

# *Designing Animation Awesomeness!*

ANIMATION AS DESIGN & IN OUR DESIGN PROCESS

Val Head • @vlh

# *Designing Animation Awesomeness!*

ANIMATION AS DESIGN & IN OUR DESIGN PROCESS

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# RWD + Animation?





**Animation =  
Communication**



Play Now

Menu



Store

Mac

iPod

iPhone

iPad

iTunes

Support

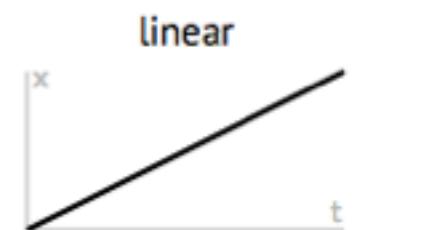


*Animation must match  
your message.*

**Easing functions** specify the rate of change of a parameter over time.

Objects in real life don't just start and stop instantly, and almost never move at a constant speed.

When we open a drawer, we first move it quickly, and slow it down as it comes out. Drop something on the floor, and it will first accelerate downwards, and then bounce back up after hitting the floor.



This page helps you choose the right easing function.

css+js

easeInSine



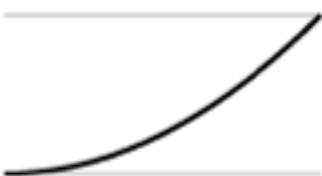
easeOutSine



easeInOutSine



easeInQuad



easeOutQuad



easeInOutQuad



easeInCubic



easeOutCubic



easeInOutCubic



easeInQuart



easeOutQuart



easeInOutQuart



easeInQuint



easeOutQuint



easeInOutQuint



easeInExpo



easeOutExpo



easeInOutExpo



easeInCirc



easeOutCirc



easeInOutCirc



easeInBack



easeOutBack



easeInOutBack



easeInElastic



easeOutElastic



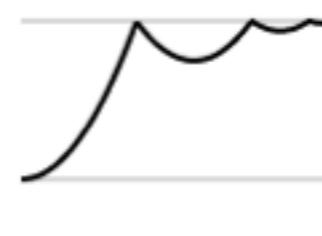
easeInOutElastic



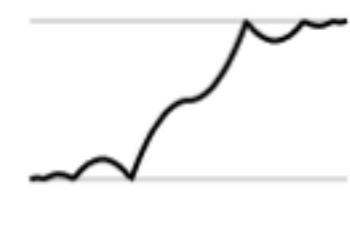
easeInBounce



easeOutBounce



easeInOutBounce



js

**cubic-bezier(0.47, 0, 0.745, 0.715)**



# ■ THE ILLUSION OF LIFE

[vimeo.com/93206523](https://vimeo.com/93206523)

**More than fluff**

## The payment form done right

Checkout is an embeddable payment for desktop, tablet, and mobile devices. It works within your site—customers can complete the transaction instantly, without being redirected away from your site.

[Donate to Watsi](#)

Try Checkout by donating to support [Watsi's medical work](#).

Checkout creates a [Stripe.js token](#) that you can use to charge a card, create a customer, start a subscription, or anything else you might normally do. [Documentation](#)

**Watsi**  
High-impact medical care.

Email

Card number

MM / YY     CVC

Remember me everywhere

**Donate \$1.00**

**WillCall**  
2 Tickets

Email

Card number

MM / YY    CVC

Remember me

Pay \$15.00



**Dribbble**

Pro Account 1 Year

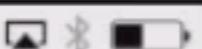
Always improving

You don't have to be an expert

Checkout is dynamically rendered in JavaScript,

••••• AT&T

4:58 PM



Stripe, Inc.



# **Animation + UX FTW**

ANIMATION CAN:

**Establish location**



Shop



Re



EVERYDAY

CREATIVE

BUSINESS

Product Finder

Product Support

The new  
Intuos  
Designed for  
Creativity

See Intuos

About Wacom

The world is a canvas for  
your imagination.



Bamboo Pad -  
navigate  
naturally

See Bamboo Pad wireless



Ran

[All](#)[there is no inner circle](#)[In on all the secrets!](#)[People People!](#)[would code on a plane](#)[More ▾](#)**Nick Bilton**

Shared publicly - Yesterday 7:26 PM

#BreakingBad

OK. This is brilliant.

[+34](#)[11](#)[4 comments ▾](#)**cornel schiau** 4:51 PM

Ca si viata ....

 Add a comment...**Rachel Luxemburg**

Shared publicly - 1:57 AM

#Cats

Daisy and Maisy are moving to a new stage in their journey to a forever home this weekend - heading out to a kitty condo in an adoption facility so they have a better chance of getting adopted. We'll miss them! 

[+2](#)[Add a comment...](#)[What's Hot and Recommended](#)**Geoffrey Brackman**

Shared publicly - Yesterday 8:47 PM

what real talent looks like ...

ANIMATION CAN:

