Animations

* To gain user attention in a website, you use animation.
These are a sequence of images depicting a specific process or procedure.

* Animations are a collection of static images that are in sequence. These images are rendered to appear as moving images. Animations can be created using programming languages and scripts

* The web ready image file formats that support animations are GIF 89a and PNG.

* Animation programs use a series of images to create a sequence. These programs provide you with different effects that can be applied to these images. In addition, these programs allow you to control image rendering in a web browser. For example, Macromedia Flash allows you to control the interval between the appearances of images

* Flash allows you to create animations using sequences of PNG or GIF images. Flash based animations use a proprietary technology, and are created using applications such as macromedia Flash MX.
  The Flash player is a free browser plugin supported by many user agents in various OS.

* You can create animation using complex scripts, called MACROs. The Flash proprietary technology allows you to create animation using MACROs.
  These MACROS manipulate vector based graphics to create animated sequences

* You can create animations using Java Applets. These applets allow you to create animations using a sequence of images in a webpage. To render these animations, you need to install the Java interpreter on your computer.

* A Java based animation takes more time to render than a flash animation. The Java development environment and all Java players are available for free.

* Scalable vector graphics (SVG)
  SVG is a language for describing 2d graphics and graphical applications in XML.
  SVG is a W3C Recommendation. Various vendors such as Adobe, Macromedia, microsoft and Sun developed SVG.

* You can create cross platform animated movies using SVG. All SVG images are not animated. However SVG is commonly used for animation because of the extensive animation support available.

* SVG is an open standard, unlike Flash or Java. It provides features similar to Flash and Java, such as compression, searchable text and zooming.

* SVG supports more efficient compression, compared to JPEG or GIF, to create high quality images and smaller movies
The searchable text allows you to index and search text within the SVG image
The zooming feature allows you to enlarge portions of an image, without lossing image quality.

* JPEG, GIF and Java are supported by SVG. For Flash and Java, a browser needs to have a plug in to render the animations. However SVG is supported by most browsers.

* To identify the image technique, you can either view the image properties or the source code of the web page.

* You may encounter certain issues when using animation. These issues include animation overuse, limited accessibility of the animations when using older browsers, and proprietary animation techniques. Animations usually provide entertainment rather than information.

* If animations are used to provide information you need to include alternative text.

* limited accessibility of animations relates to rendering animations on a browser. Old browsers, such as Netscape 1.0, can't render animated GIFs and PNG images. Although very few people use old browsers, you need to consider the image accessibility for users accessing the internet through mobile phones or other wireless devices