



Quark Interactive Designer Sample Project Guide: Creating a Multimedia Show

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Quark Interactive Designer

Sample Project Guide:

Creating a Multimedia Show

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INTRODUCTION

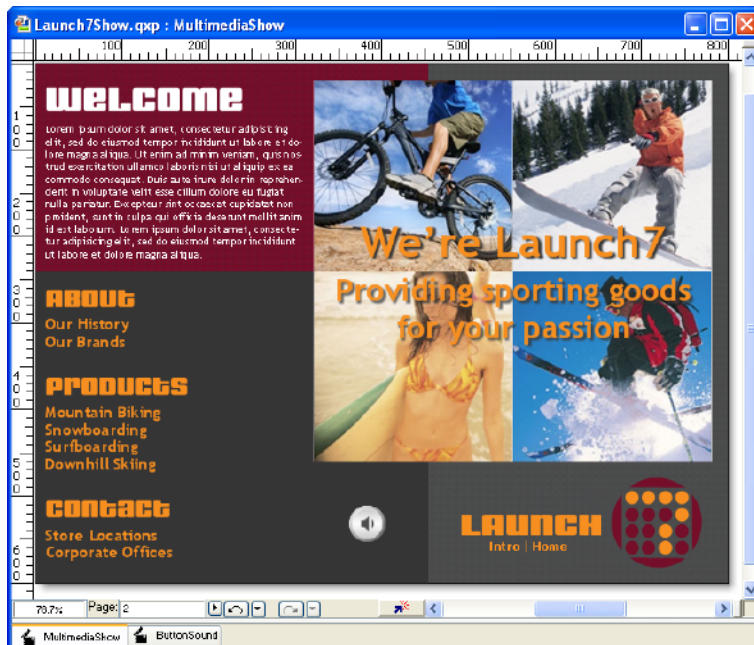
This Sample Project Guide contains exercises for building a multimedia show using Interactive layouts for a sporting goods company named Launch7. Representatives at Launch7 want to promote their brand image and drive traffic to their stores through a rich multimedia experience.



This manual assumes that you are familiar with the features of QuarkXPress®. If you are new to both QuarkXPress and Quark® Interactive Designer, familiarize yourself with the QuarkXPress 7 feature set using *A Guide to QuarkXPress 7*, QuarkXPress 7 Help, and *A Guide to Interactive Designer* before reading this manual.

GETTING STARTED

One of the advantages of multimedia is using the power of entertainment to strengthen a brand image. For this project, you will create a multimedia show and export it as a Projector file that can then be burned to CD for convenient use at promotional events, trade shows, and corporate meetings.



The “Welcome” page in the completed Launch7 multimedia show.

With Quark Interactive Designer, you can add background sound, interactive buttons, video, and animations to your multimedia projects.

In this project, you will see how easy it is to perform the following tasks in Quark Interactive Designer:

- Create an On/Off button for playing and stopping background sound
- Create a menu with mouse-over effects
- Create an image sequence to animate a logo
- Add SWF (Flash) animation
- Add video and video controls
- Create a scrollable text box to display content



This guide does not contain instructions for the slide and transition effects applied to the graphics on each page of the multimedia show. To see how these graphics were configured, click the **Script** tab and the **Page** tab in the **Interactive** palette. To learn more about sliding in and transitioning in graphics, see the other sample project guides, in which these topics are covered extensively.

CREATING AN ON/OFF BUTTON TO PLAY AND STOP BACKGROUND SOUND

On/Off buttons are ideal for turning sound on or off in an exported file. In addition, On/Off buttons can provide visual feedback to indicate when the sound is on or off in a presentation. In this section, you will configure an On/Off button to stop and play background sound and to display visual indicators when an end user clicks the button.

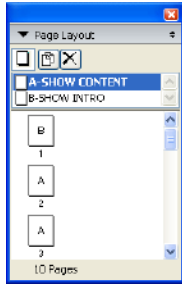
TURNING A PICTURE BOX INTO AN INTERACTIVE ON/OFF BUTTON OBJECT

- 1 Open the “Launch7Show.qpt” file in the “Multimedia Show” folder, and then save the file as “Launch7Show.qxp” in the “Multimedia Show” folder.



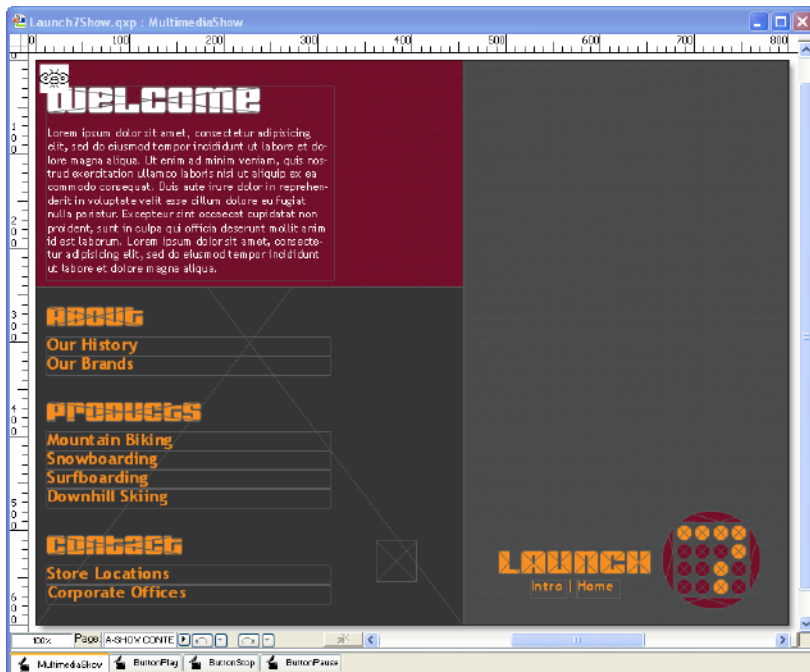
If the **Nonmatching Preferences** dialog box displays, click **Keep Project Settings**.

- 2 Click the **MultimediaShow** layout in the bottom of the project window to display the main Presentation layout for the multimedia show.
- 3 Make sure **Window → Page Layout** is checked. The **Page Layout** palette displays two master pages and a layout page for each slide in the multimedia show.



The **Page Layout** palette of the “MultimediaShow” layout.

- 4 Click the **A-SHOW CONTENT** icon in the **Page Layout** palette. The “A-SHOW CONTENT” master page displays.



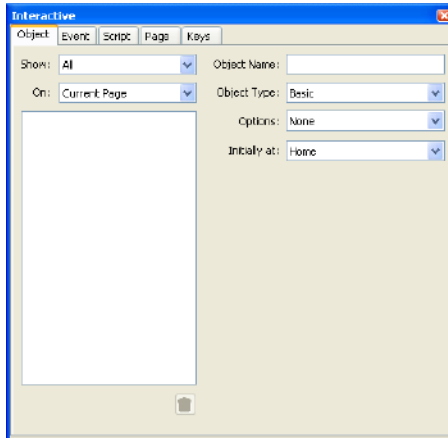
The “A-SHOW CONTENT” master page contains items that display on layout pages in the presentation.

- 5 Select the empty picture box that displays in the master page.



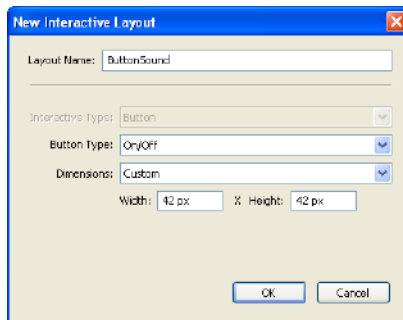
The empty box displays in the “A-SHOW CONTENT” master page.