**Guides tasks**

MILK

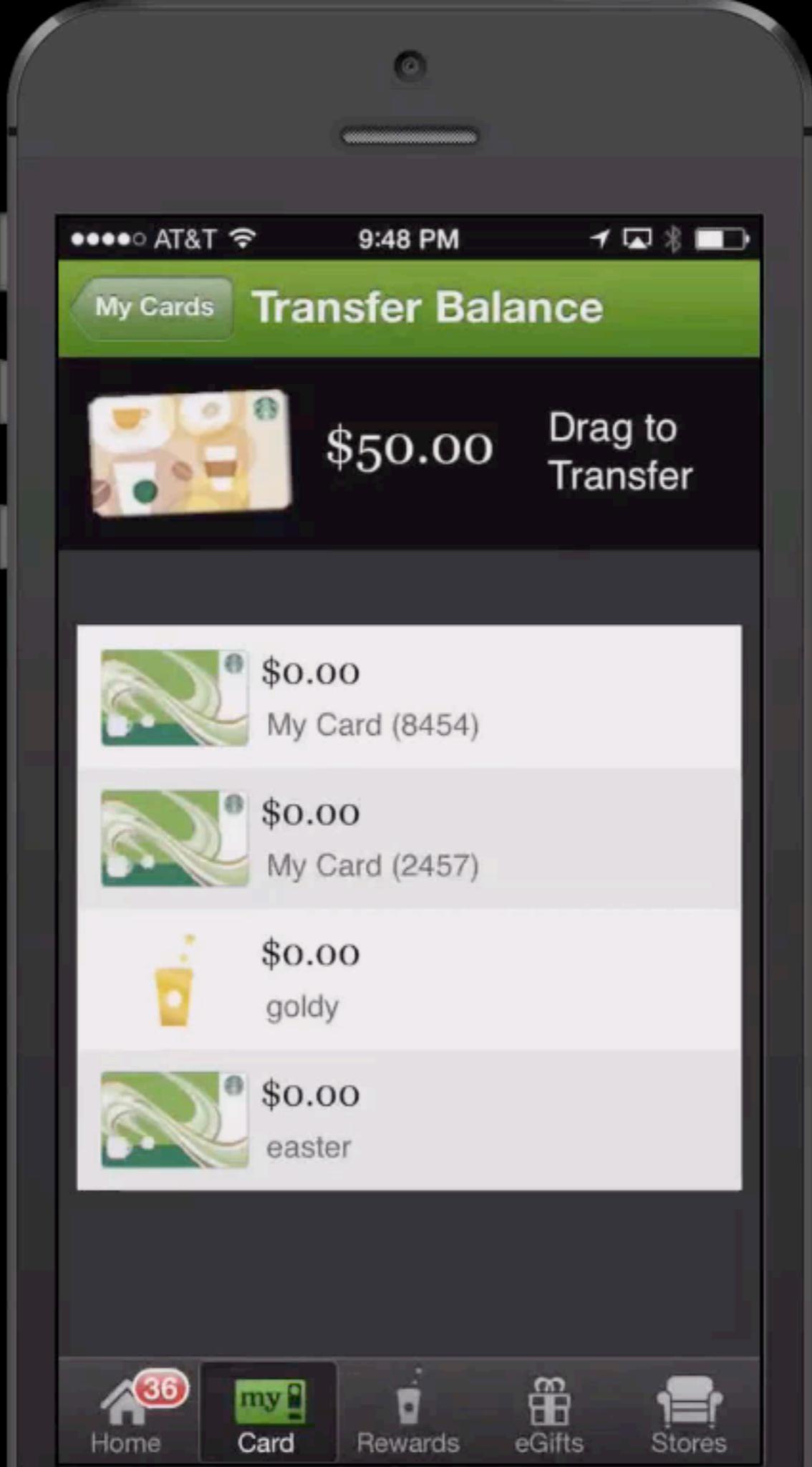
COOKIES

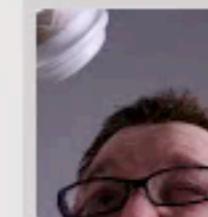
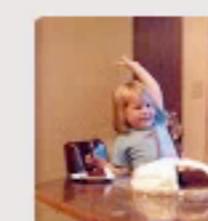
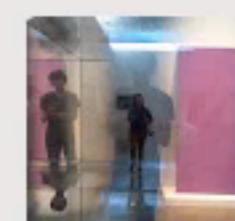
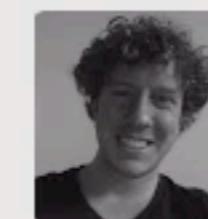
ICE CREAM

BREAD

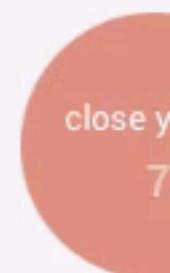
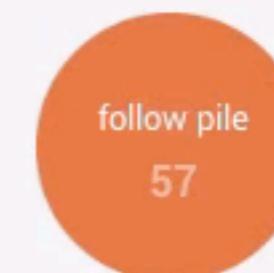
ADD

REMOVE



 Search+valFind peopleHave you in circlesYour circlesDiscoverrelevanceActions Type a nameAdd a person**Paul King****Seb Lee-Delisle****Josh Sager****Ja****Rachel Arnold  
Sager****G. Jason Head****Stacey Mulcahy****Brian Warren****Jo****Stephanie  
Brunner****Joe Kromer****Tim Holman****Tom Verlihay****Pa**

Drag people to your circles to follow and share

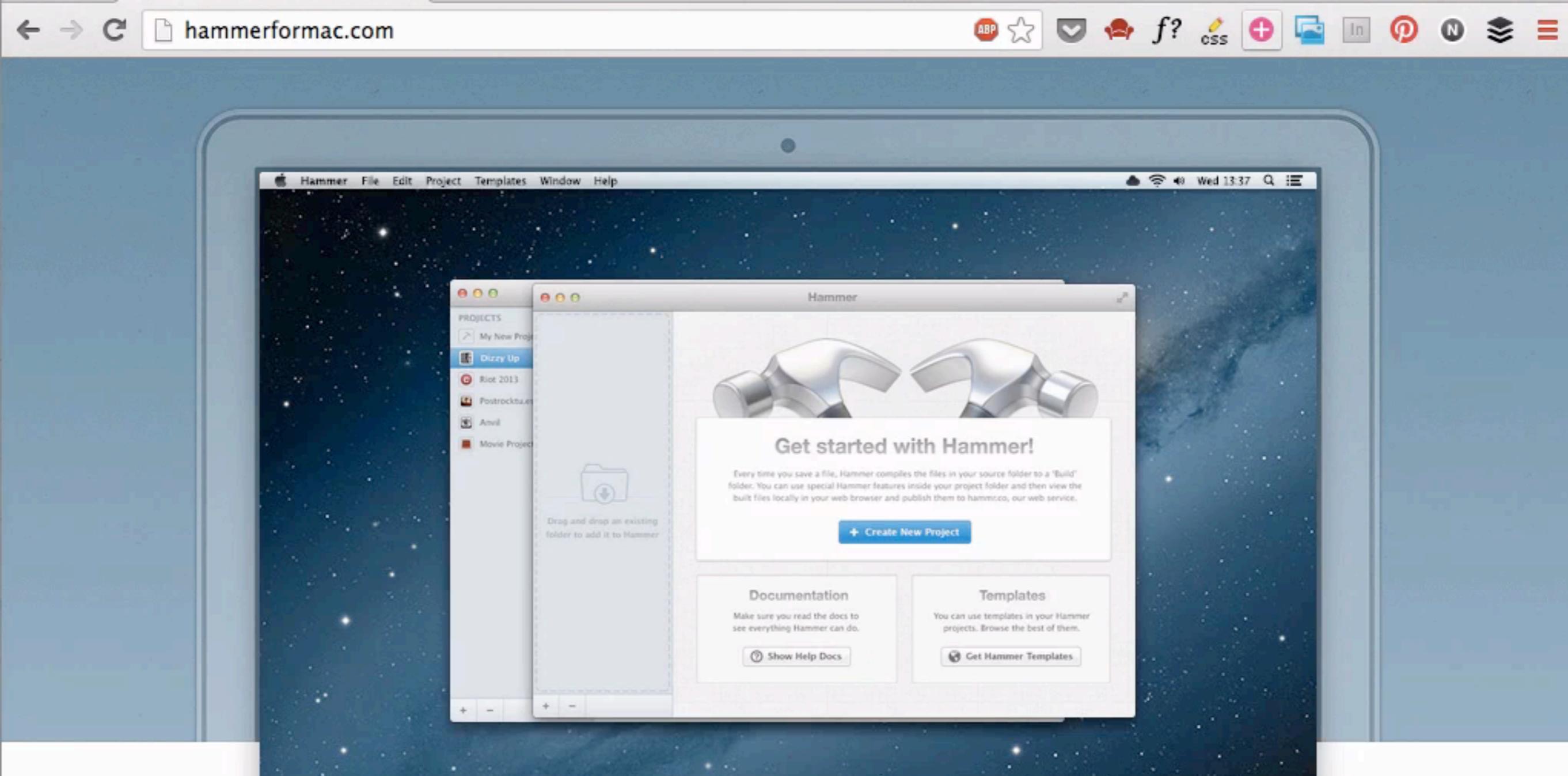


ANIMATION CAN:

**Demonstrate**

# Send Better Email

The screenshot shows the Mailchimp interface for creating a newsletter. The top navigation bar includes the Mailchimp logo, the title "Double Double Newsletter", and links for "Help" and "Save & Exit". Below the header, the main workspace displays a preview of the newsletter design. The design features a white header with the "DOUBLE DOUBLE RECORDS" logo, a teal background image of a woman in an orange sweater, and a white footer with the text "New Album From Urban Seekers". To the right of the preview, a sidebar contains tabs for "Layout", "Content" (which is selected), "Design", and "Comments". Under the "Content" tab, there are six placeholder boxes for adding content: three for text (one with horizontal lines, one with social media icons, and one with a button), and two for images. At the bottom of the workspace, a progress bar shows the steps: "Recipients" (gray), "Setup" (gray), "Design" (blue, indicating the current step), "Plain-Text" (gray), and "Confirm" (gray). The entire interface is set against a background featuring a yellow bird on a branch and a stack of books.



Forget writing front-end code the *old* way. Hammer will save you time.

Built-in support for SASS (with Bourbon), CoffeeScript, HAML & Markdown, as well as special Hammer tags.



... • •



• ...

@include

\$var



@todo

@path

... •



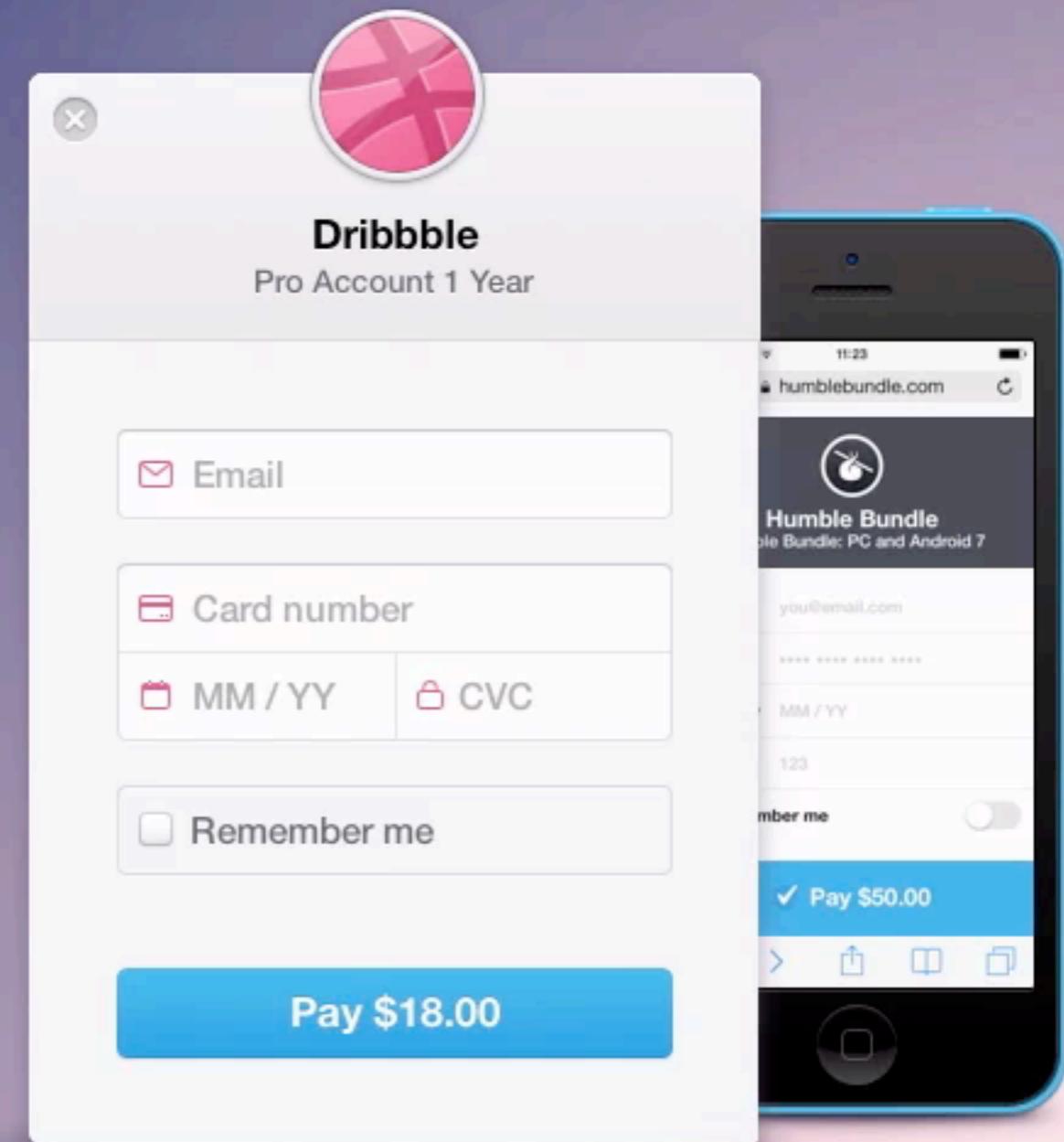
• ...



# Checkout

The best payment flow,  
on web and mobile.

Show me ➤



ANIMATION CAN:

**Turn your hierarchy  
up to 11**





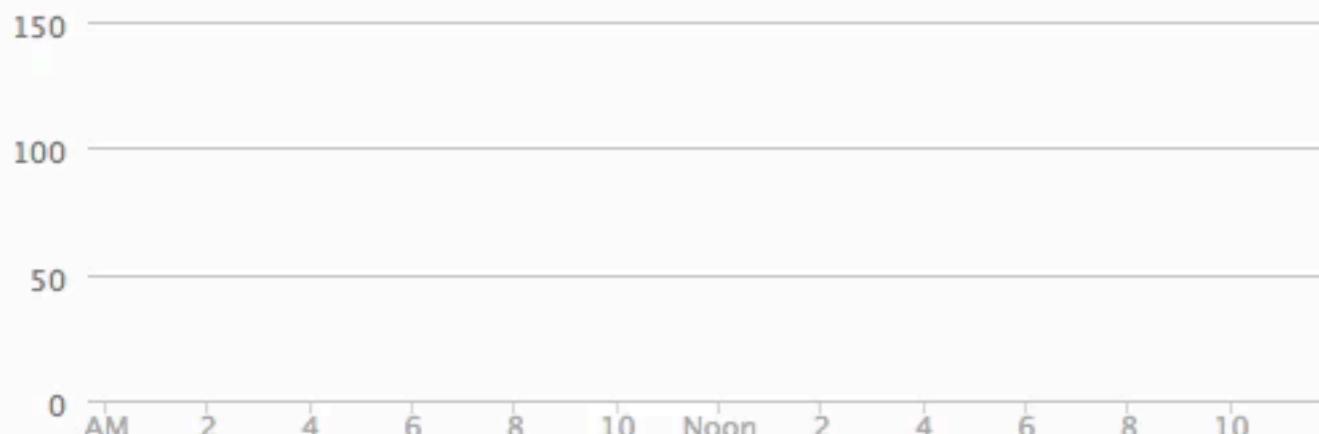
TODAY January 15

SY

## Activity ?

STEPS

CALORIES



## Steps

## Friends

## Calories

## Distance / miles

## Very Active Mins ?

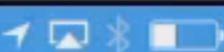
## Top Badges

## Calories In vs Out

## Weight

••••• AT&T

11:09 PM



fitbit



# **UI animation principles**



**Always be flexible**

## The payment form done right

Checkout is an embeddable payment for desktop, tablet, and mobile devices. It works within your site—customers can instantly, without being redirected away, complete the transaction.

[Donate to Watsi](#)

Try Checkout by donating to support Watsi's medical work.

Checkout creates a [Stripe.js token](#) that you can use to charge a card, create a customer, start a subscription, or anything else you might normally do. [Documentation >](#)

Email

Card number

MM / YY     CVC

Remember me everywhere

**Donate \$1.00**

Email

Card number

MM / YY     CVC

Remember me

**Pay \$15.00**

# MammothBooth!

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HELLO WE'RE  
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MammothBooth! - Let Your Party Live On.

from MammothBooth!



# **Avoid creating obstacles**



EVERYDAY

CREATIVE

BUSINESS

Product Finder

Product Support

The new  
Intuos  
Designed for  
Creativity

See Intuos

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Bamboo Pad -  
navigate naturally

See Bamboo Pad wireless

Ran



# SELL MORE WITH SQUARE

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DISCOVER

Next-day deposits



## SELL ON THE GO

Accept credit cards and run your business on an iPhone, iPad, or Android device.

## SELL IN STORE

Transform an iPad into a complete point of sale for your restaurant, cafe, or retail store.

## SELL ONLINE

Open an online store for free in Square Market. Sell in person and online with Square.

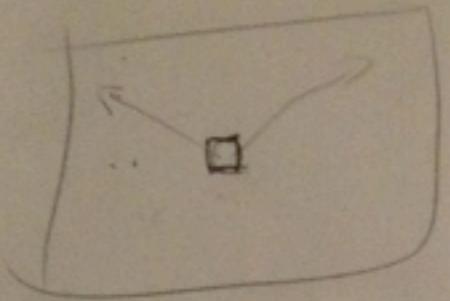


**Speed is an art**

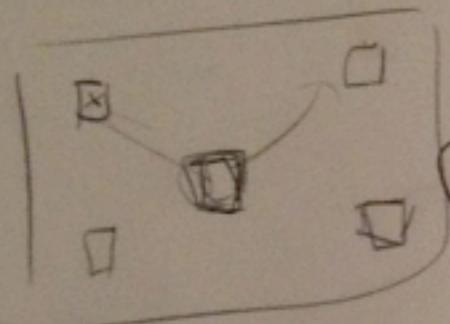
***UI animations should be as fast  
as they can still be readable.***

***Context matters more than magic numbers for animation speed.***

# **Getting out of your head**

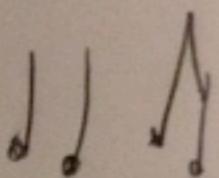
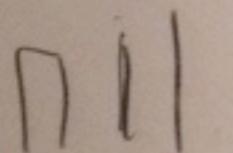


-50 50  
(50,50) 50 50



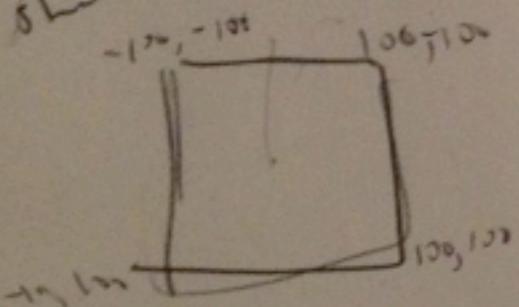
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soc -  
horiz qu.

①

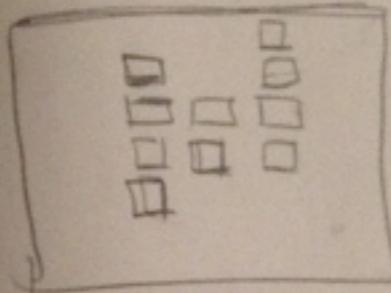


0 .25 .5 .75  
Σ | | //

bgs  
sine

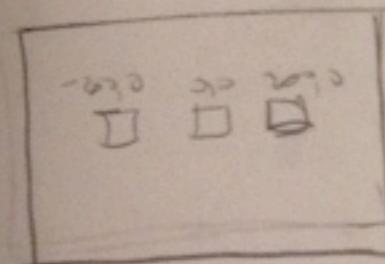


translate/rotate  
shape stack/c

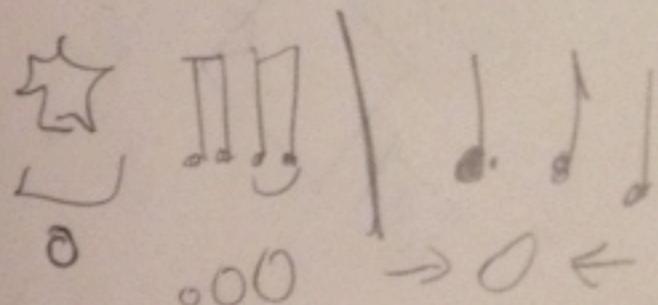


44

39 → octo  
tri



28 - 32

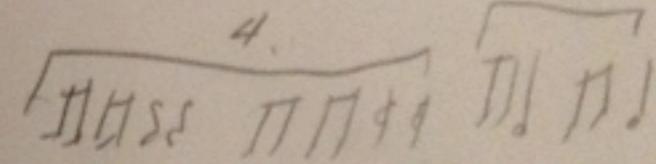


25 - 32

92 - 49

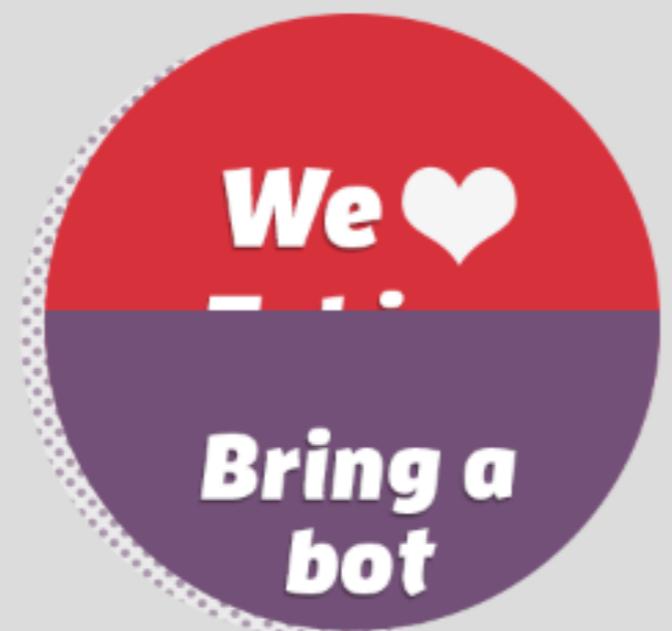
50 - 58

19.5 - 22





Behaviour of the bot team circles:



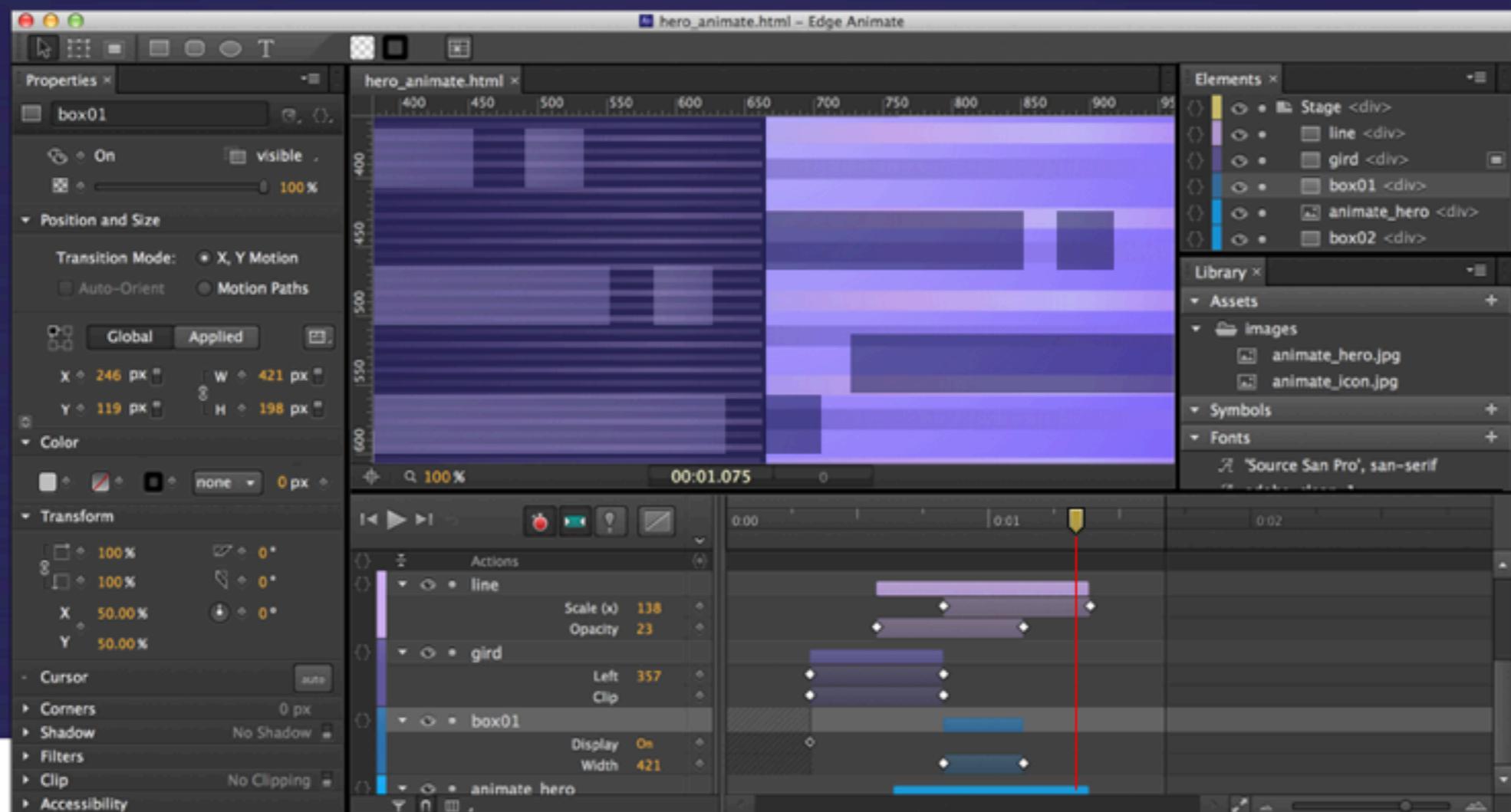
***Get your idea moving on screen as  
early as possible.***





# Adobe Edge Animate CC

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Features    New in 2.5    Reflect    Gallery    Tutorials    FAQ    Documentation

## Key features and interactive features

System brings your content to life. Click "Record" and Tumult Hype watch everything you do. Or, if you'd prefer to be more hands-on, manually add, remove, or move elements. It is easy to create natural curves by clicking and dragging on an element's handles.

**Sencha**

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Sencha Animator Create Rich CSS3 Animation

Pin It

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Se  
an  
mo  
to



# A prototyping tool for animation and interaction on desktop and mobile.

Framer can help you to quickly build interactions and animations. Built for designers and integrates with Photoshop. Great alternative to Quartz Composer, Flash or Keynote.

## Photoshop

Framer integrated with Photoshop to quickly export assets and set up a project.

