menu created solely in Edge Animate.

Chapter 9 shows you how to add Edge Animate content to DPS publications and iBooks, and we finish the book by showing you how to create Edge Animate compositions destined for a mobile and responsive universe.

Finally, Michael and I are no different from you. We are learning about this application—what it can and cannot do—at the same time as you are learning about it. Though we may be coming at it from a slightly more advanced level, there is a lot about this application we’re still discovering. If there is something we have missed or something you don’t quite understand, by all means, contact us. And here are our final words of advice for you:

The amount of fun you can have with this application should be illegal. We’ll see you in jail!

**Layout Conventions**

To keep this book as clear and easy to follow as possible, the following text conventions are used throughout:

- Important words or concepts are normally highlighted on the first appearance in italics.
- Code is presented in fixed-width font.
- New or changed code is normally presented in bold fixed-width font.
- Menu commands are written in the form Menu > Submenu > Submenu.
- Where I want to draw your attention to something, I’ve highlighted it like this:

  *Ahem, don’t say we didn’t warn you.*