

Motion design refers to animation and visual effects that have graphic design and video production principles applied. Motion Design was born out of the field of design and has maintained its primary concern in the function of communicating specific messages.

In HCI it has been adapted to be somewhat communicative, if used with moderation. Motion is often appropriate as a form of subtle feedback for micro-interactions, rather than inducing delight or entertainment for users.

The great advantage of UI motion is that it engages the user's attention. But that also means that we are sensitive and prone to be distracted by any kind of motion and that is why motion in user interfaces can easily become annoying, where it is hard to tune it out and, if irrelevant to the task at hand, can substantially degrade the user experience.