

Macromedia Flash - Product image advertising effects

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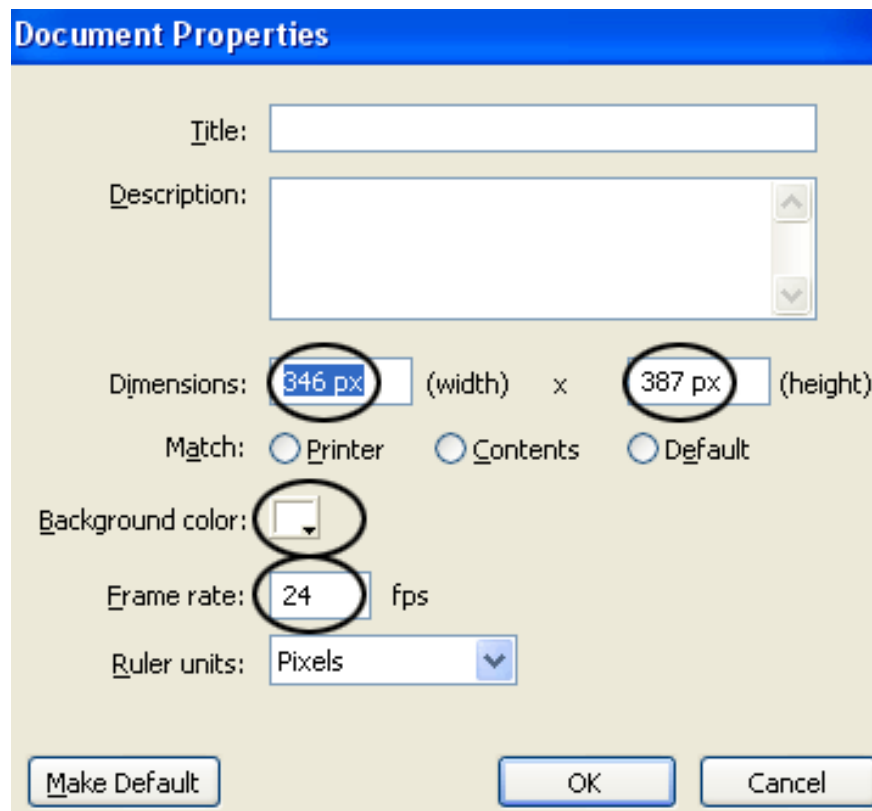
Step 1

Prepare a product photo that you need to advertise. In this article we use HTC smartphone images.



Step 2

Create a new flash file. Press **Ctrl + J** key on the keyboard (*Document Properties*) and set its width to 346 px, height to 387 px (depending on the image your product has, the width and length may be different).). Select white as background color, **frame rate to 24** , then click **OK** .



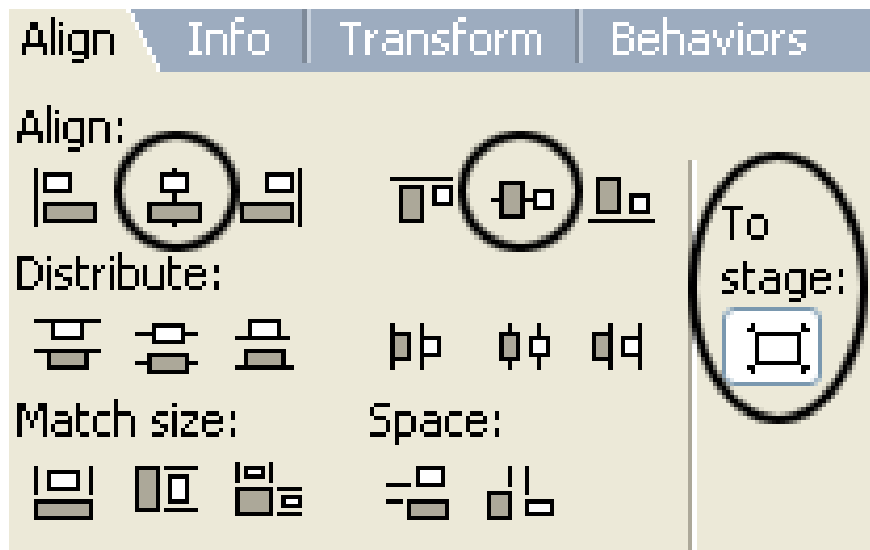
Step 3

Go to **File > Import > Import to stage** (shortcut is **Ctrl + R**) to load an image into the working Flash file.

