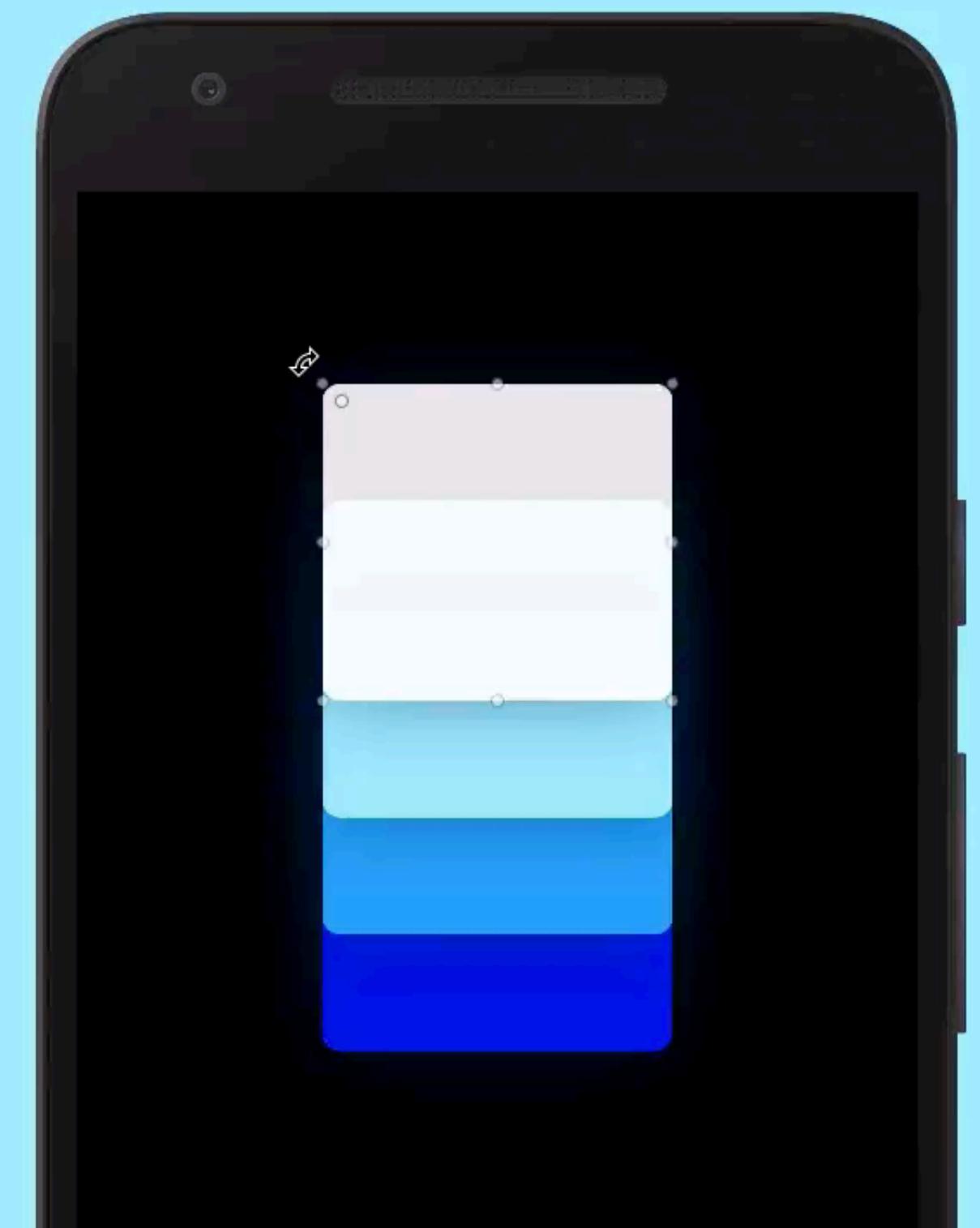
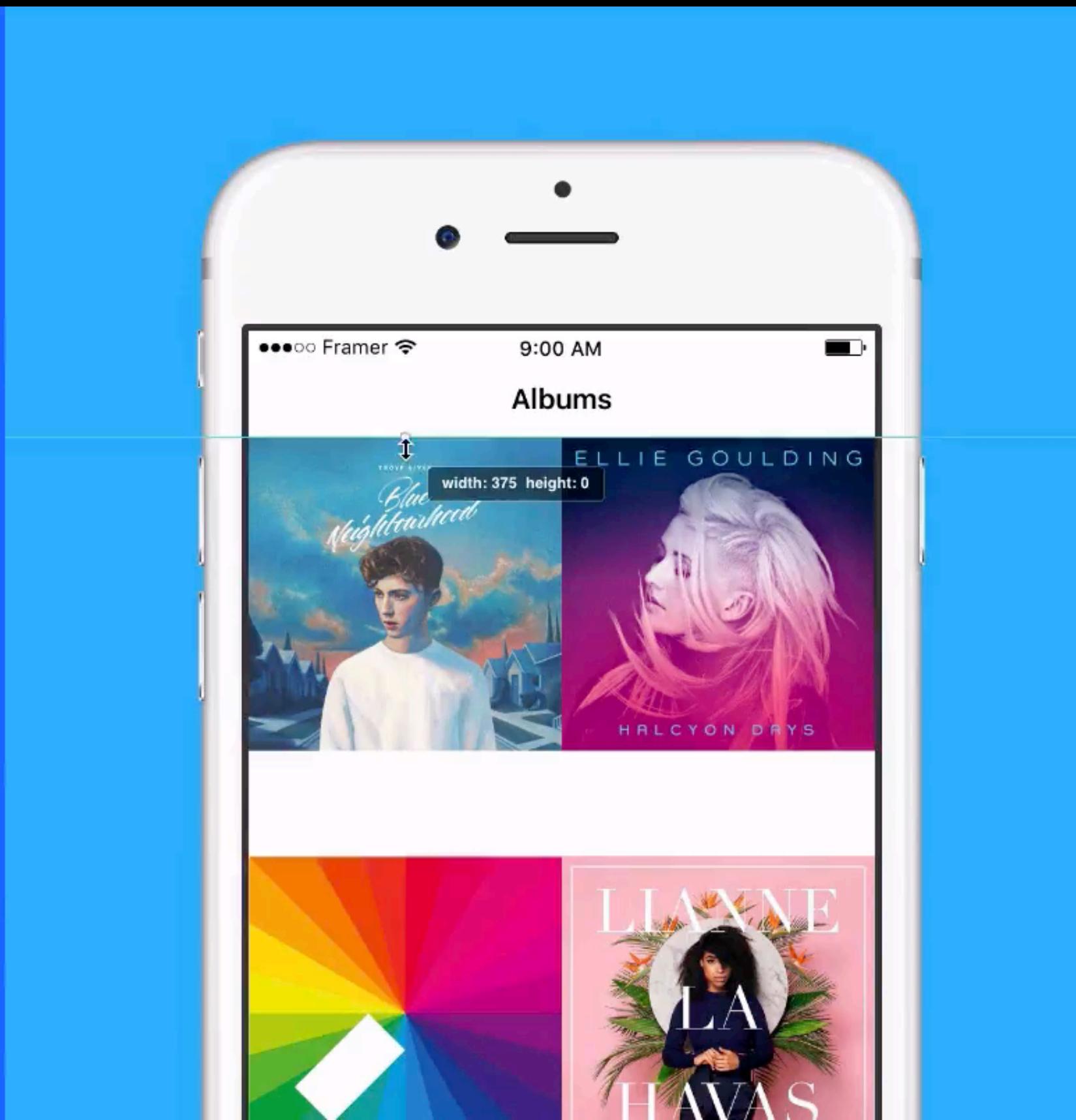
