

# Digital Publishing

WITH Adobe InDesign CC

Moving Beyond Print  
to Digital

Sandee Cohen  
Diane Burns



# Digital Publishing with Adobe® InDesign® CC

Sandee Cohen  
Diane Burns



# **Digital Publishing with Adobe® InDesign® CC**

**Sandee Cohen and Diane Burns**

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## Colophon

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# Animations



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It's HARD TO FIND ANYONE UNDER 65 who didn't grow up watching cartoons on television. Kids have fun watching cartoon characters run, jump, and fly around the screen. It's the same creating animations for presentations and displays. Images and text can magically appear and disappear on the screen. Objects can jump up and down for emphasis. Illustrations can come to life.

Even if you've never created any sort of video or animation, it's easy to apply motion effects to InDesign elements. We like this better than leaving InDesign to work with Adobe Edge Animate. However, the output options for animated elements are limited. (See the sidebar "Exporting InDesign animations" on this page.)

## Basic Animation Settings

Most of our favorite animations simply move a text frame or image onto a page. You can apply animations only to whole frames. You can't have just a single paragraph, such as a bullet point, move onto the page; each bullet point in the text would have to be in its own frame. However, as you will see, there are a wealth of ways to move objects around the page.



Objects can be animated to fade into view as they move onto a page.

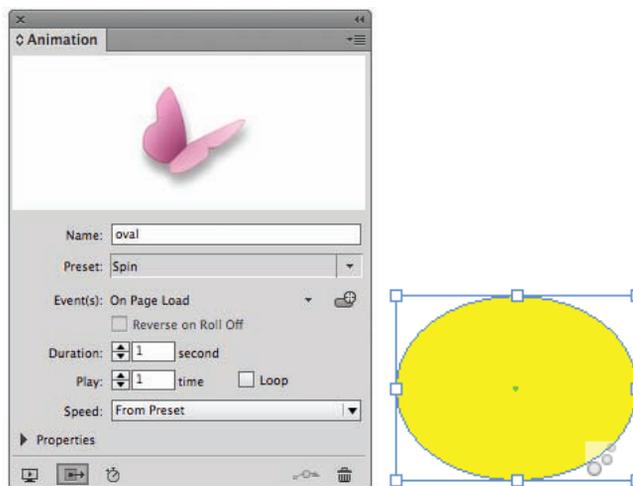
### Exporting InDesign animations

Today, the main use of InDesign animations is for fixed layout eBooks. With animations, children's books can have animated characters, travel books can show routes along maps, and textbooks can show various articles on a single page. We wish we could use them in DPS apps. Unfortunately that is not possible at this time. However, there is a terrific plug-in called in5 from Ajar Products that lets you turn InDesign animations into HTML code that can be easily added to DPS projects. See Chapter 5, "Tablet Apps" for more information on using this option.

**Applying motion presets** The easiest way to animate objects is to use the animation presets that ship with InDesign. After you have applied a preset, you can then modify the actions of the animation. The primary controls for animations are applied using the Animation panel.

To open the Animation panel, choose Window > Interactive > Animation. Select the object or group that you want to animate. The object can be on or off the page.

**TIP** You can select more than one object to animate. However, the animation preset will be applied individually to each object. You can group the objects so they animate as a single object. This is not the same as having two separate objects animate together, which we cover on page 97.



The Animation panel and an object with the animation icon visible.

With the object selected, choose one of the animation presets from the **Preset** list. This applies an animation to the object, as indicated by the animation icon displayed in the lower right of the frame.

Most of the presets are well described by their names. For example, Fade In applies the effect of the object fading into view. But the effect of a preset such as Pulse may not be immediately understood. You can preview its effect by applying the preset to the animated object. The picture of the butterfly in the Animation panel then animates according to that effect.

**Naming the animation** When you apply a preset to an object, the object's **Name** field fills in with a generic description of the object. An empty rectangle frame is called *rectangle*. A text frame is named with the first few words of text. A graphics frame contains the name of the placed image. If you work with many animated objects, you will likely want to change these generic names to

something more explanatory. Select the text in the Name field and replace it with a more descriptive name.

### Setting the duration and speed

The **Duration** field controls how long (in seconds) the animation plays. The motion presets apply a default setting that you may find too short. You can lengthen the animation by increasing this setting.

The **Speed** menu controls whether the animation accelerates or decelerates as it plays. Applying these settings makes the animation look more realistic. (Think of a car that starts, builds up speed, slows down, and then stops.) You can choose from the following options:

- **From Preset** uses the speed control that is applied by default to the animation preset.
- **None** keeps a constant speed throughout the animation. This is useful for animations that move in a single place, such as rotations.
- **Ease In** starts slowly and speeds up. Think of a car starting at slow speed and accelerating. Since you don't want the car to stop abruptly, you will most likely want the object to move off the page.
- **Ease Out** starts at a constant speed and slows down at the end. This is like a car that is moving slowly down to a stop. Since you wouldn't want the object to start up suddenly, at full speed, it is most useful when the object starts off the page, and then moves into view.
- **Ease In and Out** starts slowly, remains constant for a period of time, and then slows down. This is most useful when the object is visible throughout the duration of the animation.

