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Taste of the Finger Lakes: Teaching wine tasting techniques using instructional media

Ashley Kuehl

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TASTE OF THE FINGER LAKES

TEACHING WINE TASTING TECHNIQUES USING INSTRUCTIONAL MULTIMEDIA

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MARCH 11, 2011
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Signature of Author

Date
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The Finger Lakes Wine Region is a fascinating part of Upstate New York’s heritage. People from all over the world come to visit the unique area and to taste wine. People who visit this area range from individuals who are looking for a good time to those who are serious wine tasters. Serious tasters can get a lot out of an afternoon of wine tasting because they may possess a higher level of knowledge about wine and the tasting process. There is an insufficient amount of interactive materials on the web for users to learn about wine in a fun and enriching way. I hope to create an entertaining and educational website for people to learn about the basics of wine and wine tasting while promoting the Finger Lakes Wine Region.

Website link:
http://www.learnwineonline.ashleykuehl.com/AKThesisShell.html
The Finger Lakes wine trail holds a special place in my heart. I grew up in Watkins Glen, New York at the south end of Seneca Lake, the largest of the Finger Lakes. When I reached the drinking age, I like many others who grew up in the area, embraced the culture of wine country. Since then my love for wine has grown and so has my eagerness to share that love with others.

Wine can be intimidating to anyone who is new to it. Therefore, I researched the wine industry to learn the basics of wine tasting. Wine tasting isn’t necessarily the snooty stereotype that it has come to be known as. The Finger Lakes Wine Region is a fast growing industry that has a distinct character that sets it apart from other wine regions such as California. It upholds a unique level of sophistication in a relaxing welcoming atmosphere.

My main objective is to teach novice wine drinkers the basics of wine tasting through an engaging interactive Flash website. The site will teach the basics of wine tasting in conjunction with specific information about the Seneca Lake Wine Trail. My goal is to gather the essential information that new wine tasters would need to know before going on a wine tour around one of the Finger Lake Wine Trails.
I think by providing an instructional website on the basics of wine more people will learn terminology associated with wine, the correct way to taste wine, the different kinds of glasses and their uses, and be able to combine it with information about the Seneca Lake Wine Trail and surrounding area by using interactivity. To create such a website will help enhance the user experience and ability to retain the information provided throughout the website.

I revisited a past project and elaborated on the topics already included in it. I added more terminology, made an interactive tutorial of how to taste wine, taught the basic etiquette for wine tasting through visuals, and added a section detailing the Seneca Lake Wine Trail which is part of the Finger Lakes Wine Region. More detail of these additions will be laid out in the following pages.

The Wine Bible is a collection of what makes wine great. It covers how different regions make wine and how to pair them to make the perfect meal. After reading several reviews I believe this book contains the basic information that will be vital to my education on this topic.


Another book that covers the basic knowledge about wine it also covers how the professional wine tasters taste wine. By reading this book I will gain a more defined knowledge base about wine and its different characteristics.


From Vines to Wines covers the process of wine making from beginning to end. Cox also gives steps for making your own wine. Learning the process of
wine making will help me understand why people make wine and enjoy it. I hope to gain a deeper understanding through this book.


Although this book is a little outdated, because the wine industry is continually evolving and wines are different each year, I think that this will be a good base to view the review on the wineries in the area.

Julyan, Brian K. Sales and Services for the Wine Professional. Cenegroge Learning, 2008

This book covers various aspects of the wine business on the customer service end. Reading this book may lend some insight into the inner workings of a winery, or how they should work.

Rack Wine.com

http://www.rackwine.com/

Rackwine.com will provide backup information on wine tasting, wine tasting terminology, food and wine parings and facts. It will help me complete my Glossary section.

Wine Spectator Online: http://www.winespectator.com/

Wine Spectator is a magazine that reviews and features different wine from around the globe. By visiting the website I can stay up-to-date with current happenings in the wine industry in a way that is not limited to New York.

Finger Lakes Tourism Alliance: Wine http://www.fingerlakes.org/wine.htm

This website will provide an overview of the number of wineries located on the Finger Lakes Wine Trails.

Seneca Lake Wine Association http://senecalakewine.com/jc/

This website will provide me with information about the wineries located on the Seneca Lake Wine Trail.
While looking for websites that resemble my idea, I found a website with elements similar to those I had in mind, but that was missing an important element: planning a tour based on a specific preference, like taste in wine or type of experience.

WINERY RESOURCES
(alphabetical)

Anthony Road Wine Company
Arcadian Estate Winery
Ashley Lynn Winery
Atwater Estate Vineyards
Bagley’s Poplar Ridge Vineyards
Belhurst Winery
Bilsboro Winery
Bloomer Creek Vineyard
Castle Grisch Estate Winery
Catherine Valley Winery
Caywood Vineyards
Chateau Lafayette Reneau Winery
Damiani Wine Cellars
Earle Estates Meadery
Four Chimneys Organic Winery
Fox Run Vineyards
Fruit Yard Winery
Fulkerson Winery
Glenora Wine Cellars
Hazlitt 1852 Vineyards
Hermon J. Wiemer Vineyard
Heron Hill Winery
Hickory Hollow Wine Cellars
Kings Garden Vineyards
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Leidenfrost Vineyards
Miles Wine Cellars
Penguin Bay Winery
Pompous Ass Winery
Prejean Winery
Rasta Ranch Vineyards
Red Newt Cellars
Red Tail Ridge Winery
Rock Stream Vineyards
Seneca Shore Wine Cellars
Shalestone Vineyards
Shaw Vineyard
Silver Springs Winery LLC
Standing Stone Vineyards
Three Brothers Winery & Estates
Tickle Hill Winery
Torrey Ridge Winery
Ventosa Vineyards
Villa Bellangelo
Wagner Vineyards & Brewing Company
White Springs Winery
Zugibe Vineyards

PROGRAMING RESOURCES


This book is a guide that will help me understand what XML is and how it works.


This book is more for programmers. I believe that this may provide some deeper insight into XML and how it works.


Building a website with Flash requires knowledge of ActionScript. With book I will gain more knowledge about ActionScript 3.0 and how to apply it to my Flash website.


This book may give me some guidance of how to build a Flash website from scratch. It has directions of how to organize the content before developing it into a website.

Dafont.com http://dafont.com

Will provide a source for fonts.


Will allow me to view books on loan from RIT online research library resources.
Getting an idea was the first hurdle I had to clear before I continued started my thesis. Once I cleared the hurdle of formulation my idea, I began thinking about what message I wanted to express through the completion of this process.

This section contains the variables, considerations, issues and problem solving that took place to execute Wine Basics.
The following lays out the goals I set for myself at the beginning of my project. Edits to my initial parameters changed as I completed each section of the project.

Produce an instructional Flash website:
- Where users learn fundamental information about wine tasting
- Where users learn about the Seneca Lake Wine Trail and what it has to offer
- That contains information about all of the wineries on the Seneca Lake Wine Trail; such as addresses, hours of operation, phone number, and details about the winery.

Create visuals myself. This includes the following:
- Taking and editing photographs of each winery on the Seneca Lake Wine Trail
- Produce 8 different wine glasses in Cinema 4D (a 3D image production and rendering program) for a rotating 3D Carousel

Overall goals:
- Teach users who want to know more about the wine industry, specifically wine tasting, more about the subject.
• Introduce interactivity to enhance the delivery of the information
• Make the subject of wine tasting less intimidating, introduce it in an enjoyable atmosphere
• Include a large amount of information in one location that is not overwhelming to the user
• Get the user to return to the website
• Create a modern look that attracts people in my target audience

Testing Goals:
• Ask 10 people who are within the target audience and have little to no knowledge about wine or wine tasting to look at the completed website to determine if it successfully broadened their knowledge on the subject.
• Ask 10 people who are familiar with wine or wine tasting to look at the completed website to determine if it successfully covers the adequate amount of information
• Get user interface usability feedback from peers

Technology
• MacBook Pro
• iMac (Home and School)
• Wacom Tablet
• Mac OS X 10.5
• Adobe CS4/5: Flash, Illustrator, Photoshop, InDesign
• ActionScript 3
• XML
• TweenLite
• Microsoft Office
• iWork
• Internet
• Variety of Web Browsers
• Web space
• Canon XTi Digital SLR

Target Audience:
Age: 21+
Gender/Race: Any
Language: English
Education: High School +
Interests: Enjoys wine, wants to learn about wine and can have a low to moderate knowledge of wine
As I researched the plethora of various websites about wine, wineries and wine making there were several things that I found reoccurring throughout most of them.

**Color Scheme:** Most of the websites used similar color schemes. Wine reds and purples were the colors that I found the most.

**Type Choices:** Serif or Script fonts. There were very few sites that used a san-serif font as their primary focus.

**Imagery:** Almost every site had a reference to grapes. Something that I felt had been overused.

**Overall:** A lot of sites were going for a more elegant feel, which in my opinion is a more dated feel. To me, the Finger Lakes Wine Trail has a modern than elegant feel. It is located in the heart of the country. It attracts a variety of different people, most of whom are just looking to have a great day out tasting and buying wine.

I wanted my website to have a modern feel while still saying “wine” and being inviting to a wide range of users. Choosing the right colors and typefaces played a critical role in developing the right atmosphere.
**Color Palette:** swatch/Name/r•g•b code/HEX code

<table>
<thead>
<tr>
<th>Color</th>
<th>Name</th>
<th>r•g•b code</th>
<th>HEX code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>151∙163∙62</td>
<td>97A33E</td>
<td></td>
</tr>
<tr>
<td>Dark Teal</td>
<td>3∙66∙66</td>
<td>034242</td>
<td></td>
</tr>
<tr>
<td>Burgundy</td>
<td>99∙6∙37</td>
<td>630625</td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>230∙193∙142</td>
<td>E6BF8E</td>
<td></td>
</tr>
<tr>
<td>Light Tan</td>
<td>245∙230∙210</td>
<td>F5E6D2</td>
<td></td>
</tr>
</tbody>
</table>

**Typography:**

**swatchit regular**
- Logo
- Menu buttons
- Heading buttons

**Century Gothic Regular**
- Paragraphs
- Term definitions
- How to Taste instructions & labels

**Century Gothic Bold**
- Section headings
- Emphasis

**Imagery:**

95% of the photography featured on my site was taken by me. I used my Canon XTi to take photographs of all of the wineries on Seneca Lake. While visiting the wineries I took the time to take pictures of the surrounding area. The remaining 5% of my images were bought from Dreamstime stock photo site.
Logo:

I chose to go with a logotype for the logo. I wanted to use a simple font that mimicked the organic shapes of the vines found in the vineyards without being too literal. I chose to use SwatchIt for this font. It is a little mechanical which ties clean organic lines with a modern twist.

I added the accent of the burgundy wave to simulate wine in a glass. It is subtle but doesn't overly emphasize the theme.

Other than choosing the appropriate colors and fonts, I had to first decide the what I wanted my website to include. There is a large amount of information that I wanted to cover, so I had to ask myself, how do I present everything in a way that won't overwhelm the user?

I broke up my information into sections. Each section only had enough information on the page where the user could read and obtain information quickly but feel overwhelmed by the amount of content in front of them. The site map on the next page shows how I organized the information into sections and subsections.
Determining what the best format to present the information was the next big step for this project. I decided that a Flash website was the best way for me to go, mainly because of my technical knowledge of web design.

Another matter that was a major focus for me was the fact that not everyone is used to browsing information in a Flash format. I need to make sure that the user could easily access the sections of information from every page they visited. Not leaving the user stranded on a page was something that I worked especially hard at.

I created a main shell. The main shell contains the menu bar which holds the logo, main sections, and a series of drop down menus containing the subsection. The logo links to the opening/home screen. The Main sections and subsections link to the corresponding pages. Setting up the menu like this loads the menu only once. Clicking on the links load the content, which is designed in a separate external .swf file, into an empty movie clip. When the user chooses a new section the currently loaded movie clip will fade out and be removed from the stage and the new movie clip will load. This allows for the application to work smoothly without bogging the system down with information.
To make animations move smoothly I used TweenLite. I used this code format mainly in the main menu to create the drop down menus. I spent two weeks creating them so that they worked how I wanted them to. The other section that I used TweenLite for was the terminology section. It was a simple way to fade out the terms – which were grouped together in one large movieclip – move the movieclip to the specified location and fade back in at a rate that didn’t take too long but that also wasn’t too fast that it created a distraction.
Trial and error became a reoccurring theme throughout my project. I made sure that every day I saved a new version of my files and backed them up to be sure that in the event that I severely disturbed my code I had a fall back.

I also had the support of my fellow classmates and professors to help figure out any issues I was having. It became frustrating at times but ultimately, sitting back and trying different solutions was the key to the completion of this project.
An important part of the completion of this project was user testing and feedback.

Before I defended my Thesis on November 10, 2010, I contacted people of different ages and who I knew had varying knowledge about wine. I asked several questions that would help me know if I had successfully achieved my goal.
Hello,

I have spent the last three months working hard to finish my thesis this month and am finally a week away from presenting my Thesis in front of my committee. I am making changes and corrections every day.

I am making a Flash Website for people who are interested in wine but are not sure where to start. Wine can be intimidating to newcomers. My main focus is to present the basics while promoting the Seneca Lake Wine Trail, one of my favorite places.

I would be grateful if you could go through my website, the link is below, and comment on usability, any look and feel overall (does it all flow together well), what you like, what you hate, etc. Please be critical in your evaluation, you won’t hurt my feelings, I promise.

Before you start there are a couple of areas I am still working on. In the last section, Exploring the Wine Trail - Information is only available on some of the wineries at the moment. I am updating this all the time. So to assess this part try out the links that are completed for Westside of the lake.

Please attach any comments and the answers to the following questions in an email to me at aak3372@rit.edu.

1. How would you rate your overall knowledge of wine before looking at the site?
   
   1  2  3  4  5

2. Did the site improve your knowledge?

3. How do you rate your knowledge now?
   
   1  2  3  4  5

   If so, what helped the most?

4. Was the site easy to navigate?

5. What was your favorite part of the site? Why?

6. What can I improve?
Thank you in advance for your help!

http://www.learnwineonline.ashleykuehl.com/AKThesisShell.html

Ashley A Kuehl

EMAIL- FEEDBACK

Wendy Drake

I think you’ve done a splendid job! As pretty much a web-site idiot, this was extremely easy to navigate. I consider myself a very “minor” connoisseur of wines and learned much from your site. I did notice a few minor things -- mostly what may be a spelling error and/or a grammatical one. I listed those below.

I tried navigating this at work, and there were problems with the glass carousel -- it would start and then not open again. However, I did not have that same problem at home. That may be a factor of our system at work or there may be something inherent in your website -- I don’t know enough about constructing them to know. Thought I should pass that along.

As a long-time resident of the Finger Lakes Area, I found this informative and fun. It helped reinforce some things I did know while teaching me things I didn’t. For someone not aware of the beauties of the Finger Lakes Area, you have provided enough information to encourage them to visit and experience the region for themselves. I particularly enjoyed the photos of the individual wine bottles with the descriptions of them. I truthfully can say there was nothing I “hated” but the few little spelling/grammar errors got on my nerves -- comes from being related to an English teacher!!!

Nicely done! Please let me know how you do -- I’m sure it will be great!!!!

James Kuehl

Overall this is a terrific site. It’s elegant and easy to navigate. I learned a lot from it and had fun doing it. Here are the things I found:

Home page:
Second paragraph, second sentence should say, "...how to pair a wine with the right glass." (not “to the right glass.”)

Can only see bottle pop-outs once each. If that’s how the feature works I would delete the tab afterward. It feels like a broken function when you click on a tab and nothing happens.

Terminology

Several long lines in the definition are cut off on the right.

Stemware

Anatomy should say to roll over the list on the left (instructions say to roll over list on right)

Carousel

Champagne flute has a bright white UFO hanging off of the bowl.

Tasting/etiquette/Walk-ins or appointment.

“. . .there are some producers who have open tasting rooms that hold regular hours . . . (change “rooms” and “hold” to make plural)

Tasting/Step 2

First paragraph, spell bouquet with two Us.

Consider having the black number in the green square be highlighted to remind which stop we’re on. I know it’s obvious with the step number in bold under the row of squares, but I think the visual cue would help (if that’s not too complicated).

Tasting/Step 4

Second paragraph, second sentence, capitalize “With” at the beginning of the sentence.

Betsy Connor

1. How would you rate your overall knowledge of wine before looking at the site?
1  2  3  4  5

2. Did the site improve your knowledge?
   Yes

3. How do you rate your knowledge now?
   1  2  3  4  5
   If so, what helped the most?
   Terminology and stemware sections.

4. Was the site easy to navigate?
   Yes, but there were some issues in viewing the information and scrolling up and down the pages to see all of the information on the website.

5. What was your favorite part of the site? Why?
   Stemware and the information on local winery sites/events. Stemware: The visual aspects of the stemware was informative; the interactive carousel was a nice touch.

6. What can I improve?
   It would have been nice to have a little more information on the various types of wines and how they are processed.

Joan Harris

What an awesome job you have done! I thoroughly enjoyed it. I particularly loved your beautiful photographs, the layout and the logo. The links are all clear and easy to access.

As for suggestions: it would be nice if there was a side scroll bar in the terminology section so that you could scroll through all the terms in addition to being able to click on the letters.

I would also suggest that you have your Dad or Mom proof read everything carefully. There are a few typos, etc. I didn't write them all down but these are the ones I made note of:
In the Stemware Intro: should be “parts of a wine glass” not or.

In the Tasting Intro: In the 2nd paragraph: “down in 4 easy steps” doesn’t make sense.

In Step 3, Taste: separate phase is (ie: phase is).

I copied some of what I wrote above into the responses to your questions below. I hope it’s helpful. You did a great job! Good luck.

1. How would you rate your overall knowledge of wine before looking at the site?

   1 2 3 4 5

2. Did the site improve your knowledge?

   Yes

3. How do you rate your knowledge now?

   1 2 3 4 5

   If so, what helped the most?

   Reading through the terminology, tasting and stemware sections.

4. Was the site easy to navigate?

   Yes

5. What was your favorite part of the site? Why?

   I particularly loved your beautiful photographs, the layout and the logo. The links are all clear and easy to access.

6. What can I improve?

   As for suggestions: it would be nice if there was a side scroll bar in the terminology section so that you could scroll through all the terms in addition to being able to click on the letters.

