Blink & Marquee

Let’s get it right this time.

Matthew Crist
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Animation
Blink
Yellow
Deep engagement social innovation worldwide humanitarian Ford Foundation. Resolve fighting poverty, transform the world international frontline forward-thinking significant carbon emissions reductions. Citizens More
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And then...
That is the logo for CSS3.
CSS ❤️ Javascript
Modern design systems must begin to think about and include animation.
Animation is a utility.
Animation shows relationships.
Animation can explain.
Animation hides bottlenecks.
Less of this.
More of this.
Prototype early.
Prototype often.
Some things to keep in mind...
Animations should be quick
Animations should be non-blocking
But wait…There’s more…
“As the overlap between interface design and animation grows wider, designers would do well to take note of the many decades of insight and knowledge that animators have accrued.

- Khoi Vinh
9 Old Men

Frank Thomas

Ollie Johnston
The Illusion of Life
Disney Animation
Frank Thomas and Ollie Johnston
Illusion of Life as demonstrated by Vincenzo Lodigiani
http://www.centolodigiani.com/117722/3078861/work/the-illusion-of-life
http://the12principles.tumblr.com/
With great animations comes great responsibility.
fin.