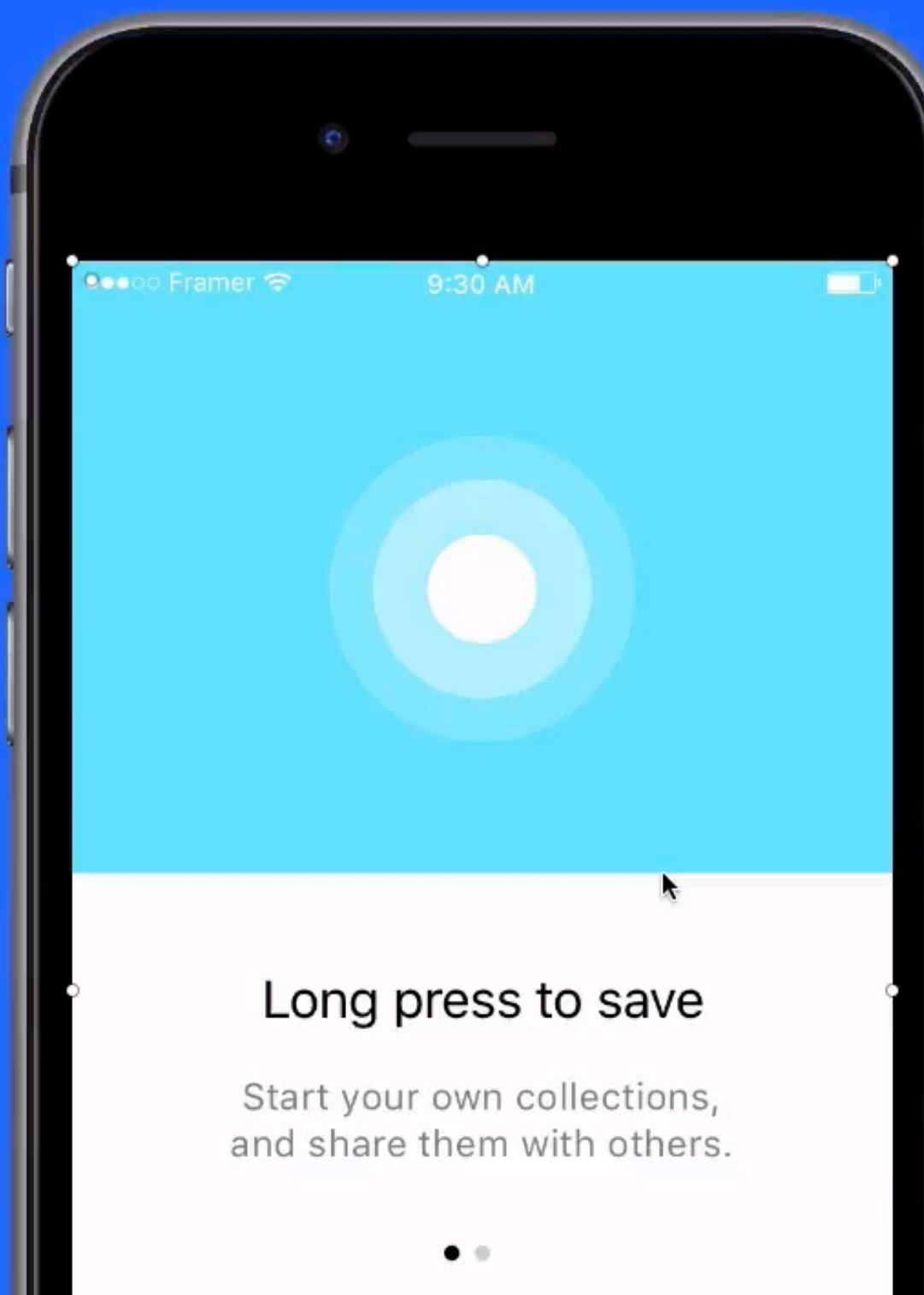


