Making animations make sense

@dotmariusz — up.front UG, 11/11/2014
Hi there!

@dotmariusz — up.front UG, 11/11/2014
Designer & developer

(mostly designer)

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<plug type="shameless">http://j.mp/designing-ui-animation</plug>

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Animations are important.
Animations are awesome.

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Animations are fun.
Animations are delightful.

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Animations are hard.
Why should you care?
Animations are transitions.
Animations are *explainers*.
Animations are **storytelling**.
Animations are branding.
“With great power comes great responsibility”

— Uncle Ben

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Good interaction design.
Engage the user.
Illustrate state.
Provide visual feedback.
Visualize relationships.

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Guide.
Reassure.
Affordances.
Good animation.

(12 principles of animation, from “The Old Men” at Disney)

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Anticipation.
Squash & stretch.
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Follow through.
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Pose to pose animation.
Exaggeration.
Personality.

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Designer News Bot
@designernewsbot
How to start your startup in 4 steps news.layervault.com/click/stories/…
17s ago

darth™ @darth
finally a data breach that doesn’t affect me
29s ago

Laughing Squid
@LaughingSquid
Spiders Tune and Pluck Webs
Like a Musical Instrument to Locate Their Prey
laughingsquid.com/spiders-tune-a…
2m ago

David Meyer @superglaze

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The “nopes” of animation.
Do not annoy.
Do not distract.
Do not block.
The state of tools
Keynote

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After Effects

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Edge Animate
Quartz Composer & Origami

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“First company to come up with animation equivalent of Sketch will earn a lot of money.”

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Where to learn from?
Classic animation

http://the12principles.tumblr.com/

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Other designers

https://dribbble.com/search?q=ui+gif
Video games
Material Design by Google
Have fun.
Thanks!

http://j.mp/designing-ui-animation

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