### Playing the animation multiple times

Use the **Play** field to choose how many times the animation repeats. For most animations that move onto a page, you will want to set them to play only once. But for presets such as Gallop, which moves the object up and down, setting the Play field to more than 1 causes the object to jump several times.

Select **Loop** to repeat the animation endlessly. Setting an animation to endlessly play on a page is distracting. But that doesn't mean you can't loop objects such as the wheels on a car that moves across a page. The wheels should loop in that situation.

## Playing Animations

Animations are like movies on a page. They need some sort of prompt to start the show.

### Setting events to play animations

The **Events** list lets you choose which mouse or page actions trigger the animation. The default is to have the animation play when the page comes into view, or is loaded.

Choose a trigger option from the Events list. A check mark appears next to its name. You're not limited to just one event prompting an ani-

mation. For instance, you can have an animation play automatically when the page loads but also play when the viewer clicks the animated object. To add a second event for an animation, open the Events list again and choose another event. A second check mark appears next to that name. This indicates that two separate events can start the animation.

- **On Page Load** starts the animation when the page is visible. This can be when the viewer moves either forward or backward to view the page.
- **On Page Click** starts the animation when the user clicks anywhere on the page.
- **On Click (Self)** starts the animation when the object is clicked.
- **On Roll Over (Self)** starts the animation when the mouse moves over the area of the object.
- If you choose **On Roll Over (Self)**, you can select **Reverse on Roll Off** to play the animation backwards when the mouse moves away from the object.

---

**TIP** Don't use the two rollover events if the document will be viewed on a tablet. Rollovers aren't supported on tablets.

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### Creating a button to play an animation

You can also create a button to play an animation. The InDesign team figured (rightly) that people would want to quickly make buttons to play animated objects. So they made it very easy.

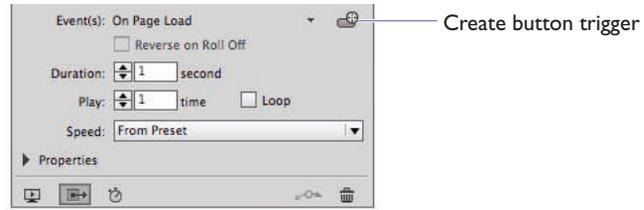
Start by applying a motion preset to the object. Then create the object that you want to use to trigger the animation. You don't have to turn this object into a button. That will happen automatically as you follow these steps.

Select the animation object, and then click the **Create Button Trigger** icon in the Animation panel. A tool tip instructs you to click the object that you want to start (trigger) the animation. This converts the object into a button and also applies the action to play the animation. You now have a button that will play the animation. You can also click a button that is already on the page to add playing the animation to the actions for that button.

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**TIP** When you set a button to play an animation, **On Button Event** appears in the Events list for the animation, indicating that the animation can be triggered by a button.

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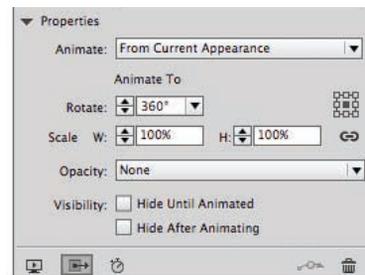


Click the Create Button Trigger icon and then an object to convert that object into a button that plays the animation.

**TIP** The default event, Play on Page Load, will most likely still be applied to the animation. If you want only the button to prompt the animation, deselect Play on Page Load in the Events list.

## Animation Properties

The changes to the animation settings we've discussed so far are pretty basic. You can further refine animations by using the **Properties** controls in the Animation panel. (This part of the Animation panel is hidden by default; Adobe doesn't want to overwhelm you with options.) Click the Properties triangle (officially called a *twistie*) to open the Properties area of the Animation panel.



The Properties controls in the Animation panel.

### Setting the animation appearance and location

You can customize how the animation starts or ends. From the Animate list, choose one of the following:

- **From Current Appearance** uses the object's current position and appearance as the start of the animation. But you use the Properties panel to set the final appearance of the object. The object then animates to match those settings. This is the most common setting.



An object set to animate From Current Appearance in the Properties area. Notice how the motion path indicates that the object will move to the right into a new position.

- **To Current Appearance** uses the object's current properties as the end of the animation. This allows you to set a specific end point for the animation; this setting is helpful when you want an object to animate onto a page but need the object to be visible when printing the page. If you don't select this setting, the object will be off the page when not animated.



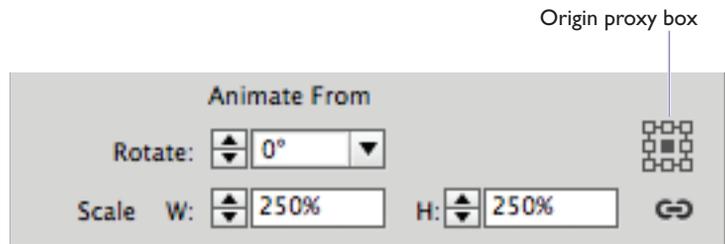
An object set to animate To Current Appearance in the Properties area. Notice how the motion path indicates that the object will move to the left into its current position.

