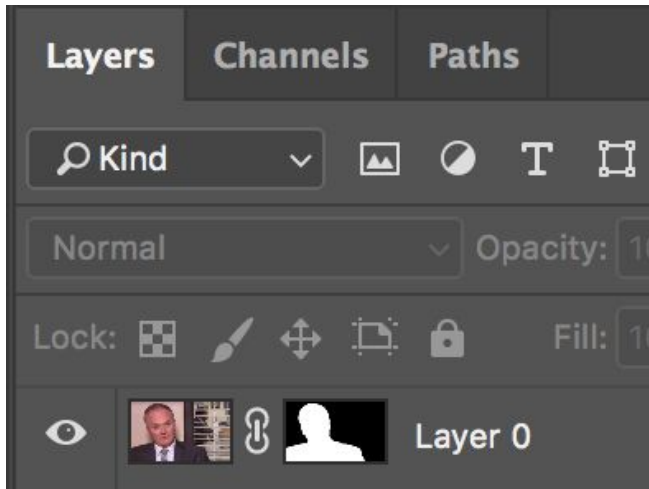
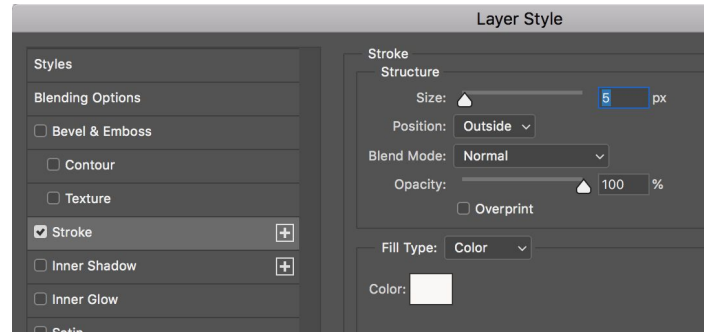


Getting Images Ready for Animate in Photoshop

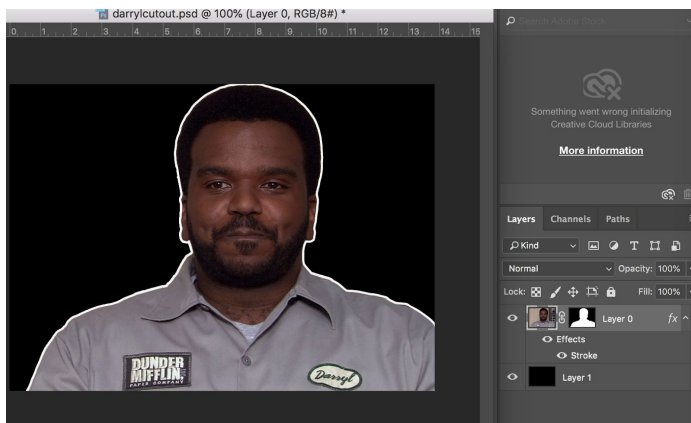
-Open the 3 images of TV characters and the network logo in Photoshop. Your images must be high resolution images!
-Use layer mask to cut out the background from each character and the logo.



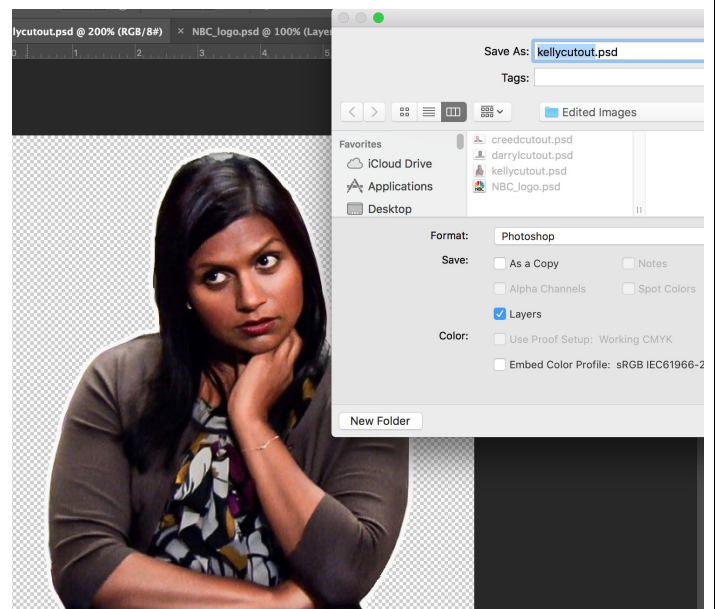
-Use Layer Styles to add a White Stroke of 5 pixels to each image you cut out. This will put a white border around each cut out image. Hint: Double click on the layer to open up Layer Styles (don't click on the name of the layer).



-You can make a new layer and fill it with a solid color to see what the Stroke will look like. Clean up any edges that need to be adjusted with the mask, then turn click the eyeball icon to off the visibility of the new color layer so you have a transparent background.



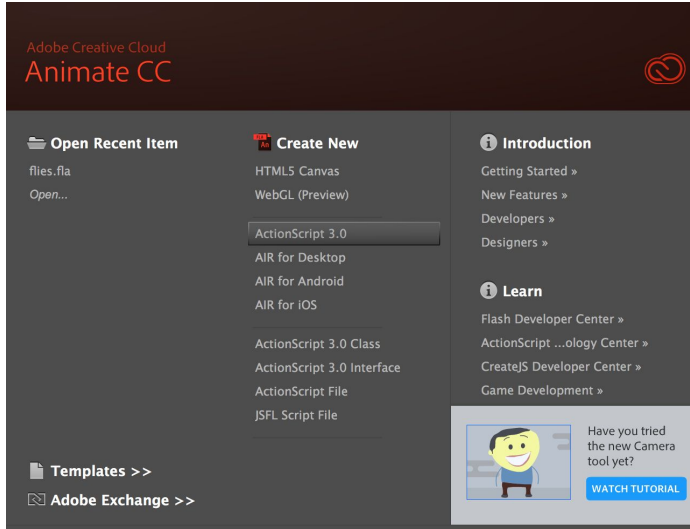
-Label the layer the name of the character. Then, save file as a PSD file with the same name.



