

instructor

Robert Reinhardt,

creator of videoRx.com and VP of [the MAK-ERS], is internationally regarded as an expert on multimedia application development and video deployment, particularly in Adobe Flash. Selling over 200,000 copies worldwide in over 13



languages, Robert has contributed to over 20 books, including his own Flash Bible series (Wiley) and Video with Adobe Flash CS4 Professional Studio Techniques (Adobe Press). He has developed and delivered software applications, technical approach/code reviews, video encoding specifications, and onsite training for clients such as Nike, ABC, NBC, and Disney, as well as top agencies including Schematic, Young and Rubicam (Y&R), Wieden+Kennedy, and Juxt Interactive. Robert is an Adobe Certified Instructor for Flash courses at esyncrtraining.com and Portland State University. Robert has been a featured speaker at the Flashforward, FITC, Flashbelt, Flash on the Beach, SIGGRAPH, and Adobe MAX conferences.

ADOBE FLASH

Jun 12 — Jun 18, 2011

Tuition: \$1125

Dynamic and interactive content for the web is becoming expected and the standard for web design, and Adobe Flash is the premiere software application for creating compelling web content. In this one-week intensive workshop, participants are introduced to the interface and features of the software. Students learn fundamental animation concepts and how to design user interfaces for interactive navigation. The class explores workflows to integrate photography and video into Flash presentations and how to incorporate Flash content into websites. Basic Action scripting is also introduced.

VIDEO ENCODING

Jul 24 — Jul 30, 2011

Tuition: \$1095

In the world of video, there are numerous digital distribution options for films and just as many different workflows to output projects.

In this course, students explore the software tools used to prepare video for presentation on the internet, DVDs, and mobile devices. The class learns about different types of compression formats and how to select the best workflow for any type of project. Through daily exercises, the class compares the multitude of compression options as they learn about the benefits and drawbacks of each. Industry best-practice approaches for both standard definition and high definition are covered in-depth.

Students come away with a better understanding of encoding options and a structured approach to defining an encoding workflow best suited for any distribution channel.

ADOBE FLASH MASTER CLASS

Jul 31 — Aug 06, 2011

Tuition: \$1095

Adobe Flash is one of the most cutting edge applications for creating dynamic and interactive web content.

This one-week class offers seasoned Flash users a hands-on intensive workshop in using advanced features and techniques of the program. Students find that the Advanced Adobe Flash course provides the knowledge and hands-on practice required to build more flexible and dynamic design-based Flash pieces.

Students are exposed to concepts and practice concerning creation and manipulation of flash objects, scripted continuous action, multi-level communication, controlling sound and text dynamically, managing content, and troubleshooting.

This class introduces students to other ActionScript code that will allow them to generate dynamic design and navigation elements that cannot be created without ActionScript.

MAINE MEDIA WORKSHOPS

Maine Media Workshops and College builds dynamic educational communities that foster creative vision, craftsmanship and expression in the media arts.

For a complete listing of courses offered year-round and to request a catalog, visit www.mainemedia.edu

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