## Performance

Hardware accelerated for high frame rates. Based on CSS keyframes

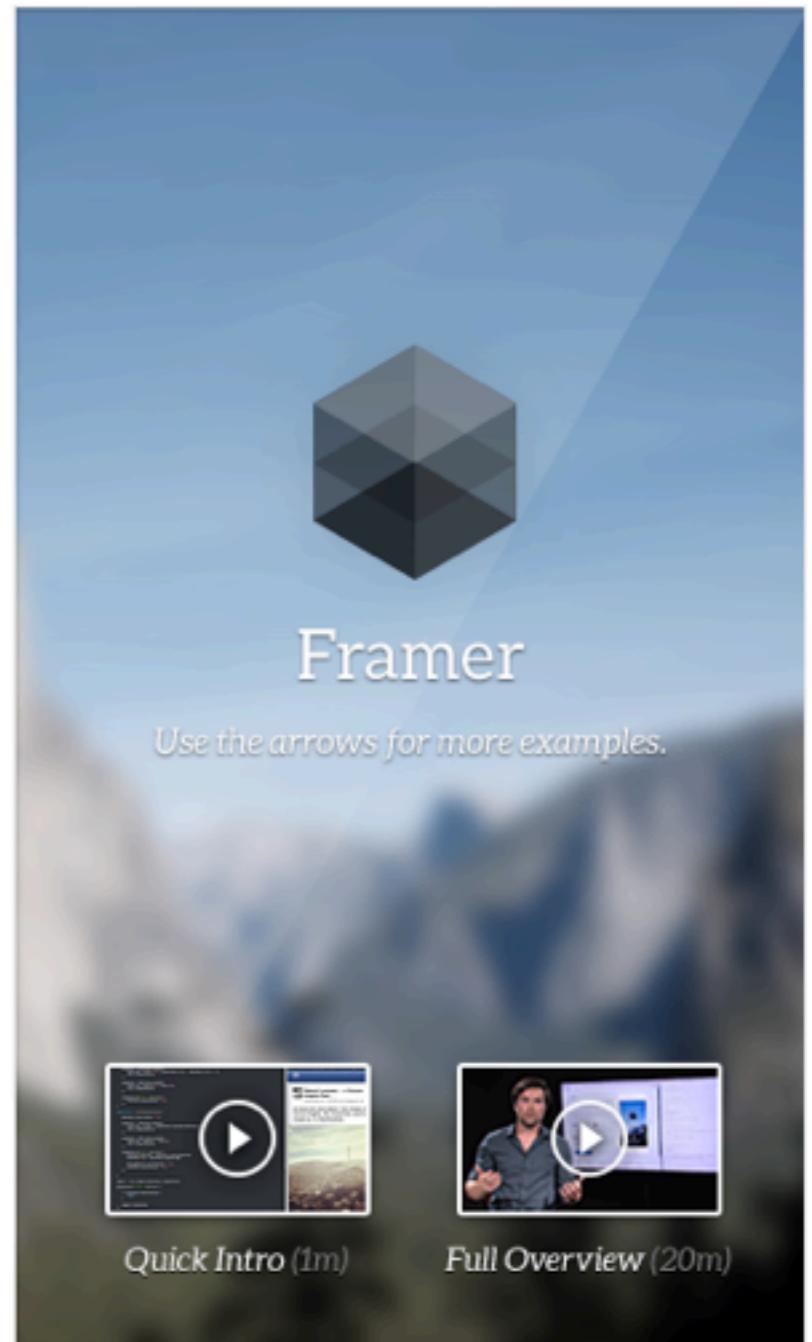
## Animation

Animate any view in full 3D space with spring physics and bezier curves.

## Flexible

Works well for desktop, mobile and tablets. Plays well with the rest of the browser.

[Introduction](#) - [Show Code](#)



[framerjs.com/](http://framerjs.com/)

# Animate.css

Just-add-water CSS animations

bounce

Animate it

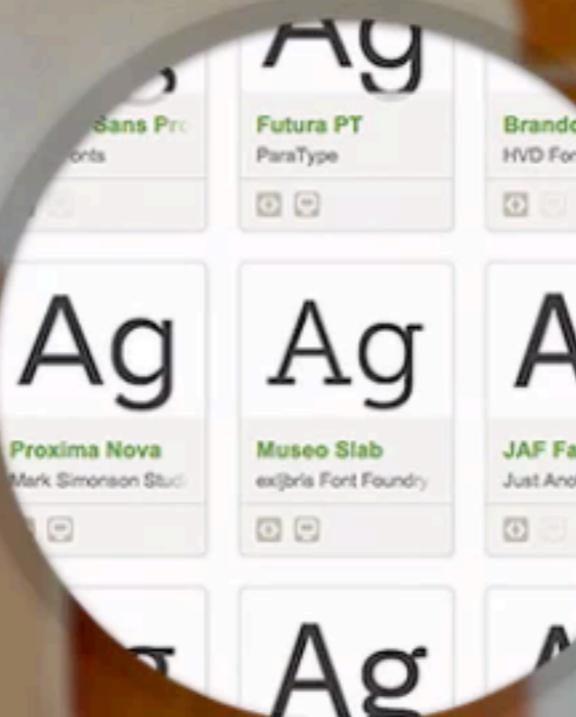
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[Download Animate.css](#) or [View on GitHub](#)

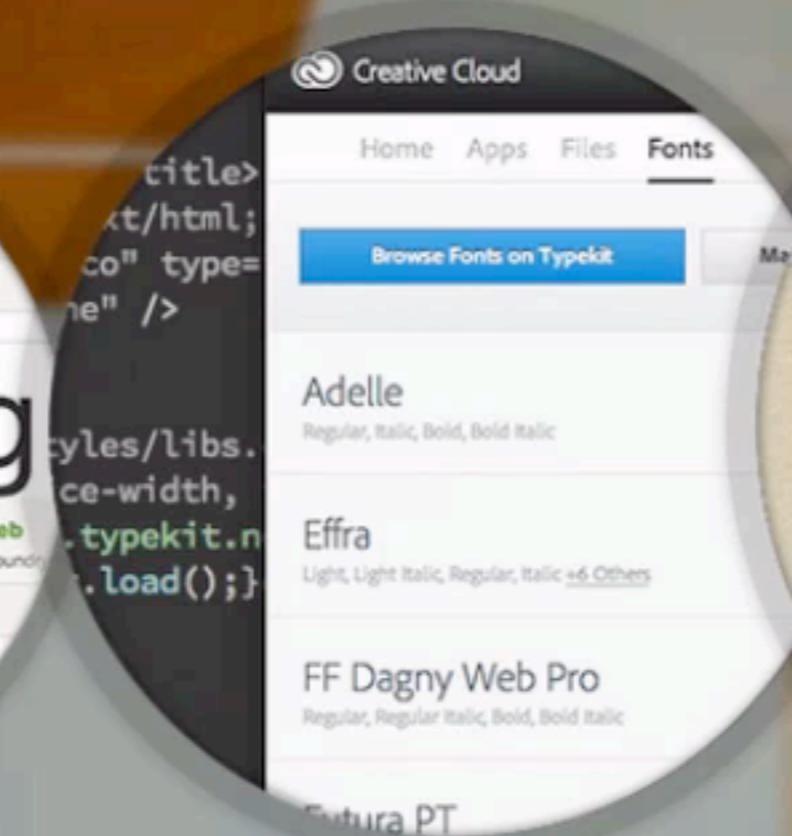
Want to thank me for this? [Buy me a coffee](#).