- 6 To turn the box into a Button object, make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.
- 7 In the **Interactive** palette, click the **Object** tab.



The **Object** tab of the **Interactive** palette lets you turn QuarkXPress items into interactive objects.

- 8 Enter `Button_SoundOnOff` in the **Object Name** field.
- 9 With the picture box still selected, choose **Button** from the **Object Type** drop-down menu.
- 10 Choose **New** from the **Button** drop-down menu. The **New Interactive Layout** dialog box displays.
- 11 Enter `ButtonSound` in the **Layout Name** field.
- 12 Choose **On/Off** from the **Button Type** drop-down menu. (The **Width** and **Height** are automatically copied from the picture box you selected.)

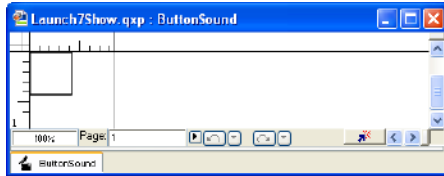


The **New Interactive Layout** dialog box lets you create Button layouts.

- 13 Click **OK**. A new Button layout named **ButtonSound** displays.



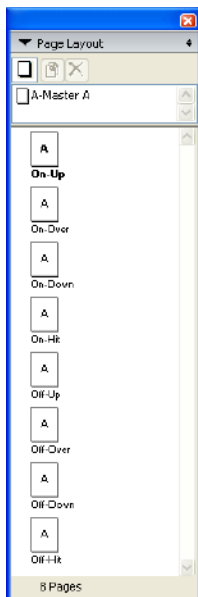
When you turn a picture box in a Presentation layout into a Button object, a new Button layout is created where you design the different states of the button. In addition, the original picture box in the Presentation layout becomes a Composition Zones™ item.



The new Button layout.

CREATING THE STATES OF THE INTERACTIVE ON/OFF BUTTON OBJECT

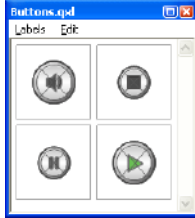
In the **ButtonSound** layout, make sure **Window → Page Layout** is checked. The **Page Layout** palette displays a page for each state of the On/Off Button.



Access each state of a Button layout using the **Page Layout** palette.

- 1 Double-click **A-Master A** in the **Page Layout** palette. The “A-Master A” master page in the Button layout displays.

- 2 Open the Buttons library. Choose **File → Open**, open the “libraries” folder, and then open the appropriate library. If you are using Mac OS®, open the **Buttons_Mac.qxl** library. If you are using Windows®, open the **Buttons_Win.qxl** library. The library displays.



Access graphics for the On/Off button by opening the appropriate library.

- 3 Select the sound graphic in the library and drag it to the master page of the **ButtonSound** layout. Note how the graphic is identical in each state of the button.



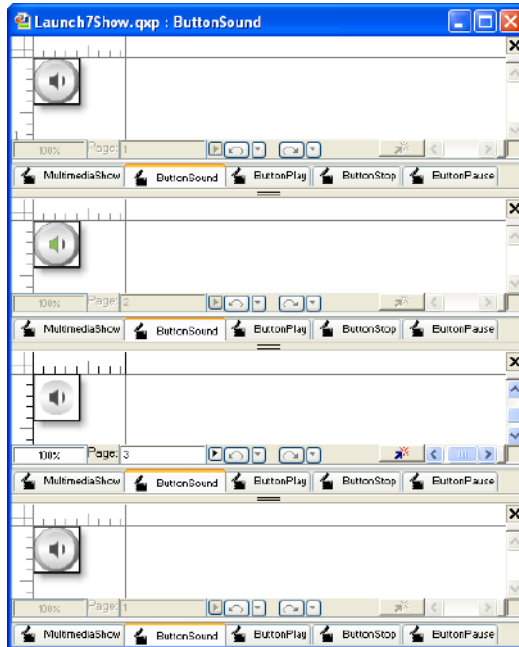
The sound graphic is stored in the library.

- 4 Update the content of the button states to create the button effects. For example, we made the following updates:




You might need to ungroup the sound graphics (**Item → Ungroup**) on each page to make the following changes.

- For the **On-Over** button state, we made the center graphic green to indicate that the end user should click the button to turn the sound on.
- For the **Off-Over** button state, we made the center graphic red to indicate that the end user should click the button to turn the sound off.
- For the **On-Down** and **Off-Down** button states, we deleted the background graphic to make the button appear as compressed when the end user clicks it in the On or Off states.



The updated button states **On-Up, On-Over, On-Down, and On-Hit.**

- 5 To preview the button, choose **Layout → Preview SWF → Preview Layout** or click **Preview**  at the bottom of the Button layout. QuarkXPress launches Flash Player and displays the exported version of the button. Note how the button changes when you place your mouse over it and click it.
- 6 When you are finished, switch back to the **MultimediaShow** layout using the layout tabs at the bottom of the window or by choosing **Layout → Go To**.

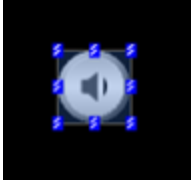


You can create a Button layout the same way you create a Presentation layout by choosing **File → New → Project** or **Layout → New**. However, when you use the approach described above, the size of the original picture box is automatically captured and used for the new Button layout.

CONFIGURING THE ON/OFF BUTTON OBJECT TO PLAY AND STOP BACKGROUND SOUND

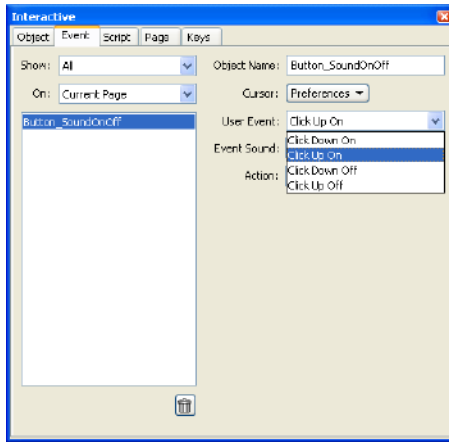
CONFIGURING THE ON/OFF BUTTON OBJECT TO PLAY BACKGROUND SOUND

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then click the **A-SHOW CONTENT** icon in the **Page Layout** palette. The “A-SHOW CONTENT” master page displays.
- 2 Click the On/Off Button object in the “A-SHOW CONTENT” master page that you just created in the previous section.



Click the On/Off Button object you created in the previous section.

- 3 In the **Interactive** palette, click the **Event** tab.
- 4 Select **Button_SoundOnOff** in the list on the left side of the **Event** tab.
- 5 Choose **Click Up On** in the **User Event** drop-down menu.




Configure the options in the **User Event** drop-down menu on the **Event** tab for an On/Off button.

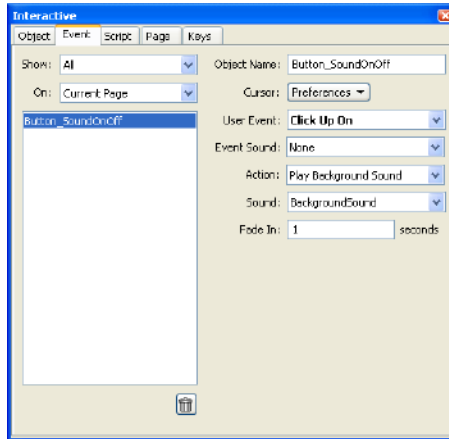
- 6 Choose **Sound** → **Play Background** in the **Action** drop-down menu.
- 7 To create a path that will reference a sound file when the exported project runs:
 - a. Choose **External Reference** in the **Sound** drop-down menu. The **External File Reference** dialog box displays.



Using this option to configure sound helps to keep the file size small.