- **To Current Location** uses the object's current properties as the start of the animation and the object's position as the end of the animation. This option is similar to From Current Appearance, but the object finishes in its current location and the motion path is offset. Adobe recommends using this option for certain presets, such as blurs and fades, to prevent the object from appearing in an undesirable state at the end of the animation.

### Setting the Rotate controls

Use the **Rotate** controls to specify the rotation degrees that the object completes during the animation.

Use the Origin proxy box to specify the origin point of the motion path on the animated object. For instance, if the top-left point is selected, the object will move from that point. This is similar to the proxy points selected for transformations using the Scale or Rotate tools.



An object set to animate To Current Appearance in the Properties area. Notice how the motion path indicates that the object will move to the left into its current position.

### Scaling an object during an animation

Use the **Scale** fields to specify the percentage by which the object size increases or decreases during the animation. You can see how this works, for example, in the Grow animation preset, which increases the object size from 100% to 200%.

The default for this setting maintains a uniform scale for both horizontal and vertical scaling, but you can unlock the link setting to have the object scale disproportionately. We've created a very primitive animation of a bird flapping its wings by using a Scale setting that decreases horizontally only. Use the proxy box to choose at which point on the object the scaling will occur. Our bird scales from its center.



A simple horizontal scale can create the effect of a bird flapping its wings.

### Setting the opacity for an animation

There are two animation presets, Fade In and Fade Out, that set an object to slowly appear or disappear on the page. But what if you want the object to appear or disappear as part of a move across the page? The **Opacity** menu is a separate setting that can be applied as part of other animation presets. Choose one of the following from the Opacity list:

- **None** uses no opacity setting, so there is no change in the visibility of the object.
- **Fade In** causes the object to gradually become visible.
- **Fade Out** causes the object to gradually become invisible.

### Setting the Visibility options

You may want to control whether an object is visible before it starts its animation or remains visible on the page after it finishes its animation. These settings are very useful when you want multiple objects to follow

the same animation path but disappear to let the next object be seen. There are two visibility options:

- **Hide Until Animated** keeps the object invisible until it starts the animation.
- **Hide After Animating** makes the object invisible after it finishes the animation.

### Using the animation proxy

Without actual motion on the page, it can be difficult to imagine how the animation will appear. The animation proxy is a gray shadow that shows where the actual object will move from or to as part of the animation. Turning on the animation proxy creates a gray box or outline of the shape that indicates the start or end of the animation.

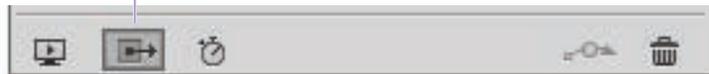
**TIP** Text frames always display a gray rectangle for their proxy. Use **Type > Create Outlines** to see the actual text in the proxy.



The gray animation proxy helps you see how the actual animation will appear. In this example, the type has been converted to outlines.

Click the **Show Animation Proxy** button in the Animation panel so it is highlighted. This turns on the display of the animation proxy. Click again to hide the proxy.

Show Animation Proxy



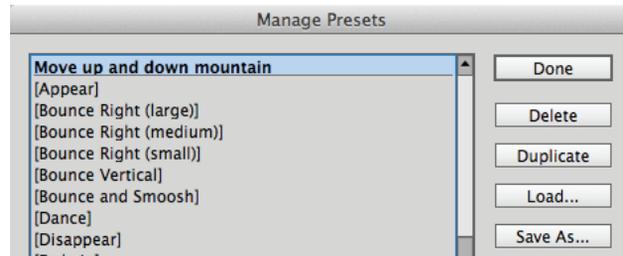
Click the Show Animation Proxy button to display a gray shadow that shows the first or final position of an object along a motion path.

### Saving custom settings

If you spend time customizing the motion presets and have put in all that time and hard work, you will want to save the preset for future work.

With the custom animated object selected, choose **Save** from the Animation panel menu. This opens the Save Preset dialog. Name the preset and click **OK**. The custom preset appears in the Preset list in the Animation panel for all InDesign documents. Use the **Manage Preset**

dialog to duplicate presets or delete custom presets. You can't delete the default presets.



The Manage Presets dialog is where you save custom presets. It also lets you duplicate and delete presets.

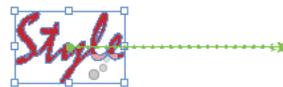
## Motion Paths

When you apply an animation that involves motion, a green motion path line appears when you click the object with the Selection tool. This line controls the position and direction of the object's motion. A circle indicates the starting position of the animation; an arrow indicates the direction and the ending position. You can edit this motion preset line to customize the move. For instance, you can lengthen the line to have the object move along a longer path.

Most of the preset motion paths are straight lines. To create a more natural effect, we like to add curves to these paths so they move slightly up or down into position.

### Editing the motion path

Select the animated object. The motion preset line appears as a green line. An arrow indicates the direction of the animation.



The green line indicates the direction and length of the object's path.

Click the motion preset line. The line changes from a motion path to a regular InDesign path. Use the Direct Selection tool to modify the points on the path. Use the Pen tool, the Pencil tool, or the Smooth tool to add, delete, or modify the points on the path. Deselect the object to apply the changes.