Step 4

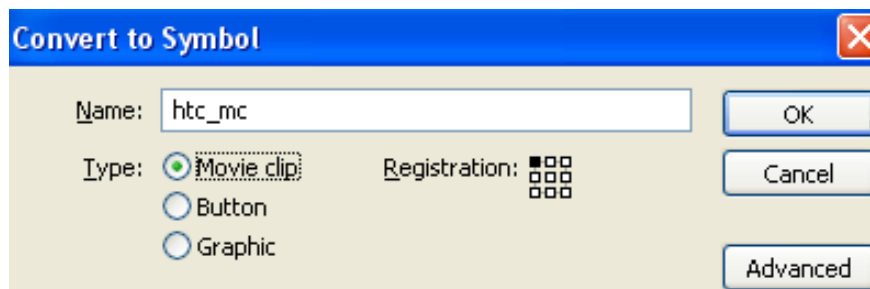
Select the image you just loaded, go to the **Align Panel** (**Ctrl + K**) and do the following:

- Make sure the **To stage** button in Align / Distribute is selected
- Click the **Align horizontal center** button
- Click on the **Align vertical center** button



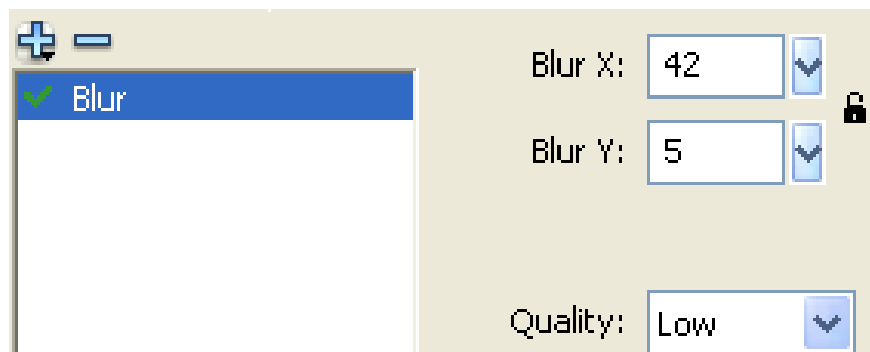
Step 5

While the image is still selected, press **F8** key (*Convert to Symbol*) to convert this image into a Movie Clip Symbol.



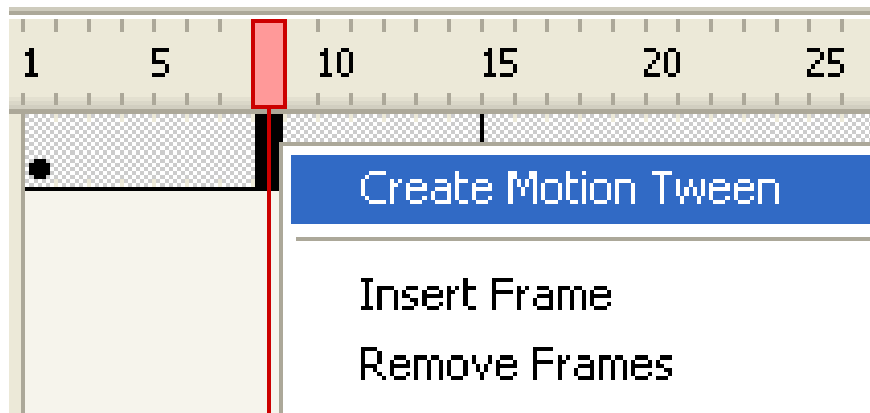
Step 6

Click on frame 15 and press F6 key. After that, go back on the first frame, take the **Selection Tool** (V) and click on the image to select it. Go to the **Properties Panel** (*Ctrl + F3*) and select **Filters** tab on the left. Click the plus icon and select the **Blur** filter. Make sure the parameters will be as follows:



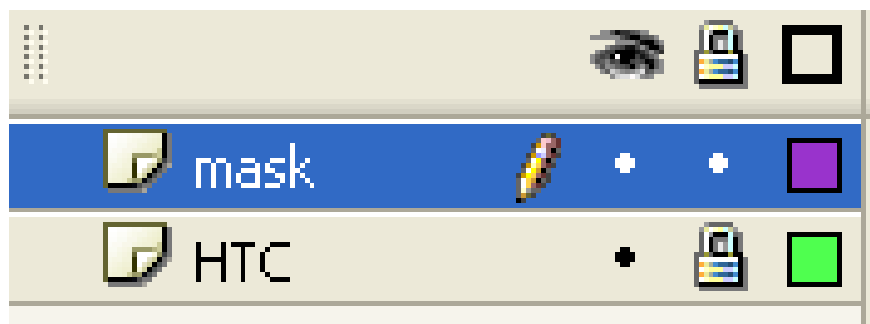
Step 7

Right-click anywhere on the gray area between frame 1 and 15 on the timeline and choose **Create Motion Tween** from the menu that appears.