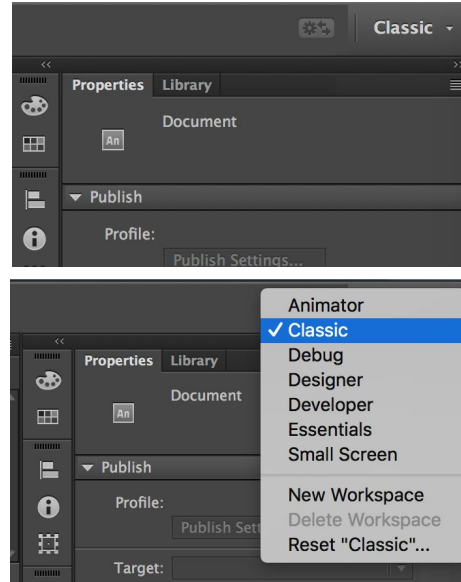
Animate - TV Ad Tutorial

Opening Animate and Setting up the Document

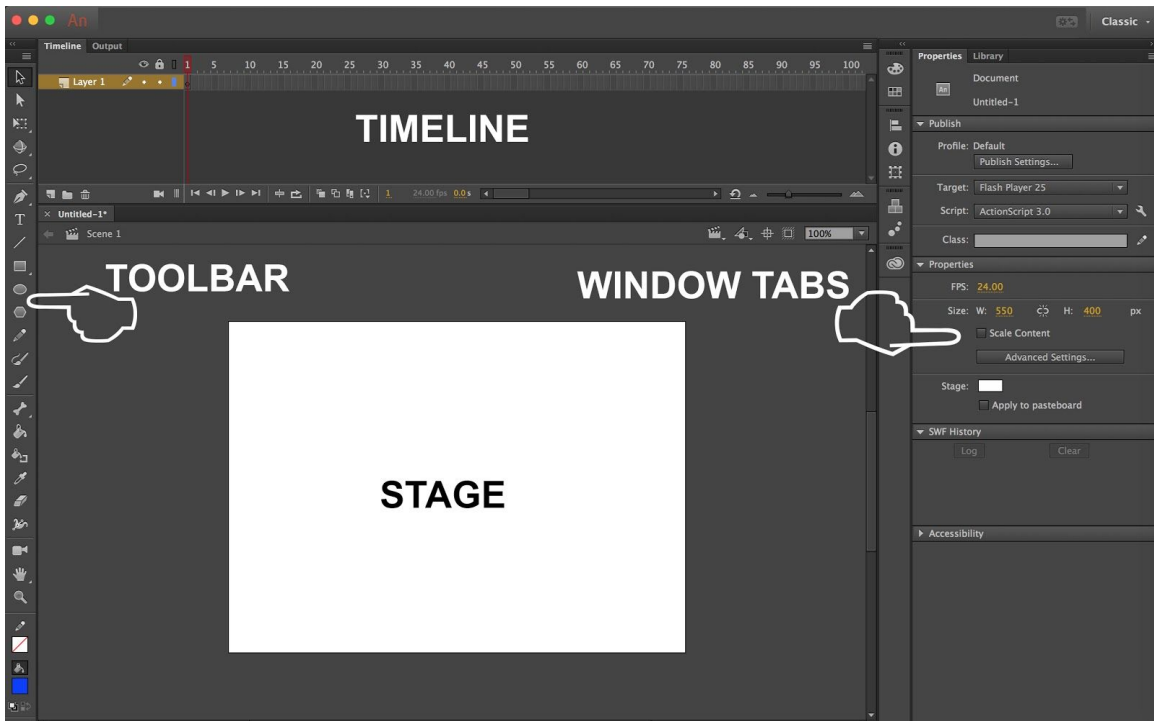
- Open Animate
- Under Create New - Select ActionScript 3.0



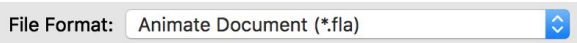
- Choose Classic as the Design type located in the upper right corner



- Animate workspace shows a toolbar, timeline, Stage, and window tabs



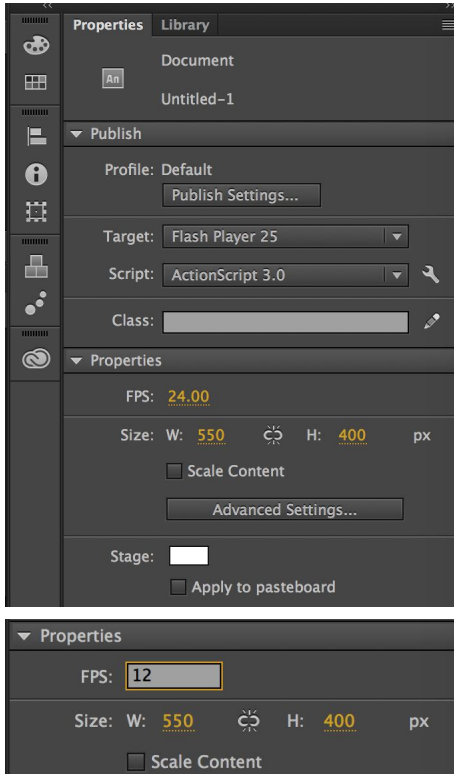
- From the top menus, choose **File > Save As**
- Save the file name as **last name + first initial + tvad fla**
- Save as a .fla file extension in your Animate folder, make sure file format at bottom of window shows as Animate Document (*.fla)



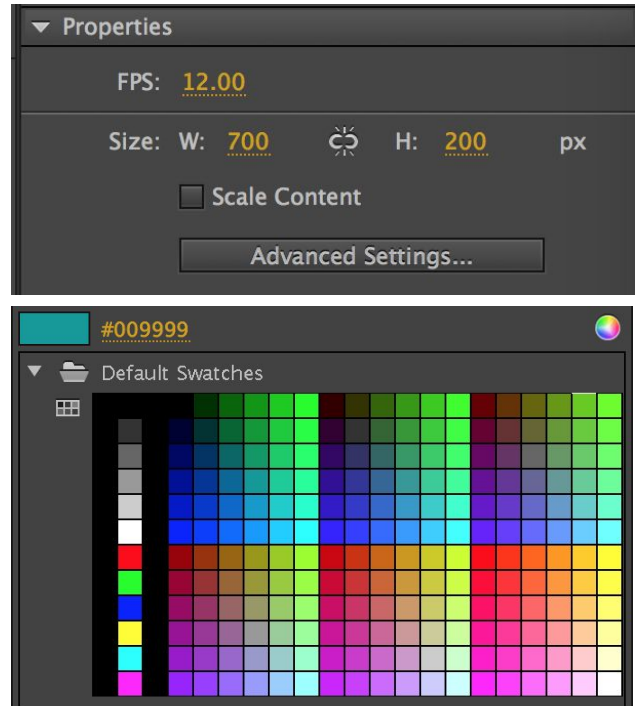
- Remember to always hit **CMD + S** every time you make a change to your project going forward.

Animate - TV Ad Tutorial

- The Properties window is located on the right
- The preset for the Stage is:
 - Size is 550W x 400H pixels
 - Frame Rate (FPS) = 24 FPS
- Change the frame rate (FPS) to 12 by clicking on the number 24, type in 12 and hit Return



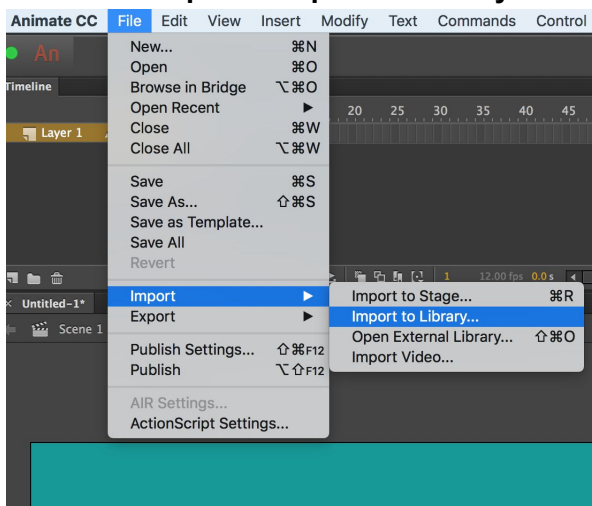
- In the Properties window, change the width and height of the Stage to 700W x 200H by clicking on each property and typing the number, then hit return.
- Then, choose a Stage color of your choice, other than white.



