



xshockwave

xicons

xsounds

xbuttons

xflash movies

xbars

xquicktime movies

web

STOCK

an essential collection of multimedia for the web

online manual



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# introduction

## **what is webstock?**

This product is a professional multimedia production tool and reference library with over 2000 movies, animations, bitmapped graphics, sounds, and Macromedia Flash files. Any of these design elements can be selected and installed automatically onto your hard drive from the main WebStock viewer window. They can also be accessed directly from folders on the CD-ROM.

STATmedia and Artbeats have combined resources to produce this product. STATmedia provided the interface, sounds, and buttons. Artbeats provided the movies. This is the two companies' second joint effort, the first being Artbeats WebTools. WebTools is a previous collection of art elements for web page design you might also find useful.

## **do i have to learn any new software or procedures?**

No. You don't even have to read this manual. All functions are accomplished from a single viewer application. It uses simple controls to view, play and install the various files. To make it even easier, the control panel has a built-in help that explains each feature.

## **registration**

Don't forget to register! This will enable us to provide updated product information and allow you to receive discounts on future products. Registration has been provided on the CD-ROM for your convenience as an Adobe Acrobat pdf file. You can also register on-line at <http://www.artbeats.com/frames/webstock-registration.html> using any forms capable web browser.

## **about this document**

This manual is designed for easy on-screen reading. There are many links within the document, most of which lead to internet web pages. The destination of the link will be displayed at the bottom of the Acrobat window. If it's a URL, your web browser will automatically go to it.

# Requirements

## hardware

Hardware requirements for Windows™ are a 90 MHz Pentium, Windows NT 4.0/Windows 95 or higher, a 4x or better CD-ROM drive, an SVGA monitor with at least 512k Video RAM (640x480x256 colors), and a recommended amount of 16MB application RAM. As with many applications, the WebStock viewer performs better with more RAM. For best results, 24 bit color is recommended for best image viewing and manipulation.

Hardware requirements for Mac OS™ are any Apple Macintosh™ or Mac compatible with a PowerPC processor, System 7.5 or higher, and a 4x or better CD-ROM drive. The WebStock viewer will run with a minimum of 3.5 megabytes of free RAM, but performs much better with 10 MB of available RAM. To check the amount of RAM available on your system, select “About This Computer...” under the Apple menu when in the Finder. For best results, 24 bit color is recommended for best image viewing and manipulation.

## software

Macromedia Flash is required to use the images in the “Vector” category to their fullest extent. The files are in native Flash format ready to define as buttons and export as “Shocked” files.

Software tools for HTML authoring run the gamut from basic text editors to sophisticated drag-and-drop WYSIWYG page layout applications and converter programs. Therefore, specific applications are not noted here.

We have provided Windows users with the latest version of the required QuickTime for Windows™ software in the QuickTime folder located on the CD-ROM. It is assumed that Macintosh users will already have QuickTime installed. By the time you read this, QuickTime 3.0 should be available for both Windows and Macintosh from Apple at <http://www.apple.com/quicktime>. **It is strongly recommended that you update your software to QuickTime 3.0 to get the greatest performance out of the QuickTime movies on WebStock.**

# quick start

To enable all of WebStock's features, QuickTime™ must be present on your system. Windows users can install QuickTime for Windows™ by running the QTEASY32.EXE program in the QuickTime folder located on the CD-ROM. It is highly recommended that both Windows and Macintosh users update to QuickTime 3.0 when it becomes available. Check the Apple Computer website at <http://www.apple.com/quicktime> for details on QuickTime 3.0.

## macintosh users

To run WebStock from the CD-ROM:

1. Insert the CD-ROM disc into your CD-ROM drive.
2. Double-click the WebStock application's icon.  
*After a brief introduction, the WebStock program's main window will open. To skip the introduction, click the mouse.*
3. Select a category: Sounds, Bitmaps, Vectors, Film Clutter, ReelFire, ReelExplosions, Storm Clouds, Sky Effects, or White Puffy Clouds.  
*The preview window will display the list of available sounds or the current image and you are ready to go.*

## windows users

To install QuickTime for Windows (required for Windows computers without QuickTime):