   I would also suggest that you have your Dad or Mom proof read everything carefully. There are a few typos, etc. I didn’t write them all down but these are the ones I made note of:
In the Stemware Intro: should be “parts of a wine glass” not or.

In the Tasting Intro: In the 2nd paragraph: “down in 4 easy steps” doesn’t make sense.

In Step 3, Taste: separate phaseis (ie: phase is).

Sumit Paul

1. How would you rate your overall knowledge of wine before looking at the site?:
   
   1 2 3 4 5 ...definitely 1

2. Did the site improve your knowledge?

   Yes it did! ... the stuff in the how to taste your wine is my favorite

3. How would you rate your overall knowledge of wine after looking at the site?:

   1 2 3 4 5

   If I spent a good 2-3 hours I would say i’d be very knowledgeable (4) about the subject. I think you have covered each an every aspect of wine.

   If so, what helped the most?

   How to taste your wine is my favorite.

4. Was the site easy to navigate?

   Yes very easy ... u might want to highlight the instructions that occur in the paragraphs.

5. What was your favorite part of the site? Why?

   Already mentioned it above. I guess the interactive component ... and the meaningful images.

6. What can I improve?

   It would be awesome if the site were fullscreen! Maybe that’s something for the future.
Here are some changes that I would suggest:

Terminology Section > Introduction: I think the instructions should be bold. For example the line: “Pick a section from the menu at the top to begin”

Just noticed that the slide out menu for some of the wine bottles aren’t working. ‘Schooner Red’ and ‘Ventosa’.

Tasting > Introduction > 2nd Paragraph > 2nd line: Put “Kinds of Tasting” in quotation marks … same with the next paragraph where you say “in the ”etiquette section”. Basically u need to highlight the section names a bit. I’d put them in quotation marks or atleast make them italic … its kind of like using italics when u mention the name of a book in a paragraph.

Terminology > Tasting Terms:

Acidic: “have a sharp edge or harsh feeling on the palate” (you missed ‘have’)

Cheezy: “filthy wine making, and an unwanted secondary fermentation in the bottle ” … insert a comma after ‘making’ in this case, not sure if you do it here, maybe it’s a British English thing.

Nutty: think there’s an extra space before the word ‘Used’

Tanky: ”Describes dull, dank qualities” … dank? … is it a common word? … I’d rather use damp.

Wine Tasting Etiquette > spitting wine is ok: third sentence … shouldn’t it be discriminating amongst wines … or … differentiating between wines? … discriminating against sounds weird.

Wine Tasting Etiquette > Use Basic Table Manners > 1st sentence: Add an exclamation mark after … “hopefully your parents taught you some basic table manners”. Without the exclamation mark it seems like u’re saying it rudely.

How to taste Wine > 2nd sentence: “Kowing how to hold” … change to knowing . 3rd sentence … spelling of etiquette. 2nd paragraph … “here you will learn the how easy” … remove ‘the’

How to taste wine > step 1 > look at the legs: 1st paragraph > 2nd sentence should be … “be careful not to splash”
How to taste wine > step 2 > swirl the wine in your glass > 2nd paragraph: the sentence should be … Swirling ‘your’ wine.

How to taste wine > step 2 > tip the glass > 2nd paragraph: tilt your glass at a natural angle “so” that

In the ‘note what you smell’ section … The list next to the glass disappears sometimes … is it supposed to disappear? .. it stays if u click once … disappears if u click twice.

Pair with different foods > 1st paragraph: “Try pairing wines with different ingredients and note the how” … remove ‘the’

Note the phases and tastes: … 1st para, 1st sentence … phaseis should be phase is.

Im sure the wine trail map is not supposed to be semi-transparent. I guess u must be fixing that.

There’s a lot of information on the site! … I was surprised with the amount of content. Great job.

Lydia Powers

1. How would you rate your overall knowledge of wine before looking at the site?:
   3

2. Did the site improve your knowledge?
   
   Yes

3. How would you rate your overall knowledge of wine after looking at the site?:
   4

   If so, what helped the most?
   
   The terminology section

4. Was the site easy to navigate?
   
   Yes - very easy! At all times I knew where I was!
5. What was your favorite part of the site? Why?

   The stemware - glass carousel. It is a good resource to go back to for when deciding what glass to use with what wine. That and it’s just damn cool (and fun to play)

6. What can I improve?

   The only thing I thought could be improved was in the glass carousel - after clicking on the glass, it took a bit too long to slide over and display the information. Also - I think another graphic (like a back button or something) would work better than an X

Gramatically - I noticed the following things (from the home/terminology/stemware and tasting sections - haven’t gone through the finger lakes section yet, but have a bob dylan concert to go get ready for, so I’ll get back to you on that section). Feel free to ignore any of them - they are just suggestions. There are a few typos - so don’t ignore those.

Under tasting terms.

   - The acidic description should say “...sour and have a sharp edge..”

   - The Aroma description I think should have commas around “or more commonly”

   - The Corked description maybe should have a comma somewhere in “...flavor and aroma and dry aftertaste...”

   - Should the Delicate description say “light-to-medium weight”

   - Should Dry say “a rough feeling on the tongue”?

   - The Earthy description: “Can be both a positive...”

   - Should the Grassy description have semicolon instead of a a comma?

   - Jammy - what’s a big Zinfandel?
- Musty - I think the tense is off for "or contaminated by a poor cork" - I might be wrong though. Also "Corked wines never improve with breathing." is an odd sentence. I know what you mean, but it still sounds odd.

- Nutty - there is a space before “Used"

Under General terms:

Acidity - "...the presence of pleasant..." typo (forgot t)

Aeration - Allowing should be capitalized - also I think last word cut off gla... (glass?)

Alcohol - looks like something at the end of the third sentence - maybe it was cut off too?

Actually - going through - all the terms look like they are being cut off. I will revisit this section for grammaticalness when you have fixed that if you want.

Stemware intro. 2nd paragraph last 2 sentences. should it say “...into the best area of the mouth for the varietal”

Glass carousel -

Sherry - should the Wine: say Sherry & Port Wines, aperitifs and liqueurs

Champagne flute - should it say “in the wine throughout consumption”

Burgundy glass - is there an extra space between curvaceous and shape

Tasting introduction

is there a Kinds of tastings section? it mentions it in the beginning of the 2nd paragraph. also looks like maybe an extra space between cover and information

Wine Tasting Etiquitte

Spitting wine is ok. Looks like their may be a space in between The and same in the last sentence.
Walk-ins or Appointments - the sentence about Large groups confuses me a bit.

How to taste wine

introduction - maybe a space between learned and a (1st paragraph - 1st sentence)

and The and goal (2nd paragraph, 2nd sentence)

Inspect - Look at the legs

typo - last sentence, 1st paragraph - first (not frist)

Inspect - Note what you saw

extra space in between tasting and is (2nd paragraph - 1st sentence)

Taste - Know your taste buds

“There is a fifth, that has been more recently discovered, called umami” Typo and added comma and took away to.

Does the reader really need to know about this taste? Maybe you should say more about what wines or attributes of the wine will affect which taste

Taste - Note the phases and tastes

NEed space - “phase is” 2nd sentence

Should the phases be numbered?

In the list next to the wine glass - is Appely spelled right - should it be appley?

I missed the Step 4:Explore section in How to Taste Wine

In Just have fun

2nd paragraph - 2nd line - vist should be visit

About the Finger Lakes:

1st paragraph, 3rd line down - extra space between Region and the

2nd paragraph, last sentence in first column - should it be
because “of” the weather?

3rd paragraph, 2nd line - I think it should be “wherever”

last paragraph, 1st line - there is an extra space between Choose and from (I also think there are too many froms in this sentence - suggestion “Choose from the sections above...

Tips for planning a tour:

Have a designated driver:

1st sentence - I think you need an “is” before illegal.

2nd sentence - Wether should be whether

Choose the Right Time:

1st 2 lines - I think you should have a comma after winery and have a lowercase E on especially

Do your Homework

Last line - what is PA Wineries page?

Seneca Lake Wine Trail Events:

Polar Passport - last sentence - extra space between likely and to

Pasta and Wine Weekend/Chocolate and Wine weekend/ Cruisin the Tropics Weekend/Spring Wine and Cheese weekend - there is a dash between Taster and $, but not one between Designated Driver and $

In the explore the wine trail section - it looks like some of your text is skewing. I don’t think it’s that noticeable and I don’t want to freak you out - just thought I’d mention it - I have attached a screen shot of one example - it looks like it is in the same place on each screen. I wonder if maybe your movie clip is rotated slightly?

Westside Wineries - Miles Wine Cellars - 2nd line - road is spelled rod. 3rd sentence - extra space between lake and to

I’m guessing you are still working on the eastside wineries.

Overall - you have done a ton of work - there are so many sections and information, but its not overwhelming. You have
done a ton of work - and managed to make it very clean and very clear to the viewer where they are located in the site! Awesome job!!!!

Janine Benjamin-Kuehl

1. How would you rate your overall knowledge of wine before looking at the site?

   1  2  3  4  5  #3

2. Did the site improve your knowledge?
   Yes

3. How do you rate your knowledge now?

   1  2  3  4  5

   If so, what helped the most?

   Terminology; etiquette

4. Was the site easy to navigate?

   Yes

5. What was your favorite part of the site? Why?

   Stemware - the carousel was interesting both visually and had good information

   Tasting - the steps and animation were interesting visually and informative

6. What can I improve?

   Once I got all the way through and looked at the wineries I would have liked to be able to print a map or have a link to a map that was printable. If I was new to the area and even living in the area I do not know where all of the wineries are.

   Overall - it made me want to learn more and I think that is good. It is very pleasing visually. Might have been nice to have some music; then again might have been annoying
Marla Schweppe

- Impressive amount of information.
- Clarity of Navigation.
- Featured wine will make people want to come back.

Nancy Ciolek

- Design had improved
- Contains a wealth of information

Chris Jackson

- Encompasses everything but video
- Created 3D Glasses and took photos
- Information Design - well done, makes weeding through content easier
- [wine feature] helps keeps people coming back
- Updateable
- Google maps are updateable too.

Sean Foster

- Key aspect is being able to make updates later - good that you dealt with that.

Sumit Paul

- So much information! But you don’t realize it at first.
- good Organization

Hend Alawadhi

- Content good
- Inviting even if you don’t drink wine!
THESIS SHOW FEEDBACK

- Great application of information, education and what fun! Suggest getting wineries (one or all) to sponsor site.

- Fun to browse and fun to learn. Easy to navigate, made me thirsty. Very user friendly for a middle aged guy.

- Very Practical.

- Beautiful Presentation! Excellent Organization of tons of great information.

- Well Done!

- I like the website a lot! It’s very informative! I will visit it all the time!

- Very good. I like your typography size; very easy to read. Navigation bar is very simple to follow. It has an elegant feel. I like how your incorporated several projects into this one concept. Very informative. Good job overall!

- Very well done, and very informative. I enjoyed it very much. Very.

- Very smooth and clean! It’s awesome how you were able to organize all the information into an engaging site. We love the How to Hold tips!
CONCLUSION

The internet opens a door to a great deal of information. So much information, in fact, that it can be hard to find exactly what you were looking for in the first place.

While conducting research I was able to find all the information that I thought was important for novice wine tasters to know. However, the majority of this information was either on separate web pages or was unorganized. This was very frustrating. How is someone supposed learn if the important information is scattered all over? To successfully learn something it helps that information is well organized and in one place, or at least presented in an interesting and memorable way.

The significance of this project is to do just that. By providing a single place for people to learn how to taste wine it will create a more enriching learning experience. By making it interactive I created a learning experience that will be more memorable that by just reading alone.

I hope that by visiting this Wine Basics the user will broaden their knowledge, no matter how much they may or may not already know about wine tasting.

My love for wine and the Seneca Lake Wine Trail is still strong and I will continue to share my love for wine with others through education.
The appendix contains the information that I collected for my thesis including my thesis proposal, web page content for each section, diagrams, spread sheets, sketches, notes, images, coding examples, etc.

My thesis proposal contained the resolved idea of what my thesis project was going to be about as well as what different elements it would include.
TASTE OF THE FINGER LAKES:
Teaching Wine Tasting Techniques
Using Instructional Multimedia

Thesis Proposal for the Master of Fine Arts Degree
Ashley A. Kuehl
THESIS PROPOSAL FOR THE MASTER OF FINE ARTS DEGREE

TASTE OF THE FINGER LAKES:
TEACHING WINE TASTING TECHNIQUES USING INSTRUCTIONAL MULTIMEDIA

BY: ASHLEY A. KUEHL

Title: Taste of the Finger Lakes: Teaching Wine Tasting Techniques Using Instructional Multimedia

Submitted by: Ashley A. Kuehl

Date: Thursday, May 20, 2010

Thesis Committee Approval:

Chief Adviser: Associate Professor Chris Jackson, Computer Graphics Design

Signature of Chief Adviser Date

Associate Adviser: Lecturer Lorraine Hems, Hospitality and Service Management

Signature of Associate Adviser Date

Associate Adviser: Associate Professor Nancy A. Ciolek, Graphic Design

Signature of Associate Adviser Date

School of Design Chairperson Approval:

Chairperson, School of Design: Patti Lachance

Signature of Chairperson Date

Appendix: Thesis Proposal
ABSTRACT
The Finger Lakes Wine Region is a fascinating entity of Upstate New York’s heritage. People from all over the world come to visit the unique area and to taste wine. People who visit this area range from individuals who are looking for a good time to those who are serious wine tasters. Serious tasters can get a lot out of an afternoon of wine tasting because they may possess a higher level of knowledge about wine and the tasting process. There is an insufficient amount of interactive materials on the web for users to learn about wine in a fun and enriching way. I hope to create an entertaining and educational website for people to learn about the basics of wine and wine tasting while promoting the Finger Lakes Wine Region.

PROBLEM STATEMENT
Wine can be rather intimidating if you are new to the process of tasting. Therefore, I am researching the wine industry to learn the basics of wine tasting and then translating this to an online instructional website. The site will teach the basics of wine tasting in conjunction with specific information about the Seneca Lake Wine Trail. My goal is to gather the essential information that new wine tasters would need to know before going on a wine tour around one of the Finger Lake Wine Trails.

There is no argument that there is a large amount of information available to the public regarding wine. However, through my preliminary research, I have found that the content is unorganized and the key information is not grouped in a way that would allow someone who is not well versed in wine terminology to navigate and learn.

I think by providing an instructional website on the basics of wine more people will learn terminology associated with wine, the correct way to taste wine, the different kinds of glasses and their uses, and be able to combine it with information about the Seneca Lake Wine Trail and surrounding area by using interactivity to create such a website will help enhance the user experience and ability to retain the information provided throughout the website.

Through out my research I may face several problems:
• The large amount of resources and information that will have to be sorted through
• Large amount of wineries located on the Seneca Lake Wine Trail
• My novice skills in XML coding to build a “database” of sorts.
Possible Solutions:

- Narrow down my resources to the most essential information
- Use information available online to gather addresses, phone numbers, hours of operation, etc. of each winery located on the Seneca Lake Wine Trail for users to browse and plan a wine tour.
- Find a book that covers how XML works with Flash & XML coding

I plan to revisit a past project and elaborate on the topics already included in it. I plan to add more terminology, make an interactive tutorial of how to taste wine, teach the basic etiquette for wine tasting through visuals, and add a section detailing the Finger Lake Wine Region specifically the Seneca Lake Wine Trail. More detail of these additions will be laid out in the following pages.

LITERATURE REVIEW

WINE RESOURCES
The Wine Bible is a collection of what makes wine great. It covers how different regions make wine and how to pair them to make the perfect meal. After reading several reviews I believe this book contains the basic information that will be vital to my education on this topic.

Another book that covers the basic knowledge about wine it also covers how the professional wine tasters taste wine. By reading this book I will gain a more defined knowledge base about wine and its different characteristics.

From Vines to Wines covers the process of wine making from beginning to end. Cox also gives steps for making your own wine. Learning the process of wine making will help me understand why people make wine and enjoy it. I hope to gain a deeper understanding through this book.
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Although this book is a little outdated because the wine industry is continually evolving and wines are different each year, I think that this will be a good base to view the review on the wineries in the area.

Julyan, Brian K. Sales and Services for the Wine Professional. Cenegage Learning, 2008
This book covers various aspects of the wine business on the customer service end. Reading this book may lend some insight into the inner workings of a winery, or how they should work.

Rack Wine.com
http://www.rackwine.com/
Rackwine.com will provide backup information on wine tasting, wine tasting terminology, food and wine parings and facts. It will help me complete my Glossary section.

Wine Spectator Online
http://www.winespectator.com/
Wine Spectator is a magazine that reviews and features different wine from around the globe. By visiting the website I can stay up to date with current happening in the wine industry in a way that is not limited to New York.

Finger Lakes Tourism Alliance: Wine
http://www.fingerlakes.org/wine.htm
This website will provide an overview of the number of wineries located on the Finger Lakes Wine Trails.

Seneca Lake Wine Association
http://senecalakewine.com/jc/
This website will provide me with information about the wineries located on the Seneca Lake Wine Trail.

Finger Lakes Wine Country, NY
http://www.fingerlakeswinecountry.com/
While looking for websites that resemble my idea, I found a website that has most of the elements that I plan to include. I think that this website is missing an important element, planning a tour based on a specific preference, like taste in wine or type of experience.
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WINERY RESOURCES (alphabetical)

Amberg Wine Cellars
Anthony Road Wine Company
Arcadian Estate Winery
Ashley Lynn Winery
Atwater Estate Vineyards
Bagley's Poplar Ridge Vineyards
Belhurst Winery
Bilsboro Winery
Bloomer Creek Vineyard
Cascata Winery
Castle Grisch Estate Winery
Catherine Valley Winery
Caywood Vineyards
Chateau Lafayette Reneau Winery
Damiani Wine Cellars
Earle Estates Meadery
Four Chimneys Organic Winery
Fox Run Vineyards
Fruit Yard Winery
Fulkerson Winery
Glenora Wine Cellars
Hazlitt 1852 Vineyards
Hermon J. Wiemer Vineyard
Heron Hill Winery
Hickory Hollow Wine Cellars & Highland Cellars
Kings Garden Vineyards
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Leidenfrost Vineyards
Miles Wine Cellars
Penguin Bay Winery
Pompous Ass Winery
Prejean Winery
Rasta Ranch Vineyards
Red Newt Cellars
Red Tail Ridge Winery
Rock Stream Vineyards
Seneca Shore Wine Cellars
Shalestone Vineyards
Shaw Vineyard
Silver Springs Winery LLC
Silver Thread Vineyard
Standing Stone Vineyards
Three Brothers Winery & Estates
Tickle Hill Winery
Torrey Ridge Winery
Ventosa Vineyards
Villa Bellangelo
Wagner Vineyards & Brewing Company
White Springs Winery
Zugibe Vineyards
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PROGRAMMING RESOURCES
This book is a guide that will help me understand what XML is and how it works.