- b. Enter `BackgroundSound` in the **Name** field.
- c. Choose **File** in the **Type** drop-down menu.
- d. Click  to locate the “bg_sound.mp3” sound file in the “sounds” folder of the “Multimedia Show” folder.
- e. Click **OK**.

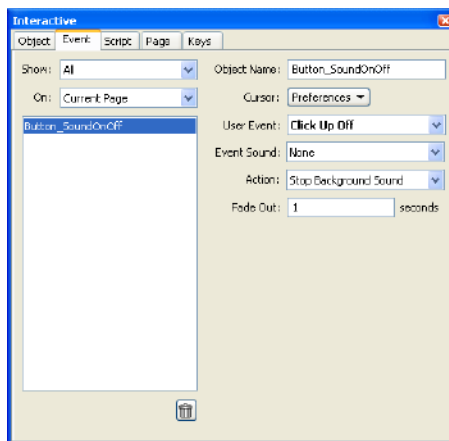
- Enter **1** in the **Fade In** field to indicate that the sound should take one second to fade in when the end user clicks the button to turn on the background music.



Use the **Event** tab of the **Interactive** palette to configure the **Click Up On** state of the On/Off Button object.

CONFIGURING THE ON/OFF BUTTON OBJECT TO STOP BACKGROUND SOUND

- With **Button_SoundOnOff** still selected, choose **Click Up Off** in the **User Event** drop-down menu.
- Choose **Sound → Stop Background** in the **Action** drop-down menu.
- Enter **1** in the **Fade Out** field to specify that the sound should take 1 second to fade out when the end user clicks the sound button to turn off the background music.



Use the **Event** tab of the **Interactive** palette to configure the **Click Up Off** state of the On/Off Button object.


PREVIEWING THE INTERACTIVE ON/OFF BUTTON OBJECT

The On/Off Button object displays on each layout page that has the “A-SHOW CONTENT” master page applied. Therefore, when you preview the “MultimediaShow” layout, you will see the On/Off Button object display on all of the content pages in the multimedia show.

To preview the sound button on the “Welcome” page

- 1 Double-click page 2 in the **Page Layout** palette. The “Welcome” page displays.
- 2 Choose **Layout → Preview SWF → Preview Page**. QuarkXPress launches Flash Player and displays the exported version of the page.
- 3 Click the On/Off sound button to stop and start the background sound. Note how the button changes when you place your mouse over it and click it.

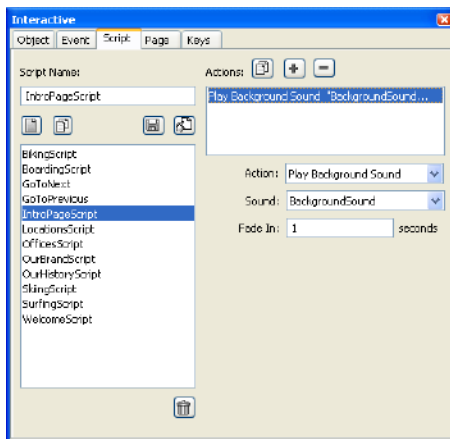
PLAYING BACKGROUND SOUND AUTOMATICALLY WHEN THE EXPORTED FILE IS LAUNCHED

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 1 in the **Page Layout** palette. The “Introduction” page displays.
- 2 Make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.
- 3 In the **Interactive** palette, click the **Script** tab.
- 4 Click the  button, and then enter `IntroPageScript` in the **Script Name** field. A new script named “IntroPageScript” is created.
- 5 Select **No Action** in the **Actions** list. The **Action** drop-down menu displays.
- 6 Choose **Sound → Play Background** in the **Action** drop-down menu.
- 7 Choose **BackgroundSound** from the **Sound** drop-down menu.



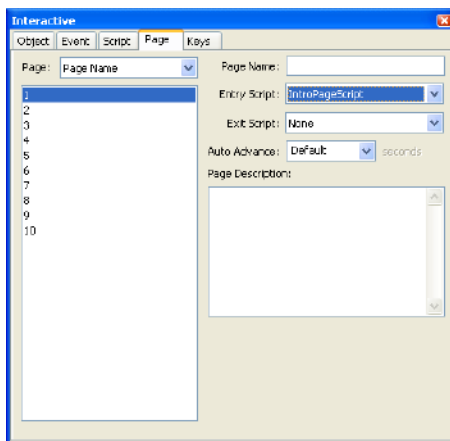
BackgroundSound is the external reference to the “bg_sound.mp3” file that you created in the previous section. All references to sounds that you create display in the **Sound** drop-menu for later use.

- 8 Enter 1 in the **Fade In** field to indicate that the sound should take one second to fade in when the exported file is launched. The **Play Background Sound** action is added to the script.




The Play Background Sound action is added to the script.

- 9 To run the script when the exported file is launched, click the **Page** tab.
- 10 Select **IntroPageScript** from the **Page Entry** drop-down menu for page 1 to indicate that when page 1 displays in the exported multimedia show, all of the actions in the script will run, including the Play Background Sound action you just configured.



The script will run when the "Introduction" page (page 1) displays in the exported file.

- 11 To preview how the sound plays automatically, choose **Layout** → **Preview SWF** → **Preview Layout** or click **Preview**  at the bottom of the Interactive layout. QuarkXPress launches Flash Player and the sound plays automatically in the background. Click the sound button you created in the previous section to stop and play the sound.

CREATING A MENU USING MASTER PAGES AND BUTTON BEHAVIORS

One way to create a consistent menu is to create a series of interactive objects on a master page and configure them with button behaviors using the user events available on the **Event** tab.

In this section, you'll do the following on the "A-SHOW CONTENT" master page of the "MultimediaShow" layout:

- 1 Create the interactive objects for the menu that include a text box and a mouse-over box for each menu item.
- 2 Configure the mouse-over effects for each menu item.
- 3 Name each page in the Interactive layout and configure the Click down user events to display the appropriate page in the exported file.

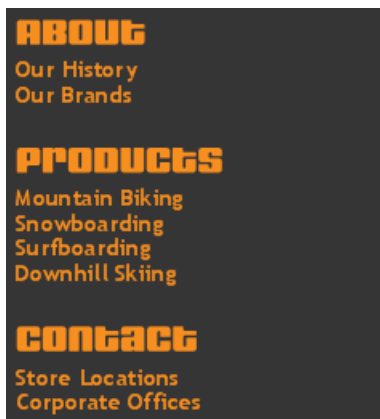
CREATING THE INTERACTIVE OBJECTS FOR THE MENU

You'll create two interactive objects for each item that displays in the menu. The first interactive object is the text box for the menu item, and the second interactive object is the mouse-over box that contains background color.

TURNING THE MENU ITEMS INTO INTERACTIVE OBJECTS

There are several text boxes that display as menu items in the "A-SHOW CONTENT" master page. To turn the text boxes into interactive objects:

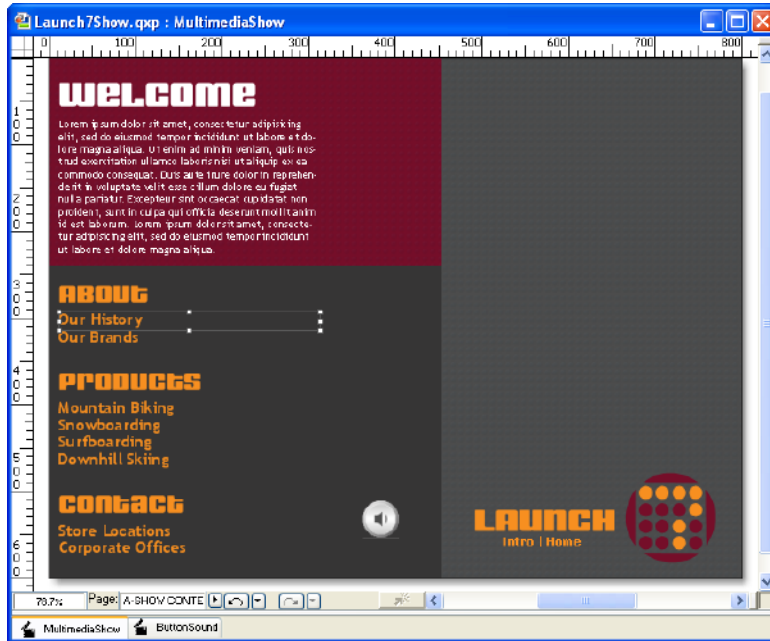
- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked to display the **Page Layout** palette.
- 2 Double-click **A-SHOW CONTENT** in the **Page Layout** palette. The "A-SHOW CONTENT" master page displays the menu.