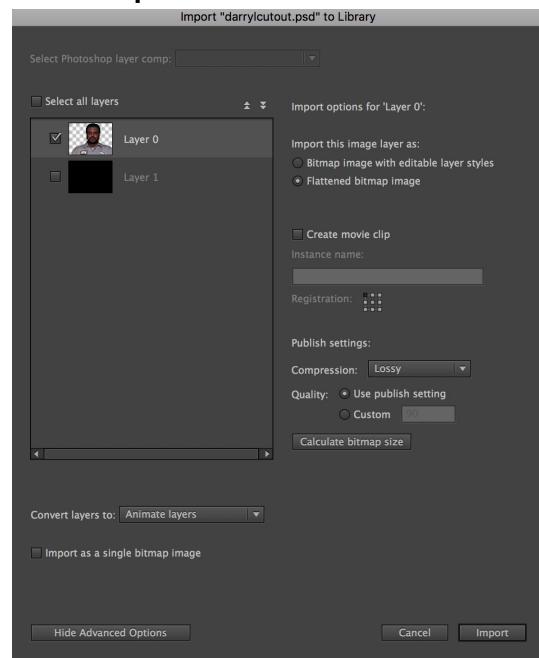
Importing .psd Images into your Library in Animate

- Import to library your 3 images and the logo in PSD format.

File > Import > Import to Library...

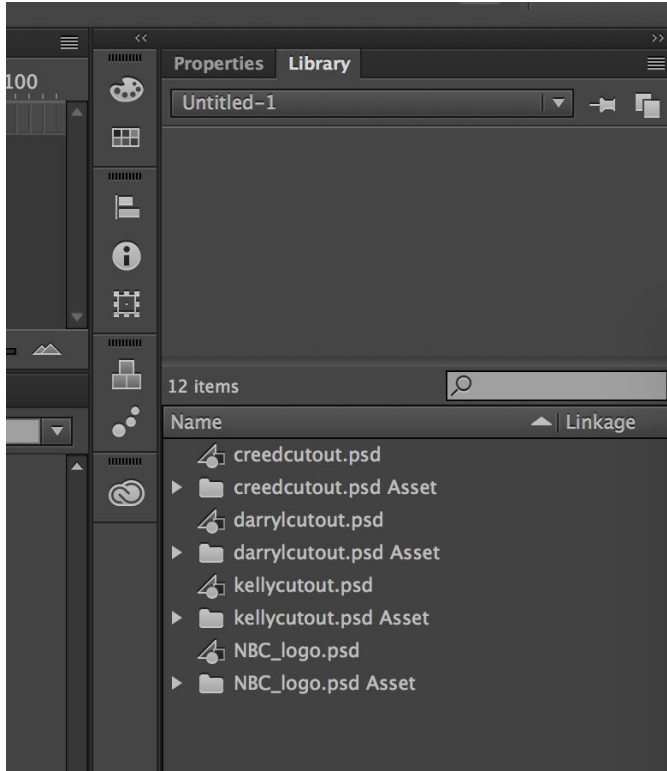


- Import to Library Window will pop up for each image. Click **Import** on each.



Animate - TV Ad Tutorial

-The images will appear in your library with folders.
Only use the psd graphic file for your work.



Rules of thumb:

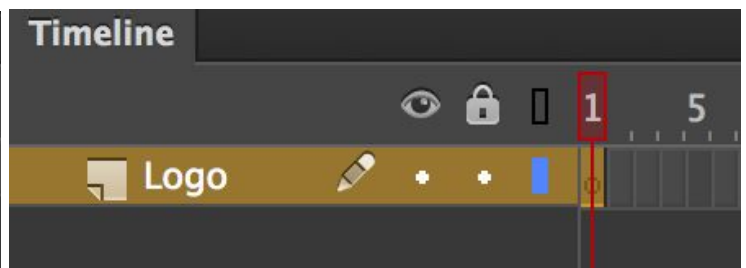
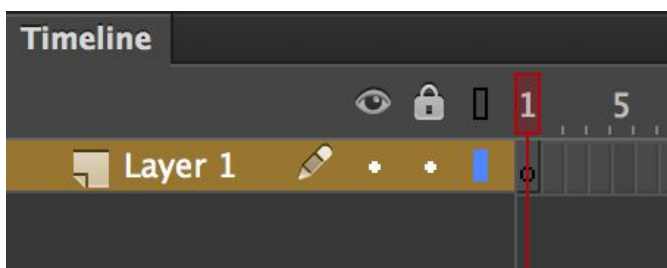
- Any zooms in/out occur over 5 frames.
- Any movement must occur over 5 frames.
- Any fades in/out occur over 5 frames.
- Any item that zooms, moves, or fades, must become still for a minimum of 10 frames before it can zoom, move or fade again.
- Consider location of images to prevent floating bodies.

Plan for our Animation:

- 1) NBC Logo zooms large to small over 5 frames, still for 10 frames and then back to large over 5 frames, disappears. **(Frames 1-20)**
- 2) Then, Kelly fades in and slides in from right Stage towards center of the Stage over 5 frames, stays still. **(Frames 20-25)**
- 3) Wait 10 frames **(Frames 25-35)**
- 4) Then, Darryl fades in over 5 frames on the right side of the Stage and stays still. **(Frames 35-40)**
- 5) Wait 10 frames **(Frames 40-50)**
- 6) Then, Creed fades in over 5 frames on the right side of the Stage while "The Office" text slides down and fades in. **(Frames 50-55)**
- 7) Wait 10 frames **(Frames 55-65)**
- 8) Then Kelly, Darryl, Creed and "The Office" text fade out together over 5 frames. **(Frames 65-70)**

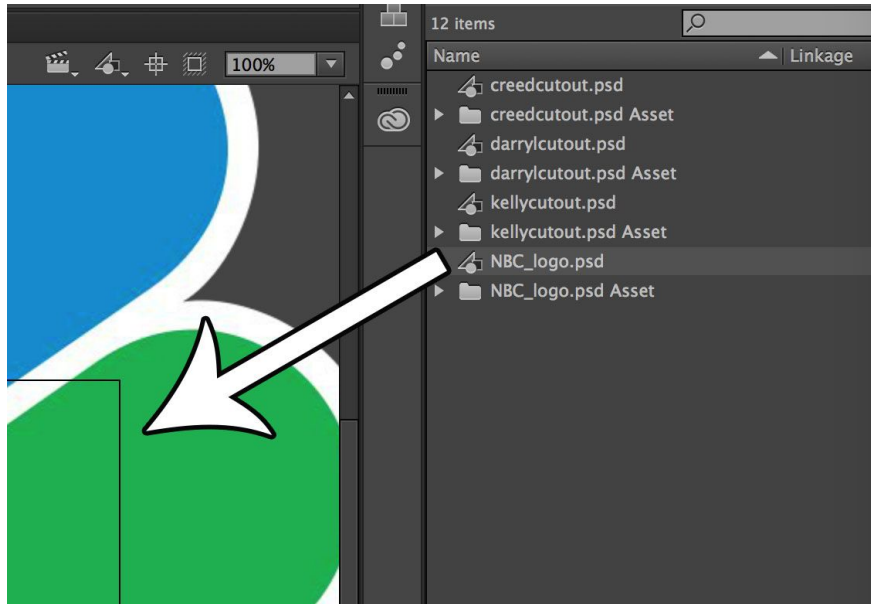
Add and animate NBC Logo (zoom out, wait, zoom in)

STEP 1 Double click on the words **Layer 1** in the Timeline and rename layer **Logo**. Press enter after typing in the name to confirm.