This book is more for programmers. I believe that this may provide some deeper insight into XML and how it works.

Building a website with Flash requires knowledge of ActionScript. With this book I will gain more knowledge about ActionScript 3.0 and how to apply it to my Flash website.

I plan to incorporate CSS into my final project. With this book I hope learn and understand the process of making and implementing CSS to a website.

This book may give me some guidance of how to build a Flash website from scratch. It has directions of how to organize the content before developing it into a website.

This book will help me understand how PHP and Flash work together. This will help me use PHP in developing my Flash website.

Dafont.com
http://dafont.com
Will provide a source for fonts.

RIT Books 24x7
Will allow me to view books without having to purchase them.
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APPROACH

Through my research I plan to build an online Flash based instructional application where a user can learn fundamental information about wine and the Seneca Lake Wine Trail. Users will also have access to addresses, phone numbers, hours of operation, and summary information about each winery on the wine trail.

To add visuals I plan to take and edit photographs of the Seneca Lake Wine Trail and surrounding area myself. I will use interactivity to enhance the delivery of the information, such as an interactive carousel detailing different glasses and their wines.

As the testing part of my thesis I plan to ask a group of 10 people who have little to no knowledge about wine and 10 people who have moderate to high knowledge about wine to test my website.

TECHNOLOGY

- MacBook Pro
- iMac (Home and School)
- Wacom Tablet
- Mac OSX 10.5
- Adobe CS4
  - Flash
  - Illustrator
  - Photoshop
  - InDesign
  - possibly AfterEffects
- ActionScript 3
- XML
- TweenLite
- Microsoft Office
  - Word
  - Excel
- iWork
- Internet
- Variety of Web Browsers
- Web space
- Canon XT1 Digital SLR

TARGET AUDIENCE

Age: 21+
Gender/Race: All
Language: English
Education: High School +
Interests/Motivations: Enjoys wine, wants to learn about wine, and can have a low to moderate knowledge of wine
PERSONAS
1: Sheri Hensen 21
   • Student at Elmira College
   • Celebrating her birthday
   • Likes to drink; usually liquor
   • Doesn’t know a lot about wine
   • Wants to have a fun laid back time on a tour
   • Loves sweet fruity drinks
   • Navigates through computer interfaces easily
   • Not a lot of spare time during the week
   • Doesn’t like complicated tasks
   • Doesn’t always read instructions
   • Plays the guitar with friends
   • Has a fast paced life
2: Gilbert Willis 46
   • Manager of an insurance company
   • Prefers drinking wine over liquor or beer
   • Likes dry to semi-dry red and white wines
   • Planning to purpose to his girlfriend Olivia
   • Visits Wineries on the Keuka Wine Trail often
   • Looking for a more high class winery
   • Frequent Internet user
   • Likes classical jazz music
   • Easy going personality
   • Gets confused with websites
   • Walks his dog after work
   • Loves to cook with wine
3: Ally Thomas 29
   • From Chicago, Illinois
   • Planning a vacation for her husband and her
   • Has never been to the Finger Lake area
   • Recommended to the area by family friends
   • Likes sweeter wines
   • Regular Internet user
   • Likes the night life and a good party
   • Enjoys the country landscapes
   • Doesn’t enjoy snooty high class places
   • Very talkative
   • Eager to learn about wine
COLOR PALETTE
I want my color palette to reflect the natural color found in the area. Earthy greens from the grape vines, deep purples from the grapes. Can change.

Include subtle textures; i.e. wood, linen, or paper

Green: 148-184-86
PurpleA: 54-6-33
PurpleB: 88-14-52
Black: 10-10-10
Tan1: 184-151-104
Tan2: 212-205-170
Tan3: 238-235-221

LAYOUT INSPIRATIONS

http://www.fingerlakeswinecountry.com/

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http://jaxvineyards.com/

http://www.comfortbrothers.com/
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http://yaronschoen.com/

http://www.whatisblik.com/

http://bridinel.com/
INSPIRATION/IDEAS CONTINUED

MENU OPTIONS

Home
  • Welcome screen outlining the purpose of the website

Glossary (Introduction to section)
  • Users can learn terms used for:
    • Tastings; describing wine, prepares them for a wine tour.
    • General terms; words that people who are familiar to the industry
      use. May clear any confusion during a tasting
    • Kinds of Wine; a list of wines that are commonly found in the
      Finger Lake Region, most popular

Stemware (Introduction to section)
  • Anatomy: describes the different parts of the glass
  • Stemware Interactive Carousel: shows 8 different types of glasses
    and the wines they were made for

Tasting (Introduction to section)
  • Kinds of Tasting: outlines the different kinds of wine tasting, most
    common
  • Etiquette: Outlines the proper practices of wine tasting.
  • How to Taste: interactive section guiding the user through a wine tasting.
    Animated.

Finger Lakes Wine (Introduction to section)
  • Brief history of the Finger Lakes Wine Trial, with facts and interesting
    facts and lore.
  • Explore the Seneca Lake Wine Trail:
  • Plan a Tour: An XML structured database communicating with Google
    Maps. Option to print custom Map.
  • Wine Events: List to wine events happening on the Seneca Lake Wine
    Trail. Link to Wine Association Website to purchase tickets.

Possible additions:
  • Wine and Food Pairings
  • Wine Descriptor Interactive wheel
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BUDGET

- Fuel costs to drive to the area and back to Rochester (number of trips not calculated)
- Tasting fees
- Reference books (some mentioned in Literature Review)
- Printer Ink for personal printer
- Paper and supplies
- Web Domain space for one year (provider not determined)

MARKETING

After the completion of my thesis I plan to pitch my prototype to the Seneca Lake Wine Association, the other Finger Lake Wine Associations and possibly the Finger Lakes Tourism Alliance.
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TIMELINE

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEVELOP PROTOTYPE</td>
<td>REVISE PROPOSAL</td>
<td>REDESIGN WEB SITE</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>GATHER CONTENT</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ADD NEW CONTENT</td>
<td>ART FOR HOW TO TASTE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>TAKE PHOTOGRAPHS OF WINE TRIAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SORT/EDIT PHOTOS</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DOCUMENTATION</td>
</tr>
</tbody>
</table>
THESIS PROPOSAL FOR THE MASTER OF FINE ARTS DEGREE

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AUGUST
- CONTINUE REDESIGN
- SHELL PROTOTYPE DONE
- GATHER CONTENT
- ADD NEW CONTENT
- CREATE HOW TO TASTE
- CREATE FINGER LAKES WINE SECTION
- SORT/EDIT PHOTOS
- CM

SEPTEMBER
- BETA COMPLETE
- BETA TESTING
- CORRECTIONS
- CM

OCTOBER
- CORRECTIONS
- CM

NOVEMBER
- FINAL CORRECTIONS
- CM
- DEFENSE
- SHOW
- CM
- CM
- CM
- PUBLISH
- CM

CM = COMMITTEE MEETING
This section contains the major code for my website. Coding was one of the biggest challenges for me. About 80 percent of my problem solving time was dedicated to the functionality of the code.

- = Code

= Notes
Page that shows upon the sites launch. Simple progress bar shows how much of the site has loaded. After loading a button appears for the user to enter the site whenever they are ready.

```javascript
stop();
import com.greensock.*;
import flash.events.MouseEvent;
import flash.events.ProgressEvent;
bigLoader_mc.enterSite_btn.alpha=0;
bigLoader_mc.enterSite_btn.visible=false;
this.addEventListener(Event.ENTER_FRAME, loading);
function loading(e:Event):void{
  var total:Number = this.stage.loaderInfo.bytesTotal;
  var loaded:Number = this.stage.loaderInfo.bytesLoaded;
  var percentage:int = (loaded/total) * 100;
  //trace(percentage);
}
bigLoader_mc.preloader.scaleX = loaded/total;
bigLoader_mc.num_txt.text = percentage+"%";

if (total == loaded){
    this.removeEventListener(Event.ENTER_FRAME, loading);
    bigLoader_mc.enterSite_btn.
        addEventListener(MouseEvent.CLICK, gotoSite);
    bigLoader_mc.enterSite_btn.visible=true;
    TweenLite.to(bigLoader_mc.enterSite_btn, 1,{alpha:1});
}

function gotoSite(e:MouseEvent):void{
gotoAndStop(2);
}
Page opens after “Enter Site” button is pressed. Shell consists of logo, menu buttons, and drop down menus. Each button on the menu loads the corresponding section into the main empty movieclip. Each section is a separate .SWF file.

1  //import statements
2  import flash.display.Loader;
3  import flash.net.URLRequest;
4  import flash.events.ProgressEvent;
5  import flash.events.Event;
6  import flash.events.MouseEvent;
7  import com.greensock.*;
8  import flash.display.Sprite;
9  import flash.utils.Timer;
10 import flash.sampler.Sample;
11 import flash.net.URLLoader;
12 import flash.events.TimerEvent;
13 import fl.transitions.Tween;
14 import fl.transitions.easing.*;
15 import fl.transitions.TweenEvent;
16 import flash.text.TextField;
TweenLite.to(bigLoader_mc, 1,{alpha:0, onComplete:makeFalse});

function makeFalse():void{
    bigLoader_mc.visible=false;
}

function whatToLoad1(filePath){
    // identify which file
    myFile = new URLRequest(filePath);
    TweenLite.to(contentArea, .6,{alpha:0, onComplete:motionFinished});
}

function motionFinished():void
{
    // clear any existing image
    contentArea.removeChild(myLoader);
    // load in new image;
    myLoader.load(myFile);
    myLoader.contentLoaderInfo.addEventListener(Event.COMPLETE, loadImage);
}

homeDot.visible = true;
termBtn_mc.visible = false;
stemBtn_mc.visible = false;
tasteBtn_mc.visible = false;
lakeBtn_mc.visible = false;
homeDot.alpha = 0;
64  termBtn_mc.alpha = 0;
65  stemBtn_mc.alpha = 0;
66  tasteBtn_mc.alpha = 0;
67  lakeBtn_mc.alpha = 0;
68
69  TweenLite.to(homeDot, .6,{alpha:1});
70
71  // MAIN MENU
72  //MAIN MENU
73  //Logon button Listeners
74  //Logo
75  myMenu.logo_btn.addEventListener(MouseEvent.CLICK, loadHomeC);
76  //Home;
77  myMenu.home_btn.addEventListener(MouseEvent.CLICK, loadHomeC);
78  //Terminology;
79  myMenu.terms_btn.addEventListener(MouseEvent.CLICK, loadTerms);
80  //Stemware;
81  myMenu.stem_btn.addEventListener(MouseEvent.CLICK, loadStem);
82  //Tasting;
83  myMenu.tasting_btn.addEventListener(MouseEvent.CLICK, loadTaste);
84  //FingerLakes;
85  myMenu.fingerLakes_btn.addEventListener(MouseEvent.CLICK, loadLakes);
86
87  //Main menu button Handlers;
88  //Home
89  function loadHomeC(e:MouseEvent):void
90  {
91      whatToLoad1("assets/swf/homePage.swf");
92      homeDot.visible = true;
93      TweenLite.to(homeDot, .6,{delay:.6, alpha:1, onComplete:homeFalse});
94      TweenLite.to(termBtn_mc, .6,{alpha:0});
95      TweenLite.to(stemBtn_mc, .6,{alpha:0});
96      TweenLite.to(tasteBtn_mc, .6,{alpha:0});
97      TweenLite.to(lakeBtn_mc, .6,{alpha:0});
98  }
99
100  function homeFalse():void{
101      termBtn_mc.visible = false;
102      stemBtn_mc.visible = false;
103      tasteBtn_mc.visible = false;
104      lakeBtn_mc.visible = false;
105  }
106
107
108 //Terminology
109 function loadTerms(e:MouseEvent):void
110 {
111     whatToLoad1("assets/swf/termPage1.swf");
112     TweenLite.to(homeDot, .6,{alpha:0});
113     TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1,
onComplete:termsFalse});
114     TweenLite.to(stemBtn_mc, .6,{alpha:0});
115     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
116     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
117     termBtn_mc.visible = true;
118 }
119
120 function termsFalse():void{
121     homeDot.visible = false;
122     stemBtn_mc.visible = false;
123     tasteBtn_mc.visible = false;
124     lakeBtn_mc.visible = false;
125 }
126
127 //Stemware
128 function loadStem(e:MouseEvent):void
129 {
130     whatToLoad1("assets/swf/stemPage.swf");
131     TweenLite.to(homeDot, .6,{alpha:0});
132     TweenLite.to(termBtn_mc, .6,{alpha:0});
133     TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1,
onComplete:stemFalse});
134     TweenLite.to(tasteBtn_mc, .6,{alpha:0});
135     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
136     stemBtn_mc.visible = true;
137 }
138 function stemFalse():void{
139     homeDot.visible = false;
140     termBtn_mc.visible = false;
141     tasteBtn_mc.visible = false;
142     lakeBtn_mc.visible = false;
143 }
144
145 //Tasting
146 function loadTaste(e:MouseEvent):void
147 {
148     whatToLoad1("assets/swf/tastePage2.swf");
149     TweenLite.to(homeDot, .6,{alpha:0});
150     TweenLite.to(termBtn_mc, .6,{alpha:0});
151     TweenLite.to(stemBtn_mc, .6,{alpha:0});
152     TweenLite.to(tasteBtn_mc, .6,{delay:.6, alpha:1,
onComplete:tasteFalse});
153     TweenLite.to(lakeBtn_mc, .6,{alpha:0});
154     tasteBtn_mc.visible = true;
155 }
function tasteFalse():void{
    homeDot.visible = false;
    termBtn_mc.visible = false;
    stemBtn_mc.visible = false;
    lakeBtn_mc.visible = false;
}

//FingerLakes
function loadLakes(e:MouseEvent):void{
    whatToLoad1("assets/swf/lakesPage.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
    lakeBtn_mc.visible = true;
}

function lakeFalse():void{
    homeDot.visible = false;
    termBtn_mc.visible = false;
    stemBtn_mc.visible = false;
    tasteBtn_mc.visible = false;
}

//- - - - - - - - - - - - - - - - - - - - - - - - - -
//DROP DOWN MENUS
//- - - - - - - - - - - - - - - - - - - - - - - - - -
//DropDown Menu Starting points
//Terminology
myMenu.termDrop.x = 541;
myMenu.termDrop.y = -32;
//Stemware
myMenu.stemDrop.x = 674;
myMenu.stemDrop.y = -17;
//Tasting
myMenu.tasteDrop.x = 798;
myMenu.tasteDrop.y = -17;
//FingerLakes
myMenu.lakeDrop.x = 902;
myMenu.lakeDrop.y = -17;

//Menu Button Listeners
//Home
myMenu.home_btn.addEventListener(MouseEvent.ROLL_OVER, defaultUp);
Terminology:
myMenu.terms_btn.addEventListener(MouseEvent.ROLL_OVER, termsDown);
myMenu.termDrop.addEventListener(MouseEvent.ROLL_OUT, termsUp);

// Stemware:
myMenu.stem_btn.addEventListener(MouseEvent.ROLL_OVER, stemDown);
myMenu.stemDrop.addEventListener(MouseEvent.ROLL_OUT, stemUp);

// Tasting:
myMenu.tasting_btn.addEventListener(MouseEvent.ROLL_OVER, tasteDown);
myMenu.tasteDrop.addEventListener(MouseEvent.ROLL_OUT, tasteUp);

// Finger Lakes:
myMenu.fingerLakes_btn.addEventListener(MouseEvent.ROLL_OVER, lakeDown);
myMenu.lakeDrop.addEventListener(MouseEvent.ROLL_OUT, lakeUp);

// Menu Button Handlers
// Terminology
function termsDown(e:MouseEvent):void{
defaultUpA();
TweenLite.to(myMenu.termDrop, 1, {y:58,
onComplete:termsUpDelay});
}

function termsUp(e:MouseEvent):void{
TweenLite.to(myMenu.termDrop, 1, {y:-48});
}

function termsUpDelay():void{
TweenLite.to(myMenu.termDrop, 1, {delay:8, y:-48});
}

// Stemware:
function stemDown(e:MouseEvent):void{
defaultUpB();
TweenLite.to(myMenu.stemDrop, 1, {y:58,
onComplete:stemUpDelay});
}

function stemUp(e:MouseEvent):void{
TweenLite.to(myMenu.stemDrop, 1, {y:-48});
}

function stemUpDelay():void{
TweenLite.to(myMenu.stemDrop, 1, {delay:8, y:-48});
}

// Finger Lakes:
function lakeDown(e:MouseEvent):void{
defaultUpC();
TweenLite.to(myMenu.lakeDrop, 1, {y:58,
onComplete:lakeUpDelay});
}

function lakeUp(e:MouseEvent):void{
TweenLite.to(myMenu.lakeDrop, 1, {y:-48});
}

function lakeUpDelay():void{
TweenLite.to(myMenu.lakeDrop, 1, {delay:8, y:-48});
}
function stemUp(e:MouseEvent):void{
    TweenLite.to(myMenu.stemDrop, 1, {y:-17});
}

function stemUpDelay():void{
    TweenLite.to(myMenu.stemDrop, 1, {delay:8, y:-17});
}

//Tasting:
function tasteDown(e:MouseEvent):void{
    defaultUpC();
    TweenLite.to(myMenu.tasteDrop, 1, {y:78, onComplete:tasteUpDelay});
}

function tasteUp(e:MouseEvent):void{
    TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
}

function tasteUpDelay():void{
    TweenLite.to(myMenu.tasteDrop, 1, {delay:8, y:-17});
}

//FingerLakes:
function lakeDown(e:MouseEvent):void{
    defaultUpD();
    TweenLite.to(myMenu.lakeDrop, 1, {y:87, onComplete:lakeUpDelay});
}

function lakeUp(e:MouseEvent):void{
    TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
}

function lakeUpDelay():void{
    TweenLite.to(myMenu.lakeDrop, 1, {delay:8, y:-17});
}

//ROLL_OVER Home BTN makes all Drop Down come UP;
function defaultUp(e:MouseEvent):void{
    TweenLite.to(myMenu.termDrop, 1, {y:-48});
    TweenLite.to(myMenu.stemDrop, 1, {y:-17});
    TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
    TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
}

//Make only one Drop Down show at a time;
function defaultUpA():void{
    if (myMenu.termDrop.y <= 58){
        TweenLite.to(myMenu.stemDrop, 1, {y:-17});
    }
function defaultUpB():void{
    if (myMenu.stemDrop.y <= 58){
        TweenLite.to(myMenu.termDrop, 1, {y:-48});
        TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
        TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
    }
}

function defaultUpC():void{
    if (myMenu.tasteDrop.y <= 78){
        TweenLite.to(myMenu.termDrop, 1, {y:-48});
        TweenLite.to(myMenu.stemDrop, 1, {y:-17});
        TweenLite.to(myMenu.lakeDrop, 1, {y:-17});
    }
}

function defaultUpD():void{
    if (myMenu.lakeDrop.y <= 87){
        TweenLite.to(myMenu.termDrop, 1, {y:-48});
        TweenLite.to(myMenu.stemDrop, 1, {y:-17});
        TweenLite.to(myMenu.tasteDrop, 1, {y:-17});
    }
}

//DropDown menu button Listeners
//Terminology
myMenu.termDrop.path1.termIntro_btn.addEventListener(MouseEvent.CLICK, loadTerms);
myMenu.termDrop.path1.termTasting_btn.addEventListener(MouseEvent.CLICK, termTasting);
myMenu.termDrop.path1.termGeneral_btn.addEventListener(MouseEvent.CLICK, termGeneral);
termBtn_mc.termTaste_btn.addEventListener(MouseEvent.CLICK, termTasting);
termBtn_mc.termGen_btn.addEventListener(MouseEvent.CLICK, termGeneral);

//Stemware;
myMenu.stemDrop.stemIntro_btn.addEventListener(MouseEvent.CLICK, loadStem);
myMenu.stemDrop.stemAnatomy_btn.addEventListener(MouseEvent.CLICK, stemAnatomy);
myMenu.stemDrop.stemGlass_btn.addEventListener(MouseEvent.CLICK, stemGlass);
myMenu.stemDrop.stemHold_btn.addEventListener(MouseEvent.CLICK, stemHold);

stemBtn_mc.stemAnatomy_btn.addEventListener(MouseEvent.CLICK, stemAnatomy);
stemBtn_mc.stemCarousel_btn.addEventListener(MouseEvent.CLICK, stemGlass);
stemBtn_mc.stemHolding_btn.addEventListener(MouseEvent.CLICK, stemHold);

//Tasting:
myMenu.tasteDrop.tasteIntro_btn.addEventListener(MouseEvent.CLICK, loadTaste);
myMenu.tasteDrop.tasteEtiq_btn.addEventListener(MouseEvent.CLICK, tasteEtiq);
myMenu.tasteDrop.tasteHow_btn.addEventListener(MouseEvent.CLICK, tasteHow);
tasteBtn_mc.tasteEti_btn.addEventListener(MouseEvent.CLICK, tasteEtiq);
tasteBtn_mc.tasteHow_btn.addEventListener(MouseEvent.CLICK, tasteHow);

//FingerLakes:
myMenu.lakeDrop.lakeAbout_btn.addEventListener(MouseEvent.CLICK, loadLakes);
myMenu.lakeDrop.lakeExplore_btn.addEventListener(MouseEvent.CLICK, lakeExplore);
myMenu.lakeDrop.lakeTips_btn.addEventListener(MouseEvent.CLICK, lakeTips);
myMenu.lakeDrop.lakeEvents_btn.addEventListener(MouseEvent.CLICK, lakeEvents);
lakeBtn_mc.lakeExplore_btn.addEventListener(MouseEvent.CLICK, lakeExplore);
lakeBtn_mc.lakeTips_btn.addEventListener(MouseEvent.CLICK, lakeTips);
lakeBtn_mc.lakeEvents_btn.addEventListener(MouseEvent.CLICK, lakeEvents);

//DropDown menu button Handlers;
//Terminology
function termTasting(e:MouseEvent):void{
  whatToLoad1("termPage2.swf");
  TweenLite.to(homeDot, .6,{alpha:0});
  TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1,
onComplete:termsFalse});
  TweenLite.to(stemBtn_mc, .6,{alpha:0});
  TweenLite.to(tasteBtn_mc, .6,{alpha:0});
  TweenLite.to(lakeBtn_mc, .6,{alpha:0});
termBtn_mc.visible = true;

function termGeneral(e:MouseEvent):void{
    whatToLoad1("termPage3.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{delay:.6, alpha:1, onComplete:termsFalse});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    termBtn_mc.visible = true;
}

//Stemware
function stemAnatomy(e:MouseEvent):void{
    whatToLoad1("anatomy.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1, onComplete:stemFalse});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    stemBtn_mc.visible = true;
}

function stemGlass(e:MouseEvent):void{
    whatToLoad1("testContain.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1, onComplete:stemFalse});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    stemBtn_mc.visible = true;
}

function stemHold(e:MouseEvent):void{
    whatToLoad1("holding.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{delay:.6, alpha:1, onComplete:stemFalse});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    stemBtn_mc.visible = true;
}

//Tasting
function tasteEtiq(e:MouseEvent):void{
    whatToLoad1("etiq.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    stemBtn_mc.visible = true;
}
function tasteHow(e:MouseEvent):void{
    whatToLoad1("tastingHowTo3.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:tasteFalse});
    TweenLite.to(lakeBtn_mc, .6,{alpha:0});
    tasteBtn_mc.visible = true;
}

function lakeExplore(e:MouseEvent):void{
    whatToLoad1("lakeMaps.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
    lakeBtn_mc.visible = true;
}

function lakeTips(e:MouseEvent):void{
    whatToLoad1("tips.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
    lakeBtn_mc.visible = true;
}

function lakeEvents(e:MouseEvent):void{
    whatToLoad1("events.swf");
    TweenLite.to(homeDot, .6,{alpha:0});
    TweenLite.to(termBtn_mc, .6,{alpha:0});
    TweenLite.to(stemBtn_mc, .6,{alpha:0});
    TweenLite.to(tasteBtn_mc, .6,{alpha:0});
    TweenLite.to(lakeBtn_mc, .6,{delay:.6, alpha:1,
    onComplete:lakeFalse});
    lakeBtn_mc.visible = true;
```javascript
462    } // WINE FEATURE containing:bottle_mc
463
464 // featuredTab
465
466 var myLoader2:Loader = new Loader();
467 var myLoader3:Loader = new Loader();
468 var myLoader4:Loader = new Loader();
469
470 var myFile2:URLRequest = new URLRequest("riesling.swf");
471 var myFile3:URLRequest = new URLRequest("schooner.swf");
472 var myFile4:URLRequest = new URLRequest("zepplin.swf");
473
474 myLoader2.load(myFile2);
475 myLoader3.load(myFile3);
476 myLoader4.load(myFile4);
477
478 featHolder_mc.alpha=0;
479 featHolder2_mc.alpha=0;
480 featHolder3_mc.alpha=0;
481
482 loadRiesling();
483
484 function loadRiesling():void{
485    featHolder_mc.addChild(myLoader2);
486    TweenLite.to(featHolder3_mc, 1.5,{alpha:0, onComplete:false1});
487    TweenLite.to(featHolder_mc, 1.5,{alpha:1});
488    TweenLite.delayedCall(30, loadSchooner);
489
490    featHolder_mc.visible=true;
491 }
492
493 function false1():void{
494    featHolder3_mc.visible=false;
495 }
496
497 function loadSchooner():void{
498    featHolder2_mc.addChild(myLoader3);
499    TweenLite.to(featHolder_mc, 1.5,{alpha:0, onComplete:false2});
500    TweenLite.to(featHolder2_mc, 1.5,{alpha:1});
501    TweenLite.delayedCall(30, loadZepplin);
502    featHolder2_mc.visible=true;
503 }
504
505 function false2():void{
506    featHolder_mc.visible=false;
507 }
508 }```

