- ***ARTICLE***

  [Motion design: how to win hearts & minds of your users? | Muzli - Design Inspiration](#)

- ***SUMMARY***

In this article, the author emphasizes different aspects of using consistent animation in software design. In particular, she reserves the first part to give reasons why **Motion Design** matters. She thinks that most people are visual learners, mentioning that 80% of brain information processing is visual, and that visualization transmits information much faster than simple text messages. Follows a brief introduction of what is Motion design. It is the application of motion to graphic design or the art of bringing graphic design to life through animation. It is important because "it helps to boost the overall performance and interactivity of a product". The writer keeps explaining the ability of this technique to create emotions and mentions several user benefits:
   - A better understanding of the product.
   - User experience enhancement.
   - Impression of live communication between stakeholders.
   - Speed-up interactions.

Then she wraps up the article by outlining a few additional values that motion design could bring to the product offering. In particular, it helps to **inform & guide** the user, **draw attention**, **indicate system status**, **give structure to the company app**, and **reward users**.

- ***ANALYSIS***

Reading the article helped me understand two differences: **MOTION DESIGN VS MOTION GRAPHICS**, and **UI VS UX**.

About the first one //
Technically, both are forms of animation. However, MG is concerned with traditionally animated movies that tell the story of characters moving through time and space. Whereas MD is used to support communication in video format, making it suitable for marketing and advertising.

The second one //
User Interface Design tends to refer to the screens, toggles, or icons that facilitate interaction while using websites or apps. On contrary, **User Experience Design** generally refers to the interaction the user has with the product itself, including his/her feelings in the equation.

Seattle Pacific
UNIVERSITY