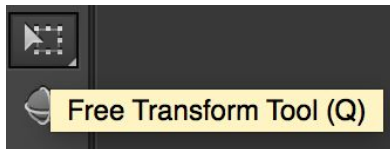


Animate - TV Ad Tutorial

STEP 2 While you have Frame 1 highlighted in the Logo Layer, click and drag the NBC Logo from the Library to the Stage.



STEP 3 Then, using the Free Transform Tool (Q), resize the logo to fit within the Stage and click and drag to position the logo in the center of the Stage. Remember to always hold SHIFT while scaling in order to keep proportional.



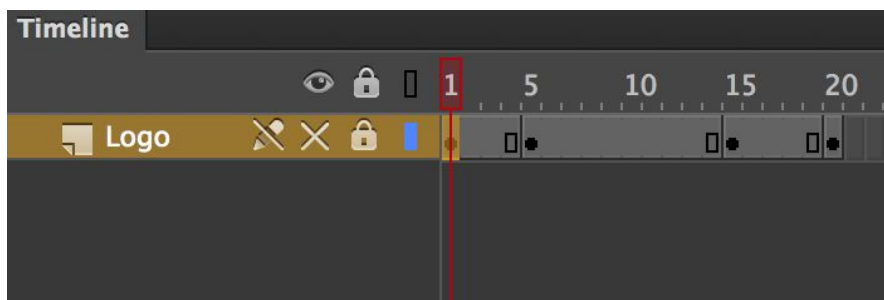
Before Resize/Position:



After Resize/Position:



STEP 4 AFTER you have resized and positioned your logo, **Right-click > Insert Keyframe (F6)** on frames 5, 15 and 20 in the timeline. Your timeline will look like this:

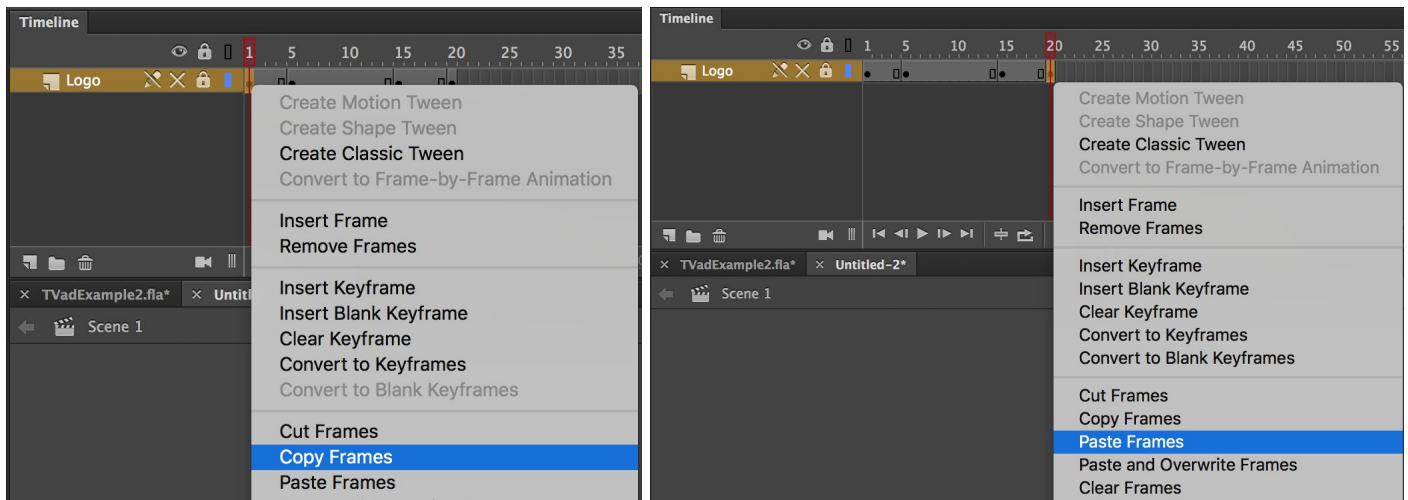


Animate - TV Ad Tutorial

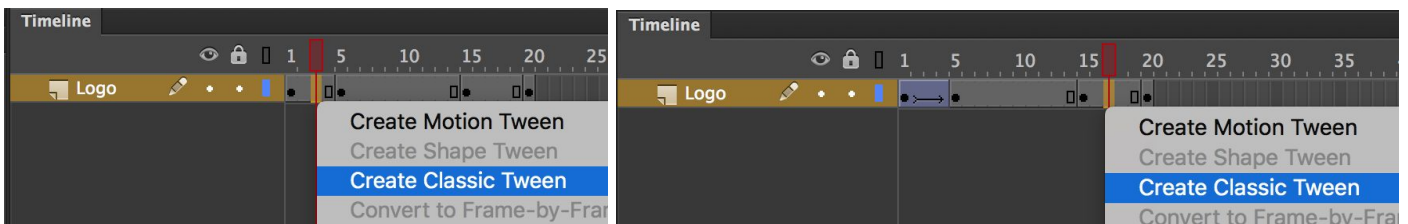
STEP 5 Click on Keyframe 1 in the Logo layer to select it. Then, use the Free Transform Tool (Q) to resize the logo larger to only show the color of the peacock feathers over the whole Stage, as seen in the image below.



STEP 6 Next, Right-click on keyframe 1 and choose **Copy Frames**. Right-click on keyframe 20 and choose **Paste Frames**. (Note: **CMD + C** and **CMD + V** keyboard shortcuts **DO NOT** work for this.)