Appendix: Coding Examples/Opening Screen
function loadZepplin():void{
  featHolder3_mc.addChild(myLoader4);
  TweenLite.to(featHolder2_mc, 1.5,{alpha:0,
      onComplete:false3});
  TweenLite.to(featHolder3_mc, 1.5,{alpha:1});
  TweenLite.delayedCall(30, loadRiesling);
  featHolder3_mc.visible=true;
}

function false3():void{
  featHolder2_mc.visible=false;
}

// - - - - - - - - - - - - - - - - - - - - - - - - - -
// END OF CODE
// - - - - - - - - - - - - - - - - - - - - - - - - - -
Welcome to Wine Basics

Are you someone who is interested in wine but has no idea where to start? Do you want to go on a wine tour, but have never been on one before? Then Wine Basics is the right place for you. This guide was made with the novice wine taster in mind.

Wine Basics is an online guide to wine tasting and the Seneca Lake Wine Trail in New York. Here you can learn different terminology used in the industry, how to pair a wine with the right glass, proper tasting etiquette, how to taste a wine and explore the Seneca Lake Wine Trail’s 51 wineries.

Your experience should be enjoyable.

WINE FEATURE (LOWER LEFT SCREEN)

The Wine feature is an updateable feature that shows three different wines from wineries in the area. This feature allows the user to learn more about a specific wine. The bottles can change monthly/weekly depending on preference. Gives something new for the user to look at upon each visit.

```
1  //import statement: TweenLite
2  import com.greensock.*;
3
4  //set x and y values of tab
5  tab_mc.x=-181;
6  tab_mc.y=585;
7
8  tab_mc.featOut_btn.visible = true;
9  tab_mc.featIn_btn.visible = false;
10
11  tab_mc.featOut_btn.addEventListener(MouseEvent.CLICK, tabOut);
12  tab_mc.featIn_btn.addEventListener(MouseEvent.CLICK, tabIn);
```
//Tween tab out on CLICK
function tabOut(e:MouseEvent):void{
    TweenLite.to(tab_mc, 1, {x:140});
    tab_mc.featIn_btn.visible = true;
    tab_mc.featOut_btn.visible = false;
    //Call tweenIn after 12 seconds to tween tab in.
    TweenLite.delayedCall(12, tweenIn);
}

//Tween tab in on CLICK
function tabIn(e:MouseEvent):void{
    TweenLite.to(tab_mc, 1, {x:-180});
    tab_mc.featOut_btn.visible = true;
    tab_mc.featIn_btn.visible = false;
}

//Tween tab in after a 12 second pause
function tweenIn():void{
    TweenLite.to(tab_mc, 1, {x:-180});
    tab_mc.featOut_btn.visible = true;
    tab_mc.featIn_btn.visible = false;
}
The terminology section is for the user to learn different kinds of terms used in the industry. It is broken up into two sections, Tasting Terms and General Terms. Tasting Terms consist of words used during a wine tasting. The General Terms consist of kinds of wine, wine glasses and other terms not pertaining to a wine tasting. I wanted to cover a wide range of terms that expressed the lighthearted side of wine.

```
//import statements
import flash.events.MouseEvent;
import com.greensock.*;

terms1_mc.alpha = 0;
terms1_mc.visible = true;
TweenLite.to(terms1_mc, 1, {delay:.2, alpha:1});
terms1_mc.tastingTerms_mc.x = 0;
terms1_mc.tastingTerms_mc.y = 73;
terms1_mc.tastingTerms_mc.alpha = 0;
```
// Mouse event listeners
terms1_mc.aPress.addEventListener(MouseEvent.CLICK, gotoA);

// Fade in and out the MC containing the terms between each click
function fadeThisOut():void{
    TweenLite.to(terms1_mc.tastingTerms_mc, 1, {alpha:0});
}

function fadeIn():void{
    TweenLite.to(terms1_mc.tastingTerms_mc, 1, {alpha:1});
}

// Event handlers/functions for each letter
// goto"letter" fades out MC
// change"letter" moves mc then fades MC in
function gotoA(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeA);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:2});
}

function changeA():void{
    terms1_mc.tastingTerms_mc.x = 0;
    terms1_mc.tastingTerms_mc.y = 73;
    fadeIn();
}
function gotoB(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeB);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:35});
}

function changeB():void{
    terms1_mc.tastingTerms_mc.x = -776;
    terms1_mc.tastingTerms_mc.y = 73;
    fadeIn();
}

function gotoC(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeC);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:71});
}

function changeC():void{
    terms1_mc.tastingTerms_mc.x = -1539;
    terms1_mc.tastingTerms_mc.y = 73;
    fadeIn();
}

function gotoD(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeD);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:105});
}

function changeD():void{
    terms1_mc.tastingTerms_mc.x = -2379;
    terms1_mc.tastingTerms_mc.y = 73;
    fadeIn();
}

function gotoE(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeE);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:137});
}

function changeE():void{
    terms1_mc.tastingTerms_mc.x = -3189;
    terms1_mc.tastingTerms_mc.y = 73;
    fadeIn();
}

function gotoF(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeF);
TweenLite.to(termLetterBar, .5, {delay:.5, x:173});
}

function changeF():void{
    terms1_mc.tastingTerms_mc.x = 0;
    terms1_mc.tastingTerms_mc.y = -439;
    fadeIn();
}

function gotoG(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeG);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:205});
}

function changeG():void{
    terms1_mc.tastingTerms_mc.x = -776;
    terms1_mc.tastingTerms_mc.y = -439;
    fadeIn();
}

function gotoH(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeH);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:237});
}

function changeH():void{
    terms1_mc.tastingTerms_mc.x = -1539;
    terms1_mc.tastingTerms_mc.y = -439;
    fadeIn();
}

function gotoI(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeI);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:268});
}

function changeI():void{
    terms1_mc.tastingTerms_mc.x = -2379;
    terms1_mc.tastingTerms_mc.y = -439;
    fadeIn();
}

function gotoJ(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeJ);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:297});
}
function changeJ():void{
    terms1_mc.tastingTerms_mc.x = -3189;
    terms1_mc.tastingTerms_mc.y = -439;
    fadeIn();
}

function gotoL(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeL);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:326});
}

function changeL():void{
    terms1_mc.tastingTerms_mc.x = -0;
    terms1_mc.tastingTerms_mc.y = -932;
    fadeIn();
}

function gotoM(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeM);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:356});
}

function changeM():void{
    terms1_mc.tastingTerms_mc.x = -776;
    terms1_mc.tastingTerms_mc.y = -932;
    fadeIn();
}

function gotoN(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeN);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:393});
}

function changeN():void{
    terms1_mc.tastingTerms_mc.x = -1539;
    terms1_mc.tastingTerms_mc.y = -932;
    fadeIn();
}

function gotoO(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeO);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:428});
}

function changeO():void{
    terms1_mc.tastingTerms_mc.x = -2379;
    terms1_mc.tastingTerms_mc.y = -932;
}
fadeIn();
}

function gotoP(e:MouseEvent):void{
  fadeThisOut();
  TweenLite.delayedCall(1, changeP);
  TweenLite.to(termLetterBar, .5, {delay:.5, x:462});
}

function changeP():void{
  terms1_mc.tastingTerms_mc.x = -3189;
  terms1_mc.tastingTerms_mc.y = -932;
  fadeIn();
}

function gotoR(e:MouseEvent):void{
  fadeThisOut();
  TweenLite.delayedCall(1, changeR);
  TweenLite.to(termLetterBar, .5, {delay:.5, x:496});
}

function changeR():void{
  terms1_mc.tastingTerms_mc.x = 0;
  terms1_mc.tastingTerms_mc.y = -1458;
  fadeIn();
}

function gotoS(e:MouseEvent):void{
  fadeThisOut();
  TweenLite.delayedCall(1, changeS);
  TweenLite.to(termLetterBar, .5, {delay:.5, x:527});
}

function changeS():void{
  terms1_mc.tastingTerms_mc.x = -776;
  terms1_mc.tastingTerms_mc.y = -1458;
  fadeIn();
}

function gotoT(e:MouseEvent):void{
  fadeThisOut();
  TweenLite.delayedCall(1, changeT);
  TweenLite.to(termLetterBar, .5, {delay:.5, x:561});
}

function changeT():void{
  terms1_mc.tastingTerms_mc.x = -1539;
  terms1_mc.tastingTerms_mc.y = -1458;
  fadeIn();
}
function gotoV(e:MouseEvent):void{
    fadeThisOut();
    TweenLite.delayedCall(1, changeV);
    TweenLite.to(termLetterBar, .5, {delay:.5, x:593});
}

function changeV():void{
    terms1_mc.tastingTerms_mc.x = -2379;
    terms1_mc.tastingTerms_mc.y = -1458;
    fadeIn();
}