The menu in the "A-SHOW CONTENT" master page displays in the layout pages that have the master page applied.

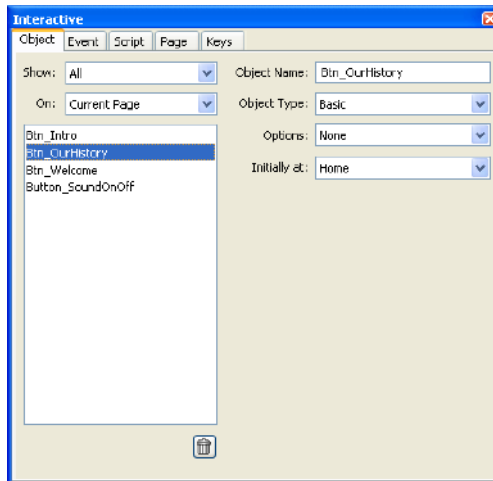
- 3 Make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.

- 4 Click the **Object** tab in the **Interactive** palette.
- 5 In the **A-SHOW CONTENT** master page, select the text box that contains the words “Our History”.



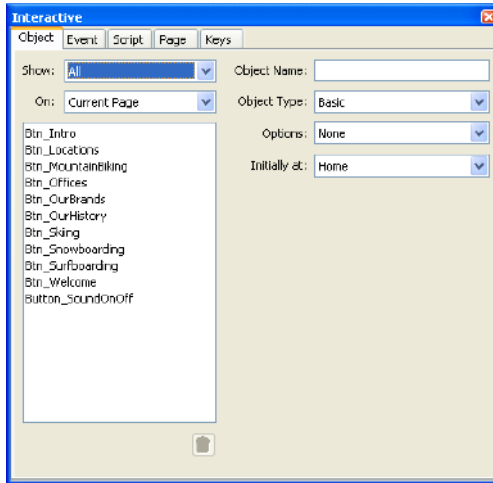
Select a text box in the menu on the “A-SHOW CONTENT” master page.

- 6 In the **Object** tab of the **Interactive** palette, enter `Btn_OurHistory` in the **Object Name** field.



Enter a name in the **Object Name** field to turn the text box into an interactive object.


- 7 Repeat the previous two steps until you have turned all of the text boxes in the menu into interactive objects.

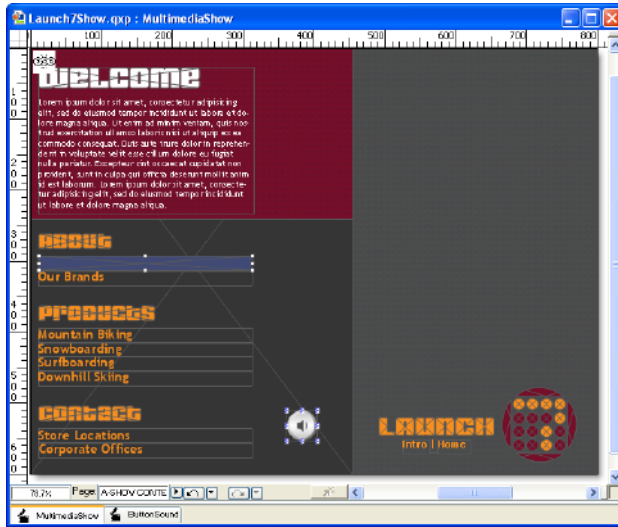


The interactive Button objects that display in the “A-SHOW CONTENT” master page.

CREATING THE INTERACTIVE OBJECTS FOR THE MOUSE-OVER EFFECTS

To create boxes for the mouse-over effects:

- 1 On the A-SHOW CONTENT master page, draw a picture box over the **Btn_OurHistory** interactive object, and then select **Launch7 Blue** color for its background.
- 2 With the new box still selected, enter the following values in the **Classic** tab  of the **Measurements** palette to position it directly in front of the “Our History” text box:
 - X: 12 (horizontal position of the upper left corner)
 - Y: 293 (vertical position of the upper left corner)
 - W: 300 (width of the box)
 - H: 20 (height of the box)

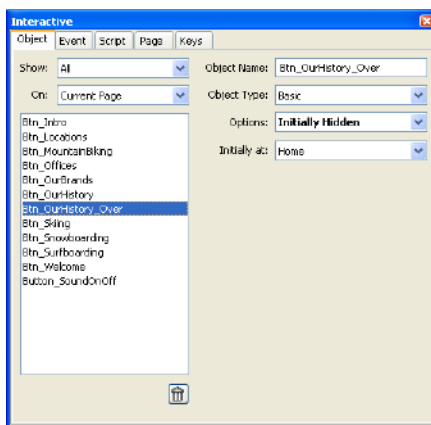


Position the mouse-over box directly over the “Our History” menu item.

- 3 To turn the new box into an interactive object, make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.
- 4 Click the **Object** tab in the **Interactive** palette.
- 5 With the new picture box still selected, in the **Object** tab of the **Interactive** palette, enter **Btn_OurHistory_Over** in the **Object Name** field, and then choose **Initially Hidden** from the **Options** drop-down menu.



You set the mouse-over boxes to **Initially Hidden** because the boxes only display in the exported file when the end user places the mouse over the menu item.



Select **Initially Hidden** in the **Options** drop-down menu to hide an interactive object when the exported file first runs.

- 6 Make a copy of the box you just created (**Edit → Copy**), and then paste it in the master page (**Edit → Paste**).
- 7 With the new box selected, enter `Btn_OurBrands_Over` in the **Object Name** field of the **Interactive** palette, and then click **Enter**. Note how **Initially Hidden** already displays in the **Options** drop-down menu because you made a copy of the “`Btn_OurHistory_Over`” interactive object to create the new box.
- 8 Enter `314` in the **Y:** field of the **Measurements** palette to position the box directly in front of the “Our Brands” text box.
- 9 Repeat the previous three steps until you create a mouse-over box for each menu item.



Use the following vertical positions to position the mouse-over boxes directly over the appropriate text box in the menu:

- “Our History” (Y: 294)
- “Our Brands” (Y: 314)
- “Mountain Biking” (Y: 395)
- “Snowboarding” (Y: 415)
- “Surfboarding” (Y: 435)
- “Downhill Skiing” (Y: 455)
- “Store Locations” (Y: 536)
- “Corporate Offices” (Y: 556)

- 10 Bring the text boxes in front of the mouse-over boxes.



You can select an item that is behind another item by pressing **Command+Option+Shift** on Mac OS or **Ctrl+Alt+Shift** on Windows while you click in the layout. With the item selected, choose **Item → Bring to Front** to bring the item to the front. You can also refer to the list of objects in the **Interactive** palette to make sure the correct interactive object is selected before you bring it to the front.

