

Building a Flash Website or Flash Presentation

Using SellFolio 4.0 Complete

Three simple rules for tasteful design

- No more than two font families, like Palatino and Futura
- No more than three to four colors, like Blue, Yellow, White and Gray
- No more than three major sections of information on any given page in your project, like title, main text, and video/photos (but, there's no limit to the amount of Modules, photos, videos, buttons, etc., that you can have)

Let's get started

- 1) Start SellFolio 4.0 Complete (download the Free Trial if necessary). Be sure to download and view the Free Tutorials from our website as well.
- 2) Add a new project in Step 1-A. Provide a project name at the top. Under "Choose from an existing template," browse the available SellFolio style templates. Choose **OK**.
- 3) Click **Next Design Step**. SellFolio saves your projects continuously. There's no need to save the project.
- 4) You can click **Step 9: Test-Drive** (on the left-side of the screen) at any time to preview your project. Click it now.
- 5) Step 2 contains optional project settings. You don't need to do these Steps at this time. And, you can come back to any Step at any time. Take a moment to browse through Steps 2-A through 2-F. For example, most users change fonts in Step 2-B, because that's one of the special characteristics of using Flash-based SellFolio. Click **Next Design Step**.
- 6) If you choose to do so, Step 3 lets you build an Intro Animation. It's a great way to position your products and services in the mind of your viewer. In Step 3-A, choose **Add Image** to browse for the .JPG file you want. (.JPG or .JPEG files are the only graphics you can put in the intro. If necessary, convert your files from .BMP or whatever file type to a .JPG). Choose **Import**. Or, if you don't want an Intro Animation, don't import any images.
- 7) Choose Step 3B to **Edit Animation Taglines**. Note that the font and size are all preset, but you can edit them in Step 3-D.
- 8) In Step 3-C, choose a visual style for your Intro Animation. There are five prebuilt styles to choose from, and you can preview them by selecting Style 1 through Style 5, and then click **Step 9 Test-Drive** on the left side of the screen.
- 9) Browse Steps 3-D through 3-H to see additional settings for your Intro Animation. You can come back to them at any time.

- 10) In Step 3-I, you can choose an overall structure of your project. Most users choose a full SellFolio project with a Flash Intro, Main Menu, Modules, Slideshows, Quick Info Pages, and Contact page. Or, you can choose just a Intro Animation-only project that simply launches a file (as in a CD-deployed project) or a website.
- 11) In Step 4, you'll create and edit Modules. A Module is a major section of your project that contains multiple Slides of information (later, you'll see that a Quick Info page is a one-page section that gives immediate info to your viewer). Create a new Slide Module in Step 4-A, and add a new Module name. As you can see, a Module lets you create a series of slides, launch a weblink, email, or file. To do a sequential slideshow, choose "Display a series of graphic slides." NOTE: You can also do this in any Step's Live Layout section by adding a button and setting that button's action accordingly.
- 12) Edit your Module by clicking Step 4-B, **Edit Slides in Live Layout** mode.
- 13) In Live Layout mode, you're prompted to add a new Slide. You can put in your slide title as prompted. Choose **OK**.
- 14) You now see your title text. To edit it, move your mouse over that Text Object until you see a dashed outline. Click it to select it, and **Edit** button and resizing arrow appears. Click the **Edit** button to see the editing options. You can copy text from your Clipboard as well. Review the effects and drop shadow/glows to select ones you like. Click **OK** when you're done. Remember, you can view your entire project, including the effects you choose, at any time by clicking **Save And Return** and clicking **Step 9 Test-Drive**.
- 15) You can add additional content (text, images, SWF's, buttons, hotspots [invisible buttons], rectangles, videos, sound) by choosing **Add an Object** on the left side of the screen. Choose **Add An Object > Add Text**. Notice that a new Text Objects appears on top of your title.
- 16) Click the new Text Object and drag it to a new location down and to the right. You can move any object in Live Layout this way.
- 17) Of course, you can add rich media like narrations and video any time you're in Live Layout Mode. Add a video by choosing **Add An Object > Add Video**. Videos must be .FLV Flash Video files. If you don't have an .FLV video, you can specify this web address:
http://www.sellfolio.com/gotime_presales_presentation/images/01.flv
- 18) To use another video type other than FLV, Choose **Add An Object > Add Button**. Select the Button Object, click its **Edit** this button, and choose an Action of **Launch File**. Browse for the video file you want to play. If it is a .MPEG, .AVI, .MOV, or other video file, the file will then launch Windows Media Player and be played.
- 19) To create a series of Slides with a build of text, put all the content on a single Slide, and then choose Duplicate Slide in the left column, to have as many Slides as there are lines of text in your build. Then, delete or color bullet points to highlight each step of your build.
- 20) Experiment by adding Hotspots (which are invisible buttons), Button Objects, images, etc. Images can be sized via their sizing buttons that appear when you select them. A good image effect is to apply an **Effect of Feathered Edge-Wide**, with one of the recommended Tint colors.
- 21) Click **Save And Return**, followed by **Step 9 Test-Drive**.

- 22) In Step 4-D, click **Optional: Specify A Background Image**. Here, you can change the background image for the selected Module. Every major Step has a similar button, so that you can customize the background image for that section of your SellFolio project. Click **Next Design Step**.
- 23) In Step 5, you can add Quick Info Pages. These are one-page sections of your project that provide quick info to your user, such as driving directions, lists of PDF files, etc. You'll find that editing Quick Info Pages is similar to editing Modules. Click **Next Design Step**.
- 24) In Step 6, you can edit your Contact Page, similar to the other parts of your SellFolio project. Click **Next Design Step**.
- 25) Step 7 enables you to edit the look of your Main Menu. Again, it's similar to editing the other parts. Note that, each time you build a Module or a Quick Info Page, a button that launches that section is automatically built in your Main Menu. But, you can add other buttons, videos, etc., to your Main Menu. Click **Next Design Step**.
- 26) Step 8, File Cleanup, is used to remove any imported files that are no longer being used, to keep your project size to a minimum.

Uploading your project to the web

You can subscribe to our ViewWork hosting service (see www.sellfolio.com), or you can upload your project to your own website. Try uploading your project to our ViewWork webhosting, to see how easy it is (that's the big advantage—it's easy, handling all the technical details of uploading for you). Click **Step 10 Upload To ViewWork.Com**. You can use:

Account Name: **tryitfree**

Password: **tryitfree**

Please note that this is only a trial upload. You'll need to purchase your own ViewWork webhosting account, or use your own hosting. To use your own hosting, please see our Support page on our website for uploading instructions.

Additional comments for building presentations with SellFolio 4.0 Complete

TRADESHOWS/DIGITAL SIGNAGE: When editing a Slide Module, select to have your Modules autoplay in a loop (at the top of the Live Layout screen), such as at a tradeshow or for use as digital signage.

CATALOGS/PORTFOLIOS: Choose **Import Multiple Images** to import an entire folder of photos, and have each automatically placed in its own slide. That's very handy for building a product portfolio or catalog.

PHOTO-HEAVY PRESENTATIONS: SellFolio automatically sizes and compresses your photos for optimal use.

POWERPOINT SHOWS: If you already have PowerPoint slides, save them as JPEGs in the highest resolution possible. You can import them all by putting them in a single folder, and choosing **Import Multiple Images**.