### Creating a custom motion path

Instead of modifying the built-in motion paths, you can draw your own motion paths for an animated object. Start by using the Pen tool or the Line tool to draw the open path that you want to use as a motion path. Select both the path and the object you want to animate. Click the **Convert**

to **Motion Path** icon in the Animation panel. This converts the path into a motion path and opens the animation controls for the object.

You can also swap a custom-drawn motion path for one already applied to an animation object. Select both the drawn path and the animation object. Click the Convert to Motion Path icon. The new path is applied as the motion path to the animation. The original motion path is deleted.



The Convert to Motion Path icon allows you to use your own paths as the motion paths for animations.

### Removing animations

If you no longer want an object to be animated, you can convert it back into an ordinary object. Select the animated object, and in the Animation panel click the **Remove Animation** icon.



The Remove Animation icon converts an animated object into an ordinary object.

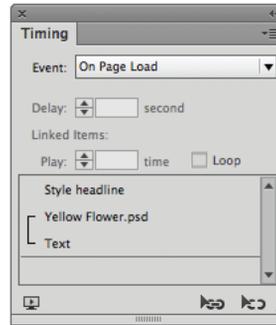
## The Timing Panel

Just as in comedy, when working with animation, timing is everything. So in addition to the duration controls in the Animation panel, you can use the Timing panel to control how an animation plays. The Timing panel has three important features. The first allows you to delay the start of an animation. The second changes the order in which objects are animated. The third causes animations on different objects to start at the same time.

### Setting the delay for animated objects

Open the Timing panel (Window > Interactive > Timing). All the animated objects for that spread are listed.

**TIP** You don't add items to the Timing panel. They appear automatically when you create animated objects.



The Timing panel lets you control the length and sequence of how animations play.

In the Timing panel, not on the page itself, click the name of the object you want to control. Use the **Delay** field to set the length of time (in seconds) that the object's animation will be delayed.

Your animation may be triggered by more than one event, such as On Page Load as well as On Button Event. You can set different delays for each event. For instance, you might want a slight delay after the page loads to give the user a moment to get accustomed to the look of the page before the start of the animation. But you might want no delay if the user clicks a button to start the animation, assuming that the user will want a prompt response to his or her action.

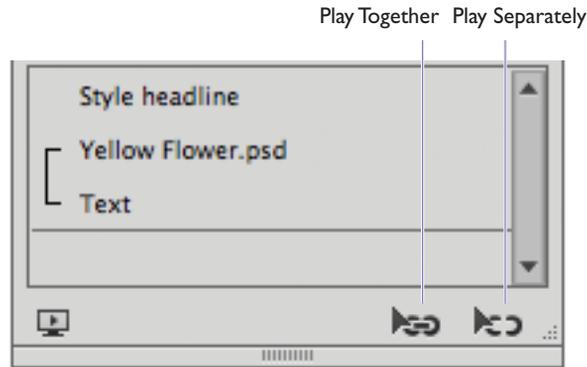
Changing the order  
in which objects  
are animated

The Timing panel also lets you control the order in which objects are animated. Drag the name of the object up or down in the list in the Timing panel. Objects are played from the top of the list down, and are added to the panel in the order in which you create them on the spread.

Playing objects together

Each object in the Timing panel plays individually. However, you can link objects so they play at the same time. This is very helpful when you have two objects with separate motion paths or presets that you want to animate together.

Select the names of the objects in the Timing panel. Click the **Play Together** icon in the Timing panel. A bracket appears around the selected items, indicating that they will play together.



Use the Play Together icon to set separate animations to play at the same time. Brackets indicate that those objects that will play together.

If you have items linked to play together, you can use the Play field and the Loop control to control how many times they play.

**TIP** Click the Play Separately icon to release the items from playing together.

## Timing is everything!

Even the slightest change in timing can make an enormous difference in the effectiveness of an animation. While we can't anticipate every timing situation, here are some general rules we try to follow:

**Take a moment:** When items are set to play on the loading of a page, you may want to set a slight delay before they play. This gives your viewers a moment to get accustomed to the appearance of the page.

**Up the pacing:** Nothing is more boring than elements that move too slowly onto the page. This means that the speed of the animation, as set in the Animation panel as well as the Timing panel, should be short. Your audience can anticipate where an object is moving, so don't bore them by making them watch it happen.

**Overlap events:** Start the next animation just a moment before the previous object settles into place or finishes a fade. Your viewers have already digested the motion of the first object and are eagerly anticipating the next.

## Previewing Animations

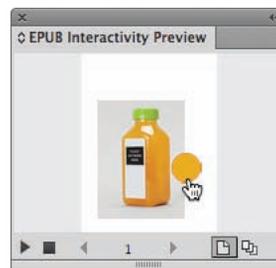
Applying motion presets and modifying animations can feel like working in the dark, because animated objects don't move around the InDesign page. So you may feel a little lost as to whether or not the settings are working properly. You can, of course, keep exporting to ePub, PDF, or DPS. But that's going to slow you down and get in the way of your creative process.