1. Insert the CD-ROM disc into your CD-ROM drive.
2. Select "Run" from your Start menu, and enter D:\QTEASY32.EXE, where "D:" is the designation letter for your CD-ROM drive. The QTEASY32.EXE application may also be run by double-clicking the file in "Windows Explorer" or "My Computer."
3. Follow the on-screen instructions.  
*The installer program will install QuickTime and the appropriate web browser plug-in.*

To run WebStock from the CD-ROM:

1. Insert the CD-ROM disc into your CD-ROM drive.
2. Select "Run" from your Start menu, and enter D:\WEBSTOCK.EXE, where "D:" is the designation letter for your CD-ROM drive.  
*After a brief introduction, the WebStock program's main window will open, hiding your desktop. To skip the introduction, click the mouse.*  
*To switch between active programs when WebStock is running, use the alt-tab or alt-escape key commands. To access the Start menu and task bar when no other programs are active, use control-escape.*
4. Select a category: Sounds, Bitmaps, Vectors, Film Clutter, ReelFire, ReelExplosions, Storm Clouds, Sky Effects, or White Puffy Clouds.  
*The preview window will display the list of available sounds or the current image and you are ready to go.*

## **give it a whirl**

Click various places around the WebStock viewer window. Play with the sliders and push the buttons. You will quickly see how the program works. The Export button will install the current sound or graphic to your hard drive in a folder that you select.

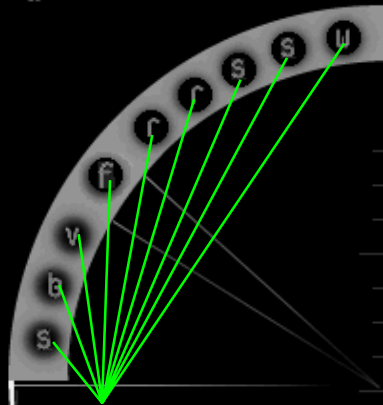
The next page provides a graphic overview of the controls. The fast, simple control panel was designed with the creative professional facing short deadlines in mind. It will let you view, compare and install a large number of items very quickly.

# interface overview

Click to Quit

Click and drag to the right to speed up cycling through individual images. Video files will run up to 7x faster than normal.

Clicking in the center will auto-scroll through your current category. Clicking again will return you to manual control.



Roll over to see the category name. Click to select and view individual files.

Click once to save the selection in the current category to your hard drive.

export

This is the TurboScroll™ indicator/controller. Click and drag up or down to move rapidly through the files in each category.

Click once to move up one selection in the current category.

Click once to move down one selection in the current category.

Adjust the volume by typing a number 1-7 on your keyboard. The 0 (zero) key will mute the sound.

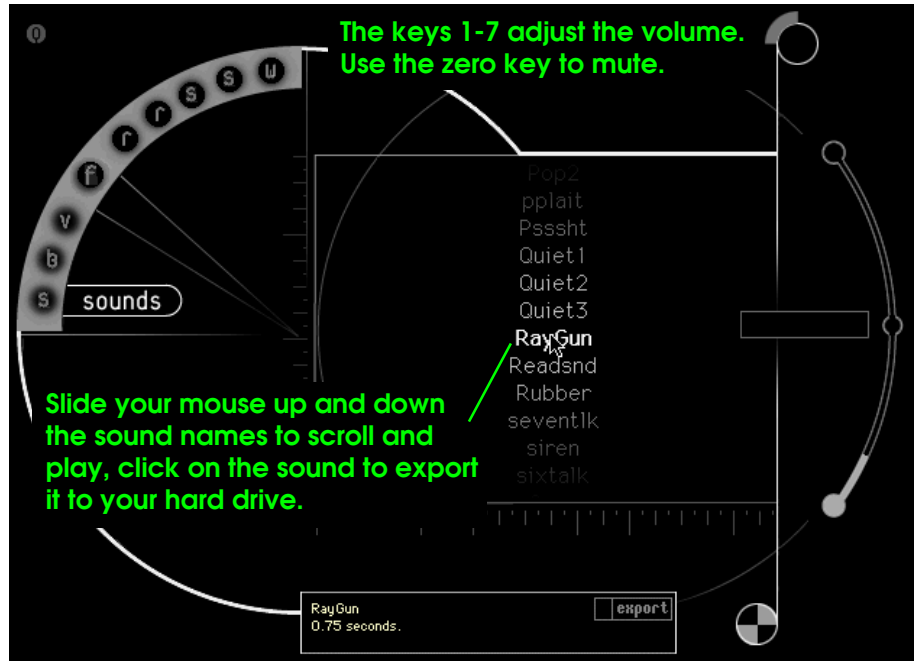
# categories

## sounds

WebStock contains 279 different sounds that you can use in a variety of different ways. Many of these sounds can be looped for background music to provide ambience for your web pages.