Welcome to Framer!

www.framerjs.com





Code. Design. Collaborate.



Framer is the best way to
create interactive designs
from start to finish.



Framer.js vs Framer

(free)

Framer.js

+

Framer Generator

(paid)

Framer Studio

CoffeeScript - JavaScript

```
1  sayHello = ->
2      print "Hello!"
3      print "How are you?"
4
5  sayHello()
6  sayHello()
7  sayHello()
```

```
1  layerA = new Layer x: 0
2  layerB = new Layer x: 220
3  layerC = new Layer x: 440
4
5  layers = [layerA, layerB, layerC]
6
7  for layer in layers
8      layer.onClick ->
9          layer.backgroundColor = "blue"
```

CoffeeScript - CSS

```
1  layerA = new Layer
2    width: 200
3    height: 200
4    opacity: 0.5
```



Why Prototype?



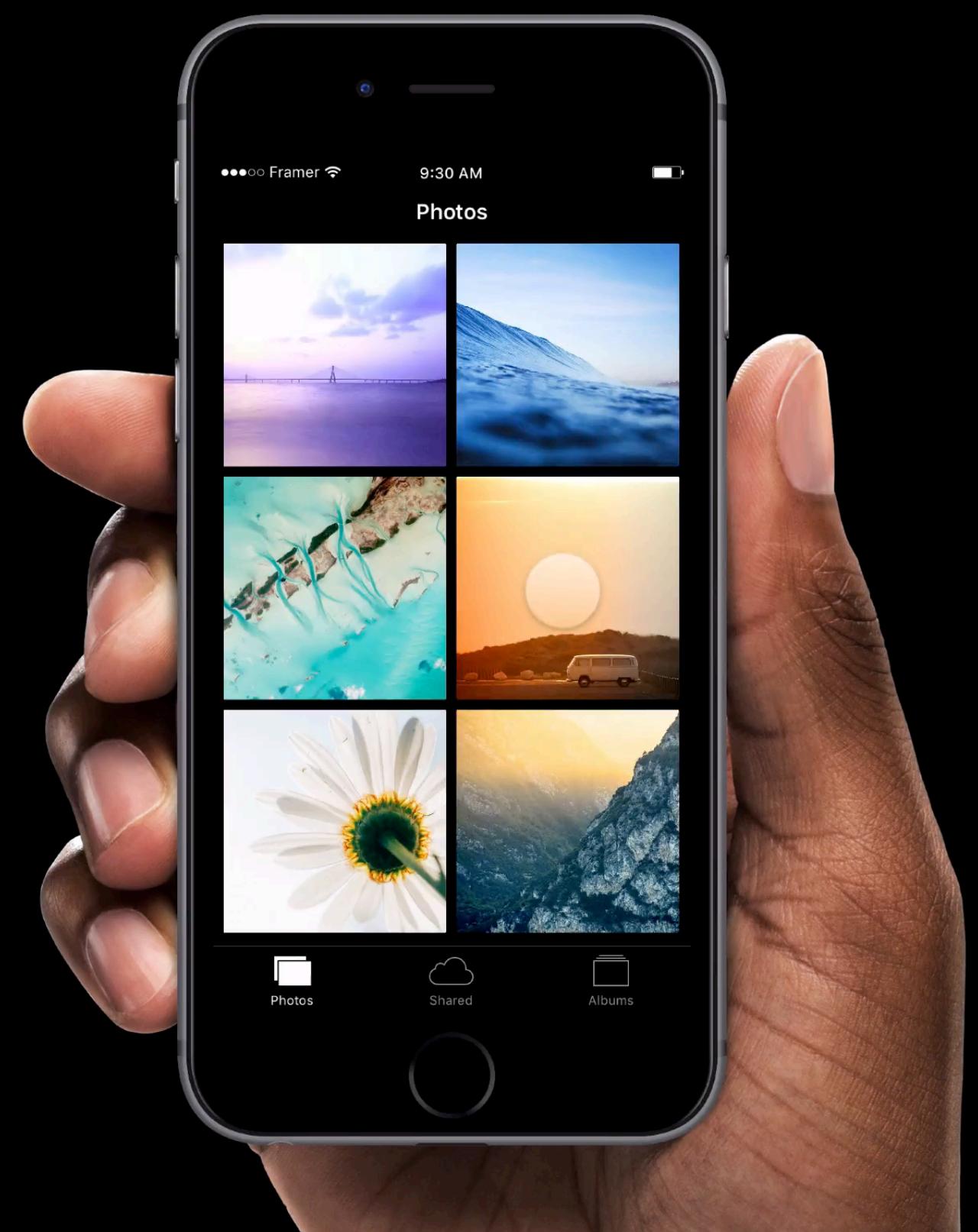
The quickest and
cheapest way to validate
an idea.

Communicate vision.

Create a shared understanding

of your product.

