



Rain Animation without code



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Crossborders
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The Adventures of Timmy: Run Kitty Run
<http://theadventuresoftimmy.com>

Rain and CB Labs team up to produce story-driven mobile game app featuring animated cut scenes created using Adobe® Edge technology

Crossborders and Rain are both agencies that thrive on creating amazing digital content. Each agency covers the gamut of a client’s digital needs, from strategic guidance and brand building to development and deployment of engaging, dynamic content, including apps and games for the mobile market.

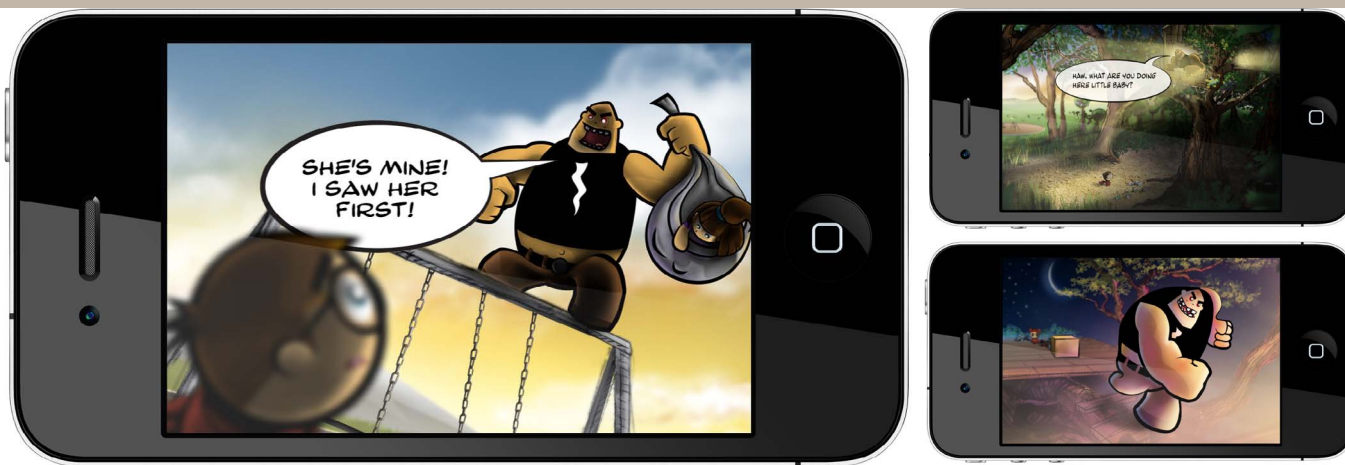
CB Labs, a division of Crossborders, teamed with Rain to create *The Adventures of Timmy: Run Kitty Run*, a game for iOS devices. As an innovator in the mobile gaming space, Rain chose Adobe Edge Preview, a new web motion and interaction design tool, to create the animated cut scenes that support the game’s narrative.

CB Labs wanted to create a brand for the game that has merchandizing potential for cross-media production into cartoons, comic books, or movies, while leveraging creative assets to control costs and reduce development timelines. To create the smooth, 2D animated cut scenes, the digital content studio knew that it would need to build the animations by hand—with a developer coding the transitions or create the cut scenes as video files, which would dramatically increase the size of the game.

After experimenting with a pre-release version of Adobe Edge, Rain quickly saw that its animators could use the technology preview, currently available on Adobe Labs, to create animations that run in HTML5 and on standards-based websites with the subtlety, nuance, and detail of animations created in Adobe After Effects® and Flash® Professional.

"We realized immediately what a powerful asset Adobe Edge is for rapid animation development that runs smoothly on mobile devices," says Dave Nibley, creative director at Rain. "Adobe Edge fits seamlessly into our workflows and enables our designers to use familiar web standards such as HTML5, JavaScript, or CSS3 to create lively, dynamic animations on screen faster."

Animators used Adobe Edge to create the animated scenes that advance the story of the mobile game. The resulting HTML5-based animation runs beautifully on iOS devices and can be presented via web browsers and packaged for multiple mobile platforms.



Challenge

- Producing animated cut scenes for a story-based mobile game app
- Accelerating concepting and animation
- Separating programming and design responsibilities for greater efficiency

Solution

- Streamlined the development of creative assets and in-game animation with Adobe Edge
- Programmed animation with Adobe Edge for use with any standards-based web language

Benefits

- Reduced production cycle by weeks
- Enabled designers, animators, and programmers to work independently and more efficiently
- Enabled designers to create animation without having to write code
- Created content that can be deployed instantly across multiple platforms

Toolkit

Adobe Edge Preview

Adobe Creative Suite 5.5 Web Premium.

Components used include:

- Adobe Illustrator CS5
- Adobe Photoshop CS5 Extended

A return to the classics

The Adventures of Timmy: Run Kitty Run offers players a story-driven experience with unique and likeable characters that interact through compelling gameplay, reminiscent of famous classic video games. The animated story is a major differentiator for the game's user experience because it's a departure from the typical side-scrolling game play that most game apps employ. CB Labs wanted audiences to emotionally connect with the game's characters through an immersive experience that keeps them engaged and compelled to play regularly to see how the story unfolds.

The storyline involves a lovable, yet unexpected hero focused on saving the prettiest girl at school from a bullying antagonist. Game players direct the hero, Timmy, to use his imagination and summon his strength to climb up to the bully's tree house and save Kitty, the girl of his dreams. The game is broken into chapters, with each chapter containing nine levels that a player needs to pass to proceed through the game. After reaching a new chapter, an animated scene advances the story and sets the stage for the next chapter of the game.