Fortunately, there are two panels that allow you to preview the interactive objects, videos, audios, and animations on your pages: the ePub Interactivity panel and the SWF Preview panel. As you can guess, the

EPub Interactivity Preview panel displays those elements that are used in ePubs—primarily fixed layout ePubs. (See Chapter 6, “Fixed Layout ePubs.”) The panel can even be used for a quick preview of most of the interactivity in PDF documents.

**TIP** Prior to InDesign CC 2014.1, the SWF Preview panel was the only way to preview animations. However, the ePub Interactivity Preview panel can preview more interactivity than the SWF Preview panel, so we don’t use the SWF Preview panel anymore.

The ePub Interactivity Preview panel will preview all the animation presets, except Smoke and Fly In-Pause-Fly Out. It can also show the interactivity of object states (MSOs) that are controlled by buttons.



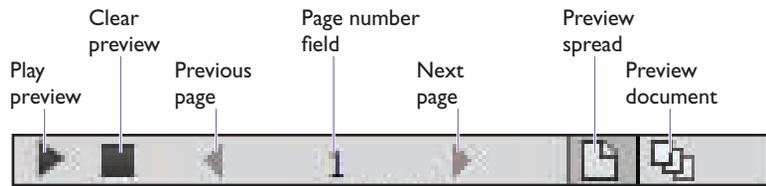
The ePub Interactivity Preview panel lets you preview animations, buttons, and other interactive elements in documents.

But the ePub Interactivity Preview panel has some limitations. It doesn’t show the interactivity of PDF forms. (See Chapter 2, “Interactivity.”) It also doesn’t show some of the interactivity for DPS apps, such as a slideshow, that is applied using the Folio Overlay panel. (See Chapter 7, “Tablet Apps” for working with the Folio Overlay effects.) The SWF panel doesn’t support these either, so you have to export to PDF in the case of forms, and use the Adobe Content Viewer for previewing slideshows in DPS apps.

#### Working with the preview panel

Open the panel by choosing Window > Interactivity > ePub Interactivity Preview panel or use the keyboard shortcuts Opt-Shift-Return (Mac) or Alt-Shift-Return (Windows). The preview area in the panel can be expanded by dragging the lower-right corner to expand the size of the panel. This is especially important when working with small interactive elements such as hyperlinks.

The panel controls let you preview a single spread as well as move to other pages in the document.



Use the EPub Interactivity Preview panel controls to play and move through the selected document.

Use the EPub Interactivity Preview panel controls as follows:

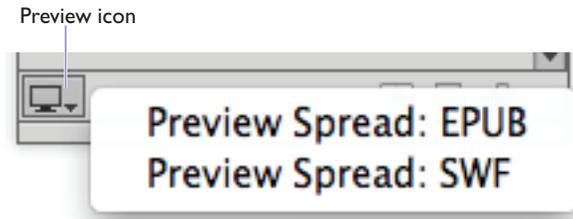
- **Preview Spread** sets the panel to display the currently selected spread. Use this when you need to preview a single spread.
- **Preview Document** sets the panel to display the entire document. This mode is the only way you can preview interactivity that goes from one page to the next, such as a Go To Next Page button or a cross-reference.
- Click the **Play Preview** button to display the page with the animation and interactive objects. If there are any animations set to play on page load, they will play automatically.
- If you edit the document, use the Clear Preview button to delete the previous version of the document from the panel. Then click the Play Preview button again to see the new version of the page.
- Use the **Go to Next Page** and **Go to Previous Page** buttons to move through the document.
- Enter a number in the **Page Number** field to jump to a specific page. This is faster than clicking the Go to Next/Previous Page buttons over and over in long document.

Move your mouse over the preview area of the panel and click the interactive objects. Buttons and other elements react to the mouse as they would in an exported document.

### Using the preview panels from other panels

Once you start refining animations, you'll want to preview the results. However, you might be working with the Animation panel and don't want to go all the way to the Workspace menu to open the EPub Interactivity Preview Panel. The InDesign team has made it more convenient to open either of the two preview panels by adding Preview icons at the bottom of the Animation panel, the Buttons panel, and the Timing panel.

Click the Preview icon at the bottom of those panels and choose either Preview Spread: EPUB or Preview Spread: SWF. This opens the preview panel and automatically clears the previous preview.



Look for the Preview icon in the Animation panel, the Buttons panel, or the Timing panel.

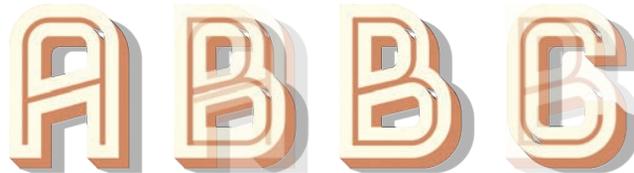
**TIP** Because the Preview Spread command also clears the preview panel display, these preview buttons are faster than opening the panel, clearing the preview, and then pressing Play.

## Creating Slideshows

Most people think motion when they hear animations; but it's very simple to create slideshows that play automatically when the page comes into view. Slideshows can be set so that as one object fades out of view, the next object fades into view. You can also create buttons that give the user control over when a slideshow plays or stops.