CONFIGURING THE MOUSE-OVER EFFECTS

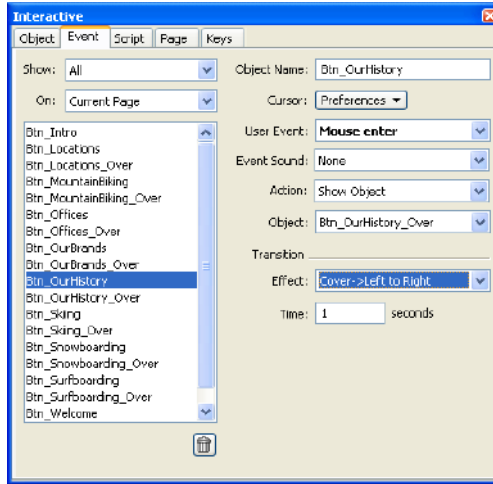
To make a mouse-over effect display when the end user places their mouse over one of the menu items, configure a Mouse enter user event and a Mouse exit user event on each menu item.

CONFIGURING THE MOUSE ENTER USER EVENT

To configure a Mouse enter user event on each menu item:

- 1 In the **Interactive** palette, click the **Event** tab.
- 2 Select `Btn_OurHistory` in the list of objects on the left side of the **Event** tab.

- 3 Choose **Mouse enter** in the **User Event** drop-down menu.
- 4 Choose **Object → Show** in the **Action** drop-down menu. The options for the Show Object action display.
- 5 Choose **Btn_OurHistory_Over** in the **Object** drop-down menu to indicate the object that should display when the user event occurs.
- 6 Choose **Cover → Left to Right** from the **Effect** drop-down menu, and then enter **1** in the **Time** field to make the object display with a transition.



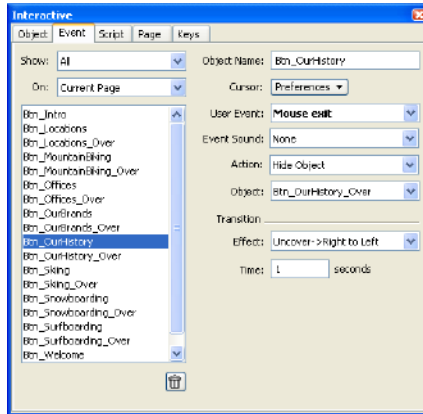
Configure the options in the **Event** tab to trigger the Show Object action when the Mouse enter user event occurs.

- 7 Repeat the previous steps until you configure a Show Object action for each menu item. In the next section, you'll configure the Hide Object action for each menu item.


CONFIGURING THE MOUSE EXIT USER EVENT

To configure a Mouse exit user event for each menu item:

- 1 In the **Interactive** palette, click the **Event** tab.
- 2 Select **Btn_OurHistory** in the list of objects on the left side of the **Event** tab.
- 3 Choose **Mouse exit** in the **User Event** drop-down menu.
- 4 Choose **Object → Hide** in the **Action** drop-down menu. The options for the Hide Object action display.
- 5 Choose **Btn_OurHistory_Over** in the **Object** drop-down menu to specify which object should hide when the user event occurs.
- 6 Choose **Uncover → Right to Left** from the **Effect** drop-down menu, and then enter **1** in the **Time** field to make the object hide with a transition.



Configure the options in the **Event** tab to trigger the Hide Object action when the Mouse exit user event occurs.

- 7 Repeat the previous steps until you configure a “Hide Object” action for each menu item.
- 8 To preview the menu, display a layout page, and then choose **Layout → Preview SWF → Preview Layout** or click **Preview**  at the bottom of the Interactive layout. QuarkXPress launches Flash Player and displays the exported version of the layout. Press the right arrow key to display the “Welcome” page, and then place your mouse over different menu items in the menu to see the effects.

In the next section, you’ll configure events to make pages display when the end user clicks a menu item in the exported file.

CONFIGURING THE CLICK DOWN USER EVENTS

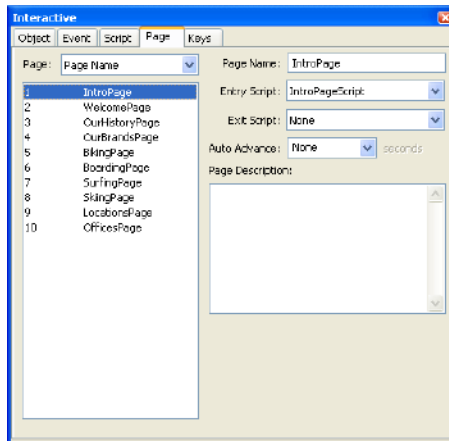
To make the appropriate page display by referring to its name in the **Interactive** palette, name each page using the **Page** tab, and then configure a Click down user event for each menu item using the **Event** tab.

NAMING EACH PAGE IN THE INTERACTIVE LAYOUT

To name each page in the Interactive layout:

- 1 In the **Interactive** palette, click the **Page** tab.
- 2 Select **1** in the list of pages on the left side of the **Page** tab.
- 3 Enter `IntroPage` in the **Page Name** field, and click **Enter**. The page name displays.
- 4 Repeat the previous two steps for each page in the Interactive layout using the following page names:
 - 2 `WelcomePage`
 - 3 `OurHistoryPage`

- 4 OurBrandsPage
- 5 BikingPage
- 6 BoardingPage
- 7 SurfingPage
- 8 SkiingPage
- 9 LocationsPage
- 10 OfficesPage

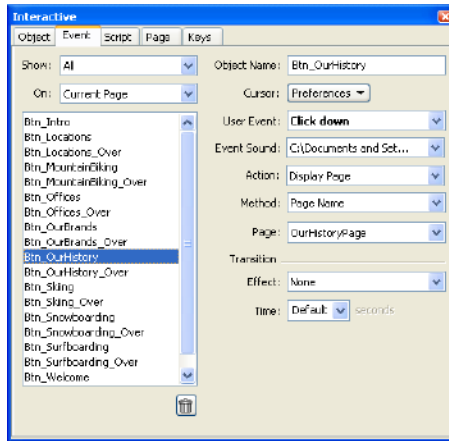


Use the **Page** tab of the **Interactive** palette to name the pages in an Interactive layout.


CONFIGURING THE CLICK DOWN USER EVENT

To configure the Click down user event for each menu item:

- 1 In the **Interactive** palette, click the **Event** tab.
- 2 Select **Btn_OurHistory** in the list of objects on the left side of the **Event** tab.
- 3 Choose **Click down** in the **User Event** drop-down menu.
- 4 To play a sound when the button is clicked by the end user, choose **Choose** in the **Event Sound** drop-down menu, and then select the “btn_sound.wav” sound file that is in the root of the project folder.
- 5 Choose **Page → Display** in the **Action** drop-down menu.
- 6 Choose **Page Name** in the **Method** drop-down menu to indicate that the page should display by its name.
- 7 Select **Btn_OurHistory** in the **Page** drop-down menu to specify that the page named “OurHistoryPage” should display when the end user clicks the “Btn_OurHistory” interactive object.



Configure the options in the **Event** tab to trigger the Page Display action when the Click down user event occurs.

- 8 Repeat the previous steps until you configure a Display Page action for each menu item.
- 9 To preview the menu, display a layout page, and then choose **Layout → Preview SWF → Preview Layout** or click **Preview**  at the bottom of the Interactive layout. QuarkXPress launches Flash Player and displays the exported version of the layout. Press the right arrow key to display the “Welcome” page, and then click different menu items in the menu to see the pages display.