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EVERYWHERE  
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Thousands of fonts



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Browse Fonts on Typekit

Adelle

Regular, Italic, Bold, Bold Italic

Effra

Light, Light Italic, Regular, Italic +6 Others

FF Dagny Web Pro

Regular, Regular Italic, Bold, Bold Italic

Futura PT

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Choose your medium

THE BEST ARE ON

**Look beyond the web**

## Auntie Mame (1958)



MARCH 25, 2014

The vibrant and joyful 1958 film *Auntie Mame* presents the art of the title sequences. / BY LOLA LANDEKIC [View article](#)

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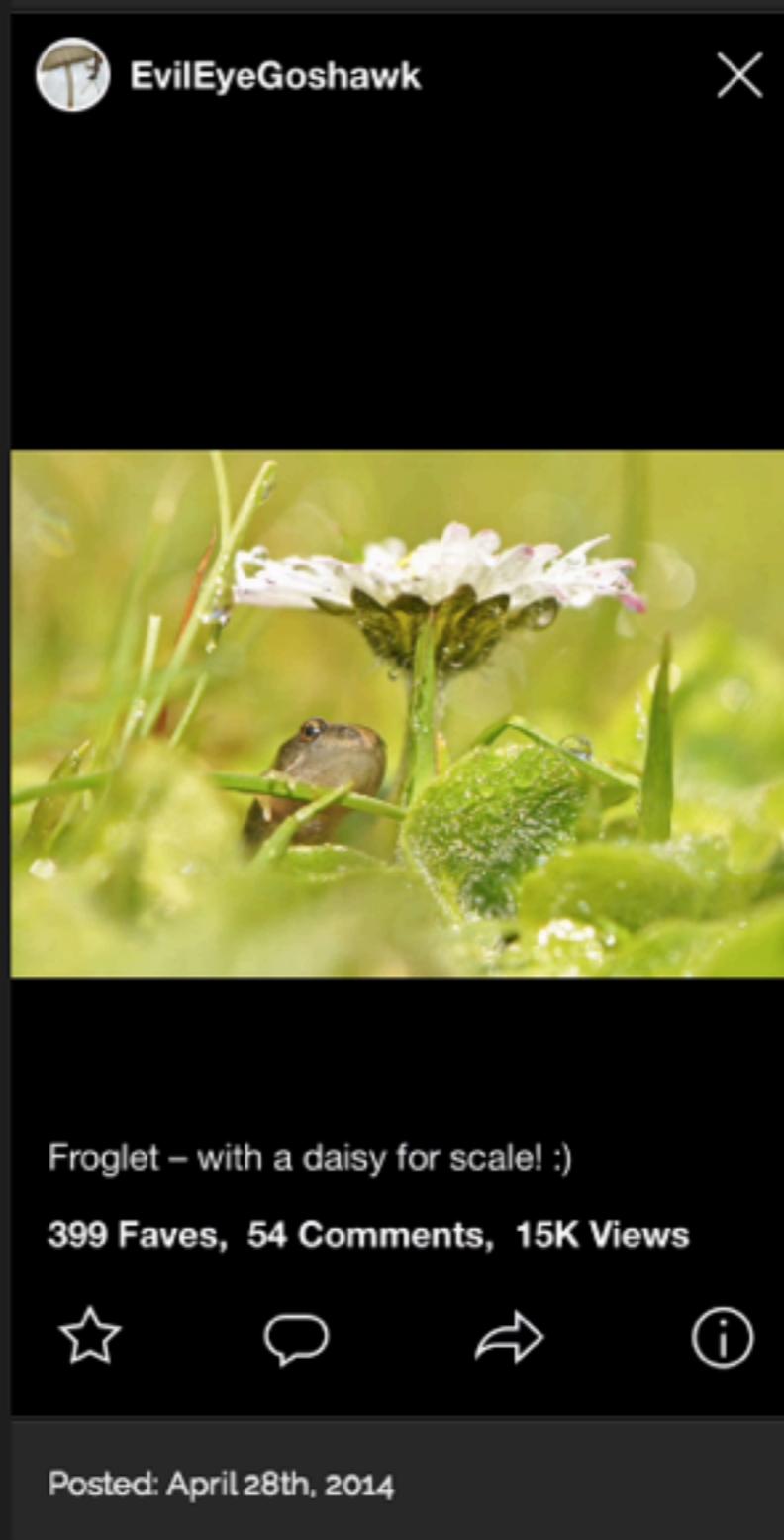
## Flickr

Patterns: Content, Interactive, UI Elements.