### Creating a cross-fade slideshow

A cross-fade slideshow is one where as the first object fades off-screen the next one fades on. You can accomplish this using the animation presets for Fade In. For instance, let's say you're creating a children's book where you want the letters of the alphabet to appear one by one.

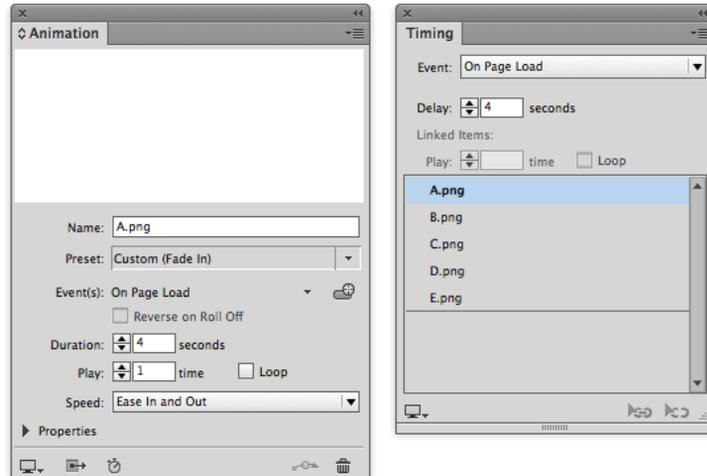


Objects can be made to fade into each other using the Fade In animation preset.

1. Select all the objects for the slideshow; in this example, separate letters of the alphabet. Stack them on top of each other by using the Align panel to center them horizontally and vertically. The letters should be graphics, or if text, in a frame with a white fill so that each object hides the one below it. Choose the Fade In preset from the Animation panel. Leave the Event setting to On Page Load.
2. Set the Duration to 1 second and set the Speed menu to Ease In and Out. That gives a more natural appearance to the fades.
3. In the Timing Panel select all the objects and apply a Delay of 2-4 seconds. This gives more time for each letter to be seen. Make sure

the order of the objects in the Timing panel is the order that you want them to play. If not, drag the objects into the correct position.

4. Use the EPUB Interactive Preview panel (see page 98) to preview the slideshow.
5. If you want the last letter to fade out of view at the end, place a rectangle with a white fill after the last object in the series.



The Animation and Timing panels set to create a slideshow. The order that the objects are listed in the Timing panel is the order that they will play.

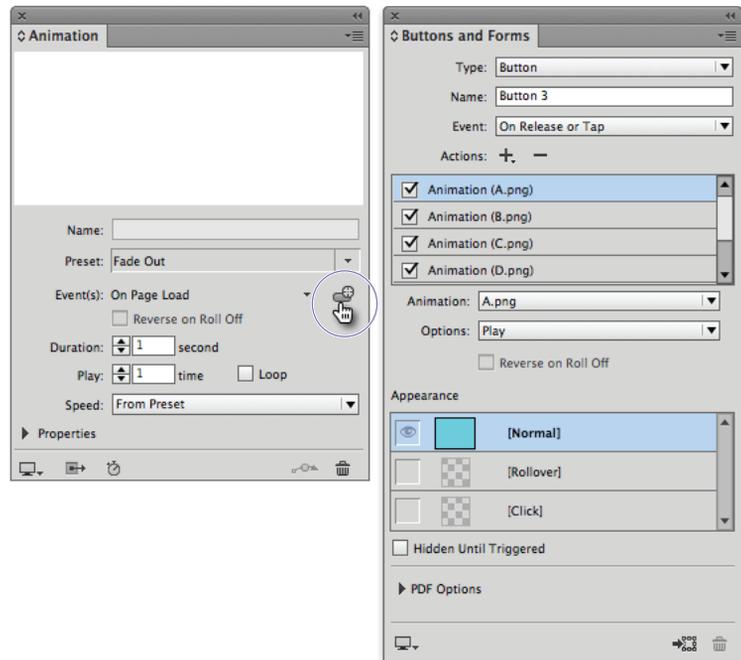
### Using a button to prompt a slideshow

The slideshow in the above exercise is set to automatically play on page load. Instead, you might want to click or tap a button to play the animation.

1. Repeat steps 1 through 5 in the previous exercise. You'll notice that the Event setting in the Animation panel is set to On Page Load. You need to change that into a button event.
2. Create the object that you want to be the button. Then, with all the objects selected, in this example, letters of the alphabet, click the Create Button Trigger icon in the Animation panel. Then click the object that you want to be the button. All the slideshow objects will be listed in the Buttons and Forms panel set to play each animation. The animations don't play simultaneously. They play in sequence in the order that they are listed in the Actions area.
3. Look at the Animation panel. You'll see that the animated objects are set to play On Page Load as well as On Release. Choose On Page Load from the Events panel to deselect it. This leaves On Release as the only prompt for the animation.

4. Click the button in the EPUB Interactive Preview panel (see page 98), to preview the slideshow.

**TIP** It is possible that the objects will be listed in the Timing panel and Buttons and Forms panel in the wrong order. Drag them into the correct positions.



Use the Create Button Trigger icon to add all the objects in the animation to play when a button is clicked.