The sound files are exported as .wav files for Windows users and AIFF files for Macintosh users. These are the standard sound formats for each platform, and will import nicely into multimedia authoring programs like Macromedia Director for use in creating a Shockwave button or something similar. Consult your multimedia application's manual to learn how to import a sound and tie it to a specific action.

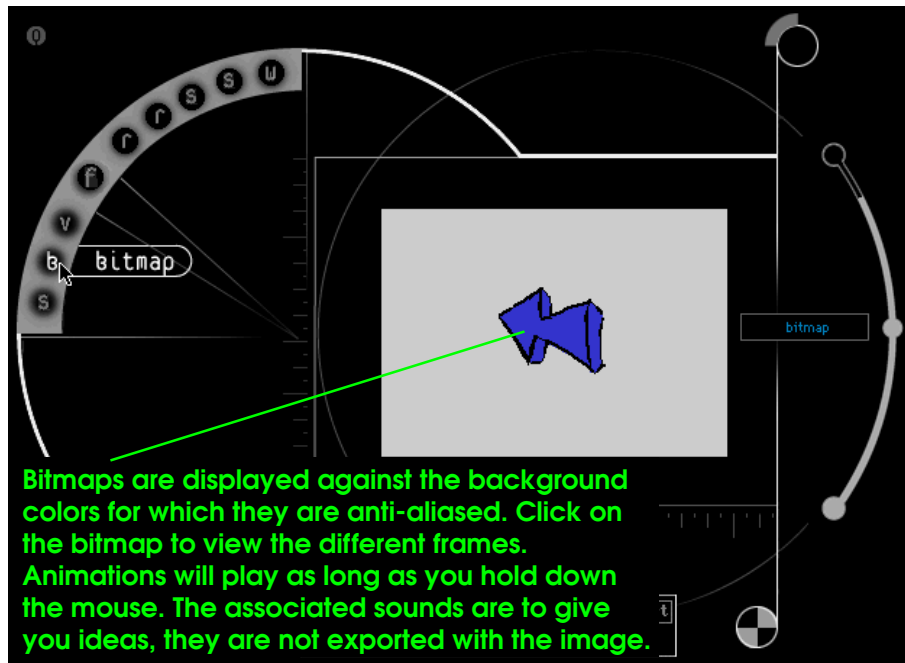
However, depending upon your target web audience and HTML implementation, these may not be the best sound formats to use on your actual web page as background sounds or sounds that are tied to other graphics within the HTML code rather than as single embedded button. In that case, the sounds would need to be converted to a different format. There are many utilities, both shareware and commercial, that will convert sound files between formats. Check with a service like Shareware.com to find the utility that's right for you.





## bitmaps

There are 1,342 bitmapped images on WebStock, most of which consist of more than one frame or state. That is, the button is either animated or has an “up” and a “down” state.



**Bitmaps are displayed against the background colors for which they are anti-aliased. Click on the bitmap to view the different frames. Animations will play as long as you hold down the mouse. The associated sounds are to give you ideas, they are not exported with the image.**

The bitmaps will be exported to your hard drive as individual PICTs or .bmp files, depending upon your platform. Animations with many frames will be exported with the frame numbers, and buttons with an “up” and “down” state will be named accordingly. These individual 24 bit frames can then be manipulated with Adobe Photoshop or a similar image editor in the event you would like to add text to them, or change the color, etc. They should then be saved as GIF files, either animated or static, for use on a web page.