A prototype is living
documentation





IOT

Internet of Things

VR

Virtual Reality

AI

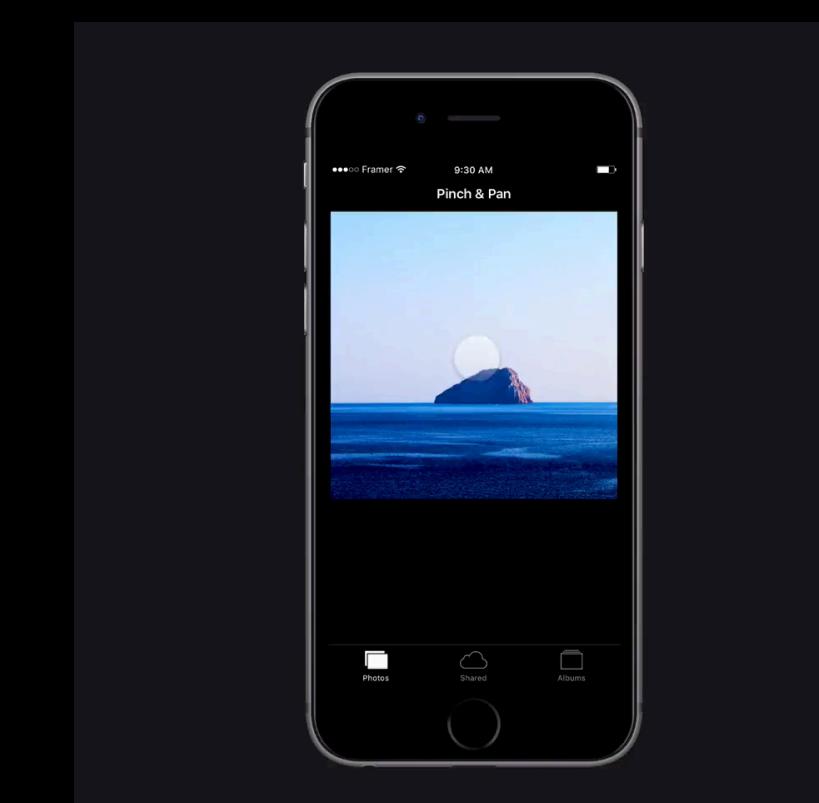