Appendix: Coding Examples/Terminology Tasting
This section allows users to interactively explore the anatomy of a wine glass and find out the function of each part.

```javascript
//import statements
import com.greensock.*;

addEventListener(MouseEvent.CLICK, homeText);

mouth_mc.alpha = 0;
bowl_mc.alpha = 0;
stem_mc.alpha = 0;
foot_mc.alpha = 0;

//event listeners

//Mouth
mouth_btn.addEventListener(MouseEvent.ROLL_OVER, mouthHighlight);
mouth_btn.addEventListener(MouseEvent.MOUSE_OUT, mouthNormal);
mouth_btn.addEventListener(MouseEvent.CLICK, mouthInfo);
```
16 //Bowl
17 bowl_btn.addEventListener(MouseEvent.ROLL_OVER, bowlHightlight);
18 bowl_btn.addEventListener(MouseEvent.ROLL_OUT, bowlNormal);
19 bowl_btn.addEventListener(MouseEvent.CLICK, bowlInfo);
20
21 //Stem
22 stem_btn.addEventListener(MouseEvent.ROLL_OVER, stemHightlight);
23 stem_btn.addEventListener(MouseEvent.ROLL_OUT, stemNormal);
24 stem_btn.addEventListener(MouseEvent.CLICK, stemInfo);
25
26 //Foot
27 foot_btn.addEventListener(MouseEvent.ROLL_OVER, footHightlight);
28 foot_btn.addEventListener(MouseEvent.ROLL_OUT, footNormal);
29 foot_btn.addEventListener(MouseEvent.CLICK, footInfo);
30
31 //Event Handlers
32 //Mouth
33 function mouthHightlight(e:MouseEvent):void{
34     TweenLite.to(mouth_mc, .5, {alpha:.5});
35 }
36
37 function mouthNormal(e:MouseEvent):void{
38     TweenLite.to(mouth_mc, .5, {alpha:0});
39 }
40
41 function mouthInfo(e:MouseEvent):void{
42     anatomy_mc.gotoAndStop(2);
43     TweenLite.to(mouth_mc, .5, {alpha:.5});
44 }
45
46 //Bowl
47 function bowlHightlight(e:MouseEvent):void{
48     TweenLite.to(bowl_mc, .5, {alpha:.5});
49 }
50
51 function bowlNormal(e:MouseEvent):void{
52     TweenLite.to(bowl_mc, .5, {alpha:0});
53 }
54
55 function bowlInfo(e:MouseEvent):void{
56     anatomy_mc.gotoAndStop(3);
57     TweenLite.to(bowl_mc, .5, {alpha:.5});
58 }
59
60 //Stem
61 function stemHightlight(e:MouseEvent):void{
TweenLite.to(stem_mc, .5, {alpha:.5});
}

function stemNormal(e:MouseEvent):void{
    TweenLite.to(stem_mc, .5, {alpha:0});
}

function stemInfo(e:MouseEvent):void{
    anatomy_mc.gotoAndStop(4);
    TweenLite.to(stem_mc, .5, {alpha:.5});
}

//Foot
function footHighlight(e:MouseEvent):void{
    TweenLite.to(foot_mc, .5, {alpha:.5});
}

function footNormal(e:MouseEvent):void{
    TweenLite.to(foot_mc, .5, {alpha:0});
}

function footInfo(e:MouseEvent):void{
    anatomy_mc.gotoAndStop(5);
    TweenLite.to(foot_mc, .5, {alpha:.5});
}
The Carousel section shows that there are different kinds of wine glasses for different kinds of wines. The glasses were modeled in Cinema4D. Clicking on a glass opens another window that provides information on the shape of the glass and why it is shaped that way.

```
stop();
// define the carousel parameters
// x position of center of carousel
var centerX:Number = stage.stageWidth/3;
// y position of center of carousel
var centerY:Number = stage.stageHeight/2;
// width of carousel
var radiusX:Number = 250;
// height of carousel
var radiusY:Number = 75;

// define the item parameters
// number of items to put on stage
var numOfItems:Number = 8;
```
// initial speed of rotation of carousel
var speed:Number = 0.01;

// angle (position) on the carousel
var myAngle:Number;

// store the Items to sort them according to their ‘depth’
var itemArray:Array = new Array();

// to change the color
var ct:ColorTransform = new ColorTransform();

// hide the reload button
visible = false;

// create a loader object
var imageLoader:Loader = new Loader();

function init():void {
    for(var i:uint = 0; i < numOfItems; i++) {
        // create a new Item object from the Library
        var item:Item = new Item();
        // public var myAngle:Number; is in Item class
        // Item class extends ItemInner in FLA library.
        item.myAngle = i * ((Math.PI * 2)/numOfItems);
        // load a different frame
        item.icons.gotoAndStop(i+1);
        // change the cursor for the icons only
        item.icons.buttonMode = true
        // add the item to the array
        itemArray.push(item);
        // add the item to the Stage
        addChild(item);
        var thisMC:String="mc"+(i+1);
        //item.icons.thisMC.visible=false;
        // add an ENTER_FRAME listener to move the
        // items around the carousel
        item.addEventListener(Event.ENTER_FRAME, rotateCarousel);
        // listen for MouseEvents only on iconss,
        // not on the reflections
        item.icons.addEventListener(MouseEvent.CLICK, clickHandler);
        item.icons.addEventListener(MouseEvent.ROLL_OVER, rollOverHandler);
        item.icons.addEventListener(MouseEvent.ROLL_OUT, rollOutHandler);
    }
}

// call the function above
init();
// function positions and rotates Items in carousel
function rotateCarousel(e:Event) {
    // x position of Item
    e.target.x = Math.cos(e.target.myAngle) * radiusX + centerX;
    // y position of Item
    e.target.y = Math.sin(e.target.myAngle) * radiusY + centerY;
    // scale Item according to y position to give perspective
    var s:Number = e.target.y / (centerY + radiusY);
    e.target.scaleX = e.target.scaleY = s;
    // rotate item around carousel with speed. Speed is
    //updated by mouseMoveHandler
    e.target.myAngle += speed;
    // call function to set the 'depth' of the scaled items
    sortBySize();
}

// function sets the display list index (depth) of the Items
// according to their
// scalex property so that the bigger the Item,
// the higher the index (depth)
function sortBySize() {
    // Sort through the array of items based on
    //their scalex property
    // There isn't an Array.ASCENDING property
    //so use DESCENDING and reverse()
    itemArray.sortOn("scaleX", Array.DESCENDING | Array.NUMERIC);
    itemArray.reverse();
    // loop through all the items are reset there display list
    //index based on their scalex
    for(var i:uint = 0; i < itemArray.length; i++) {
        // link the item on the Stage to the item index
        //number in the array
        var item:Item = itemArray[i];
        // reset the child index for the item
        setChildIndex(item, i);
    }
}

// function called when user clicks on item in the carousel
function clickHandler(e:MouseEvent) {
    // clean up your listeners before you do
    //anything else to free up CPU resources
    for(var i:uint = 0; i < itemArray.length; i++) {
        var item:Item = itemArray[i];
        item.removeEventListener(Event.ENTER_FRAME, rotateCarousel);
        item.icons.removeEventListener(MouseEvent.CLICK, clickHandler);
        item.removeEventListener(MouseEvent.CLICK, clickHandler);
    }
}

function setChildIndex(item:Item, index:uint) {
    // assuming a display list index
    if(index > item.displayListIndex) {
        item.displayListIndex = index;
    }
}
item.icons.removeEventListener(MouseEvent.ROLL_OVER, rollOverHandler);
item.icons.removeEventListener(MouseEvent.ROLL_OUT, rollOutHandler);
// optional:
removeChild(item);
// to replace the carousel again
//see reInit() function
}
// turn on the reload button
reload_btn.visible = true;
var whichSWF:String = String(e.target.currentFrame)
// add the loader class
imageLoader.load(new URLRequest("glass/" + whichSWF + ".swf");
imageLoader.x = 125;
imageLoader.y = 35;
addChild(imageLoader);
}

// functions called when user rolls over and rolls out of item
function rollOverHandler(e:MouseEvent) {
c.t.redOffset = +40;
c.t.blueOffset = +20;
c.t.greenOffset = +100;
// apply the item
e.target.transform.colorTransform = ct;
}

function rollOutHandler(e:MouseEvent) {
c.t.redOffset = 0;
c.t.blueOffset = 0;
c.t.greenOffset = 0;
// apply the item
e.target.transform.colorTransform = ct;
}

// add an event listener to change the direction of the carousel based on mouse position
addEventListener(MouseEvent.MOUSE_MOVE, mouseMoveHandler);
function mouseMoveHandler(e:MouseEvent) {
speed = (mouseX - centerX)/8000;
}

// click to put Items back on stage
reload_btn.addEventListener(MouseEvent.MOUSE_DOWN, clearImageLoader);
reload_btn.addEventListener(MouseEvent.MOUSE_UP, reInit);
// clear the SWF image from the stage
function clearImageLoader(e:MouseEvent){
    // remove imageLoader
    removeChild(imageLoader);
}

// put items back on stage
function reInit(e:MouseEvent){
    // loop through the array to repopulate the carousel
    for(var i:uint = 0; i < itemArray.length; i++) {
        var item:Item = itemArray[i];
        addChild(item);
        item.addEventListener(Event.ENTER_FRAME, rotateCarousel);
        item.icons.addEventListener(MouseEvent.CLICK, clickHandler);
        item.icons.addEventListener(MouseEvent.ROLL_OVER, rollOverHandler);
        item.icons.addEventListener(MouseEvent.ROLL_OUT, rollOutHandler);
    }
    reload_btn.visible = false;
}
This section shows the correct way to hold a wine glass while also showing several ways not to hold a wine glass.

```javascript
// import statements
import com.greensock.*;
import flash.events.MouseEvent;

movie_clip.alpha=1;

proper_btn.addEventListener(MouseEvent.CLICK,proper);
improper_btn.addEventListener(MouseEvent.CLICK,improper);
incorrect_btn.addEventListener(MouseEvent.CLICK,incorrect);
wrong_btn.addEventListener(MouseEvent.CLICK,manners);

function fadeIn():void{
    TweenLite.to(movie_clip, .6,{delay:.1, alpha:1});
}

function proper(e:MouseEvent):void{
    TweenLite.to(movie_clip, .6,{alpha:0,
    onComplete:properGo});
}```
function properGo():void{
    movie_clip.gotoAndStop(1);
    fadeIn();
}

function improper(e:MouseEvent):void{
    TweenLite.to(movie_clip, .6,{alpha:0, onComplete:improperGo});
}

function improperGo():void{
    movie_clip.gotoAndStop(2);
    fadeIn();
}

function incorrect(e:MouseEvent):void{
    TweenLite.to(movie_clip, .6,{alpha:0, onComplete:incorrectGo});
}

function incorrectGo():void{
    movie_clip.gotoAndStop(3);
    fadeIn();
}

function manners(e:MouseEvent):void{
    TweenLite.to(movie_clip, .6,{alpha:0, onComplete:mannersGo});
}

function mannersGo():void{
    movie_clip.gotoAndStop(4);
    fadeIn();
}
The Tasting Etiquette section provides the user with an opportunity to learn the correct way to behave during a wine tasting. Wineries can be intimidating, and the appropriate behaviors are a little different than a generic bar.

1  //import statements
2  import com.greensock.*;
3  import flash.events.MouseEvent;
4  
5  text_mc.alpha=1;
6  
7  others_btn.addEventListener(MouseEvent.CLICK,others);
8  chug_btn.addEventListener(MouseEvent.CLICK,chug);
9  spit_btn.addEventListener(MouseEvent.CLICK,spit);
10  manners_btn.addEventListener(MouseEvent.CLICK,manners);
11  walk_btn.addEventListener(MouseEvent.CLICK,walk);
12  paying_btn.addEventListener(MouseEvent.CLICK,paying);
13  tip_btn.addEventListener(MouseEvent.CLICK,tip);
14  ask_btn.addEventListener(MouseEvent.CLICK,ask);
15  
16  function fadeIn():void{
17    TweenLite.to(text_mc, .6,{delay:.1, alpha:1});
18  }
function others(e:MouseEvent):void{
    TweenLite.to(text_mc, .6, {alpha:0, onComplete:othersGo});
}

function othersGo():void{
    text_mc.gotoAndStop(2);
    fadeIn();
}

function chug(e:MouseEvent):void{
    TweenLite.to(text_mc, .6, {alpha:0, onComplete:chugGo});
}

function chugGo():void{
    text_mc.gotoAndStop(3);
    fadeIn();
}

function spit(e:MouseEvent):void{
    TweenLite.to(text_mc, .6, {alpha:0, onComplete:spitGo});
}

function spitGo():void{
    text_mc.gotoAndStop(4);
    fadeIn();
}

function manners(e:MouseEvent):void{
    TweenLite.to(text_mc, .6, {alpha:0, onComplete:mannersGo});
}

function mannersGo():void{
    text_mc.gotoAndStop(5);
    fadeIn();
}

function walk(e:MouseEvent):void{
    TweenLite.to(text_mc, .6, {alpha:0, onComplete:walkGo});
}

function walkGo():void{
    text_mc.gotoAndStop(6);
    fadeIn();
}

function paying(e:MouseEvent):void{
TweenLite.to(text_mc, .6,{alpha:0, onComplete:payingGo});
}

function payingGo():void{
text_mc.gotoAndStop(7);
fadeIn();
}

function tip(e:MouseEvent):void{
TweenLite.to(text_mc, .6,{alpha:0, onComplete:tipGo});
}

function tipGo():void{
text_mc.gotoAndStop(8);
fadeIn();
}

function ask(e:MouseEvent):void{
TweenLite.to(text_mc, .6,{alpha:0, onComplete:askGo});
}

function askGo():void{
text_mc.gotoAndStop(9);
fadeIn();
}
The How to Taste section is for people who have never been on a wine tasting tour before and are interested in learning the process. It is separated into four sections: Inspect, Smell, Taste, and Explore. Each section has three to four steps that show visualizations as well as written instruction.
//import statements
import com.greensock.*;
import com.greensock.easing.*;
import flash.events.MouseEvent;

//mouse event listeners
inspect1_btn.addEventListener(MouseEvent.CLICK,stepOne);
inspect2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
inspect3_btn.addEventListener(MouseEvent.CLICK,stepThree);

// -STEP1-
inspect1_btn.visible=true;
inspect1_btn.alpha=1;
tiltGlass_mc.visible=true;
tiltGlass_mc.alpha=1;
step1Marker_mc.visible=true;
step1Marker_mc.alpha=1;
step1text.visible=true;
step1text.alpha=1;
dot1.visible=true;
notDot1.visible=false;
25 function stepOne(e:MouseEvent):void{
26     stepTwoOut();
27     stepThreeOut();
28     tiltGlass_mc.visible=true;
29     step1Marker_mc.visible=true;
30     step1text.visible=true;
31     dot1.visible=true;
32     notDot1.visible=false;
33     TweenLite.to(tiltGlass_mc,.6,{alpha:1});
34     TweenLite.to(inspect1_btn,.6,{alpha:1});
35     TweenLite.to(step1Marker_mc,.6,{alpha:1});
36     TweenLite.to(step1text,.6,{alpha:1});
37 } }
38
39 function stepOneOut():void{
40     TweenLite.to(tiltGlass_mc,.6,{alpha:0});
41     TweenLite.to(inspect1_btn,.6,{alpha:0});
42     TweenLite.to(step1Marker_mc,.6,{alpha:0});
43     TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
44     dot1.visible=false;
45     notDot1.visible=true;
46 } }
47
48 function false1():void{
49     tiltGlass_mc.visible=false;
50     step1Marker_mc.visible=false;
51     step1text.visible=false;
52 } }
53
54 // - - - - - - - - - - - -
55 //      -STEP2-        
56 // - - - - - - - - - - - -
57 inspect2_btn.visible=true;
58 inspect2_btn.alpha=.5;
59 swirlBubble_mc.visible=false;
60 swirlBubble_mc.alpha=0;
61 swirlWine_mc.visible=false;
62 swirlWine_mc.alpha=0;
63 step2Marker_mc.visible=false;
64 step2Marker_mc.alpha=0;
65 step2text1.visible=false;
66 step2text1.alpha=0;
67 dot2.visible=false;
68 notDot2.visible=true;
69
70 function stepTwo(e:MouseEvent):void{
71     stepOneOut();
72     stepThreeOut();
73 }
```actionscript
swirlBubble_mc.visible=true;
swirlWine_mc.visible=true;
step2Marker_mc.visible=true;
step2text.visible=true;
dot2.visible=true;
notDot2.visible=false;
TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});
TweenLite.to(swirlWine_mc,.6,{alpha:1});
TweenLite.to(inspect2_btn,.6,{alpha:1});
TweenLite.to(step2Marker_mc,.6,{alpha:1});
TweenLite.to(step2text,.6,{alpha:1});
}

function stepTwoOut():void{
  TweenLite.to(swirlBubble_mc,.6,{alpha:0});
  TweenLite.to(swirlWine_mc,.6,{alpha:0});
  TweenLite.to(inspect2_btn,.6,{alpha:.5});
  TweenLite.to(step2Marker_mc,.6,{alpha:0});
  TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
dot2.visible=false;
notDot2.visible=true;
}

function false2():void{
  swirlBubble_mc.visible=false;
  swirlWine_mc.visible=false;
  step2Marker_mc.visible=false;
  step2text.visible=false;
}