The buttons with two states can be used to create interesting roll-over effects, while the buttons with several

frames can be used as animated GIFs. There are several different programs that will create an animated GIF, the most popular being GIF Construction Set (shareware) for the PC or GIFBuilder (freeware) for the Macintosh. Plug-ins are also available for Adobe Photoshop, Adobe After Effects, and many other programs that will convert several individual frames into one animated GIF.

Both static and animated GIFs can be easily defined as links to other HTML pages. See our example pages in the WebStock Examples folder on the CD-ROM if you’re not sure how to do this.

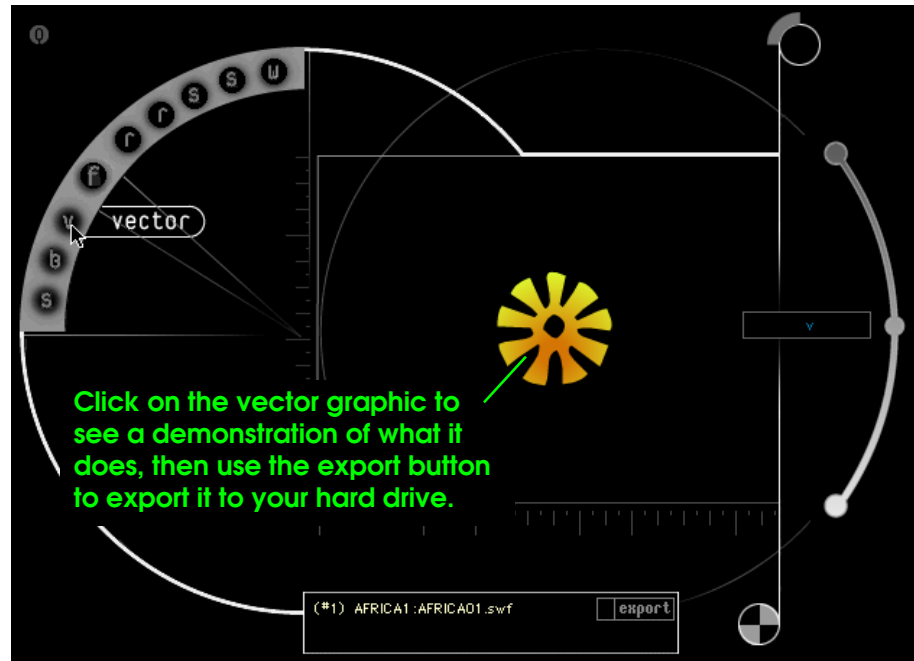
## vectors

The 280 vector based graphics on WebStock were created using Macromedia Flash and are exported to your hard drive as native Flash (.fla) files. You must use Flash to configure these buttons to act as links and then save them as “shocked” Shockwave Flash (.swf) files that you can embed into a web page.

There are versions of the vector buttons on the CD-ROM that have been saved as Shockwave Flash files; however, you cannot install these files from the WebStock viewer. You must access these directly from the CD-ROM in the folder “Display” which is in the “Vector” folder in the “Library” folder. Simply copy the file you want to your hard disk as you would any other file. You can then use the <EMBED> tag in your HTML editor to place these on your web page. They will not act as links to other web pages, but they will add a fun element to your pages.

Viewers of your web pages will need to have the Shockwave Flash browser plug-in installed on their systems in order to view them correctly. Shockwave can be downloaded from <http://www.macromedia.com/shockwave/download/>.

An excellent source of information on Flash is the **Flasher List**, an internet mailing list. To subscribe, send e-mail to [list-manager@shocker.com](mailto:list-manager@shocker.com) with just the words “subscribe flasher” in the body of the message.



## quicktime movie categories

The Film Clutter, ReelFire, ReelExplosions, Storm Clouds, Sky Effects, and White Puffy Clouds categories contain 230 different movies, each in two different versions. Most of the ReelFire and many of the Film Clutter movies are loopable, so you can have them playing continuously in your web page for various effects.

The raw version of each movie is a 256x192 pixel, 15 frames per second movie that has been encoded with Photo-JPEG for very high image quality. The compressed versions are 128x96 pixel,



Raw version of the WC101 movie. Click to play.

15 frames per second movies that have been encoded with Cinepak, a standard video compression algorithm for smooth playback from a relatively slow connection. Unfortunately, Cinepak does have the disadvantage of reduced image quality and significant artifacting.