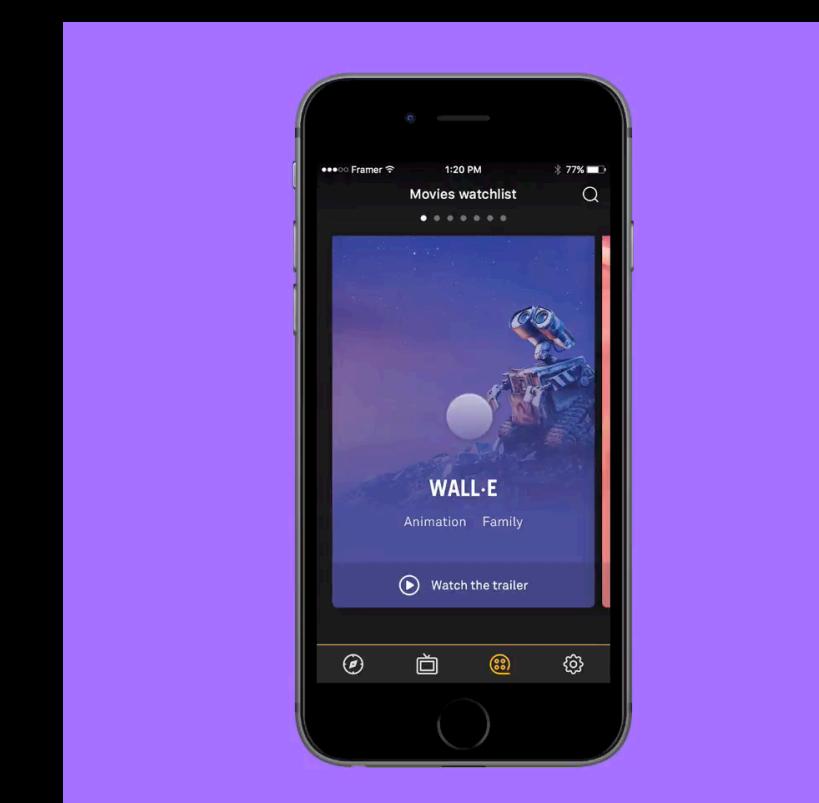
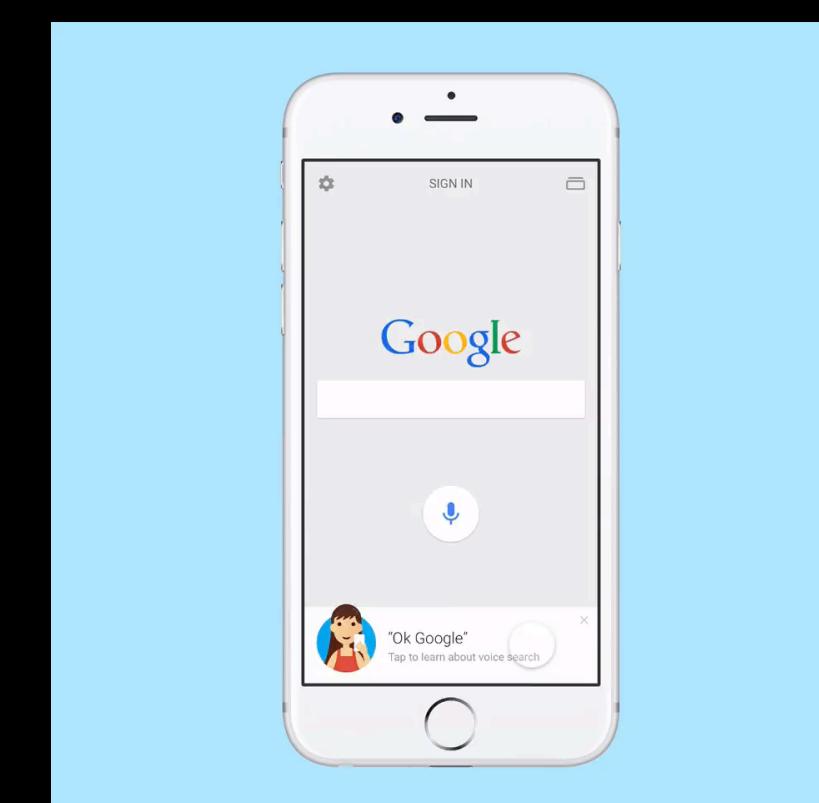
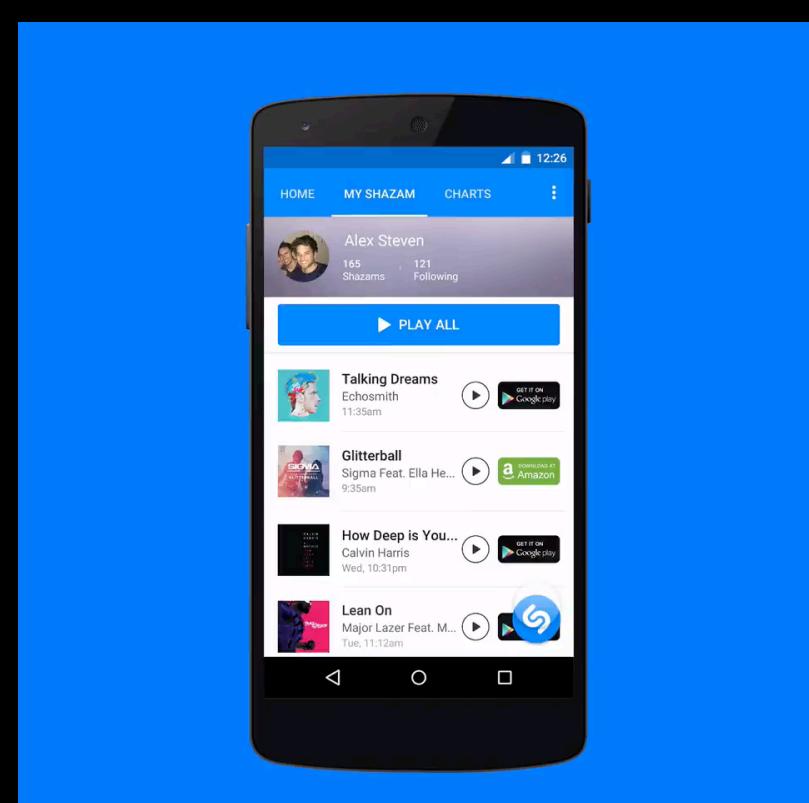
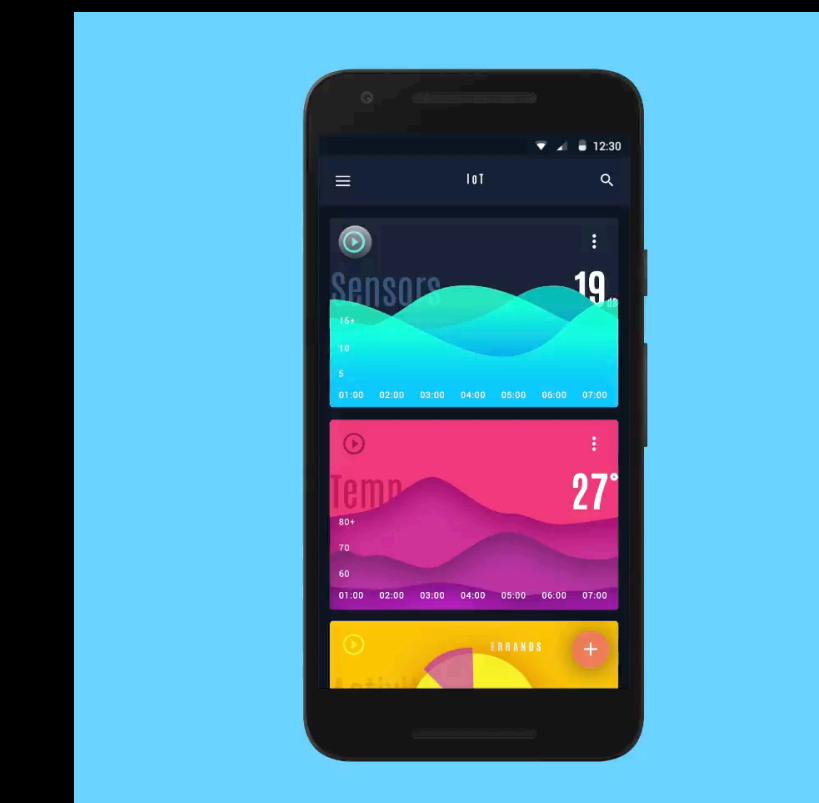