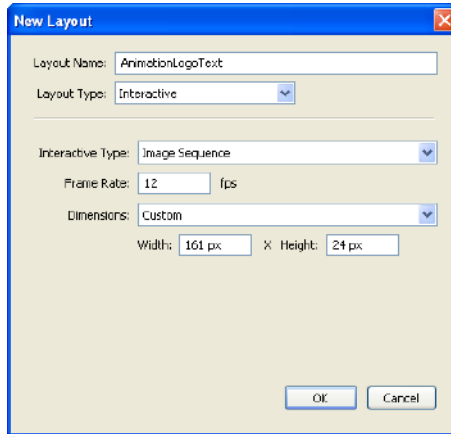
CREATING AN IMAGE SEQUENCE TO ANIMATE A LOGO

An Image Sequence layout is an Interactive layout with a separate page for each frame of the sequence. In this section, you will create an Image Sequence layout and use it in an Animation object to display the Launch7 logo one letter at a time on the “Introduction” page.

CREATING A NEW IMAGE SEQUENCE LAYOUT

To create an Image Sequence layout:

- 1 Choose **Layout → New**. The **New Layout** dialog box displays.
- 2 Enter `AnimationLogoText` in the **Layout Name** field.
- 3 Choose **Image Sequence** from the **Interactive Type** drop-down menu.
- 4 Enter `161` in the **Width** field and `24` in the **Height** field.

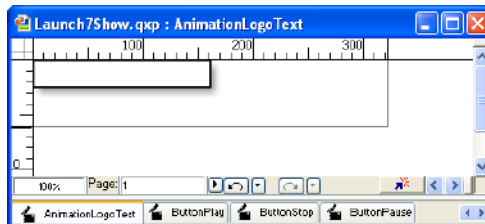


Use the **New Layout** dialog box to create a new Image Sequence layout.

- 5 Click **OK**. A new Image Sequence layout named **AnimationLogoText** displays.



When you create an Image Sequence layout, it automatically gets added to the **Shared Content** palette so that you can place it in Presentation layouts, which you will do later in this section.



The new Image Sequence layout is automatically added to the **Shared Content** palette.

CREATING THE FRAMES IN THE IMAGE SEQUENCE LAYOUT

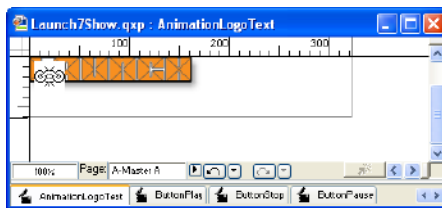
To create the frames in the Image Sequence layout:

- 1 Switch back to the **MultimediaShow** layout using the layout tabs at the bottom of the window or by choosing **Layout → Go To**.
- 2 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 1 in the **Page Layout** palette. The “Introduction” page displays.
- 3 Select the letters of the “Launch” graphic that display on the “Introduction” page, and then choose **Edit → Cut** to cut the letters from the layout.



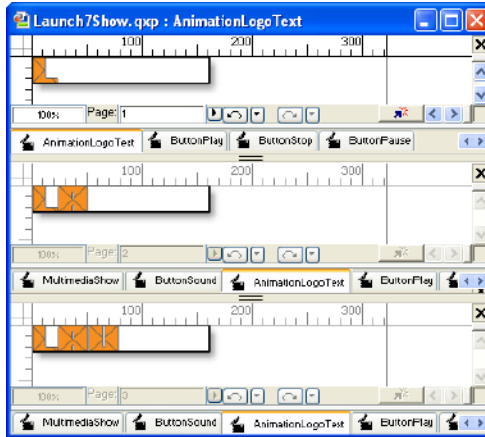
The “Launch” graphic displays in the “Introduction” page.

- 4 Switch back to the **AnimationLogoText** layout using the layout tabs at the bottom of the window or by choosing **Layout → Go To**.
- 5 In the **AnimationLogoText** layout, make sure **Window → Page Layout** is checked. The **Page Layout** palette displays a page for each frame in the image sequence.
- 6 Double-click **A-Master A** page in the **Page Layout** palette to display the master page in the Image Sequence layout.
- 7 Choose **Edit → Paste** to paste the “Launch” graphic you copied from the “Introduction” page of the “MultimediaShow” layout into the master page of the Image Sequence layout, and then position the graphic in the center of the master page.




The “Launch” logo displays in one frame.

- 8 Double-click page 1 in the **Page Layout** palette to display the first frame of the image sequence.
- 9 To create five additional frames in the animation, Control+click/right-click on the first page in the **Page Layout** palette, and then choose **Insert Pages**. The **Insert Pages** dialog box displays.
- 10 Enter 5 in the **Insert** field of the **Insert Pages** dialog box, and then click **OK**. Five additional frames display in the **Page Layout** palette, and each contains identical content that was populated by the master page.
- 11 Update the content in each frame to create a sequence of different images. For example, delete each letter in the first frame except the letter “L”; delete each letter in the second frame except the letters “L” and “A”; and continue until each frame contains one more letter than the previous frame.



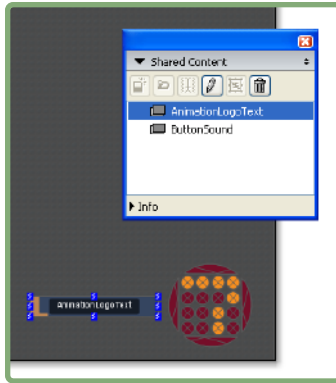
The first three frames of the image sequence display the first three letters of the “Launch” graphic.

- 12 To preview the Image Sequence layout, choose **Layout** → **Preview SWF** → **Preview Layout** or click **Preview**  at the bottom of the Image Sequence layout. QuarkXPress launches Flash Player and displays the exported version of the layout. Note how each letter displays consecutively.
- 13 To change the frame rate of the image sequence so that it plays at a slower rate, choose **Layout** → **Properties** to display the **Layout Properties** dialog box.
- 14 Enter **1** in the **Frame Rate** field, and then preview the image sequence again.


PLACING THE IMAGE SEQUENCE IN THE PRESENTATION LAYOUT

After you complete the image sequence, place it in the “MultimediaShow” layout:

- 1 Switch back to the **MultimediaShow** layout using the layout tabs at the bottom of the window or by choosing **Layout** → **Go To**.
- 2 In the **MultimediaShow** layout, make sure **Window** → **Shared Content** is checked to display the **Shared Content** palette.
- 3 Select **LaunchLogoText** in the **Shared Content** palette and drag it to the “Introduction” page (page 1) of the **MultimediaShow** layout. The image sequence displays as a Composition Zones item in the **MultimediaShow** layout. In addition, an Animation object was automatically created. This Animation object contains the image sequence so that you can configure it using the **Interactive** palette.



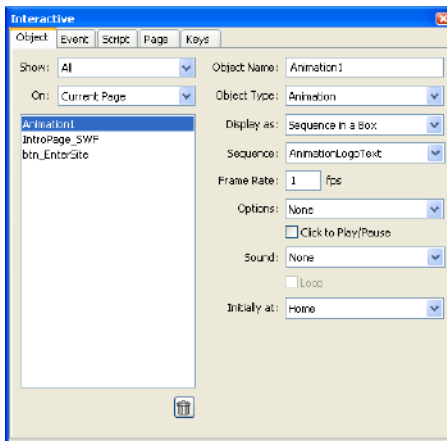
Use the **Shared Content** palette to place an image sequence in a Presentation layout.

- 4 To position the image sequence next to the Launch7 icon, select the **LaunchLogoText** Composition Zones item, and then enter the following values in the **Classic** tab  of the **Measurements** palette:

X: 490 (horizontal position of upper left corner)

Y: 520 (vertical position of upper left corner)

- 5 To configure the Animation object that contains the image sequence in the **MultimediaShow** layout, select the Animation object and then make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.



Use the **Interactive** palette to configure Animation objects.

- 6 Enter `Animation_LaunchText` in the **Object Name** field to update the name of the object.

After you complete an image sequence and configure it in an Animation object, you must create a Play Animation action to make it play in the exported file.