These movies are ready to use in your web pages; however, visitors to your web page will need to have the QuickTime plug-in installed in their web browser's plug-ins folder. This can be downloaded from the Apple Computer web site QuickTime page at [www.apple.com/quicktime](http://www.apple.com/quicktime).

**You should be aware that these movies require considerable bandwidth!** Do not expect a user with a basic modem connection to see a 15 fps

frame rate on your pages until the entire movie has downloaded to the user's browser cache, which could take anywhere from a few seconds for the compressed explosions to several minutes for the raw cloud clips. Prior to the entire movie being downloaded to the user's hard drive, playback will be jerky as the browser attempts to play that portion of the movie that has finished downloading and then comes to the point in the movie where no more data is available for playback until more has downloaded and so on.

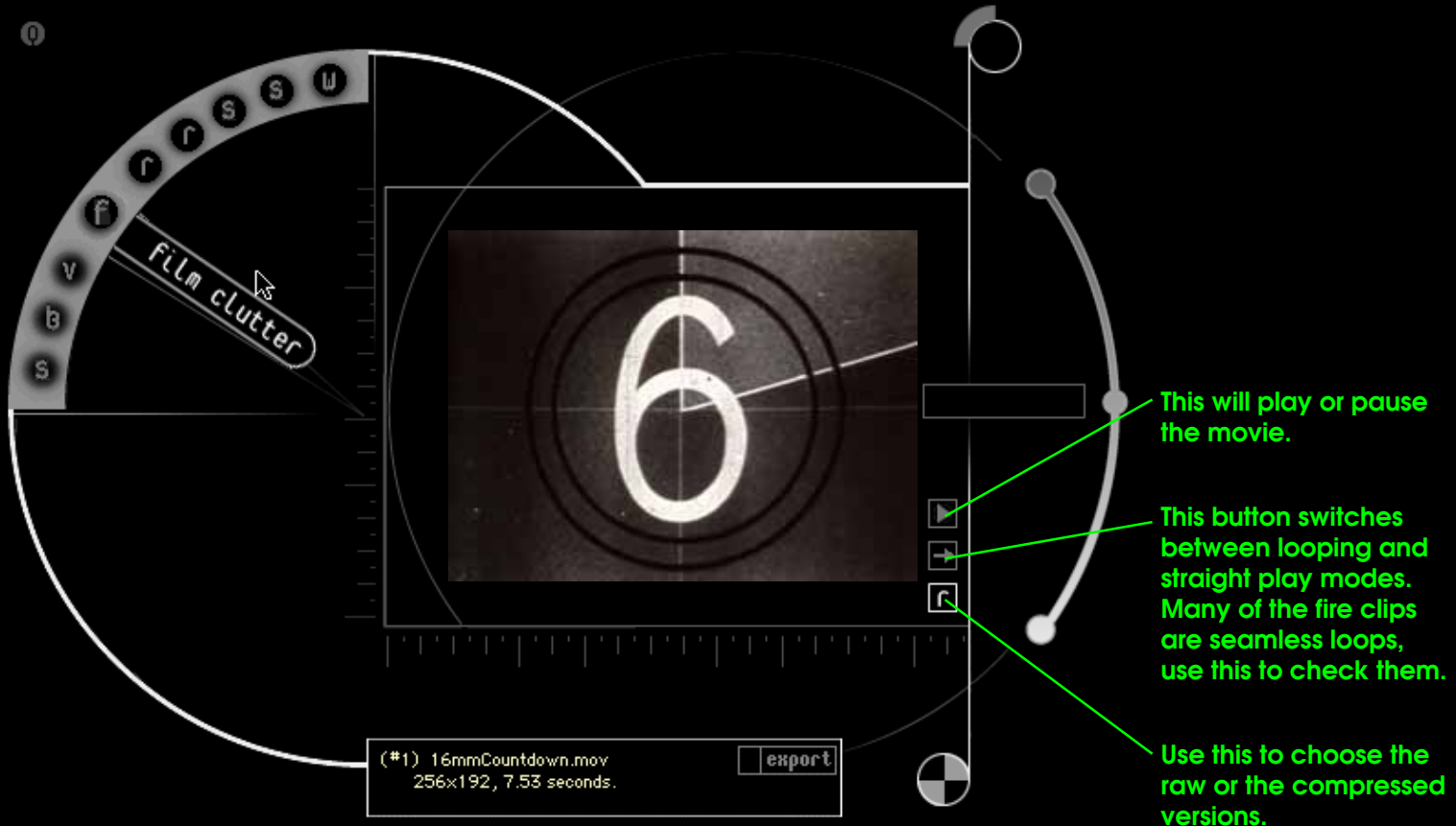
When playing, the compressed versions require a throughput of roughly 20k per second for smooth playback and the raw versions require approximately 300k per second. Considering that a user with a 28.8 modem rarely ever gets throughput greater than 4k per second, and is generally limited to approximately 2k per second, it's easy to understand why you wouldn't want to overload a web page with too many QuickTime movies.