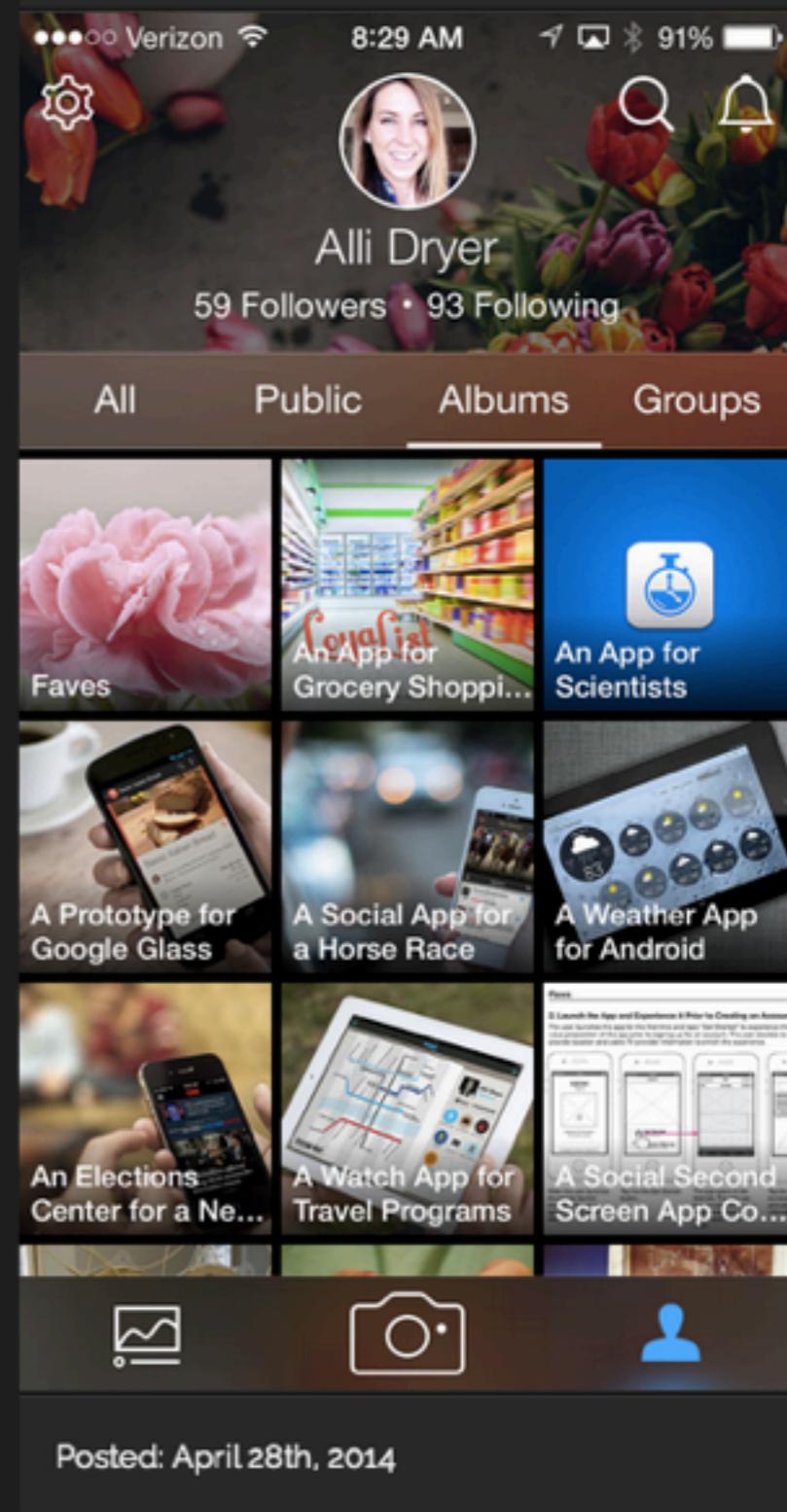
## Flickr

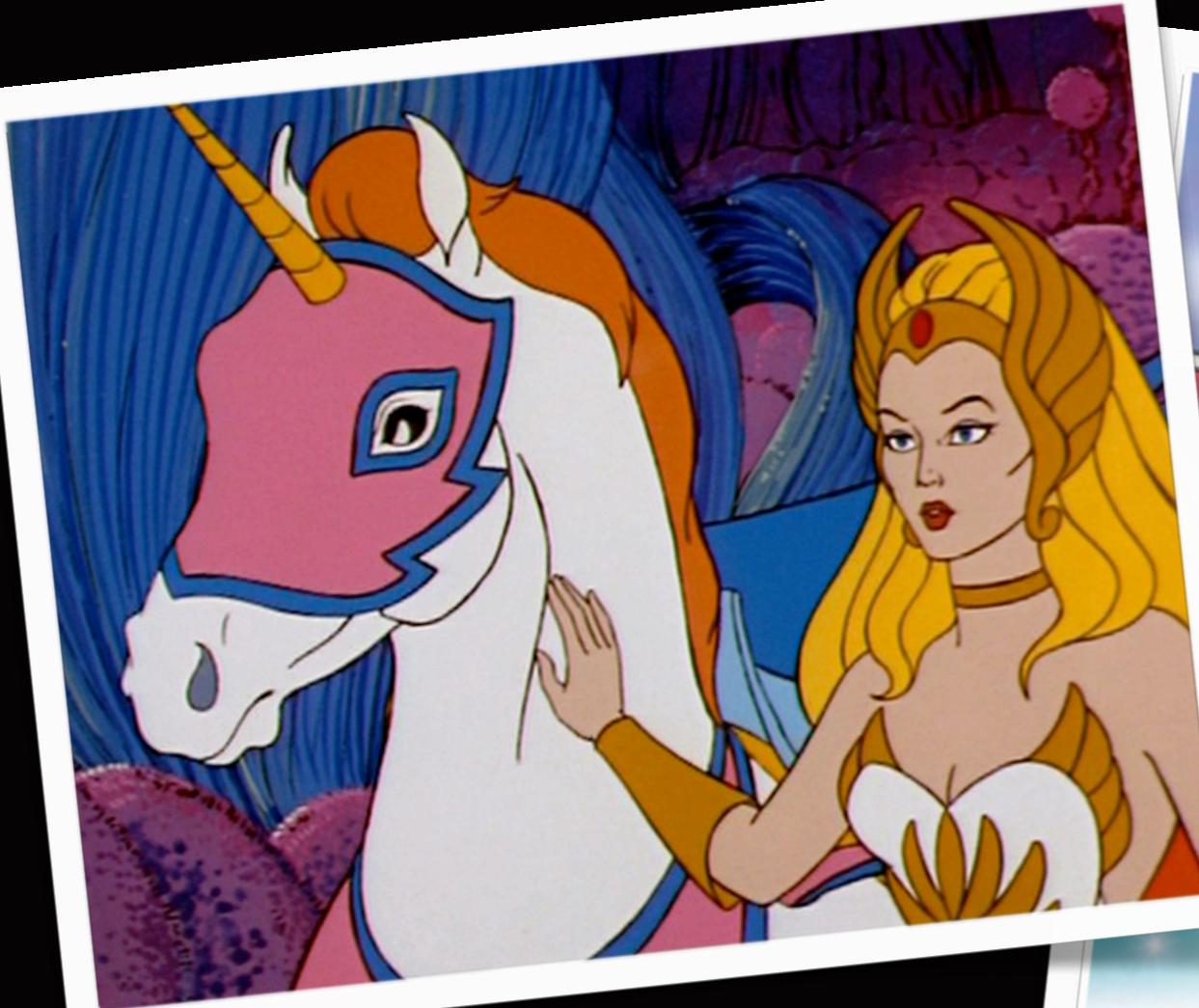
Patterns: Interactive, Transitions, UI Elements.



## Flickr

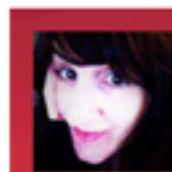
Patterns: Content, Pull to Refresh, UI Elements.







**Make  
the awesomest  
of things!**



## CSS Animation Events Explained! - All The Right Moves Screencast

from val head

### CSS ANIMATION EVENTS EXPLAINED

09:13

HD

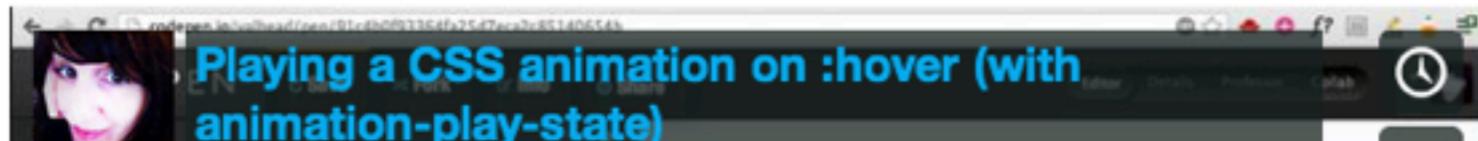
A step-by-step tutorial on listening for CSS animation events with JavaScript and the additional details you can get from them! The example we use is live on the lovely codepen.io ([cdpn.io/BnAwx](https://codepen.io/BnAwx)) and the full list of links and resources are on my site. In an odd turn of events, there are no cats in this tutorial.

Music from the super happy and upbeat Alpine. Go buy A is for Alpine on Amazon ([amazon.com/A-Is-Alpine/dp/B00C2U6E60](https://www.amazon.com/A-Is-Alpine/dp/B00C2U6E60)) or iTunes ([itunes.apple.com/us/album/a-is-for-alpine/id636157647](https://itunes.apple.com/us/album/a-is-for-alpine/id636157647)).

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# [vimeo.com/86821694](https://vimeo.com/86821694)



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## All The Right Moves Screencast



Created by val head

1 week ago

A screencast series of tutorials for animating on the web with your host Val Head. Caution: maybe contain cats and bad jokes.

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