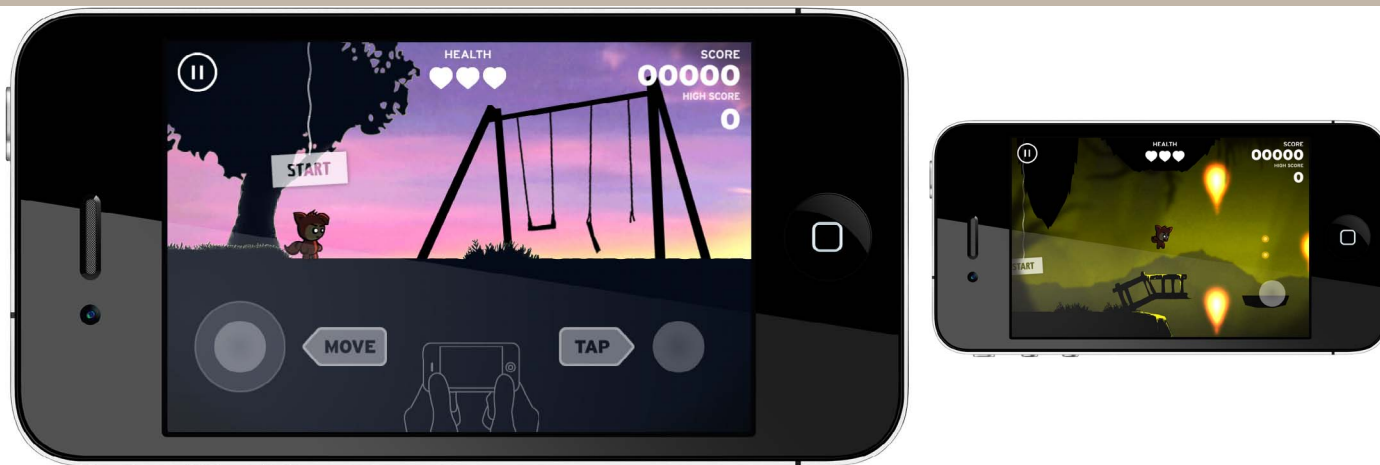
Before the agency could animate the story, it needed to create the characters. Using Adobe Creative Suite® 5.5 Web Premium components, including Adobe Illustrator® CS5 and Photoshop® CS5 Extended, Rain designers created story boards and character renderings for the game and then imported elements directly into Adobe Edge to develop character animations and scene transitions.

"The ability to drag layers into the elements panel in Adobe Edge makes a huge difference for us," says Richard Kimball, lead creative at Rain. "Now instead of having to sift through dozens or hundreds of graphics, we can bring in exactly what we need and construct animated elements faster than before. Adobe Edge also has elements of After Effects and Flash Professional, but at the same time introduces new capabilities. It's clear Adobe looked at Adobe Edge with a completely fresh perspective."

With Adobe Edge the animation process is greatly accelerated. Designers use copy-and-paste functionality to rapidly duplicate shapes, images, or text. In addition, drag-and-drop and alignment features help animators position on-screen elements to make sure animation timelines are smooth and fluid without requiring tedious coding. The Adobe solutions enable designers to choreograph animations for each piece of artwork—including characters' arms, legs, and facial expressions—and hand them over to the programmer for faster development.

"Adobe Edge integrates wonderfully with Adobe Creative Suite software, which supports a smoother, more efficient workflow," says Amy Hatch, producer at Rain. "The tools in Adobe Edge make it easier for designers to animate position, size, colors, and shapes without writing code. We can make adjustments to animation timing and deploy it online or package it for other mobile platforms in a fraction of the time of traditional game development workflows."

Rain used Adobe Creative Suite 5.5 Web Premium components, including Adobe Photoshop Extended and Illustrator, to create the initial story board and character renderings. Players advance through nine levels of game play in each chapter.



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Amy Hatch
Producer, Rain

A revolutionary production process

Traditionally, programming apps is done in Objective C and creating animations in HTML or JavaScript, the preferred runtimes for iOS apps. But this model requires extended development timelines as designers and animators have to work hand-in-hand with programmers for each interaction and animation. With Adobe Edge, designers, animators, and programmers can work separately and more efficiently, helping to accelerate production timelines while enhancing the overall quality of imagery and animation.

“Designers and animators can spend more of their time perfecting the on-screen interactions and achieving the vision they’ve set for the game instead of watching as the programmer codes each interaction,” says Hatch.

Adobe Edge has revolutionized the way Rain develops game apps for its clients. The Adobe solution enables Rain’s visual designers to stay in the creative zone without dependency on developers to hand-code each animation step, shaving weeks off of the development cycle. The result is HTML5-based animation that runs beautifully on iOS devices and can be presented via web browsers and packaged for multiple mobile platforms, providing total flexibility should CB Labs and Rain want to make the game playable online or on Android™ and BlackBerry devices in the future.

“Adobe Edge not only accelerates our production workflows, but it puts out exceptionally high-quality, high-performance deliverables,” says Nibley. “Complex animations presented on mobile devices achieve their desired frame rate, without any modification. It opens up limitless possibilities for us and our clients in the future.”

For more information
<http://labs.adobe.com/technologies/edge>

Download *The Adventures of Timmy: Run Kitty Run* at the iTunes store: <http://itunes.apple.com/us/app/the-adventures-timmy-run-kitty/id463104059?mt=8>



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