function stepThree(e:MouseEvent):void{
  stepTwoOut();
  stepOneOut();
  noteGlass_mc.visible=true;
  notes_mc.visible=true;
}
```
```actionscript
step3Marker_mc.visible=true;
step3text.visible=true;
dot3.visible=true;
notDot3.visible=false;
TweenLite.to(noteGlass_mc,.6,{alpha:1});
TweenLite.to(notes_mc,.6,{alpha:1});
TweenLite.to(inspect3_btn,.6,{alpha:1});
TweenLite.to(step3Marker_mc,.6,{alpha:1});
TweenLite.to(step3text,.6,{alpha:1});
TweenLite.delayedCall(1, showNotes);
}
function showNotes():void{
    notes_mc.gotoAndPlay("reveal");
}
function stepThreeOut():void{
    TweenLite.to(noteGlass_mc,.6,{alpha:0});
    TweenLite.to(notes_mc,.6,{alpha:0});
    TweenLite.to(inspect3_btn,.6,{alpha:0.5});
    TweenLite.to(step3Marker_mc,.6,{alpha:0});
    TweenLite.to(step3text,.6,{alpha:0, onComplete:false3});
    dot3.visible=false;
    notDot3.visible=true;
}
function false3():void{
    noteGlass_mc.visible=false;
    notes_mc.visible=false;
    step3Marker_mc.visible=false;
    step3text.visible=false;
}
//-- -- -- -- --
//--SWIRL WINE--
//-- -- -- -- --
swirlWine_mc.swirlGlass_mc.x = swirlWine_mc.bar_mc.x +
swirlWine_mc.bar_mc.width/2;
swirlWine_mc.swirlGlass_mc.buttonMode = true;
//-- event listeners for the slider
swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.MOUSE_DOWN, moveSlider);
swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.MOUSE_UP, stopSlider);
stage.addEventListener(MouseEvent.MOUSE_UP, stopSlider);
//-- event handlers for the slider
function moveSlider(evt:MouseEvent):void {
    // slider draggable boundaries (bar movie clip width)
    var myBoundaries:Rectangle = new
```
SMELL

How to Taste Wine

Step 2: Smell
Swirl the wine in your glass
Tilt the glass
Smell the wine
Note what you smell
Set your nose right into the glass and take a couple of short sniffs or one long sniff.
Take your time and do this step a couple of times before you move on to tasting. Take a sniff between each swirl to try to identify the different aromas. You want to be able to not only smell the strong aromas, but the subtle ones as well.

Appendix: Coding Examples/Tasting - How to Taste

Rectangle(swirlWine_mc.bar_mc.x, swirlWine_mc.bar_mc.y, swirlWine_mc.bar_mc.width, 0);

evt.target.startDrag(true, myBoundaries);

if (swirlWine_mc.swirlGlass_mc.x < 153) {
  swirlWine_mc.swirlGlass_mc.gotoAndPlay("left");
} else if (swirlWine_mc.swirlGlass_mc.x > 153) {
  swirlWine_mc.swirlGlass_mc.gotoAndPlay("right");
} else {
  swirlWine_mc.swirlGlass_mc.gotoAndPlay("resting");
}

function stopSlider(evt:MouseEvent):void {
  stopDrag();

  //--------END OF CODE--------

import com.greensock.*;
import com.greensock.easing.*;
import flash.events.MouseEvent;
smell1_btn.addEventListener(MouseEvent.CLICK,stepOne);
smell2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
smell3_btn.addEventListener(MouseEvent.CLICK,stepThree);
smell4_btn.addEventListener(MouseEvent.CLICK,stepFour);

// - - - - - - - - - - - -
//   -STEP1-          
// - - - - - - - - - - - -
smell1_btn.visible=true;
smell1_btn.alpha=1;
step1Marker_mc.visible=true;
step1Marker_mc.alpha=1;
step1text.visible=true;
step1text.alpha=1;
swirlBubble_mc.visible=true;
swirlBubble_mc.alpha=0;
swirlWine_mc.visible=true;
swirlWine_mc.alpha=1;
dot1.visible=true;
notDot1.visible=false;
TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});

function smellWineOut():void{
    TweenLite.to(smellGlass_mc,.6,{alpha:0});
    TweenLite.to(notes_mc,.6,{alpha:0,onComplete:
        falseSmell});
}

function falseSmell():void{
    smellGlass_mc.visible=false;
    smellGlass_mc.gotoAndStop("first");
    notes_mc.gotoAndPlay("home");
}

function stepOne(e:MouseEvent):void{
    stepTwoOut();
    stepThreeOut();
    stepFourOut();
    smellWineOut();
    swirlBubble_mc.visible=true;
    swirlWine_mc.visible=true;
    step1Marker_mc.visible=true;
    step1text.visible=true;
dot1.visible=true;
notDot1.visible=false;
TweenLite.to(swirlBubble_mc,.6,{delay:2,alpha:1});
TweenLite.to(swirlWine_mc,.6,{alpha:1});
TweenLite.to(smell1_btn,.6,{alpha:1});
TweenLite.to(step1Marker_mc,.6,{alpha:1});
TweenLite.to(step1text,.6,{alpha:1});
}

function stepOneOut():void{
TweenLite.to(swirlBubble_mc,.6,{alpha:0});
TweenLite.to(swirlWine_mc,.6,{alpha:0});
TweenLite.to(smell1_btn,.6,{alpha:0});
TweenLite.to(step1Marker_mc,.6,{alpha:0});
TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
dot1.visible=false;
notDot1.visible=true;
}

function false1():void{
swirlBubble_mc.visible=false;
swirlWine_mc.visible=false;
step1Marker_mc.visible=false;
step1text.visible=false;
}

//-- ------------------
//--     -STEP2-     
//-- ------------------

smell2_btn.visible=true;
smell2_btn.alpha=.5;
step2Marker_mc.visible=false;
step2Marker_mc.alpha=0;
step2text.visible=false;
step2text.alpha=0;

smellGlass_mc.visible=false;
smellGlass_mc.alpha=0;
don2.visible=false;
notDot2.visible=true;

function stepTwo(e:MouseEvent):void{
stepOneOut();
stepThreeOut();
stepFourOut();
smellGlass_mc.visible=true;
step2Marker_mc.visible=true;
step2text.visible=true;
don2.visible=true;
notDot2.visible=false;
TweenLite.to(smellGlass_mc,.6,{alpha:1});
TweenLite.to(smell2_btn,.6,{alpha:1});
TweenLite.to(step2Marker_mc,.6,{alpha:1});
TweenLite.to(step2text,.6,{alpha:1});
TweenLite.delayedCall(1, playTip);
function playTip():void{
    smellGlass_mc.gotoAndPlay("tipping");
}

function stepTwoOut():void{
    TweenLite.to(smell2_btn,.6,{alpha:.5});
    TweenLite.to(step2Marker_mc,.6,{alpha:0});
    TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
    dot2.visible=false;
    notDot2.visible=true;
}

function false2():void{
    step2Marker_mc.visible=false;
    step2text.visible=false;
}

//-- - - - - - - - - - - - - - -
//--    -STEP3-        
//-- - - - - - - - - - - - - - -
smell3_btn.visible=true;
smell3_btn.alpha=.5;
step3Marker_mc.visible=false;
step3Marker_mc.alpha=0;
step3text.visible=false;
step3text.alpha=0;
smellGlass_mc.visible=false;
smellGlass_mc.alpha=0;
dot3.visible=false;
notDot3.visible=true;

function stepThree(e:MouseEvent):void{
    stepTwoOut();
    stepOneOut();
    stepFourOut();
    smellGlass_mc.visible=true;
    step3Marker_mc.visible=true;
    step3text.visible=true;
    dot3.visible=true;
    notDot3.visible=false;
    TweenLite.to(smellGlass_mc,.6,{alpha:1});
    TweenLite.to(smell3_btn,.6,{alpha:1});
    TweenLite.to(step3Marker_mc,.6,{alpha:1});
    TweenLite.to(step3text,.6,{alpha:1});
    TweenLite.delayedCall(1, playNose);
}

function playNose():void{
smellGlass_mc.gotoAndPlay("nose");

function stepThreeOut():void{
    TweenLite.to(smellGlass_mc,.6,{alpha:0});
    TweenLite.to(step3Marker_mc,.6,{alpha:0});
    TweenLite.to(smell3_btn,.6,{alpha:.5});
    TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
    dot3.visible=false;
    notDot3.visible=true;
}

function false3():void{
    step3Marker_mc.visible=false;
    step3text.visible=false;
}

// - - - - - - - - - - - -
//     -STEP4-
// - - - - - - - - - - - -
smell4_btn.visible=true;
smell4_btn.alpha=.5;
step4Marker_mc.visible=false;
step4Marker_mc.alpha=0;
step4text.visible=false;
step4text.alpha=0;
notes_mc.visible=false;
notes_mc.alpha=0;
noteGlass_mc.visible=false;
noteGlass_mc.alpha=0;
dot4.visible=false;
notDot4.visible=true;

function stepFour(e:MouseEvent):void{
    stepTwoOut();
    stepOneOut();
    stepThreeOut();
    noteGlass_mc.visible=true;
    notes_mc.visible=true;
    step4Marker_mc.visible=true;
    step4text.visible=true;
    dot4.visible=true;
    notDot4.visible=false;
    TweenLite.to(noteGlass_mc,.6,{alpha:1});
    TweenLite.to(notes_mc,.6,{alpha:1});
    TweenLite.to(step4Marker_mc,.6,{alpha:1});
    TweenLite.to(step4text,.6,{alpha:1});
    TweenLite.delayedCall(1, showNotes);
}
function showNotes():void{
    notes_mc.gotoAndPlay("mask");
}

function stepFourOut():void{
    TweenLite.to(smell4_btn, .6, {alpha: .5});
    TweenLite.to(step4Marker_mc, .6, {alpha: 0});
    TweenLite.to(notes_mc, .6, {alpha: 0});
    TweenLite.to(noteGlass_mc, .6, {alpha: 0});
    TweenLite.to(step4text, .6, {alpha: 0, onComplete: false4});
    dot4.visible=false;
    notDot4.visible=true;
}

function false4():void{
    notes_mc.visible=false;
    step4Marker_mc.visible=false;
    step4text.visible=false;
}

// - - - - - - - - - - - -
//    -SWIRL WINE-
// - - - - - - - - - - - -
swirlWine_mc.swirlGlass_mc.x = swirlWine_mc.bar_mc.x + swirlWine_mc.bar_mc.width/2;
swirlWine_mc.swirlGlass_mc.buttonMode = true;

// event listeners for the slider
swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.MOUSE_DOWN, moveSlider);
swirlWine_mc.swirlGlass_mc.addEventListener(MouseEvent.MOUSE_UP, stopSlider);
stage.addEventListener(MouseEvent.MOUSE_UP, stopSlider);

// event handlers for the slider
function moveSlider(evt:MouseEvent):void {
    var myBoundaries:Rectangle = new Rectangle(swirlWine_mc.bar_mc.x, swirlWine_mc.bar_mc.y, swirlWine_mc.bar_mc.width, 0);
    evt.target.startDrag(true, myBoundaries);
    if (swirlWine_mc.swirlGlass_mc.x < 153){
        swirlWine_mc.swirlGlass_mc.gotoAndPlay("left");
    } else if (swirlWine_mc.swirlGlass_mc.x > 153){
        swirlWine_mc.swirlGlass_mc.gotoAndPlay("right");
    } else {
        swirlWine_mc.swirlGlass_mc.gotoAndPlay("resting");
    }
}
function stopSlider(evt:MouseEvent):void {
    stopDrag();
}

//--------END OF CODE--------

import com.greensock.*;
import com.greensock.easing.*;
import flash.events.MouseEvent;
taste1_btn.addEventListener(MouseEvent.CLICK, stepOne);
taste2_btn.addEventListener(MouseEvent.CLICK, stepTwo);
taste3_btn.addEventListener(MouseEvent.CLICK, stepThree);
taste4_btn.addEventListener(MouseEvent.CLICK, stepFour);

import flash.events.MouseEvent;
taste1_btn.addEventListener(MouseEvent.CLICK, stepOne);
taste2_btn.addEventListener(MouseEvent.CLICK, stepTwo);
taste3_btn.addEventListener(MouseEvent.CLICK, stepThree);
taste4_btn.addEventListener(MouseEvent.CLICK, stepFour);

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Appendix: Coding Examples / Tasting - How to Taste

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function tasteWineOut():void{
    TweenLite.to(sipWine_mc,.6,{alpha:0});
    TweenLite.to(notes_mc,.6,{alpha:0,onComplete:
        falseTaste});
}

function falseTaste():void{
    sipWine_mc.visible=false;
    sipWine_mc.gotoAndStop("resting");
    notes_mc.gotoAndPlay("home");
}

function stepOne(e:MouseEvent):void{
    stepTwoOut();
    stepThreeOut();
    stepFourOut();
    tasteWineOut();
    tongue_mc.visible=true;
    step1Marker_mc.visible=true;
    step1text.visible=true;
    dot1.visible=true;
    notDot1.visible=false;
    TweenLite.to(tongue_mc,.6,{delay:2,alpha:1});
    TweenLite.to(taste1_btn,.6,{alpha:1});
    TweenLite.to(step1Marker_mc,.6,{alpha:1});
    TweenLite.to(step1text,.6,{alpha:1});
}

function stepOneOut():void{
    TweenLite.to(tongue_mc,.6,{alpha:0});
    TweenLite.to(taste1_btn,.6,{alpha:.5});
    TweenLite.to(step1Marker_mc,.6,{alpha:0});
    TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
    dot1.visible=false;
    notDot1.visible=true;
}

function false1():void{
    tongue_mc.visible=false;
    step1Marker_mc.visible=false;
    step1text.visible=false;
}
// - - - - - - - - - - - -
//      -STEP2-
// - - - - - - - - - - - -
taste2_btn.visible=true;
taste2_btn.alpha=.5;
step2Marker_mc.visible=false;
step2Marker_mc.alpha=0;
step2text.visible=false;
step2text.alpha=0;
sipWine_mc.visible=false;
sipWine_mc.alpha=0;
dot2.visible=false;
notDot2.visible=true;

function stepTwo(e:MouseEvent):void{
    stepOneOut();
    stepThreeOut();
    stepFourOut();
sipWine_mc.visible=true;
step2Marker_mc.visible=true;
step2text.visible=true;
dot2.visible=true;
notDot2.visible=false;
TweenLite.to(sipWine_mc,.6,{alpha:1});
TweenLite.to(taste2_btn,.6,{alpha:1});
TweenLite.to(step2Marker_mc,.6,{alpha:1});
TweenLite.to(step2text,.6,{alpha:1});
TweenLite.delayedCall(1.5, playSip1);
}

function playSip1():void{
    sipWine_mc.gotoAndPlay("sipIt1");
}

function stepTwoOut():void{
    TweenLite.to(taste2_btn,.6,{alpha:.5});
    TweenLite.to(step2Marker_mc,.6,{alpha:0});
    TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
dot2.visible=false;
notDot2.visible=true;
}

function false2():void{
    step2Marker_mc.visible=false;
    step2text.visible=false;
}

Appendix: Coding Examples/Tasting - How to Taste
function stepThree(e:MouseEvent):void{
    stepTwoOut();
    stepOneOut();
    stepFourOut();
    sipWine_mc.visible=true;
    step3Marker_mc.visible=true;
    step3text.visible=true;
    dot3.visible=true;
    notDot3.visible=false;
    TweenLite.to(sipWine_mc,.6,{alpha:1});
    TweenLite.to(taste3_btn,.6,{alpha:1});
    TweenLite.to(step3Marker_mc,.6,{alpha:1});
    TweenLite.to(step3text,.6,{alpha:1});
    TweenLite.delayedCall(1, playSip2);
}

function playSip2():void{
    sipWine_mc.gotoAndPlay("sipIt2");
}

function stepThreeOut():void{
    TweenLite.to(step3Marker_mc,.6,{alpha:0});
    TweenLite.to(taste3_btn,.6,{alpha:0});
    TweenLite.to(taste3_btn,.6,{alpha:.5});
    TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
    dot3.visible=false;
    notDot3.visible=true;
}

function false3():void{
    step3Marker_mc.visible=false;
    step3text.visible=false;
}
function stepFour(e:MouseEvent):void{
    stepTwoOut();
    stepOneOut();
    stepThreeOut();
    tasteWineOut();
    noteGlass_mc.visible=true;
    notes_mc.visible=true;
    step4Marker_mc.visible=true;
    step4text.visible=true;
    dot4.visible=true;
    notDot4.visible=false;
    TweenLite.to(noteGlass_mc,.6,{alpha:1});
    TweenLite.to(notes_mc,.6,{alpha:1});
    TweenLite.to(taste4_btn,.6,{alpha:1});
    TweenLite.to(step4Marker_mc,.6,{alpha:1});
    TweenLite.to(step4text,.6,{alpha:1});
    TweenLite.delayedCall(1, showNotes);
}

function showNotes():void{
    notes_mc.gotoAndPlay("reveal");
}

function stepFourOut():void{
    TweenLite.to(noteGlass_mc,.6,{alpha:0});
    TweenLite.to(notes_mc,.6,{alpha:0});
    TweenLite.to(taste4_btn,.6,{alpha:0});
    TweenLite.to(step4Marker_mc,.6,{alpha:0});
    TweenLite.to(step4text,.6,{alpha:0,onComplete:false4});
    dot4.visible=false;
    notDot4.visible=true;
}
function false4():void{
    noteGlass_mc.visible=false;
    notes_mc.visible=false;
    step4Marker_mc.visible=false;
    step4text.visible=false;
}

//--------END OF CODE--------

-- EXPLORE --

import com.greensock.*;
import com.greensock.easing.*;
import flash.events.MouseEvent;
explore1_btn.addEventListener(MouseEvent.CLICK,stepOne);
explore2_btn.addEventListener(MouseEvent.CLICK,stepTwo);
explore3_btn.addEventListener(MouseEvent.CLICK,stepThree);

explore1_btn.visible=true;
explore1_btn.alpha=1;
step1Marker_mc.visible=true;
step1Marker_mc.alpha=1;

TASTE OF THE FINGER LAKES: Teaching Wine Tasting Techniques Using Instructional Multimedia

Appendix: Coding Examples/Tasting - How to Taste
function stepOne(e:MouseEvent):void{
    stepTwoOut();
    stepThreeOut();
    wines_mc.visible=true;
    step1Marker_mc.visible=true;
    step1text.visible=true;
    dot1.visible=true;
    notDot1.visible=false;
    TweenLite.to(wines_mc,.6,{alpha:1});
    TweenLite.to(explore1_btn,.6,{alpha:1});
    TweenLite.to(step1Marker_mc,.6,{alpha:1});
    TweenLite.to(step1text,.6,{alpha:1});
}

function stepOneOut():void{
    TweenLite.to(wines_mc,.6,{alpha:0})
    TweenLite.to(explore1_btn,.6,{alpha:.5});
    TweenLite.to(step1Marker_mc,.6,{alpha:0});
    TweenLite.to(step1text,.6,{alpha:0,onComplete:false1});
    dot1.visible=false;
    notDot1.visible=true;
}

function false1():void{
    wines_mc.visible=false;
    step1Marker_mc.visible=false;
    step1text.visible=false;
}

//-- ------------------
//--     -STEP2-
//-- ------------------

explore2_btn.visible=true;
explore2_btn.alpha=.5;
step2Marker_mc.visible=false;
step2Marker_mc.alpha=0;
step2text.visible=false;
step2text.alpha=0;
parings_mc.visible=false;
function stepTwo(e:MouseEvent):void{
    stepOneOut();
    stepThreeOut();
    parings_mc.visible=true;
    step2Marker_mc.visible=true;
    step2text.visible=true;
    dot2.visible=true;
    notDot2.visible=false;
    TweenLite.to(parings_mc,.6,{alpha:1});
    TweenLite.to(explore2_btn,.6,{alpha:1});
    TweenLite.to(step2Marker_mc,.6,{alpha:1});
    TweenLite.to(step2text,.6,{alpha:1});
}

function stepTwoOut():void{
    TweenLite.to(parings_mc,.6,{alpha:0});
    TweenLite.to(explore2_btn,.6,{alpha:.5});
    TweenLite.to(step2Marker_mc,.6,{alpha:0});
    TweenLite.to(step2text,.6,{alpha:0,onComplete:false2});
    dot2.visible=false;
    notDot2.visible=true;
}

function false2():void{
    parings_mc.visible=false;
    step2Marker_mc.visible=false;
    step2text.visible=false;
}

//-- ------------------
//--    -STEP3-      
//-- ------------------
explore3_btn.visible=true;
explore3_btn.alpha=.5;
step3Marker_mc.visible=false;
step3Marker_mc.alpha=0;
step3text.visible=false;
step3text.alpha=0;
haveFun_mc.visible=false;
haveFun_mc.alpha=0;
dot3.visible=false;
notDot3.visible=true;

function stepThree(e:MouseEvent):void{
function stepThreeOut():void{
    TweenLite.to(haveFun_mc,.6,{alpha:0});
    TweenLite.to(explore3_btn,.6,{alpha:.5});
    TweenLite.to(step3Marker_mc,.6,{alpha:0});
    TweenLite.to(step3text,.6,{alpha:0,onComplete:false3});
    dot3.visible=false;
    notDot3.visible=true;
}

function false3():void{
    step3Marker_mc.visible=false;
    step3text.visible=false;
}

//-------END OF CODE-------
The Explore section lets users find out more about the wineries on the Seneca Lake Wine Trail. I split the wineries by location on West and East sides of Seneca Lake. Both sides are coded in the same way.

