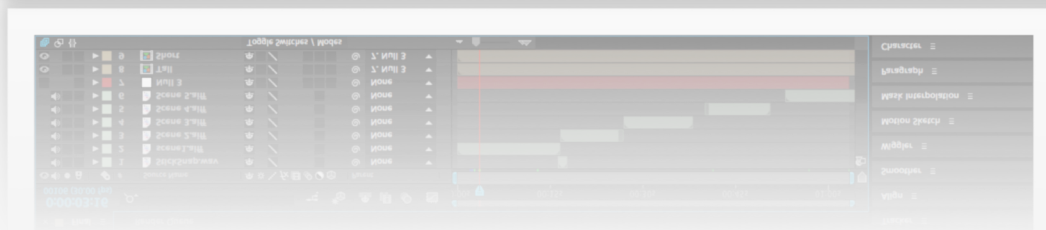
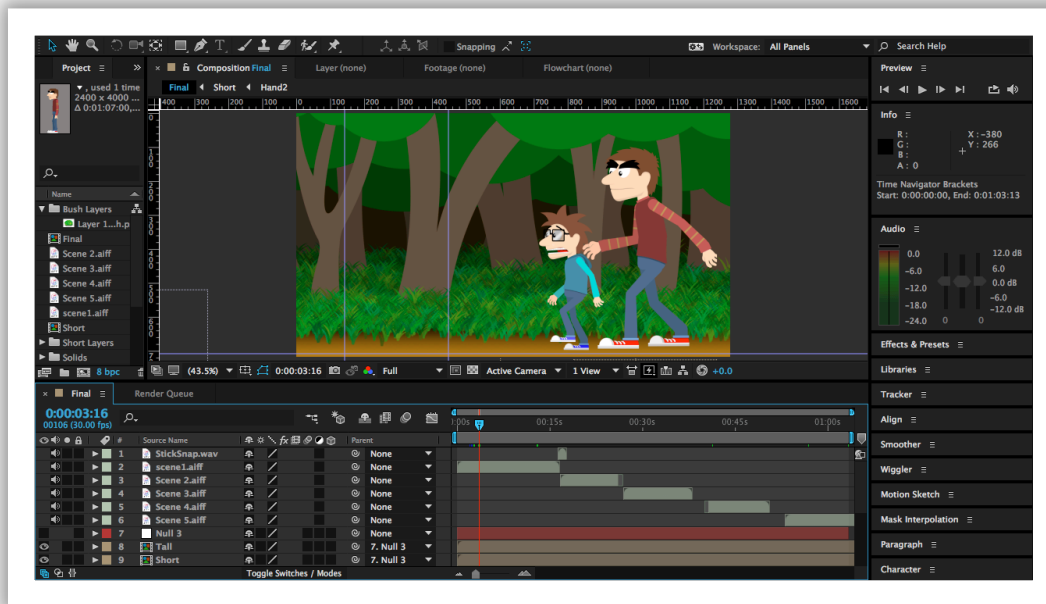


# Replacing Flash Professional

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## Table of Contents

<b>Method .....</b>	<b>2</b>
<b>    Introduction .....</b>	<b>2</b>
<b>    Process .....</b>	<b>2</b>
<b>    Workflow .....</b>	<b>5</b>

## Method

### Introduction

In order to have a successful career in motion media it is essential that designers are equipped with the most effective and efficient software that best enables them to create high quality, animated content. The question of which software is best depends on a variety of factors, which could go on endlessly. The truth is that there is no perfect software, and that ultimately, the decision of which software to use comes down to the designer, and what their end goal is. In the following paragraphs we will determine a logical method, which can be used to determine the right software for any given motion media job involving two-dimensional animation. Due to time constraints and the longevity of this paper, the method will be tested out on two fairly well known animation programs, Adobe After Effects, and Adobe Animate.

### Process

The answer to this question will vary depending on the specific workflow of the individual. However, there are a variety of needs that every animator needs to work efficiently. Other than creating content, the primary goal of any creative person is to maximize their creative freedom. This statement is true whether they work in web design, graphic design, print production, or motion media. The only thing that should limit the creative abilities of any creative person should be the limits of their imagination. Nothing is more frustrating than having an idea that is either eliminated or minimized due to software problems. Therefore the first step in our method will be to **identify the basic needs** that an animator demands from animation programs. These needs will be used as

our measurable attributes throughout this process. These measurable attributes will measure how well or poorly an animation program performs in a variety of projects.

Animated motion media projects present an endless list of factors that need to be considered when choosing the right animation program. A question any animator has to answer is, what is the end goal? This depends on the needs of the client and the scope of the project they need to complete. Is it purely an animated creation? Does it mix video footage and animated footage? How complex is the animation? Is it just moving graphics or are there characters and environments involved? Is the animation going to be digitally created or created using stop motion? It is also important to take into consideration the skill of the designer and the preferred workflow of the designer. The second step in our method will be to **decide on a variety of motion media projects of varying degrees of complexity** that would need to be completed. In order to answer our question we must take into consideration a variety of projects an animator should expect to work on as well as the factors associated with those projects.

In order to compare these animation programs purely on how they measure up to the set attributes there also needs to be a set of constant variables in these tests. The third step in our method will be to create a **controlled environment**. One thing that would throw off the validity of these tests would be issues in the animation workflow caused by an animator being inexperienced in the software. To control this variable only experienced professionals will be used in the carrying out of our tests of various animation programs. In order to render a higher confidence interval and a lower percentage of error, multiple people will need to be used in these tests. Using multiple

participants will allow us to measure the performance of the animation programs and how the different traits of people affect the outcomes.

After the measurable attributes, varying project difficulties, and constant variables are set; a series of interview questions will be developed using this information. These questions will measure the performance of varying programs and will be separated into categories by complexity of the project and the program used. These questions will be used to gather information on what types of projects professionals typically work on, what the scope of those projects are, what animation programs professionals use for those projects, what their preferred workflow is, and how well their animation software meets their specified needs. In the fourth step of our method we will **seek out professional animators** from a variety of businesses and provide them with the interview questions to see how various animation programs measure up to the expected performance of the professionals and the measurable attributes. This information will be collected and written up in a final report.

In this final step a report will be written to analyze the information gathered from professionals. The report will reveal the performance of all the animation programs used and will be categorized by varying difficulty of projects. A variety of pie charts will be used as visual aids representing the performance. A conclusion will wrap up the report and identify a solution to the research question posed in the beginning of the paper: **which animation program(s) best enable designers to efficiently develop 2D animated projects?**

**Workflow**