CONFIGURING A PLAY ANIMATION ACTION TO PLAY THE IMAGE SEQUENCE

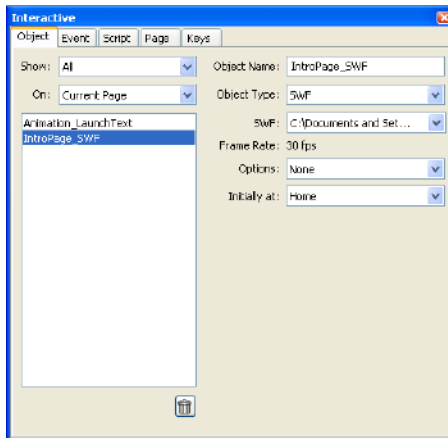
There are several ways to apply a Play Animation action to an Animation object that contains an image sequence. In this section, you will add a Play Animation action to the existing script that runs when the “Introduction” page (page 1) displays in the exported file.



You should have created the “IntroPageScript” in a previous section. To learn more about creating this script, see “Playing background sound automatically when the exported file is launched.”

To add the Play Animation action to the “IntroPageScript” script:

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 1 in the **Page Layout** palette. The “Introduction” page displays.
- 2 In the **Interactive** palette, click the **Script** tab.
- 3 Select **IntroPageScript** in the left side of the **Script** tab.
- 4 Click the  button.
- 5 Select **No Action** in the **Actions** list. The **Action** drop-down menu displays.
- 6 Choose **Animation → Play** in the **Action** drop-down menu.
- 7 Choose **Animation_LaunchText** from the **Animation** drop-down menu. The **Play Animation** action is added to the “IntroPageScript” script, which is set in the **Page** tab to run when the “Introduction” page (page 1) first displays in the exported file.



The Play Animation action is added to the “IntroPageScript” script.

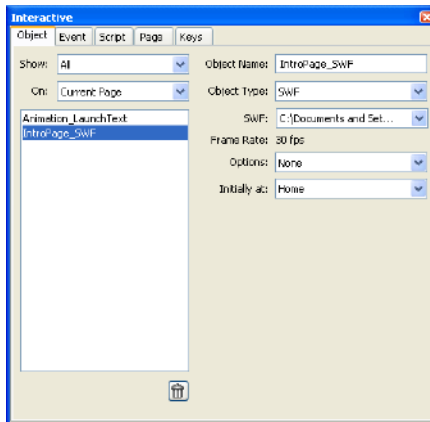
ADDING AN SWF ANIMATION

To add an SWF animation to the multimedia show, you must first create an SWF object. After you create a SWF object, select the SWF file you want to play in the exported presentation.


CREATING AN SWF OBJECT

To add a SWF animation to the “Introduction” page:

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 1 in the **Page Layout** palette. The “Introduction” page displays.
- 2 Select the large, white picture box that displays on page 1.
- 3 Make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.
- 4 In the **Interactive** palette, click the **Object** tab.
- 5 Enter `IntroPage_SWF` in the **Object Name** field.
- 6 Choose **SWF** from the **Object Type** drop-down menu.
- 7 Choose **Choose** from the **SWF** drop-down menu to import an SWF file. The **Select SWF File** dialog box displays.
- 8 Open the “Multimedia Show” folder, select “AnimatedLogo.swf” in the “swf” folder, and then click **Open**. The SWF file will play automatically when the exported multimedia show runs.



Use the **Interactive** palette to create SWF objects.

- 9 To preview the SWF file in the multimedia show, choose **Layout → Preview SWF → Preview Layout** or click **Preview**  at the bottom of the Interactive layout. QuarkXPress launches Flash Player and displays the exported version of the layout. Note how the imported SWF file plays on page 1.

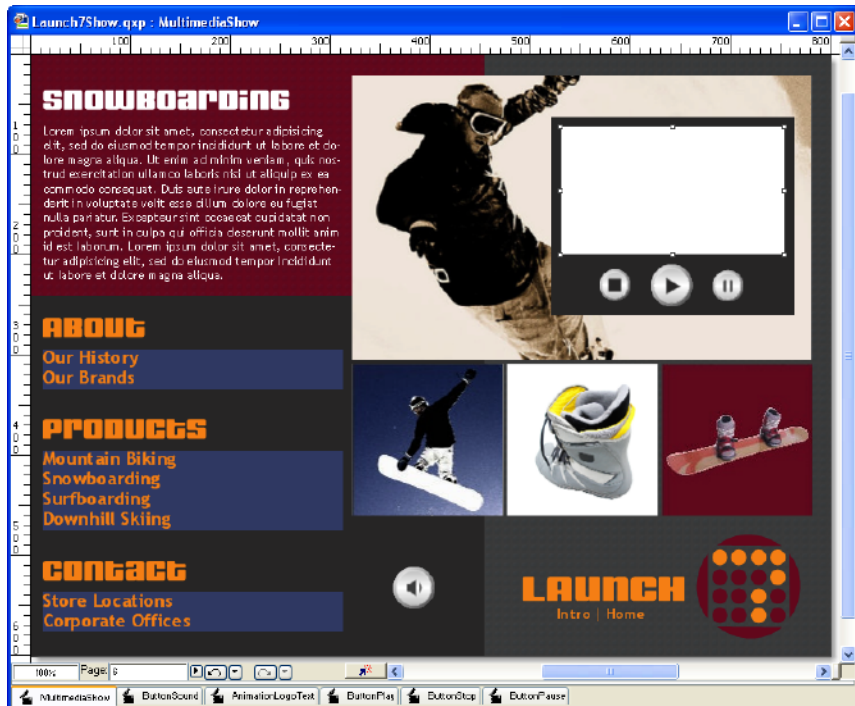
ADDING A VIDEO

To add a video to the multimedia show, you must first create a Video object. After you create a Video object, you select the video to play in the exported presentation.

CREATING A VIDEO OBJECT

To add a video to the “Snowboarding” page:

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 6 in the **Page Layout** palette. The “Snowboarding” page displays.
- 2 Select the white picture box that displays on page 6.



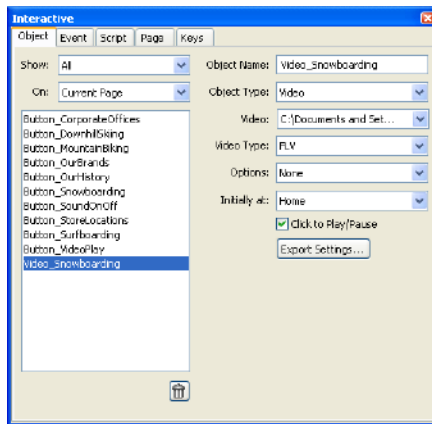
Select a picture box to create a Video object.

- 3 Make sure **Window → Interactive Palette** is checked to display the **Interactive** palette.
- 4 In the **Interactive** palette, click the **Object** tab.
- 5 Enter `Video_Snowboarding` in the **Object Name** field.
- 6 Choose **Video** from the **Object Type** drop-down menu.

- 7 Choose **Choose** from the **Video** drop-down menu to import a video file. The **Select Video File** dialog box displays.
- 8 Open the “Multimedia Show” folder, select “pipe.AVI” in the “video” folder, and then click **Open**.
- 9 Choose **FLV** from the **Video Type** drop-down menu.



AVI files are converted into FLV format when you export the multimedia show. The first frame of the video displays when you export the multimedia show. To make the video play, you must apply a **Play Video** action, which you will do in the next section using an Interactive button.



Use the **Interactive** palette to create Video objects.

CONFIGURING BUTTONS TO PLAY, STOP, AND PAUSE THE VIDEO

There are two main steps to creating a video button such as play, stop, and pause video control. First, you must create an interactive object, such as a Button object. Second, you must assign a user event to the interactive object you created to trigger the Video action.