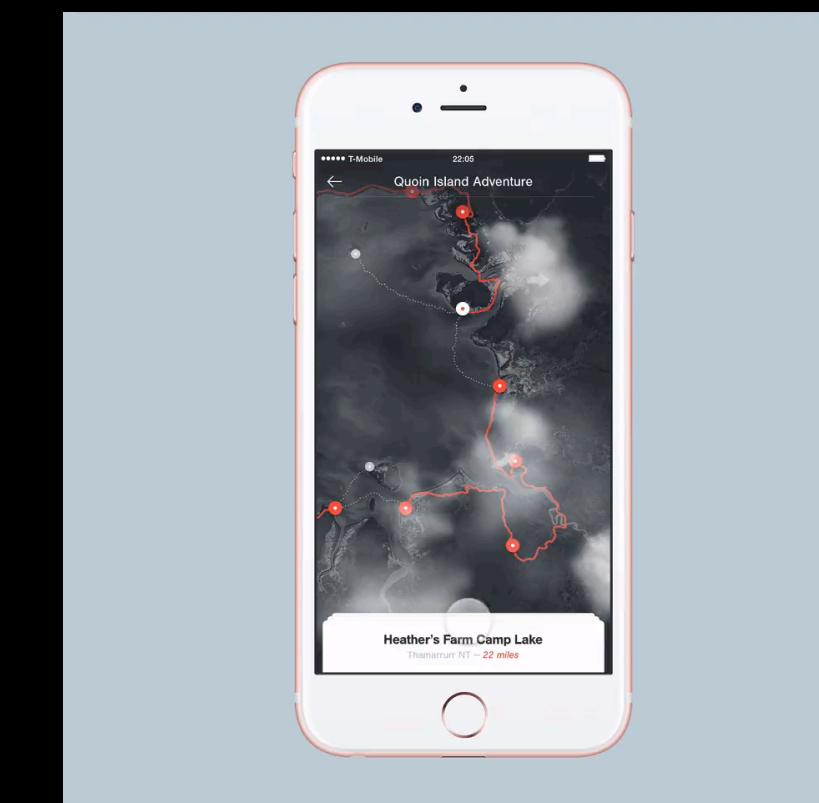
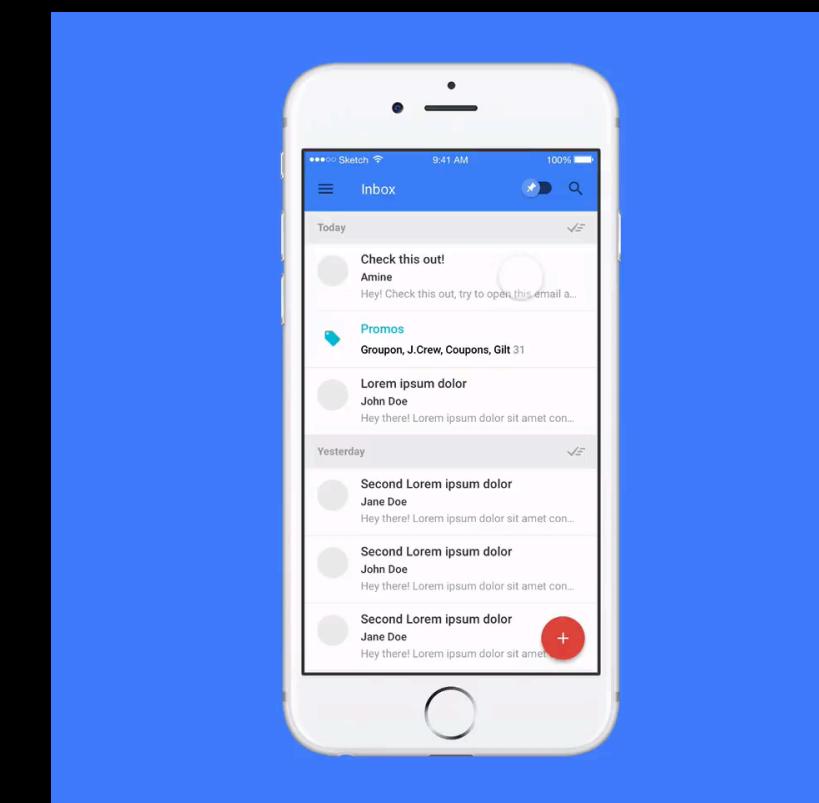
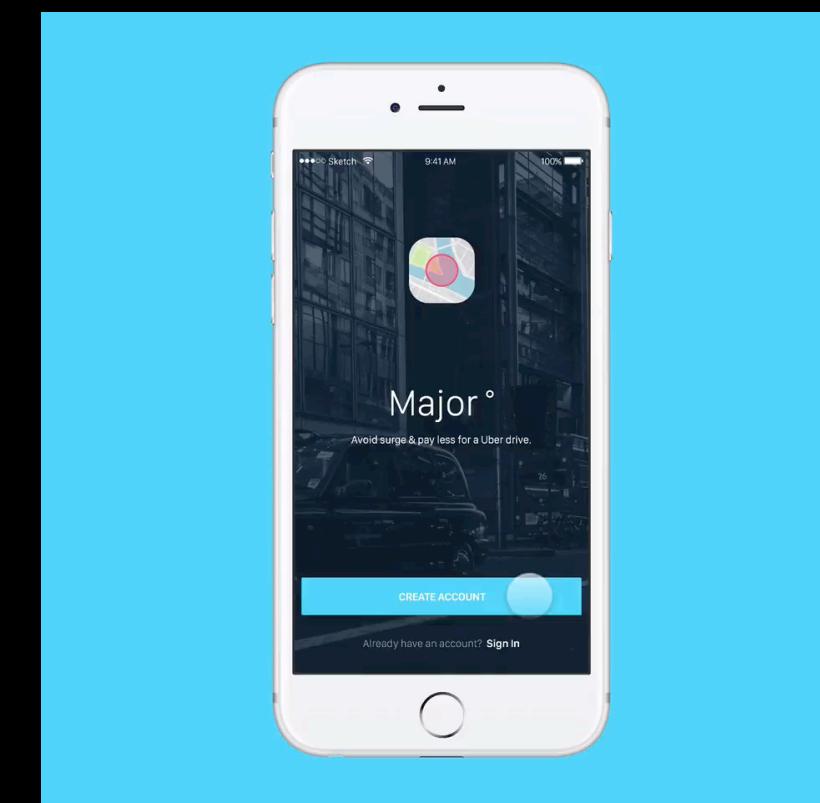
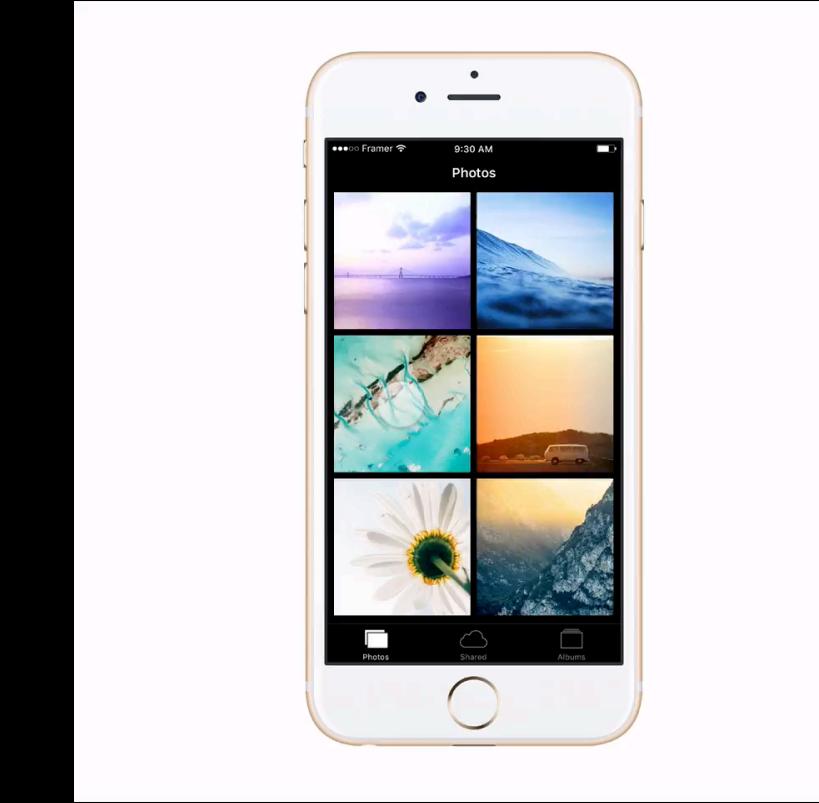