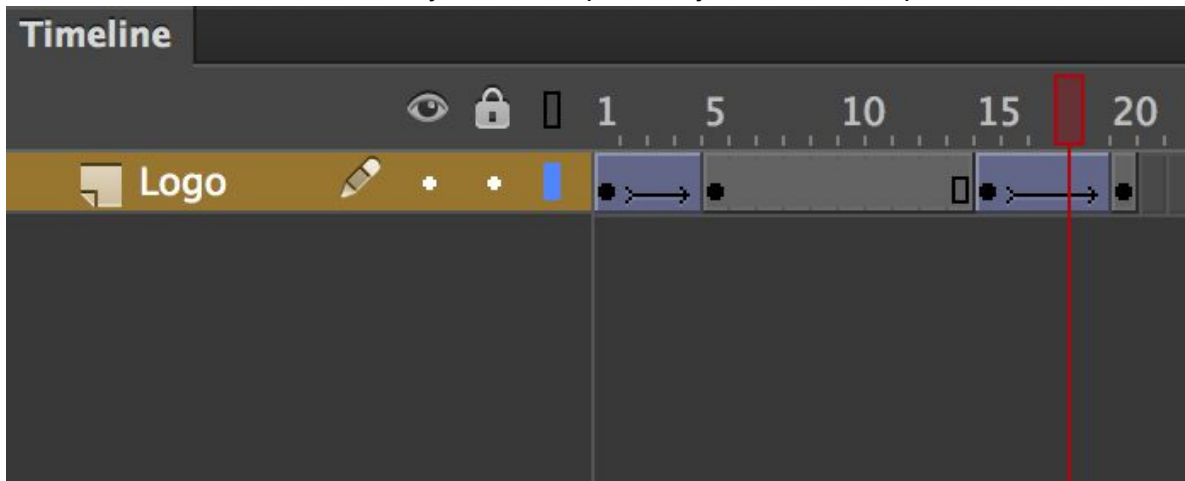


STEP 7 Now, **Right-click** in between frames 1 and 5 and choose **Create Classic Tween**. Do the same in between frames 15 and 20.



Animate - TV Ad Tutorial

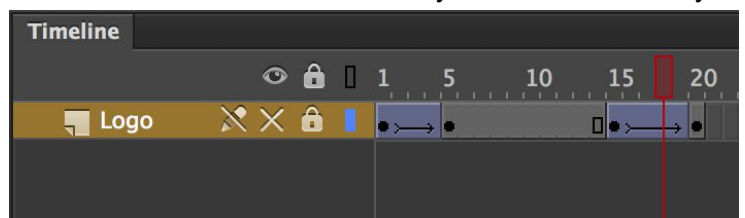
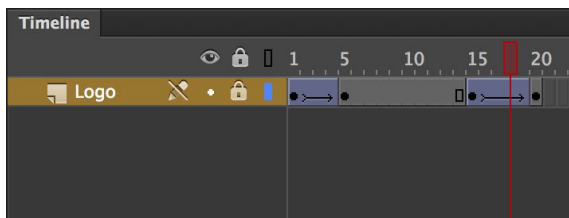
Your timeline should now look like this. If you want to preview your animation, press **CMD + Return**.



STEP 8 Lock the Logo Layer and hide it so it's not in the way while we add the rest of our animation.

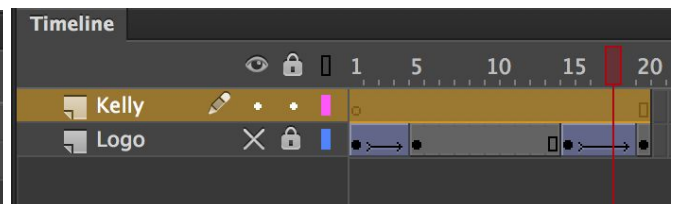
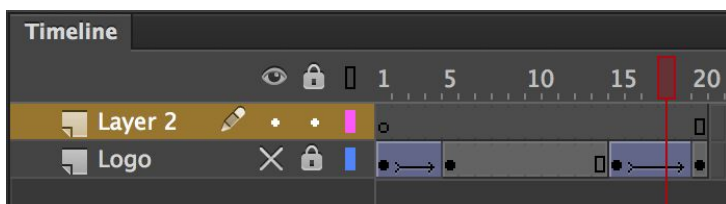
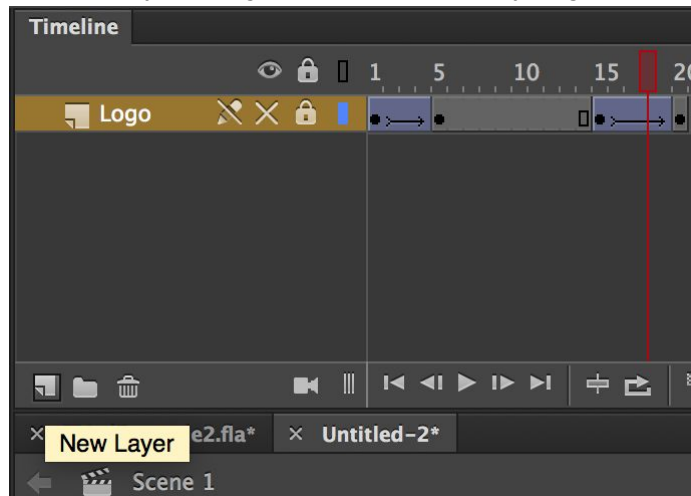
To lock, use the **dot** under lock icon on the layer.

To hide, use the **dot** under the eyeball icon on the layer.

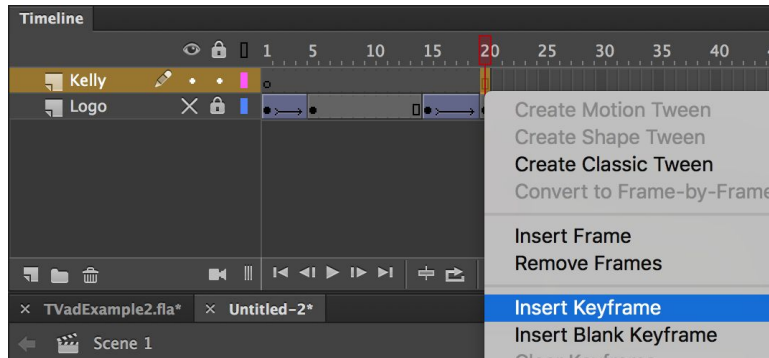


Add and animate Kelly Image (fade in and move, wait until frame 65, fade out)

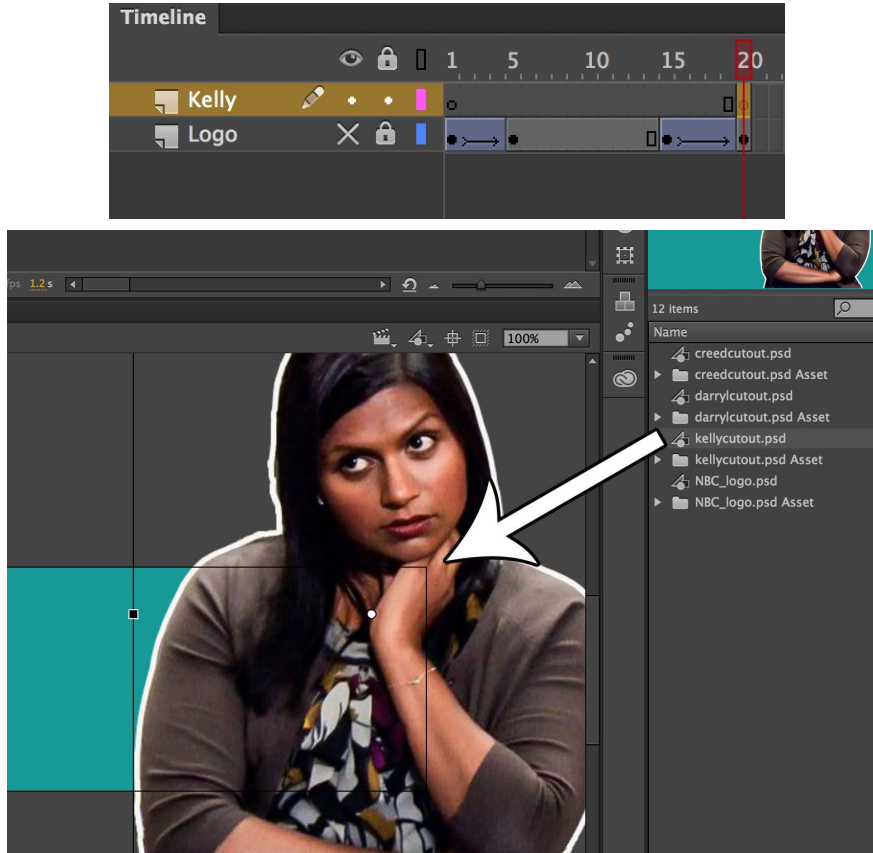
STEP 1 Add a New Layer by clicking on the icon at the bottom of the Timeline. Double click on the words **Layer 2** in the Timeline and rename layer **Kelly**. Press enter after typing in the name to confirm.



