

Building HTML5 ads in Adobe Animate

Duration: 1 day

Adobe Animate is the industry standard for creating HTML5 ads. This course teaches essential skills for designing, building and deploying ads with Animate. Learn how to create artwork in Animate, and import artwork from Photoshop and Illustrator. Create eye-catching, sophisticated animations and learn simple coding techniques for interactive buttons, ClickTags and repeats. You'll take away sample Animate files that you can re-use for your own projects.

Who should attend this course

Anyone who needs to design, create and deploy banner ads in Adobe Animate. Some knowledge of Photoshop and Illustrator is useful, but not required.

Overview and interface

- The Animate Workspace
- About HTML5 canvas documents - capabilities and limitations.
- Stage Properties - dimensions, background colour and FPS.

Creating, importing and optimising artwork

- Drawing in animate - Shapes and Drawing Objects.
- Strokes, Brushes, Gradients and other properties.
- Importing Layers from Photoshop and Illustrator.
- Image optimisation - dimensions, compression, file types.
- About Spritesheets.
- Vector optimisation.

Working with Text

- Static vs, Dynamic text.
- Fonts - how they work in Animate - downloadable Web Fonts.
- Animating text.

Working with Symbols

- The importance of Symbols for animation.
- When to use Graphics, Buttons & Movie Clips.
- Nesting Symbols for complex animations.
- Special effects with Graphic Symbols.
- Interactive Button Symbols.
- Creating an 'invisible' button.

Animation

- Animating Symbol Properties - position, size, rotation, transparency and other properties.
- Understanding Frame types - keyframes, static frames etc.
- Frame by Frame animation.
- Classic, Motion and Shape Tweens.
- Using Ease curves.
- Motion Guides - animating and rotating an element along a path.
- Masks - hiding and revealing content.
- Zoom & pan effects with the Camera tool.

Coding techniques

- The Actions and Code Snippets panels.
- Making a movie 'clickable'.
- Stopping an animation.
- Repeating an animation a specific number of times.
- Editing ClickTags for delivery systems including DoubleClick and Sizmek.

Publish settings

- Optimum and recommended settings for banner ads.
- Saving Templates for re-use.
- About the HTML and JavaScript files that Animate creates.