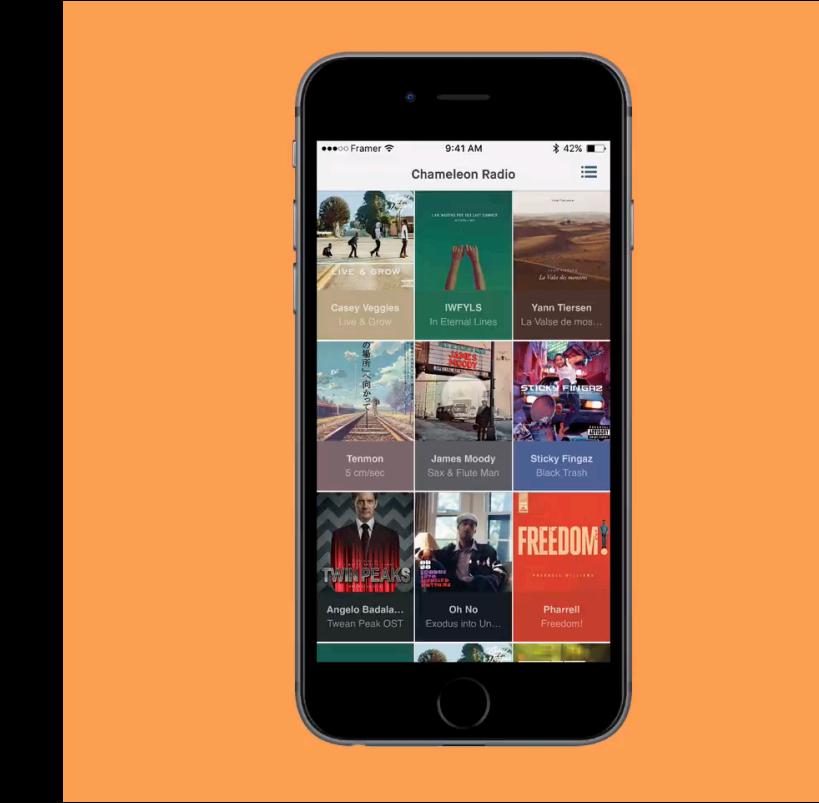
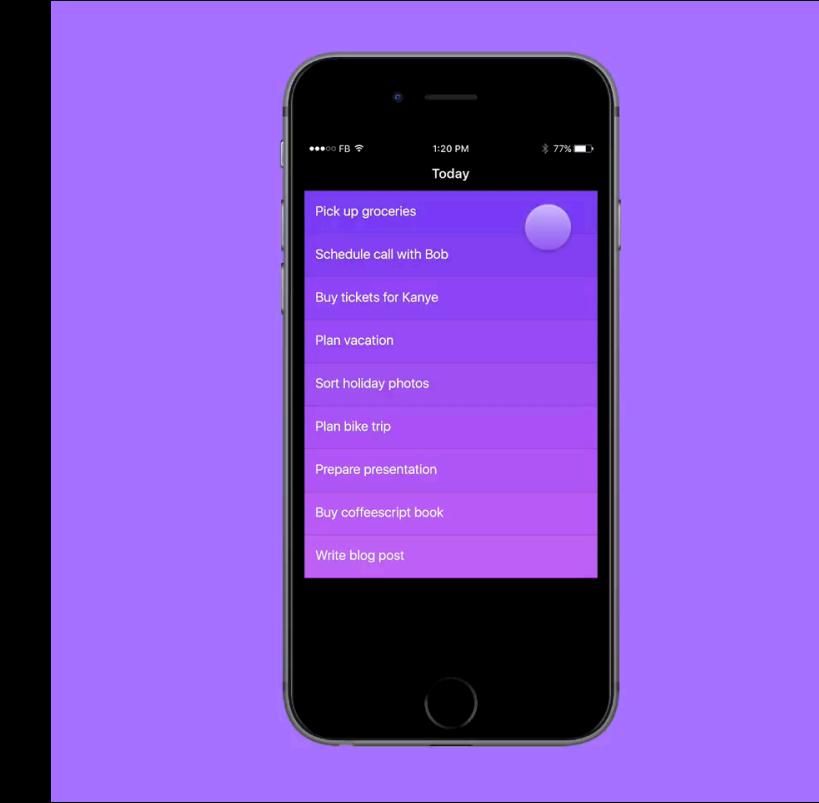
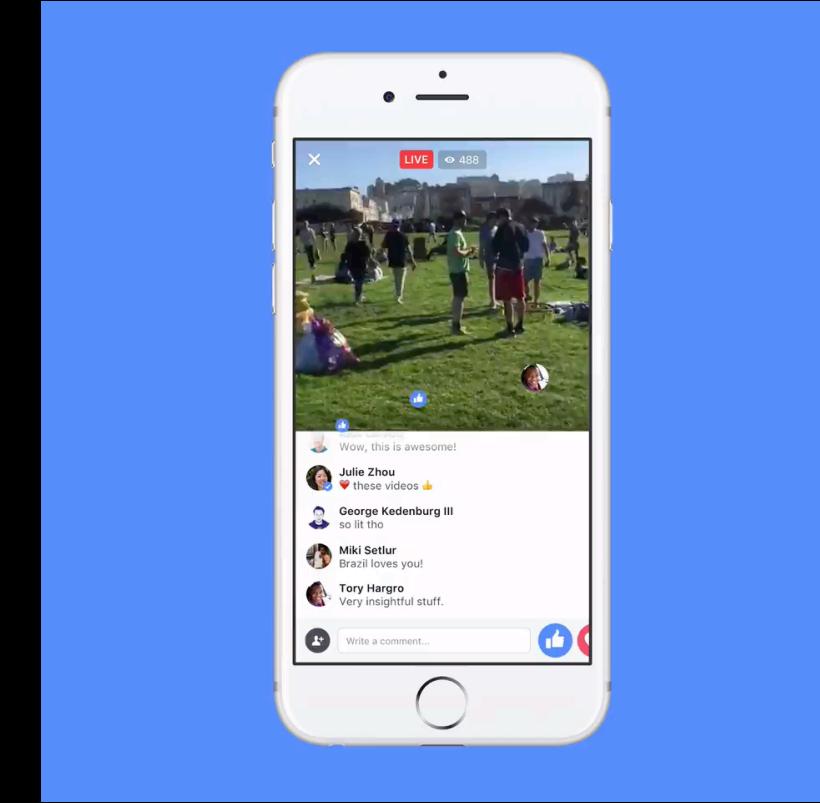
Artificial Intelligence



