



## DYNAMIC FLASH APPLICATIONS

Erdem Yilmaz  
Web Design Specialist, Turkey

### Dynamism in Web Applications

Today, both expectations of users from internet, and services given from it are very changed according to last few years. With the increase in the number of internet users, and business life's taking on a shape by new economy, internet became an indispensable part of our lives day by day, although it was used like an electronic brochure or as an entertainment tool before.

Now it is known by many users that internet is not only a "virtual surf board". People started to share knowledge, search, learn, shop, communicate and do financial operations by using internet simply as an 'interactive communication media'.

Users now need more correct, having more scope and current information from internet because of growing expectations, consequently developing and increasing the variety of services given from it. To give these services to users with more success, companies have to transfer current information to web as correct and quick as possible. For some companies, especially which are giving financial services from internet, dynamic applications have critical value because there is very large amount and frequently changing data in their web sites. Importance of it can be seen more clearly if we think that markets are very active in all periods in our country.

Obviously, there are more reasons to use dynamic web applications. In web sites which have large number of pages and short data transfer frequency, as well as changing particular information, uploading, adding or removing web pages create basic problems of web sites. This introduces navigation problems because even adding or removing only a single page affects navigation system and page links of the whole site.

The quality of service is highly dependent on the presented data being up-to-date and comprehensive. Updating web pages turns to companies as high

costs, since every data change requires effort and time. Using dynamic web applications, it is possible to minimize these costs to very small values.

### Which Type of Applications Need Dynamism

The main aim of using dynamic web applications is to change minimum amount of code by a rationalistic way without touching the shape of service, provide information integration and interaction. Many applications like graphics, data tables, calculation tools, lists, menus, calendar tools, short news, banners, announcements and guides, are possible to be created automatically by transferring only the required data.

### Why Flash?

Let's consider showing a pie chart as a graphical expression within a web page. A simple way is inserting that graphic in a web page with an image format like gif or jpeg. This can be done with several methods. For instance we can create the graphic with the help of an image processing program or we can draw the graphic using an offline graphic program. Then image is placed on a web page. In this case, we have to do all these works for every graphics and for this reason; updating pages will be a difficult task. On the other hand, users will have to wait for the page to load again and again for every graphic.

It is possible to create these graphics automatically by dynamic applications created with Flash, only by sending the necessary data without changing any part of the movies. As we do not change the original page or Flash document, updating will become an easy process so changing some lines on a data page will be enough. In perspective of the user, the pages do not change, and they are called from the cache memory of the user's computer. Consequently once the movie is placed in the cache, when the user requests other graphics on other pages, or the same page on another day, he will not wait for these pages to load. Certainly it is necessary to have enough experience in ActionScripting on Flash to create such applications. If we compare Flash files created with ActionScript with the classical motion movies, we can say that they take less space on memory, so they are loaded in a very short time.

### Sending and Receiving Data with Flash Files

There are several methods to send or receive data to or from Flash files according to server platforms and internet browsers. The simplest way to send data to

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Flash files is via the QueryString. If we add a simple string which defines variables and values, after the name of the Flash movie within the code of the html page, when the movie is loaded, it can retrieve the data and act accordingly.

By using JavaScript, it is possible to transfer data between Flash movies and/or html pages. With this kind of method, we can provide integrated communication between Flash files and html links.

According to the type of server platform, asp or jsp pages, or other scripting languages like VBScript can be used for data communication. With Macromedia server products, it is possible to use server-side ActionScript. Surely the general structure of the web site is the most important factor to consider which method must be used to transfer the data.

**Sample Flash Applications**

- Financial Calculator
  - Dynamic Charts
  - Dynamic Menu
  - Dynamic Buttons
  - Dynamic Banners
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