Playback in which the movie plays smoothly as it downloads is sometimes referred to as "streaming." QuickTime 3.0 promises improved video streaming (using the Sorenson Video codec, see below) which will improve playback rates for movies that have been recompressed, but the high quality of these movies as they are on the CD means that they are best suited for higher bandwidth connections. As cable modems, ISDN, ADSL, and other technologies become more common, more users will be able to view a QuickTime movie that requires throughput approaching 300k/second. In the meantime, it's sometimes best to assume that the movie will need to completely download before playback can actually begin.

Another solution is re-encoding the raw movies to a lower frame rate, a smaller frame size, a higher compression ratio, or a different format altogether such as RealMedia or VDO-Live. There are many tools with which to accomplish this, notably Terran Interactive's Media Cleaner Pro. There is also a relatively new QuickTime codec from Sorenson Vision that delivers high quality streamed video across internet connections. This codec will be built into QuickTime 3.0, which we recommend you download as soon as it becomes available. Check Apple Computer's QuickTime web site at <http://www.apple.com/quicktime> for details as to when this update will become available.

# quicktime specific features

The six categories of QuickTime movie clips have certain controls that are specific to their playback. The other controls work the same as their counterparts in the bitmap, vector and sound categories.



# User License Agreement

## copyright and licensing information

You are granted use of these images on one computer at a time. The images may be used under the following guidelines:

1. When charging clients for design work using the design elements, the design element(s) must be used as part of a larger production, as a background or in conjunction with text and graphics. It cannot be charged for by itself.
2. The content in this product may not be part of, or incorporated into any clip art, clip media, clip video, or any other stock image product, library or collection.
3. The design elements may not be distributed on the web, nor offered as downloadable files.

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Because some states do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitations may not apply to you. This warranty gives you specific legal rights, and you may have other rights which vary from state to state.

## technical support

Every attempt has been made to make this product as easy to use as possible. We have also attempted to provide example HTML pages on the CD-ROM and at the Artbeats WebTools web site.

However, should you require technical support with the operation of this product, please contact STATmedia at (714) 280-0038, by fax at (714) 748-0178, or on the Internet at [webstock@statmedia.com](mailto:webstock@statmedia.com).

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STATmedia was founded in 1984 by Gary Birch, who had the vision to see an interactive world on the horizon and dedicated the company to birthing a new industry. By 1987, STATmedia was developing multimedia full time for clients like Motorola, NASA, Rockwell, Seiko, and Apple Computer. With a talented staff and many years experience, STATmedia turned to developing tools for this new industry. *Instant Buttons & Controls™* was the first third-party utility for speeding and easing the development of interactive multimedia. Version 3.6.1 is a current industry standard.

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Artbeats was founded in 1989 by Phil Bates with the purpose of developing background textures for the desktop publishing and multimedia industries. Recently, the company has shifted focus away from the desktop publishing industry and concentrated on the emerging desktop video editing and compositing sector. Products include the *Marble & Granite 1 & 2*, *Wood & Paper*, *Leather & Fabric*, *Marbled Paper Textures*, *Seamless Textures Collection*, *Exteriors*, *City Surfaces*, *ReelFire 1 & 2*, *ReelExplosions 1 & 2*, *ReelTextures*, *Film Clutter*, *White Puffy Clouds*, *Storm Clouds*, *Sky Effects*, and *Light Clouds & Fog*.



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