STEP 2 Right-click on frame 20 and choose **Insert Keyframe (F6)**.



STEP 3 With keyframe 20 selected, click and drag the Kelly image from the library to the Stage.



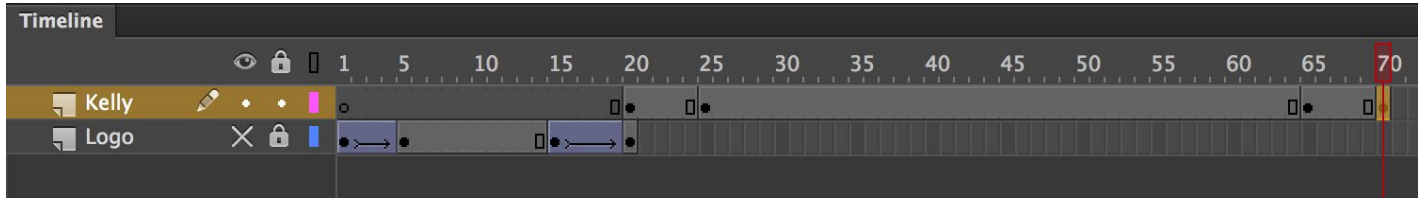
STEP 4 Using the Free Transform Tool (Q), resize and position Kelly to following size/position:



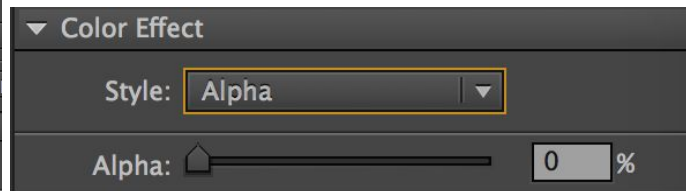
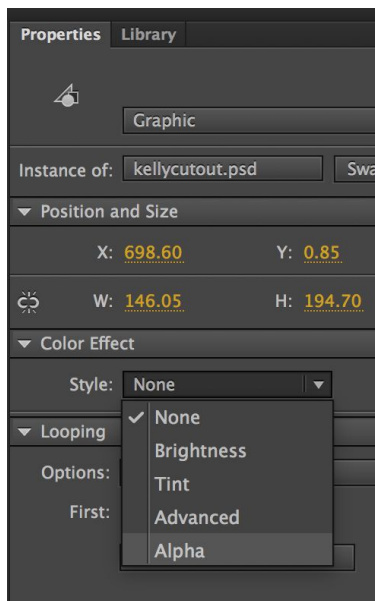
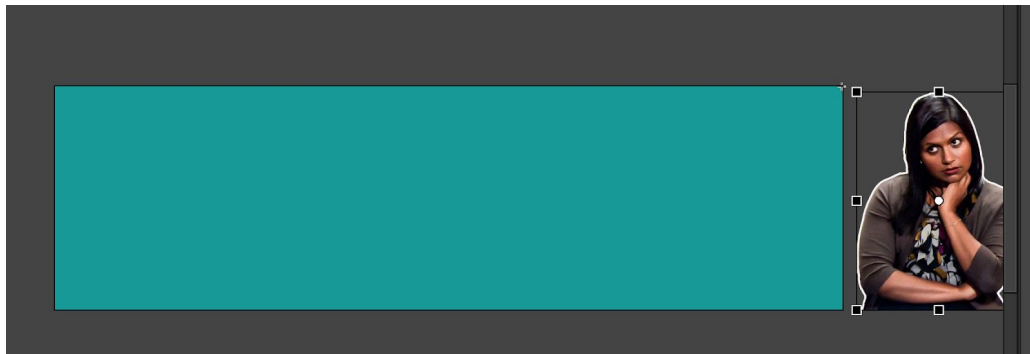
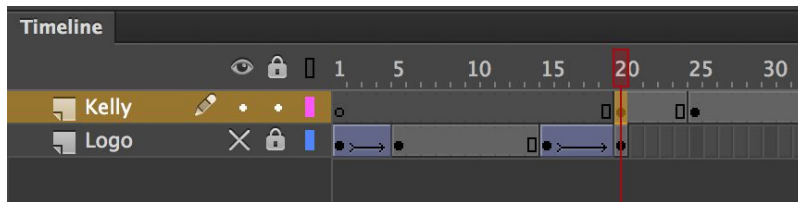
Hint: When using the Free Transform Tool (Q), you **MUST** hold down SHIFT to keep proportions but you may also hold down ALT (or OPTION) to scale from the corner, instead of from the center of the image.

Animate - TV Ad Tutorial

STEP 5 AFTER you have resized and positioned your image, **Right-click > Insert Keyframe (F6)** on frames 25, 65 and 70.

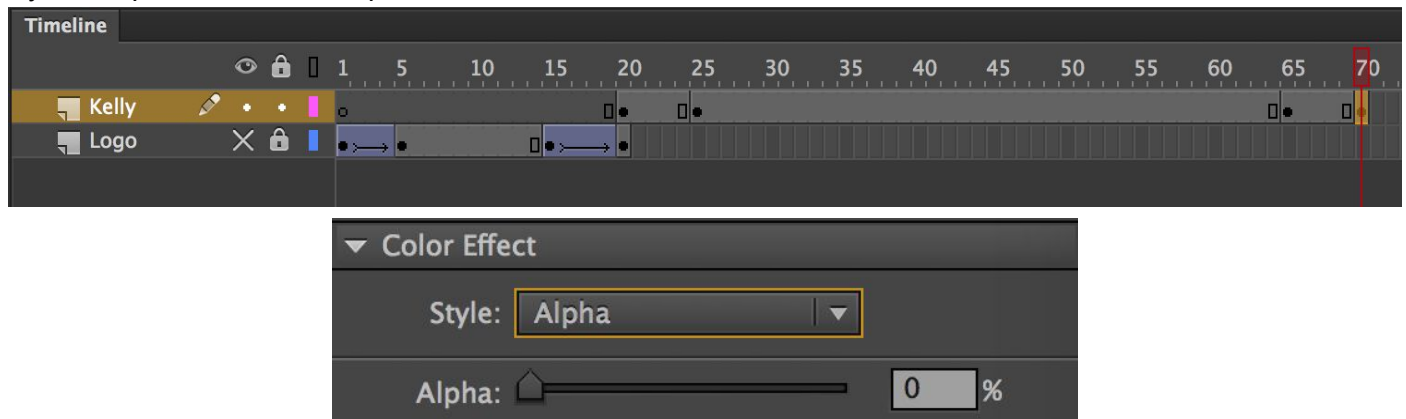


STEP 6 Select the Keyframe on frame 20. Then, move the image of Kelly off the Stage to the right. Click on image of Kelly on Stage to select. Then, look in the Color Effect submenu in the Properties menu on the right side of your screen. Select Alpha for the Style and then change the Alpha to 0%.