In this section, you will create a Button object out of an existing Button layout that has been designed to look like a “Play” button. Then you will assign a user event to the Button object so when the end user clicks the button, the **Video → Action** runs and the video plays.

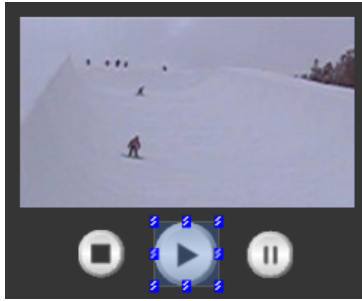
CREATING A BUTTON OBJECT TO PLAY THE VIDEO

To create a Button object to play a video:

- 1 Select the “Play” button that displays under the Video object on page 6.



The “Play” button is already a Button layout named “ButtonPlay” in the project.

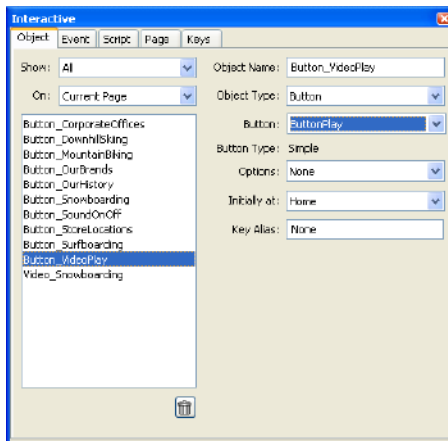


Select the “Play” button to turn it into a Button object.

- 2 Make sure **Window** → **Interactive Palette** is checked to display the **Interactive** palette.
- 3 In the **Interactive** palette, click the **Object** tab.
- 4 Enter `Button_VideoPlay` in the **Object Name** field to name the “Play” button.



Button displays in the **Object Type** drop-down menu, and **ButtonPlay** displays in the **Button** drop-down menu to indicate that the **ButtonPlay** layout is being used for the button.



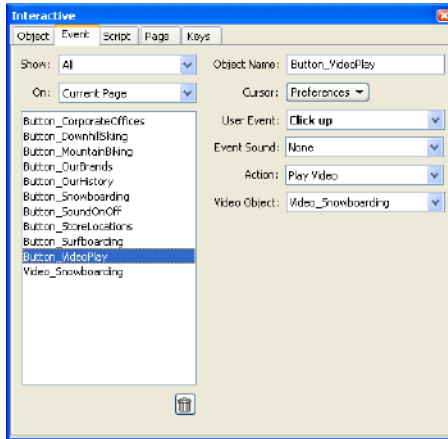
Use the **Object** tab to configure a Button object to play a video.

CONFIGURING THE BUTTON OBJECT TO PLAY THE VIDEO

Now that you have created a Button object, you have to configure it to play the Video. To configure the Button object to play the video:

- 1 In the **Interactive** palette, click the **Event** tab.
- 2 Select **Button_VideoPlay** in the list of objects on the left side of the **Event** tab.

- 3 Choose **Click up** in the **User Event** drop-down menu.
- 4 Choose **Video → Play** in the **Action** drop-down menu.
- 5 Choose **Video_Snowboarding** in the **Video Object** drop-down menu.



Use the **Event** tab to assign a **User Event** that plays a video.

- 6 To preview the video on the “Snowboarding” page, choose **Layout → Preview SWF → Preview Page**. QuarkXPress launches Flash Player and displays the exported version of the “Snowboarding” page. Note how the video plays when you click the “Play” button.
- 7 Repeat the previous two sections to configure “Stop” and “Pause” buttons for the video.

CREATING A SCROLLABLE TEXT BOX TO DISPLAY TEXT

When you turn a text box into a scrollable Text Box object, the box displays a scroll bar, and the end user can select and copy text. Scrollable text boxes are a dynamic way to display text in your Interactive layouts.

CREATING A SCROLLABLE TEXT BOX OBJECT

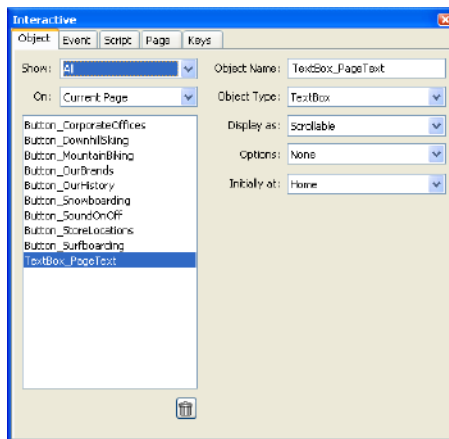
To create a scrollable Text Box on the “Our Brands” page:

- 1 In the **MultimediaShow** layout, make sure **Window → Page Layout** is checked, and then double-click page 4 in the **Page Layout** palette. The “Our Brands” page displays.
- 2 Select the text box that contains black text on page 4.



Select a text box to turn it into a scrollable text box.

- 3 Make sure **Window** → **Interactive Palette** is checked to display the **Interactive** palette.
- 4 In the **Interactive** palette, click the **Object** tab.
- 5 Enter `TextBox_PageText` in the **Object Name** field.
- 6 Choose **TextBox** from the **Object Type** drop-down menu.



Use the **Interactive** palette to create scrollable text boxes.

- 7 Choose **Scrollable** from the **Display as** drop-down menu.
- 8 To preview the “Our Brands” page, choose **Layout → Preview SWF → Preview Page**. QuarkXPress launches Flash Player and displays the exported version of the “Our Brands” page. Note how a scroll bar displays in the text box so that you can easily scroll down to see all of the text.

EXPORTING THE SHOW TO A STANDALONE PROJECTOR FILE

Because Launch7 plans to use its multimedia show for multiple purposes, representatives decide to export the show as a standalone Projector file. When you export an Interactive layout as a standalone Projector file, the exported SWF file and Flash Player are compiled into a single executable file that requires no Internet connection, Web browser, or pre-installed version of Flash Player.

To export to a standalone Projector file:

- 1 Make sure a layout page in the multimedia show is displayed.

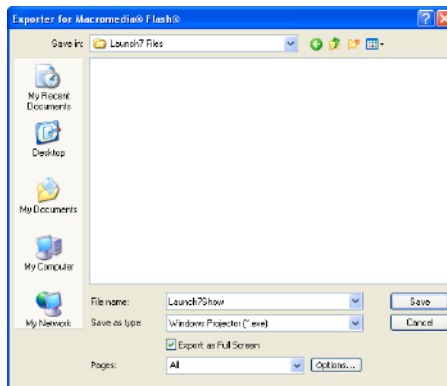


You cannot export an Interactive layout when a master page is displayed.

- 2 Choose **File → Export → Exporter for Macromedia® Flash™**. The **Exporter for Macromedia Flash** dialog box displays.
- 3 Choose a location to save the exported file.
- 4 Choose **Windows Projector (*.exe)** from the **Save as type** drop-down menu to indicate that you want to export a standalone Projector file.



On a Mac OS, choose to save your presentation as a **Macintosh® Projector**. Macintosh Projectors can only be played on Mac OS.



The **Exporter for Macromedia Flash** dialog box lets you export the active Interactive layout as a standalone Projector file.

- 5 To display the exported presentation in full-screen mode by default, check **Export as Full Screen**.
- 6 Click **Save**. A single standalone file is created in the location you specified.

ACCESSING THE COMPLETED PROJECT FILES

The completed QuarkXPress file for this project is located in the “Multimedia Show” folder.

- 1 To access the completed QuarkXPress file for this project, open the “Launch7ShowFinal.qxp” file in the “Multimedia Show” folder.
- 2 To access files that were exported from the completed QuarkXPress file for this project, open the “Completed Project” folder in the “Multimedia Show” folder.