## SWF Export Options

**SWF** (pronounced swiff) is a format that, like PDF, can be used for the presentation of the entire InDesign file, with transitions from page to page.

In addition to the movies, sounds, and buttons found in PDF files, SWF files (commonly called Flash files) can contain the animations of page items from InDesign. SWF files cannot, however, contain PDF forms. As easy as it is to create these SWF animations and pages, you are somewhat limited as to where you can use them.

- The native animation effects won't play in exported PDF files. They have to be exported as SWF videos and then placed on the InDesign page (see Chapter 8, "Interactive PDFs").
- Apple doesn't support the SWF format for its iOS devices, such as the iPad and iPhone.

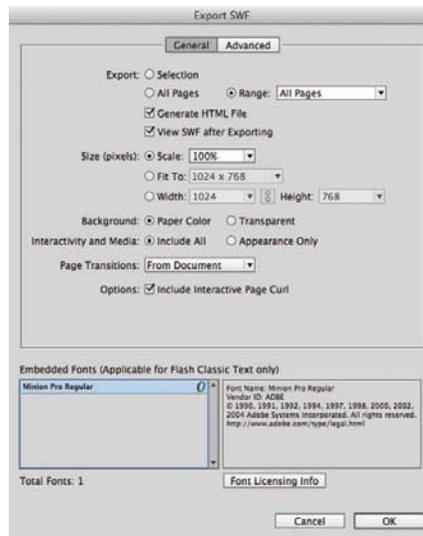
- Adobe no longer makes the Flash Player that runs SWF files on Android devices.
- InDesign animations need to be converted to HTML5 in order to be used in DPS apps.

Despite these limitations, there are still legitimate reasons to convert InDesign documents to SWF files.

- They are very easy to create, without the need to learn any code.
- They create exciting presentations that can be played on a desktop computer or on a website. One of us worked with a client who created a private URL for a SWF presentation pitch to a client. The presentation used InDesign's animation effects with great success.

To export an InDesign document as a SWF file, choose File > Export and then choose the Flash Player (SWF) format. The Export SWF dialog appears.

**TIP** As you move your cursor over the different controls in the dialog, the Description field displays tips that help you apply the settings.



The Export SWF dialog set for the General options.

**General tab** Click the General tab to display the first half of the Export SWF dialog. These are the basic options, most of which will be familiar from other InDesign export dialogues.

**Export:** controls how many and which pages you want to export. Choose **All Pages** or **Range** to export all the pages in the document or a range of pages. In addition to exporting pages, you can convert just the selected objects on a page into a SWF file by clicking the **Selection** radio button.

As mentioned, SWF files are great for web pages. However, in order to be seen within a computer's web browser, they need to be inserted into an HTML page. The **Generate HTML File** command creates a separate HTML file that contains the code necessary to insert the SWF into a web page.

Once you choose to generate the HTML file, you can then select the option **View SWF after Exporting**. You can't select that option without generating the HTML file. The HTML file will always be used to open the SWF in the default browser on your computer. (Your default browser is whatever browser you selected in your computer or browser settings.)

The browser must have the Flash Player extension installed in your browser to play the SWF file. If you have trouble playing SWF files, go to <http://get.adobe.com/flashplayer/>. That page will read your operating system and browser and display the correct download for your computer. **Size (pixels)**: lets you change the dimensions of the SWF. You can choose to **scale** the animation by entering an amount in the **percentage** field or you can use the **Fit To** menu to choose from some of the more common monitor dimensions, such as 1024 x 768 or 1280 x 800. You can also use the **Width** and **Height** controls to pick a specific size. Changing the dimensions of the SWF is very helpful when you need a presentation to fit precisely in a specific monitor resolution.

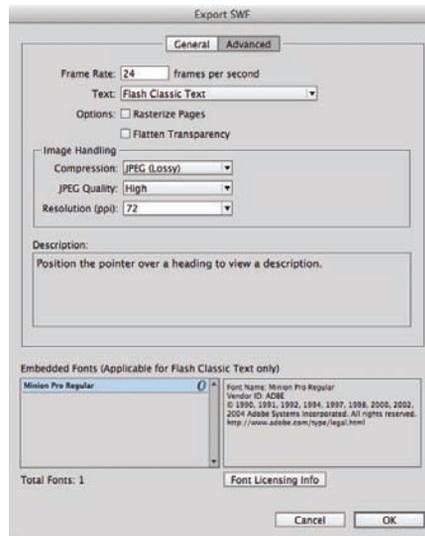
**Background**: controls what is behind the elements of the SWF file. **Paper Color** uses the color Paper from InDesign's Swatches panel. Use this setting when you want the animation to be easiest to read or to stand out from the browser. **Transparent** allows the background color of the web page to show in the empty areas of the animation. Choose this when you want the animation to blend in to the rest of a web page.

**Interactivity and Media**: is the same as the one for exporting a PDF (covered in Chapter 8, "Interactive PDFs"). Select **Include All** to keep hyperlinks, buttons, and media active in the SWF. Choose **Appearance Only** to keep only the graphics for those items, without the interactivity.