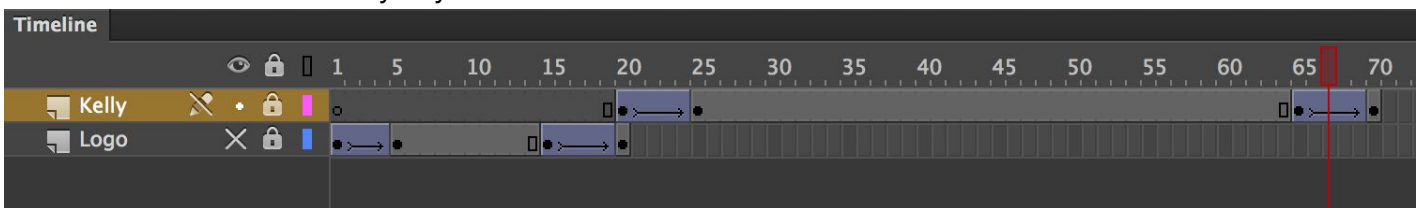


Animate - TV Ad Tutorial

STEP 7 Select the Keyframe on frame 70. Then, select the image of Kelly by clicking on the image on the Stage. Look in the Color Effect submenu in the Properties menu on the right side of your screen. Change the Style to Alpha and set the Alpha to 0%.



STEP 8 Now, **Right-click > Create Classic Tween** in between frames 20 and 25. Do the same in between frames 65 and 70. Your timeline should now look like this. If you want to preview your animation, press **CMD + Return**. Lock the Kelly Layer.



Add and animate Darryl Image (fade in, wait until frame 65, fade out)

STEP 1 Add a New Layer by clicking on the icon at the bottom of the Timeline. Double click on the words **Layer 3** in the Timeline and rename layer **Darryl**. Press enter after typing in the name to confirm.

STEP 2 **Right-click > Insert Keyframe (F6)** on frame 35.

STEP 3 With keyframe 35 selected, click and drag the Darryl image from the library to the Stage.

STEP 4 Using the Free Transform Tool (Q), resize and position Darryl to following size/position:



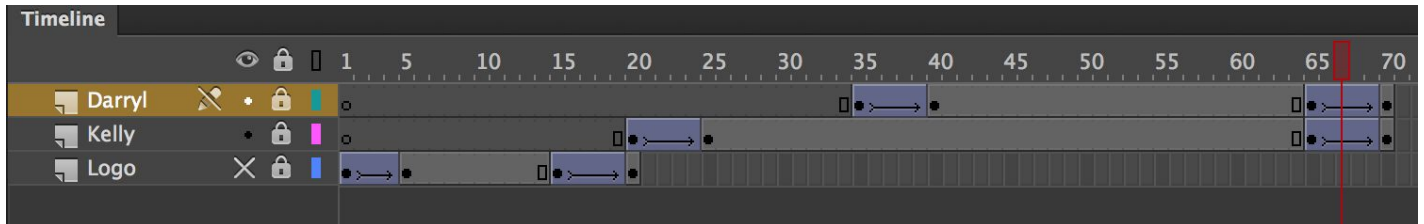
STEP 5 **AFTER** you have resized and positioned your image, **Right-click > Insert Keyframe (F6)** on frames 40, 65 and 70.

Animate - TV Ad Tutorial

STEP 6 Select the Keyframe on frame 35. Then, click on the image of Darryl to select it. Look in the Color Effect submenu in the Properties menu on the right side of your screen. Set Style to Alpha and change the Alpha to 0%.

STEP 7 Right-click > **Copy Frames** on Keyframe 35. Right-click > **Paste Frames** on Keyframe 70.

STEP 8 Now, Right-click > **Create Classic Tween** in between frames 35 and 40. Do the same in between frames 65 and 70. Your timeline should now look like this. If you want to preview your animation, press **CMD + Return**. Lock the Darryl Layer.



Add and animate Creed Image (fade in, wait until frame 65, fade out)

STEP 1 Add a New Layer by clicking on the icon at the bottom of the Timeline. Double click on the words, **Layer 4**, in the Timeline and rename layer **Creed**. Press enter after typing in the name to confirm.

STEP 2 Right-click > **Insert Keyframe (F6)** on frame 50.

STEP 3 With keyframe 50 selected, click and drag the Creed image from the library to the Stage.

STEP 4 Using the Free Transform Tool (Q), resize and position Creed to following size/position:

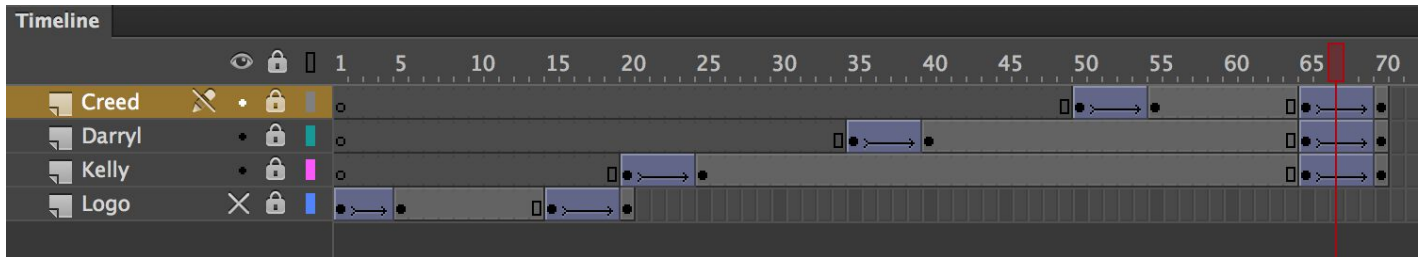


STEP 5 AFTER you have resized and moved your image, Right-click > **Insert Keyframe (F6)** on frames 55, 65 and 70.

STEP 6 Select the Keyframe on frame 50. Then, click on the image of Creed to select it. Look in the Color Effect submenu in the Properties menu on the right side of your screen. Set Style to Alpha and change the Alpha to 0%.

STEP 7 Right-click > **Copy Frames** on Keyframe 50. Right-click > **Paste Frames** on Keyframe 70.