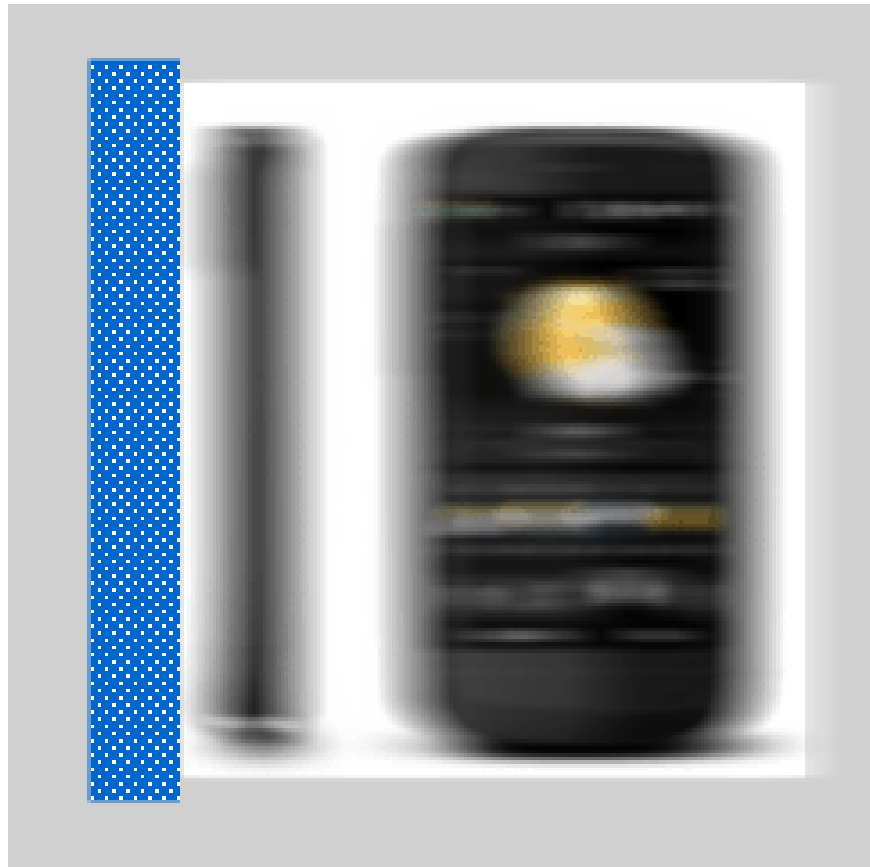
Step 8

Grab the **Selection Tool** (V) and double click on layer 1 to rename its name into HTC. After that, create a new layer above the HTC layer and name it mask.



Step 9

Select the layer mask you just created, take the **Rectangle Tool** (R) and draw a long rectangle on the left side of the image about 50 x 410 px (shown below).



Step 10

Click on frame 15 and press F6 key

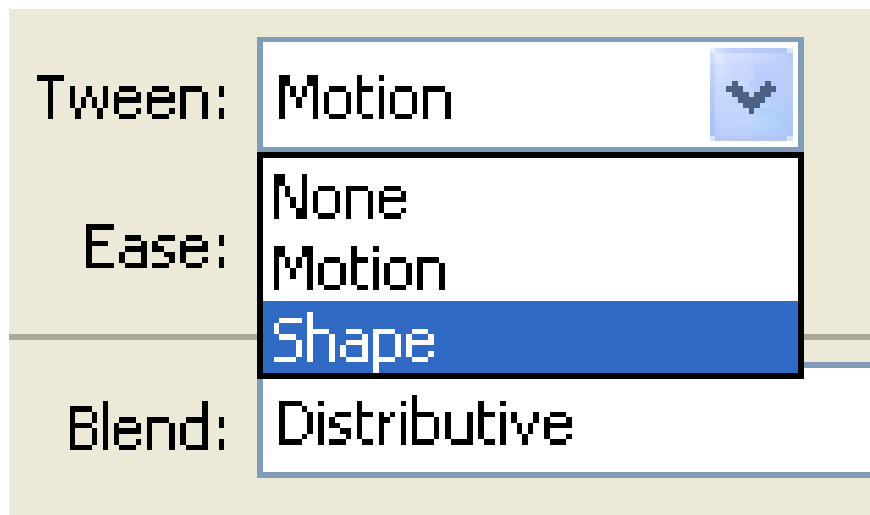
Step 11

While you're still on frame 15, take the **Selection Tool (V)** and do the following.