```
1     stop();
2     import flash.events.MouseEvent;
3     import flash.display.Loader;
4     import flash.net.URLRequest;
5     import flash.events.ProgressEvent;
6     import flash.events.Event;
7     import com.greensock.*;
8     // import the Tween classes
9     import fl.transitions.Tween;
10    import fl.transitions.easing.*;
11    import fl.transitions.TweenEvent;
12    // define new loader object and URL request
13    var myLoader:Loader = new Loader();
14    var myFile:URLRequest = new URLRequest("exploreFLAs/
```
// load external SWF content
myLoader.contentLoaderInfo.addEventListener(Event.COMPLETE, loadImage);
function loadImage(event:Event):void{
    infoContainer.addChild(myLoader);
    TweenLite.to(infoContainer, .6,{alpha:1});
}

// create function that loads in external content
function whatToLoad(filePath){
    // identify which file
    myFile = new URLRequest(filePath);
    TweenLite.to(infoContainer, .6,{alpha:0, onComplete:motionFinished});
}

function motionFinished():void{
    // clear any existing image
    infoContainer.removeChild(myLoader);
    // load in new image;
    myLoader.load(myFile);
    myLoader.contentLoaderInfo.addEventListener(Event.COMPLETE, loadImage);
}

// define variables
var MoveRate:Number = 3;
var MoveWestY:String;

// record the position of the mask on the stage
var minWestY:Number = 16;
var maxWestY:Number = -222;

//start position
westsideWineries.x = 21;
westsideWineries.y = minWestY;

//___________ Move Y ___________

pointUp.addEventListener(MouseEvent.MOUSE_DOWN, moveWestUp);
pointUp.addEventListener(MouseEvent.MOUSE_UP, stopWestMove);
pointDN.addEventListener(MouseEvent.MOUSE_DOWN, moveWestDown);
pointDN.addEventListener(MouseEvent.MOUSE_UP, stopWestMove);

function stopWestMove(event:MouseEvent):void {
    MoveWestY = "None";
}

function moveWestUp(event:MouseEvent):void {
    MoveWestY = "Up";
}

function moveWestDown(event:MouseEvent):void {
    MoveWestY = "Down";
}

westsideWineries.addEventListener(Event.ENTER_FRAME, moveWestMap);

function moveWestMap(event:Event){
    MoveWestVertically();
}

function MoveWestVertically():void{
    if (MoveWestY == "Up") {
        westsideWineries.y += MoveRate;
        if (westsideWineries.y >= minWestY){
            westsideWineries.y = minWestY;
        }
    } else if (MoveWestY == "Down") {
        westsideWineries.y -= MoveRate;
        if (westsideWineries.y <= maxWestY){
            westsideWineries.y = maxWestY;
        }
    }
}

westsideWineries.anthony_btn.addEventListener(MouseEvent.CLICK, anthony);

function anthony(event:MouseEvent):void{
    whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.arcadian_btn.addEventListener(MouseEvent.CLICK, arcadian);

function arcadian(event:MouseEvent):void{
    whatToLoad("exploreFLAs/arcadian.swf");
}

westsideWineries.ashley_btn.addEventListener(MouseEvent.CLICK, ashley);

function ashley(event:MouseEvent):void{
whatToLoad("exploreFLAs/ashley.swf");
}

westsideWineries.belhurst_btn.addEventListener(MouseEvent.CLICK,belhurst);
function belhurst(event:MouseEvent):void{
  whatToLoad("exploreFLAs/belhurst.swf");
}

westsideWineries.bilsboro_btn.addEventListener(MouseEvent.CLICK,bilsboro);
function bilsboro(event:MouseEvent):void{
  whatToLoad("exploreFLAs/bilsboro.swf");
}

westsideWineries.castel_btn.addEventListener(MouseEvent.CLICK,castel);
function castel(event:MouseEvent):void{
  whatToLoad("exploreFLAs/castel.swf");
}

westsideWineries.chimneys_btn.addEventListener(MouseEvent.CLICK,chimneys);
function chimneys(event:MouseEvent):void{
  whatToLoad("exploreFLAs/chimneys.swf");
}

westsideWineries.foxRun_btn.addEventListener(MouseEvent.CLICK,foxRun);
function foxRun(event:MouseEvent):void{
  whatToLoad("exploreFLAs/foxRun.swf");
}

westsideWineries.fruit_btn.addEventListener(MouseEvent.CLICK,anthony);
function anthony(event:MouseEvent):void{
  whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.fulkerson_btn.addEventListener(MouseEvent.CLICK,anthony);
function anthony(event:MouseEvent):void{
  whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.glenora_btn.addEventListener(MouseEvent.CLICK,anthony);
function anthony(event:MouseEvent):void{
  whatToLoad("exploreFLAs/anthony.swf");
}
westsideWineries.herman_btn.addEventListener(MouseEvent.CLICK, herman);
function herman(event:MouseEvent):void{
    whatToLoad("exploreFLAs/herman.swf");
}

westsideWineries.heron_btn.addEventListener(MouseEvent.CLICK, heron);
function heron(event:MouseEvent):void{
    whatToLoad("exploreFLAs/heron.swf");
}

westsideWineries.hickory_btn.addEventListener(MouseEvent.CLICK, anthony);
function anthony(event:MouseEvent):void{
    whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.lakewood_btn.addEventListener(MouseEvent.CLICK, anthony);
function anthony(event:MouseEvent):void{
    whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.miles_btn.addEventListener(MouseEvent.CLICK, miles);
function miles(event:MouseEvent):void{
    whatToLoad("exploreFLAs/miles.swf");
}

westsideWineries.pompus_btn.addEventListener(MouseEvent.CLICK, anthony);
function anthony(event:MouseEvent):void{
    whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.prejean_btn.addEventListener(MouseEvent.CLICK, prejean);
function prejean(event:MouseEvent):void{
    whatToLoad("exploreFLAs/prejean.swf");
}

westsideWineries.redTail_btn.addEventListener(MouseEvent.CLICK, redTail);
function redTail(event:MouseEvent):void{
    whatToLoad("exploreFLAs/redTail.swf");
}

westsideWineries.rock_btn.addEventListener(MouseEvent.CLICK, anthony);
function anthony(event:MouseEvent):void{}

Appendix: Coding Examples/Finger Lakes - Expore/Westside
whatToLoad("exploreFLAs/anthony.swf");
}

westsideWineries.seneca_btn.addEventListener(MouseEvent.CLICK,seneca);
function seneca(event:MouseEvent):void{
    whatToLoad("exploreFLAs/seneca.swf");
}

westsideWineries.shaw_btn.addEventListener(MouseEvent.CLICK,shaw);
function shaw(event:MouseEvent):void{
    whatToLoad("exploreFLAs/shaw.swf");
}

westsideWineries.torrey_btn.addEventListener(MouseEvent.CLICK,torrey);
function torrey(event:MouseEvent):void{
    whatToLoad("exploreFLAs/torrey.swf");
}

westsideWineries.villa_btn.addEventListener(MouseEvent.CLICK,villa);
function villa(event:MouseEvent):void{
    whatToLoad("exploreFLAs/villa.swf");
}

westsideWineries.white_btn.addEventListener(MouseEvent.CLICK,white);
function white(event:MouseEvent):void{
    whatToLoad("exploreFLAs/white.swf");
}
To show how the wineries are related to each other by location I wanted to add an interactive map. I used the Google Map API to create a custom map with the longitude and latitude markers. I followed tutorials from active.tutsplus.com.

ACTIONSCRIPT