STEP 8 Now, **Right-click > Create Classic Tween** in between frames 50 and 55. Do the same in between frames 65 and 70. Your timeline should now look like this. If you want to preview your animation, press **CMD + Return**. Lock the Creed Layer.



Add and animate “The Office” Text (fade in/move, wait until frame 65, fade out)

STEP 1 Add a New Layer by clicking on the icon at the bottom of the Timeline. Double click on the words **Layer 5** in the Timeline and rename layer **Text**. Press enter after typing in the name to confirm.

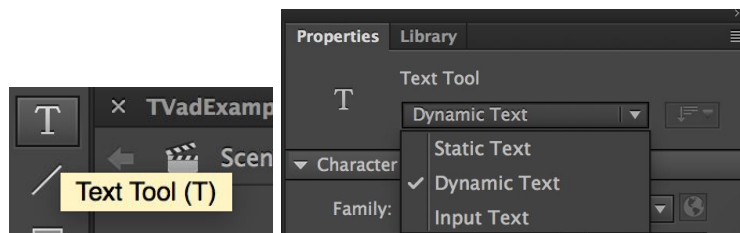
STEP 2 Right-click > **Insert Keyframe (F6)** on frame 50.

STEP 3 With keyframe 50 selected, click the Text (T) tool from the toolbar. In the Properties Panel, change the Text Tool type to Dynamic Text. Then, click and drag a box on the Stage to Type your text, like below.

Your text must include:

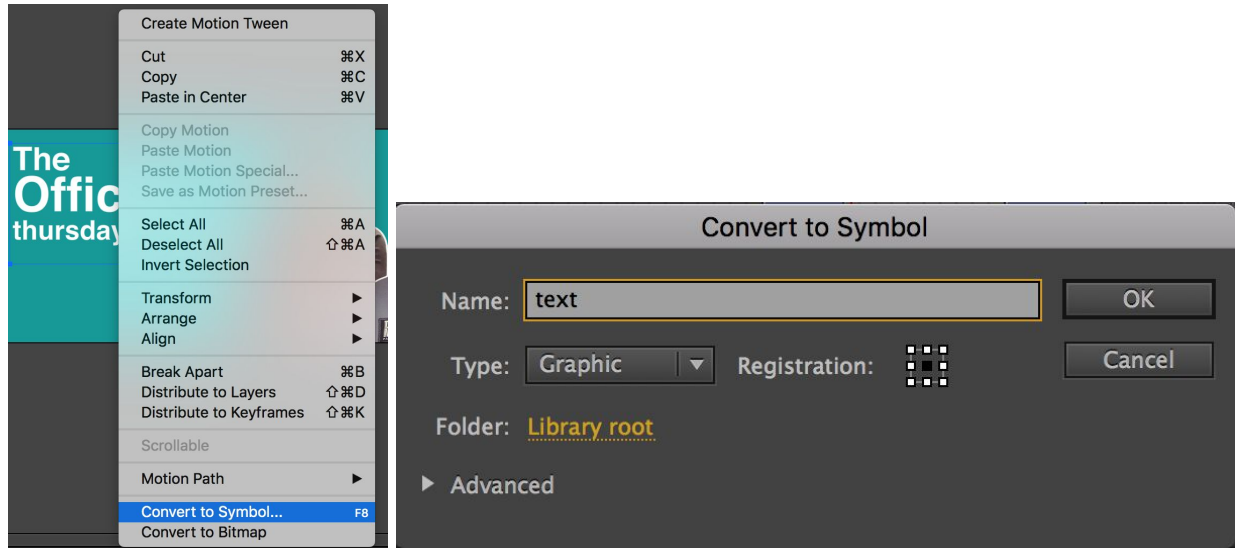
- the name of the show
- the day and time the show airs

Use the Character and Paragraph submenu in the Properties Panel to change the font, alignment, color, size, and spacing of your text. Make sure to consider the target audience and theme of your ad.



Animate - TV Ad Tutorial

STEP 4 Right-click > Convert to symbol... (F8) on the text to convert it into symbol. The Convert to Symbol dialog box will appear. Name the symbol “text” with the type: graphic. Click OK.



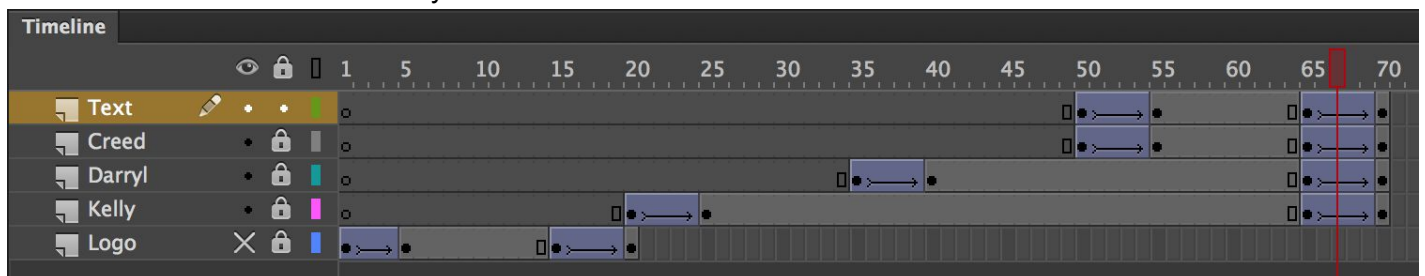
STEP 5 AFTER you have converted your text to a symbol, **Right-click > Insert Keyframe (F6)** on frames 55, 65 and 70.

STEP 6 Select the Keyframe on frame 50. Then, move the text off the Stage to the top. While the text is still selected, look in the Color Effect submenu in the Properties menu on the right side of your screen. Set the Style to Alpha and change the Alpha to 0%.



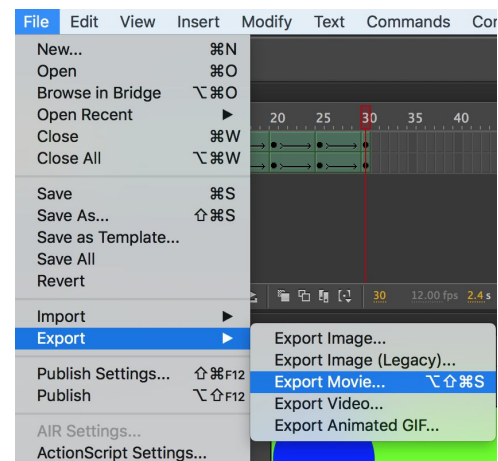
STEP 7 Select Keyframe 70 and change the Alpha to 0% in the Color Effect submenu in the Properties menu on the right side of your screen.

STEP 8 Now, **Right-click > Create Classic Tween** in between frames 50 and 55. Do the same in between frames 65 and 70. Your timeline should now look like this. If you want to preview your animation, press **CMD + Return**. Lock the Text Layer.



Animate - TV Ad Tutorial

- Export the final project as an SWF file
- From top menus choose **File > Export Movie**



- Make sure titled **last name + first initial + tvad.swf**
- Save as a .swf file extension in your Animate folder
- Make sure file format at bottom of save window shows as SWF Movie (*.swf)

File Format: SWF Movie(*.swf)

- Submit the appropriate file type, as instructed