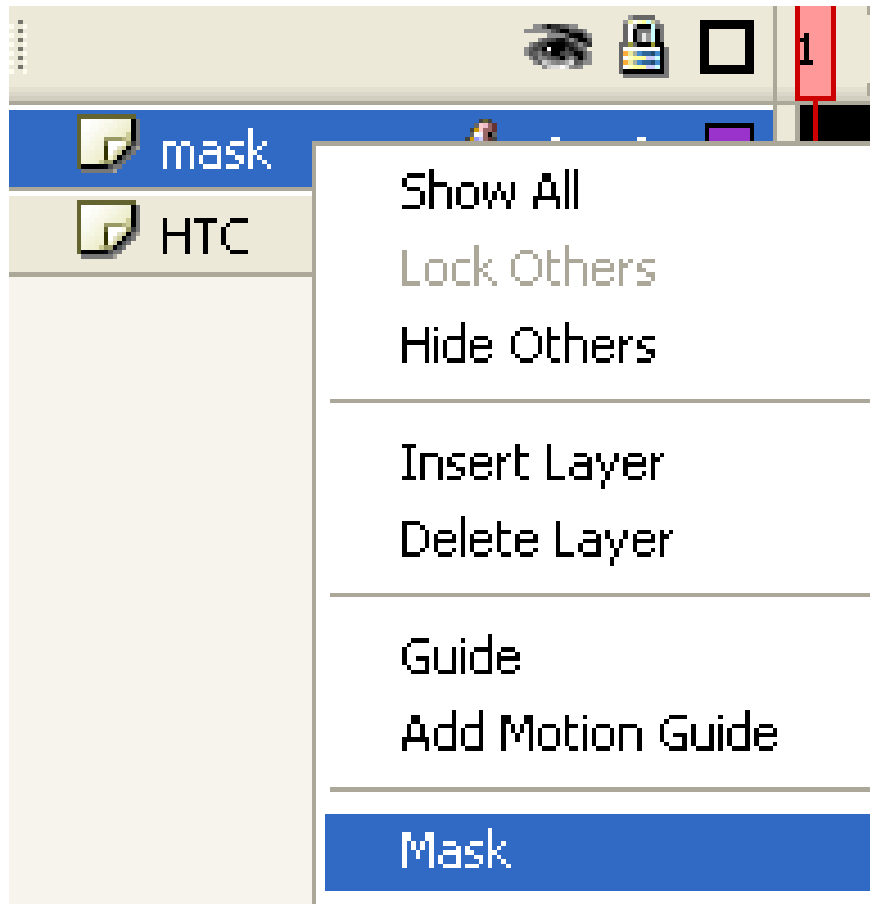
Step 12

Select frame 1 and go to the **Properties Panel** . In the menu **Tween** choose **Shape** .



Step 13

Select the mask layer and convert it to a mask by right-clicking on the layer name and selecting **Mask** .



Step 14

Create a new layer above the layer mask and name it HTC 1. Then go back to the first frame of layer HTC and press **Ctrl + C** key (Copy). Click on frame 15 of layer HTC 1, press F6 key and then press **Ctrl + Shift + V** (Paste in Place)

Step 15

Click on frame 30 and press F7 key (Blank keyframe). Go back on frame 15 and press **Ctrl + C** key (Copy). After that, go to frame 30 and press **Ctrl + Shift + V** (Paste in Place).

Step 16

Right-click anywhere on the gray area between frame 15 and 30 on the timeline and choose **Create Motion Tween** from the menu that appears.

Step 17

Create a new layer above the layer HTC 1 and name it mask 1.