```actionscript
import com.google.maps.controls.MapTypeControl;
import com.google.maps.controls.OverviewMapControl;
import com.google.maps.LatLng;
import com.google.maps.Map;
import com.google.maps.Map3D;
import com.google.maps.MapEvent;
import com.google.maps.MapType;
import com.google.maps.View;
import com.google.maps.geom.Attitude;
import com.google.maps.controls.NavigationControl;
import com.google.maps.controls.MapTypeControl;
import com.google.maps.controls.MapTypeControl;
```
import com.google.maps.overlays.MarkerOptions;
import com.google.maps.overlays.Marker;
import flash.net.URLLoader;
import flash.net.URLRequest;
import com.google.maps.InfoWindowOptions;
import com.google.maps.MapMouseEvent;
import com.google.maps.styles.StrokeStyle;
import com.google.maps.styles.FillStyle;

// Create The Map
import com.google.maps.MapMouseEvent;
// Variables
var map:Map3D;
// No focus line
//stage.stageFocusRect = false;
// Call the function to create the map
add_map();

// Function that adds the map on stage
function add_map(){
    map = new Map3D();
    map.key = 'ABQIAAAAV95xiBgWe5O0UN2hp45P7RQHYJWVLZUKs-W-Jf2-NjqjFfhGRR9ur7OTf3bijnV0UK1g7xY3xSQ5ZA';
    map.sensor="false";
    map.setSize(new Point(762, 452));
    map.addEventListener(MapEvent.MAP_READY, oMapReady);
    addChild(map);
}

// Function that will fire once map is created
function oMapReady(event:MapEvent):void {
    map.setCenter(new LatLng(42.5895,-76.8933), 10, MapType.HYBRID_MAP_TYPE);
    map.viewMode = View.VIEWMODE_PERSPECTIVE;
    map.setAttitude(new Attitude(0,20,0));
    map.addControl(new MapTypeControl());
    map.addControl(new OverviewMapControl());
    map.addControl(new NavigationControl());
    // Load the xml
    load_xml();
}

// Add Markers On The Map (points added through XML)
function createMarker(latlng:LatLng, number:Number, tip, myTitle, myAddress, myPhone, mySite):Marker{
    // create Custom marker object
    var markerPin:marker = new marker();
    // If your marker is to big you can scale it down here
}
66 (markerPin.width = 20;
67  markerPin.height = 23;
68  var i:Marker = new Marker{
69     latlng,
70     new MarkerOptions{
71         hasShadow: true,
72         icon: this.addChild(markerPin),
73         tooltip: ""+tip
74     }
75  
76  i.addEventListener(MapMouseEvent.CLICK,
77      function(event:MapMouseEvent):void{
78          map.openInfoWindow(event.latLng, new
79             InfoWindowOptions{
80                 titleHTML: "<b/>"+myTitle,
81                 contentHTML: ""+myAddress+"<br/>"+
82                 myPhone+"<br/>"+mySite
83             }));
84
85        return i;
86     });
87
88     // Function that will load the xml
89     function loadXML(e:Event):void {
90         XML.ignoreWhitespace = true;
91         var map_xml:XML = new XML(e.target.data);
92         for (var i:Number = 0; i < map_xml.location.length(); i++){
93             var latlng:LatLng = new LatLng(map_xml
94                 location[i].lat, map_xml.location[i].lon);
95             var tip = map_xml.location[i].name_tip;
96             var myTitle:String = map_xml.location[i].title_tip;
97             var myAddress:String = map_xml.location[i]
98                 address_tip;
99             var myPhone:String = map_xml.location[i].phone;
100            var mySite:String= map_xml.location[i].site;
101            map.addOverlay(createMarker(latlng, i, tip,
102                myTitle, myAddress, myPhone, mySite));
103        }
104     }
105     function load_xml(){
106         var xmlLoader:URLLoader = new URLLoader();
107         xmlLoader.addEventListener(Event.COMPLETE, loadXML);
108         xmlLoader.load(new URLRequest("wineryMap.xml");
109     }

XML

<?xml version="1.0" encoding="utf-8"?>
<map_xml>
Appendix: Coding Examples/Finger Lakes - Explore/Google Map XML
<location>
  <!--4:Fox Run Vineyards-->
  <location>
    <lat>42.7315</lat>
    <lon>-76.9767</lon>
    <name_tip>Fox Run Vineyards</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Fox Run Vineyards]]></title_tip>
    <address_tip><![CDATA[670 State Route 14, Penn Yan, NY 14527]]></address_tip>
    <phone><![CDATA[315.536.4616]]></phone>
    <site><![CDATA[http://www.foxrunvineyards.com]]></site>
  </location>
</location>

<location>
  <!--5:Red Tail Ridge-->
  <location>
    <lat>42.7250</lat>
    <lon>-76.9756</lon>
    <name_tip>Red Tail Ridge</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Red Tail Ridge]]></title_tip>
    <address_tip><![CDATA[846 State Route 14, Penn Yan, NY 14527]]></address_tip>
    <phone><![CDATA[315.536.4580]]></phone>
    <site><![CDATA[http://www.redtailridgewinery.com]]></site>
  </location>
</location>

<location>
  <!--6:Seneca Shore Wine Cellar-->
  <location>
    <lat>42.7143</lat>
    <lon>-76.9701</lon>
    <name_tip>Seneca Shore Wine Cellar</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Seneca Shore Wine Cellar]]></title_tip>
    <address_tip><![CDATA[929 Davy Road, Penn Yan, NY 14527]]></address_tip>
    <phone><![CDATA[315.536.0882 or 800.LUV.VINO (588.8466)]]></phone>
    <site><![CDATA[http://www.senecawine.com]]></site>
  </location>
</location>
<!--7:Anthony Road Wine Co.-->
<location>
<lat>42.7083</lat>
<lon>-76.9705</lon>
<name_tip>Anthony Road Wine Co.</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Anthony Road Wine Co.]]></title_tip>
<address_tip><![CDATA[1020 Anthony Road, Penn Yan, NY 14527]]></address_tip>
<phone><![CDATA[1.800.559.2182]]></phone>
<site><![CDATA[http://www.anthonyroadwine.com]]></site>
</location>

<!--8:Prejean Winery-->
<location>
<lat>42.6360</lat>
<lon>-76.9439</lon>
<name_tip>Prejean Winery</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Prejean Winery]]></title_tip>
<address_tip><![CDATA[2634 State Route 14, Penn Yan, New York 14527]]></address_tip>
<phone><![CDATA[315.536.7524]]></phone>
<site><![CDATA[http://www.prejeanwinery.com/shop]]></site>
</location>

<!--9:Torrey Ridge Winery & Earle Estates Meadery-->
<location>
<lat>42.6277</lat>
<lon>-76.9439</lon>
<name_tip>Torrey Ridge Winery & Earle Estates Meadery</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Torrey Ridge Winery & Earle Estates Meadery]]></title_tip>
<address_tip><![CDATA[2770 State Route 74, Penn Yan, NY 14527]]></address_tip>
<phone><![CDATA[315.536.7524]]></phone>
<site><![CDATA[http://www.torreyridge.com]]></site>
</location>
108  <location>
109      </location>
110
111  <!--10:Miles Wine Cellars-->  
112  <location>
113      <lat>42.6167</lat>
114      <lon>-76.9221</lon>
115      <name_tip>Miles Wine Cellars</name_tip>
116      <winery_image>glass2.jpg</winery_image>
117      <title_tip><![CDATA[Miles Wine Cellars]]></title_tip>
118      <address_tip><![CDATA[168 Randall Crossing Road, Himrod, New York 14842]]></address_tip>
119      <phone><![CDATA[607.243.7742]]></phone>
120      <site><![CDATA[http://www.mileswinecellars.com/]]></site>
121  </location>
122
123
124  <!--11:Heron Hill on Seneca-->  
125  <location>
126      <lat>42.5906</lat>
127      <lon>-76.9414</lon>
128      <name_tip>Heron Hill on Seneca</name_tip>
129      <winery_image>glass2.jpg</winery_image>
130      <title_tip><![CDATA[Heron Hill on Seneca]]></title_tip>
131      <address_tip><![CDATA[3586 State Route 14, Himrod, NY 14842]]></address_tip>
132      <phone><![CDATA[607.243.7109]]></phone>
133      <site><![CDATA[http://www.heronhill.com/heronhill/index.jsp]]></site>
134  </location>
135
136  <!--12:Four Chimneys Farm Winery-->  
137  <location>
138      <lat>42.5922</lat>
139      <lon>-76.9229</lon>
140      <name_tip>Four Chimneys Farm Winery</name_tip>
141      <winery_image>glass2.jpg</winery_image>
142      <title_tip><![CDATA[Four Chimneys Farm Winery]]></title_tip>
143      <address_tip><![CDATA[3586 State Route 14, Himrod, NY 14842]]></address_tip>
144      <phone><![CDATA[607.243.7109]]></phone>
145      <site><![CDATA[http://www.heronhill.com/heronhill/index.jsp]]></site>
146  </location>
TASTE OF THE FINGER LAKES: Teaching Wine Tasting Techniques Using Instructional Multimedia

142  <title_tip><![CDATA[Four Chimneys Farm Winery]]></title_tip>
143  <address_tip><![CDATA[211 Hall Road, Himrod, NY 14842]]></address_tip>
144  <phone><![CDATA[607.243.7502]]></phone>
145  <site><![CDATA[http://www.fourchimneysorganicwines.com/index.html]]></site>
146  </location>
147
148  <!--13:Shaw Vineyards-->
149  <location>
150   <lat>42.572612</lat>
151   <lon>-76.93277</lon>
152   <name_tip>Shaw Vineyards</name_tip>
153   <winery_image>glass2.jpg</winery_image>
154   <title_tip><![CDATA[Shaw Vineyards]]></title_tip>
155   <address_tip><![CDATA[3901 State Route 14, Dundee, NY 14837]]></address_tip>
156   <phone><![CDATA[607.481.0089]]></phone>
157   <site><![CDATA[http://www.shawvineyard.com/]]></site>
158  </location>
159
160  <!--14:Herman J. Wiemer Vineyard-->
161  <location>
162   <lat>42.572612</lat>
163   <lon>-76.93277</lon>
164   <name_tip>Herman J. Wiemer Vineyard</name_tip>
165   <winery_image>glass2.jpg</winery_image>
166   <title_tip><![CDATA[Herman J. Wiemer Vineyard]]></title_tip>
167   <address_tip><![CDATA[3962 State Route 14, Dundee, NY 14837]]></address_tip>
168   <phone><![CDATA[607.243.7971]]></phone>
169   <site><![CDATA[http://wiemer.com/]]></site>
170  </location>
171
172  <!--15:Ashley Lynn Apple Winery-->
173  <location>
174   <lat>42.5708</lat>
175   <lon>-76.9260</lon>

Appendix: Coding Examples/Finger Lakes - Expore/Google Map XML
<location>
    <name_tip>Ashley Lynn Apple Winery</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Ashley Lynn Apple Winery]]></title_tip>
    <address_tip><![CDATA[4141 State Route 14, Dundee NY 14837]]></address_tip>
    <phone><![CDATA[607.243.8084]]></phone>
    <site><![CDATA[http://www.ashleywines.com/]]></site>
</location>

<!--16:Villa Bellangelo-->
<location>
    <lat>42.5665</lat>
    <lon>-76.9177</lon>
    <name_tip>Villa Bellangelo</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Villa Bellangelo]]></title_tip>
    <address_tip><![CDATA[150 Poplar Point, Dundee, NY 14837]]></address_tip>
    <phone><![CDATA[607.243.8602]]></phone>
    <site><![CDATA[http://bellangelo.stores.yahoo.net/]]></site>
</location>

<!--17:Fruit Yard Winery-->
<location>
    <lat>42.5219</lat>
    <lon>-76.9205</lon>
    <name_tip>Fruit Yard Winery</name_tip>
    <winery_image>glass2.jpg</winery_image>
    <title_tip><![CDATA[Fruit Yard Winery]]></title_tip>
    <address_tip><![CDATA[5060 State Route 14, Dundee, NY 14837]]></address_tip>
    <phone><![CDATA[607.243.8866]]></phone>
    <site><![CDATA[http://www.fruityardwinery.com/]]></site>
</location>

<!--18:Hickory Hollow Wine Cellars-->
<location>
    <lat>42.5112</lat>
</location>
211  <lon>-76.9234</lon>
212  <name_tip>Hickory Hollow Wine Cellars</name_tip>
213  <winery_image>glass2.jpg</winery_image>
214  <title_tip><![CDATA[Hickory Hollow Wine Cellars]]></title_tip>
215  <address_tip><![CDATA[5289 State Route 14, Dundee, NY 14837]]></address_tip>
216  <phone><![CDATA[607.243.9114]]></phone>
217  <site><![CDATA[http://hickoryhollowwine.net]]></site>
218
219
220  <!--19:Glenora Wine Cellars-->
221  <location>
222  <lat>42.5039</lat>
223  <lon>-76.9243</lon>
224  <name_tip>Glenora Wine Cellars</name_tip>
225  <winery_image>glass2.jpg</winery_image>
226  <title_tip><![CDATA[Glenora Wine Cellars]]></title_tip>
227  <address_tip><![CDATA[5435 State Route 14, Dundee, NY 14837]]></address_tip>
228  <phone><![CDATA[800.243.5513 or 607.243.9500]]></phone>
229  <site><![CDATA[http://www.glenora.com]]></site>
230
231
232  <!--20:Fulkerson Winery-->
233  <location>
234  <lat>42.4939</lat>
235  <lon>-76.9242</lon>
236  <name_tip>Fulkerson Winery</name_tip>
237  <winery_image>glass2.jpg</winery_image>
238  <title_tip><![CDATA[Fulkerson Winery]]></title_tip>
239  <address_tip><![CDATA[5576 State Route 14, Dundee, NY 14837]]></address_tip>
240  <phone><![CDATA[607.243.7883 or 607.243.8337]]></phone>
241  <site><![CDATA[http://www.fulkersonwinery.com]]></site>
242
243
244  <!--21:Rock Stream Vineyards-->
<location>
  <lat>42.4723</lat>
  <lon>-76.9191</lon>
  <name_tip>Rock Stream Vineyards</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Rock Stream Vineyards]]></title_tip>
  <address_tip><![CDATA[162 Fir Tree Point Road, Rock Stream, NY 14878]]></address_tip>
  <phone><![CDATA[607.243.5395]]></phone>
  <site><![CDATA[http://www.rockstreamvineyards.com/]]></site>
</location>

<!--22:Pompus Ass Winery-->

<location>
  <lat>42.4520</lat>
  <lon>-76.9095</lon>
  <name_tip>Pompus Ass Winery</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Pompus Ass Winery]]></title_tip>
  <address_tip><![CDATA[4499 State Route 14, Rock Stream, NY 14878]]></address_tip>
  <phone><![CDATA[607.535.4277]]></phone>
  <site><![CDATA[http://www.pompousasswinery.com/]]></site>
</location>

<!--23:Arcadian Estate Vineyards-->

<location>
  <lat>42.4351</lat>
  <lon>-76.9073</lon>
  <name_tip>Arcadian Estate Vineyards</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Arcadian Estate Vineyards]]></title_tip>
  <address_tip><![CDATA[4184 State Route 14, Rock Stream, NY 14878]]></address_tip>
  <phone><![CDATA[“1.800.298.1346 or

Appendix: Coding Examples/Finger Lakes - Expore/Google Map XML
607.535.2068]]></phone>
<site><![CDATA[http://www.arcadianwine.com/]]></site>

</location>

<!--24:Lakewood Vineyards-->
<location>
<lat>42.4270</lat>
<lon>-76.9060</lon>
<name_tip>Lakewood Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Lakewood Vineyards]]></title_tip>
<address_tip><![CDATA[4024 State Route 14, Watkins Glen, NY 14891]]></address_tip>
<phone><![CDATA[607.535.9252]]></phone>
<site><![CDATA[http://www.lakewoodvineyards.com/]]></site>

</location>

<!--25:Cascata Winery-->
<location>
<lat>42.3806</lat>
<lon>-76.8733</lon>
<name_tip>Cascata Winery</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Cascata Winery]]></title_tip>
<address_tip><![CDATA[3651 State Route 14, Watkins Glen, NY 14891]]></address_tip>
<phone><![CDATA[607.535.8000]]></phone>
<site><![CDATA[http://www.cascatawinery.com]]></site>

</location>

<!--26:Castle Grisch Estate Winery-->
<location>
<lat>42.4024</lat>
<lon>-76.9119</lon>
<name_tip>Castle Grisch Estate Winery</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Castle Grisch Estate]]></title_tip>

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Winery]]></title_tip>
<address_tip><![CDATA[3380 Irelandville Rd, Watkins Glen, NY 14891]]></address_tip>
<phone><![CDATA[607.535.9614]]></phone>
<site><![CDATA[http://www.castelgrisch.com]]></site>
</location>

<!--28:Finger Lakes Distilling-->
<location>
<lat>42.4948</lat>
<lon>-76.8711</lon>
<name_tip>Finger Lakes Distilling</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Finger Lakes Distilling]]></title_tip>
<address_tip><![CDATA[4676 State Route 414, Burdett, NY 14818]]></address_tip>
<phone><![CDATA[607.546.5510]]></phone>
<site><![CDATA[http://www.fingerlakesdistilling.com/]]></site>
</location>

<!--29:J.R. Dill Winery-->
<location>
<lat>42.4695</lat>
<lon>-76.8672</lon>
<name_tip>J.R. Dill Winery</name_tip>
<winery_image>glass1.jpg</winery_image>
<title_tip><![CDATA[J.R. Dill Winery]]></title_tip>
<address_tip><![CDATA[919 State Route 414, Burdett, NY 14818]]></address_tip>
<phone><![CDATA[607.546.5566]]></phone>
<site><![CDATA[www.jrdillwinery.com]]></site>
</location>
345 <winery_image>glass2.jpg</winery_image>
346 <title_tip><![CDATA[J.R. Dill Winery]]></title_tip>
347 <address_tip><![CDATA[4922 State Route 414, Burdett NY 14818]]></address_tip>
348 <phone><![CDATA[607.546.5757]]></phone>
349 <site><![CDATA[http://jrdillwinery.com/jrdillwinery_002.htm]]></site>
350 </location>
351 <!--30:Two Goats Brewing-->
352 <location>
353 <lat>42.4771</lat>
354 <lon>-76.8690</lon>
355 <name_tip>Two Goats Brewing</name_tip>
356 <winery_image>glass2.jpg</winery_image>
357 <title_tip><![CDATA[Two Goats Brewing]]></title_tip>
358 <address_tip><![CDATA[5027 State Route 414, Hector, NY 14841]]></address_tip>
359 <phone><![CDATA[607.546.BEER(2337)]]></phone>
360 <site><![CDATA[http://www.twogoatsbrewing.com/]]></site>
361 </location>
362 <!--31:Atwater Vineyards-->
363 <location>
364 <lat>42.4786</lat>
365 <lon>-76.8694</lon>
366 <name_tip>Atwater Vineyards</name_tip>
367 <winery_image>glass2.jpg</winery_image>
368 <title_tip><![CDATA[Atwater Vineyards]]></title_tip>
369 <address_tip><![CDATA[5055 State Route 414, Burdett, NY 14818]]></address_tip>
370 <phone><![CDATA[607.546.8463]]></phone>
371 <site><![CDATA[www.atwatervineyards.com/]]></site>
372 </location>
373 <!--32:Chateau LaFayette Reneau-->
374 <location>
375 <lat>42.4812</lat>
376 <lon>-76.8700</lon>
377 <name_tip>Chateau LaFayette Reneau</name_tip>
378 <winery_image>glass2.jpg</winery_image>
379 <title_tip><![CDATA[Chateau LaFayette Reneau]]></title_tip>
380 <address_tip><![CDATA[5025 State Route 414, Burdett, NY 14818]]></address_tip>
381 <phone><![CDATA[607.546.8463]]></phone>
382 <site><![CDATA[www.chateaulafayette.com/]]></site>
383 </location>
<name_tip>Chateau LaFayette Reneau</name_tip>

<winery_image>glass2.jpg</winery_image>

<title_tip><![CDATA[Chateau LaFayette Reneau]]></title_tip>

<address_tip><![CDATA[5081 State Route 414, Hector, NY 14841]]></address_tip>

<phone><![CDATA[607.546.2062]]></phone>

<site><![CDATA[http://www.clrwine.com]]></site>

<location>
</location>

<!--33:Bloomer Creek Vineyard-->

<name_tip>Bloomer Creek Vineyard</name_tip>

<winery_image>glass2.jpg</winery_image>

<title_tip><![CDATA[Bloomer Creek Vineyard]]></title_tip>

<address_tip><![CDATA[5301 State Route 414, Hector, NY 14841]]></address_tip>

<phone><![CDATA[607.546.5027]]></phone>

<site><![CDATA[http://www.bloomercreek.com/ix.html]]></site>

<location>
</location>

<!--34:Damiani Wine Cellars-->

<name_tip>Damiani Wine Cellars</name_tip>

<winery_image>glass2.jpg</winery_image>

<title_tip><![CDATA[Damiani Wine Cellars]]></title_tip>

<address_tip><![CDATA[4704 State Route 414, Burdett, NY 14818]]></address_tip>

<phone><![CDATA[607.546.5557]]></phone>

<site><![CDATA[http://damianiwinecellars.com/]]></site>

<location>
</location>

<!--35:Red Newt Wine Cellars-->

<site><![CDATA[http://www.rednewtwinecellars.com]]></site>
<location>
<lat>42.5019</lat>
<lon>-76.8672</lon>
<name_tip>Red Newt Wine Cellars</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Red Newt Wine Cellars]]></title_tip>
<address_tip><![CDATA[3675 Tichenor Road, Hector, NY 14841]]></address_tip>
<phone><![CDATA[607.546.4100]]></phone>
<site><![CDATA[http://rednewt.com]]></site>
</location>

<!--36:Lidenfrost Vineyards-->
<location>
<lat>42.5084</lat>
<lon>-76.8766</lon>
<name_tip>Lidenfrost Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Lidenfrost Vineyards]]></title_tip>
<address_tip><![CDATA[5677 State Route 414, Hector, NY 14841]]></address_tip>
<phone><![CDATA[607.546.2800]]></phone>
<site><![CDATA[http://www.leidenfrostwine.com/]]></site>
</location>

<!--37:Hazlitt 1852 Vineyards-->
<location>
<lat>42.5101</lat>
<lon>-76.8767</lon>
<name_tip>Hazlitt 1852 Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Hazlitt 1852 Vineyards]]></title_tip>
<address_tip><![CDATA[5712 State Route 414, Hector, NY 14841]]></address_tip>
<phone><![CDATA[607.546.9463]]></phone>
<site><![CDATA[http://www.hazlitt1852.com/]]></site>
</location>
Appendix: Coding Examples/Finger Lakes - Expore/Google Map XML
<location>
  <name_tip>Standing Stone Vineyards</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Standing Stone Vineyards]]></title_tip>
  <address_tip><![CDATA[9934 State Route 414, Hector, NY 14841]]></address_tip>
  <phone><![CDATA[607.582.6051]]></phone>
  <site><![CDATA[http://www.standingstonewines.com]]></site>
</location>

<location>
  <name_tip>Bagley’s Poplar Ridge Vineyards</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Bagley’s Poplar Ridge Vineyards]]></title_tip>
  <address_tip><![CDATA[9782 State Route 414, Valois, NY 14841]]></address_tip>
  <phone><![CDATA[607.582.6421]]></phone>
  <site><![CDATA[http://bagleysprv.com]]></site>
</location>

<location>
  <name_tip>Shalestone Vineyards</name_tip>
  <winery_image>glass2.jpg</winery_image>
  <title_tip><![CDATA[Shalestone Vineyards]]></title_tip>
  <address_tip><![CDATA[9681 State Route 481, Hector, NY 14841]]></address_tip>
  <phone><![CDATA[607.582.6251]]></phone>
  <site><![CDATA[http://www.shalestonewines.com]]></site>
</location>
414, Lodi, NY 14860]]></address_tip>
<phone><![CDATA[ 607.582.6600]]></phone>
<site><![CDATA[http://www. shalestonevineyards.com/]]></site>
</location>

</site>
</location>
<!--44:Caywood Vineyards-->
<location>
<lat>42.5564</lat>
<lon>-76.8663</lon>
<name_tip>Caywood Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Caywood Vineyards]]></title_tip>
<address_tip><![CDATA[9666 State Route 414, Caywood, NY 14841]]></address_tip>
<phone><![CDATA[607.569.6111 or 1.877.662.8833]]></phone>
<site><![CDATA[http://www. caywoodvineyards.com/]]></site>
</location>

</site>
</location>
<!--45:Wagner Vineyards & Brewery-->
<location>
<lat>42.5739</lat>
<lon>-76.8582</lon>
<name_tip>Wagner Vineyards & Brewery</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Wagner Vineyards & Brewery]]></title_tip>
<address_tip><![CDATA[9322 State Route 414, Lodi, NY 14860]]></address_tip>
<phone><![CDATA[1.866.924.6378 or 607.582.6450]]></phone>
<site><![CDATA[http://www. wagnervineyards.com/]]></site>
</location>

</site>
</location>
<!--46:Lamoreaux Landing-->
<location>
<lat>42.5764</lat>
<lon>-76.8556</lon>
<name_tip>Lamoreaux Landing</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Lamoreaux Landing]]></title_tip>
<address_tip><![CDATA[9224 State Route 414, Lodi, NY 14860]]></address_tip>
<phone><![CDATA[607.582.6011]]></phone>
<site><![CDATA[http://www.lamoreauxwine.com/]]></site>

</location>

<!--47:Kings Garden Vineyards-->
<location>
<lat>42.5742</lat>
<lon>-76.8581</lon>
<name_tip>Kings Garden Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Kings Garden Vineyards]]></title_tip>
<address_tip><![CDATA[9085 State Route 414, Lodi, NY 14860]]></address_tip>
<phone><![CDATA[607.582.7444]]></phone>
<site><![CDATA[http://www.kingsgardenvineyards.com/]]></site>
</location>

<!--48: Zugibe Vineyards-->
<location>
<lat>42.8165</lat>
<lon>-76.9298</lon>
<name_tip>Zugibe Vineyards</name_tip>
<winery_image>glass2.jpg</winery_image>
<title_tip><![CDATA[Zugibe Vineyards]]></title_tip>
<address_tip><![CDATA[4248 East Lake Road, Geneva, NY 14456]]></address_tip>
<phone><![CDATA[315.585.6402]]></phone>
<site><![CDATA[http://www.zugibevineyards.com/]]></site>
</location>

<!--49: 3 Brothers Winery-->
<location>
<lat>42.8209</lat>
<lon>-76.9263</lon>
<name_tip>3 Brothers Winery</name_tip>
<winery_image>glass2.jpg</winery_image>

Appendix: Coding Examples/Finger Lakes - Explore/Google Map XML
585  <title_tip><![CDATA[3 Brothers Winery]]></title_tip>
586  <address_tip><![CDATA[623 Lerch Road, Geneva, NY 14456]]></address_tip>
587  <phone><![CDATA[315.585.4432]]></phone>
588  <site><![CDATA[http://www.3brotherswinery.com/]]></site>
589  </location>
590
591  <!--50:Ventosa Vineyards-->
592  <location>
593     <lat>42.8587</lat>
594     <lon>-76.9361</lon>
595     <name_tip>Ventosa Vineyards</name_tip>
596     <winery_image>glass2.jpg</winery_image>
597     <title_tip><![CDATA[Ventosa Vineyards]]></title_tip>
598     <address_tip><![CDATA[3440 State Route 96A, Geneva, NY 14456]]></address_tip>
599     <phone><![CDATA[315.719.0000]]></phone>
600     <site><![CDATA[http://www.ventosavineyards.com/]]></site>
601  </location>
TASTE OF THE FINGER LAKES: Teaching Wine Tasting Techniques Using Instructional Multimedia

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NON-WINERY RESOURCES


WINERY RESOURCES


<http://hickoryhollowwine.net/>.


<http://www.3brotherswinery.com/>.


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