**Page Transitions**: allows you to control the transitions applied to pages in the document. (For more on page transitions, see Chapter 8, "Interactive PDFs.") **From Document** keeps the transitions applied to the document. The **None** option turns off any transitions that were applied. You can also choose a new option from the transitions list to change the transition applied to all the pages.

#### Advanced tab

The Advanced tab of the Export SWF dialog lets you control additional options, including timing, text conversion, image resolution and compression, and font embedding.



The Advanced tab of the Export SWF dialog.

**Frame Rate:** controls the smoothness of the animation. The higher the number, the more smoothly the animation will play.

**TIP** Although raising the number may make the animation look smoother, it also increases the size of the file. This can cause download speed issues if the file is viewed online. Your goal is to balance the smoothness of the animation with the size of the document.

**Text:** lets you choose one of three settings for how text is handled in the exported SWF. When you choose **Flash Classic Text**, the text is kept as font (vector) information, which makes the file size small. However, there may be times when the font information doesn't translate correctly to the exported SWF. This causes certain characters to be dropped from the text or to be converted to the wrong glyphs.

In those situations, choose one of the other options in the Text menu. **Convert to Outlines** converts the fonts to their vector shapes. This option increases the file size slightly. Most likely this will solve your missing characters or glyph problems.

However, if you still have problems, choose **Convert to Pixels**. This rasterizes the text from vectors to a bitmapped image, which results in a larger file. This option should only be used as a last resort, when converting to outlines doesn't work correctly.

**Embedded Fonts (Flash Classic Text only):** If you've got text in your document, you'll see a list of the fonts at the bottom of the dialog that have been embedded in the file. Most of the time, this will be a complete list of all the fonts in your document. However, some font publishers put

code in their fonts that prevents them from being embedded in a file for export in a streaming animation. If that happens to your text, you need to change the font. Check the licenses of the fonts you are using for more information on what you can and cannot do with the font. For instance, you may be tempted to convert the font to vectors or pixels to avoid font licensing problems. But even that may be prohibited by the font licensing agreement.

**TIP** Click [Font Licensing Info](#) to go to an Adobe web page that provides more information on font licensing.

**Options:** If you want a bitmapped picture of your animation that doesn't move, doesn't respond to mouse clicks, and basically just sits there like a bump on a log, select **Rasterize Pages**. The option removes all interactivity from your exported SWF. It is used for multi-page documents that are going to be presented using Flash Player. And even then, you should only apply the setting if you can't get the SWF to work correctly without the option applied. Basically, it's a last-resort measure to get the SWF to export. Because the option converts vector objects into bitmapped images, the option also increases the file size of the SWF.

The same warnings apply to the **Flatten Transparency** option. This setting removes all motion and interactivity from the document. It should be used only if the transparency effects, such as drop shadows or transparency PSD files, aren't exporting correctly in the SWF. It can't be used for motion animations, but it can be used for multi-page presentations.

**TIP** A yellow alert symbol in the Export SWF dialog indicates that the setting will remove all interactivity from the SWF.

**Image Handling:** for exported SWF files are the same as the options for exporting images in a PDF. (See *Chapter 8, "Interactive PDFs"* for more information on these settings.)

### Previewing without exporting

You may want to check the result of various options as you apply them in the Export SWF dialog. If you export a file each time, you will constantly have to go through the steps to create a SWF, and you may also litter your desktop with files as you test the export settings.

As discussed earlier in this chapter, you can use the SWF Preview panel to preview animations or presentations. You can also choose **Test in Browser** from the SWF Preview panel menu. This opens your default browser and displays the animation without creating a file.

### Exporting FLA Files

There is one more option for working with animation files. Instead of exporting as a SWF that is ready to be placed into a web page or PDF, you can export the document as a native Flash (FLA) file. This is the format that Flash developers use to create their Flash web pages and games.

Choose the Flash CS6 Professional (FLA) from the export format menu. The Export Flash CS6 Professional (FLA) dialog appears. These are the same settings as the Export SWF dialog with two differences. An additional option for text, **Flash TLF (Text Layout Framework) Text**, is offered for the Flash developer. If you choose the Flash TLF option, **Insert Discretionary Hyphen Points** is available. This prepares your text so it can be hyphenated.

Now before you get too excited about exporting as FLA files, be aware that the presets, timing, and actions for the animation are not converted as expected. Each spread is mapped to a new keyframe, and animations are visible in the Flash Library only as movie files that are set to loop continuously. This makes the file extremely complicated to edit.

---

**TIP** Most Flash developers would rather have the InDesign file exported as an image that can be used as the background for the Flash animation area.

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## The future of InDesign animations

Up until the release of CC 2014.1, we felt the future of using animations in InDesign was bleak. Since animations were SWF only, and it is difficult to get SWF files to play in PDFs, we didn't see them getting much use.

Today it's a different story. Fixed Layout ePubs support so many of InDesign's animation features. And we hope that some of the Folio Overlay effects (*see Chapter 7, "Tablet Apps"*) will be added to fixed layout ePubs.

We also hope that at some point InDesign's animations can be exported as part of DPS apps. In the meantime, companies like Ajar Productions make it possible to turn InDesign animations into HTML5 output for DPS apps. So we're thrilled to be able to say that the future of animations in InDesign is bright.

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