Step 18

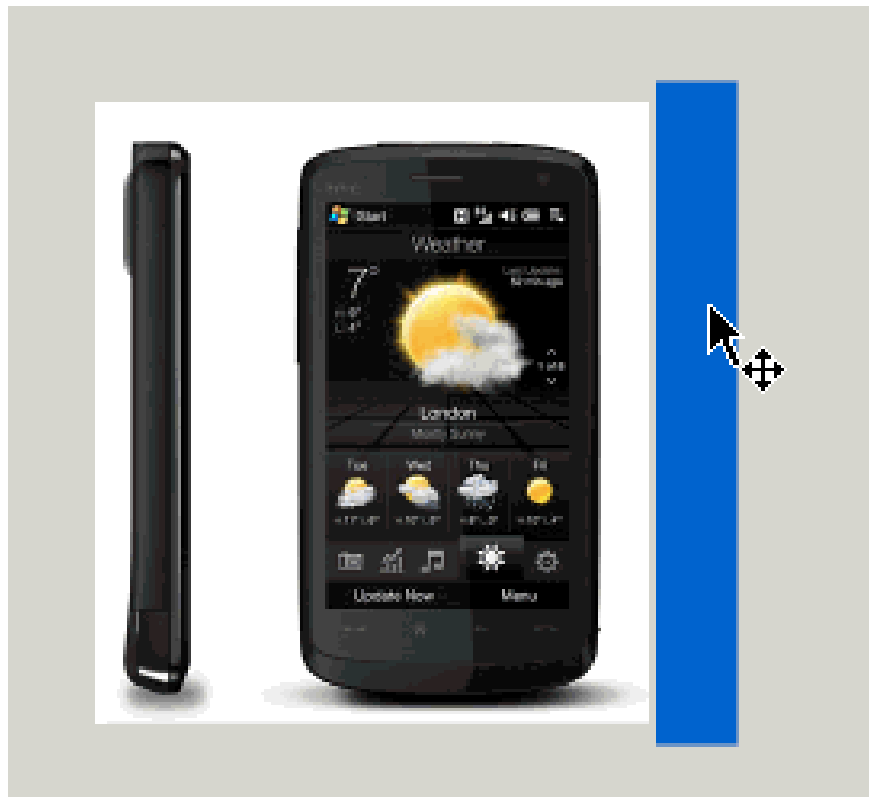
Select mask 1 layer, click on frame 15 and press F6. Then draw a rectangle on the right side of the image about

50 x 410 px.



Step 19

Click on frame 30 and press F6 key. After that, take the **Selection Tool (V)** and do the following procedure

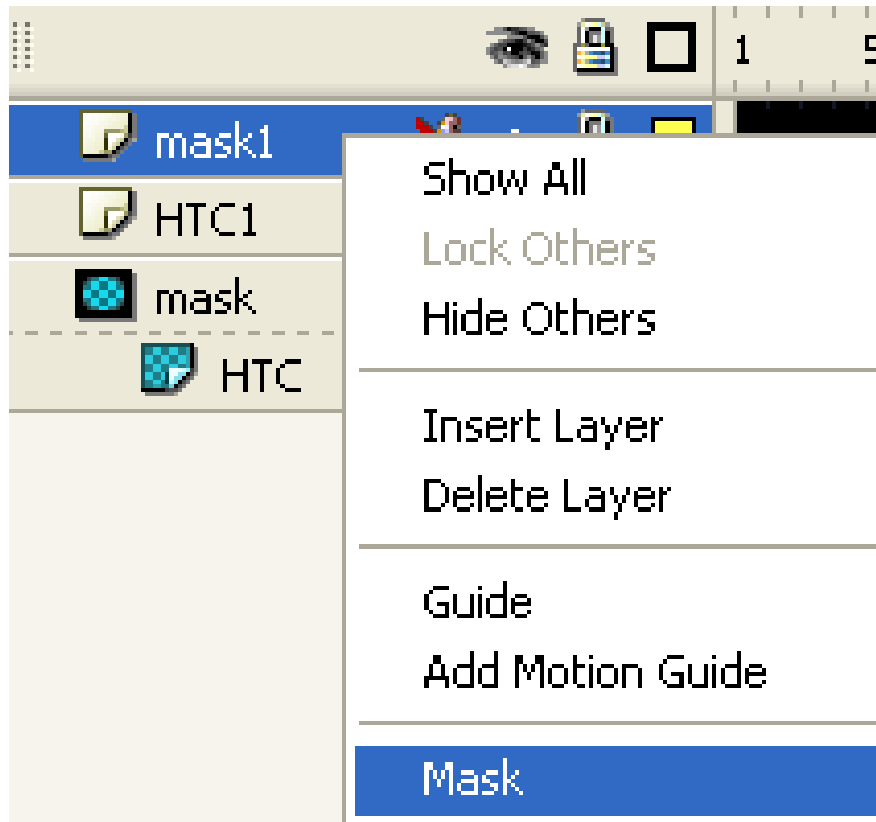


Step 20

Go back on frame 15, go to the **Properties Panel** . In **Tween** menu, choose **Shape** .

Step 21

Select mask 1 layer and convert it to a mask by right-clicking on the layer name and selecting **Mask** .



Step 22

Click on frame 30 of layer mask and HTC, press F5 key in turn.

Once done, you can press **Ctrl + Enter** to see the product created.

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