Code is the best tool designers
are not using, yet.



Examples

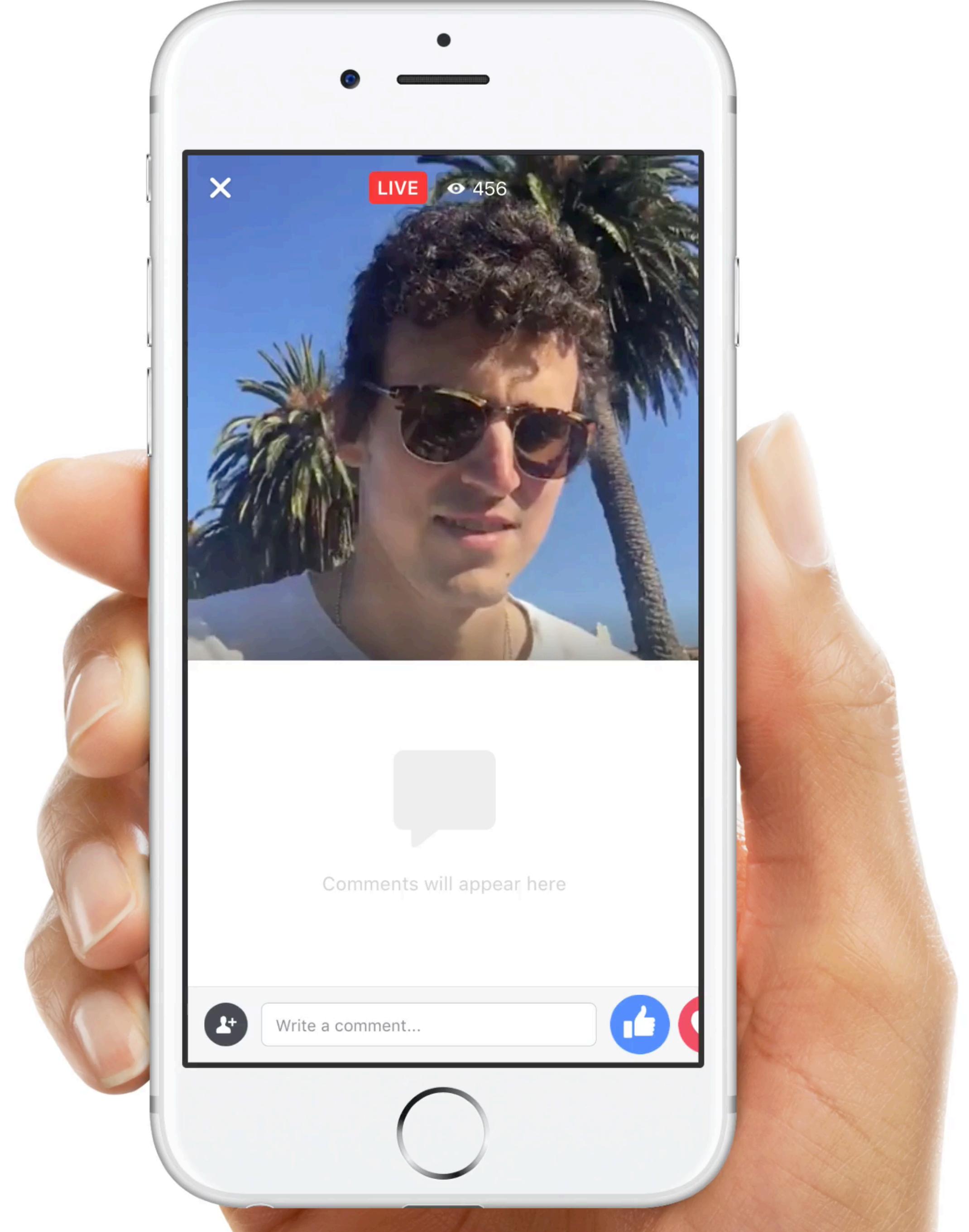


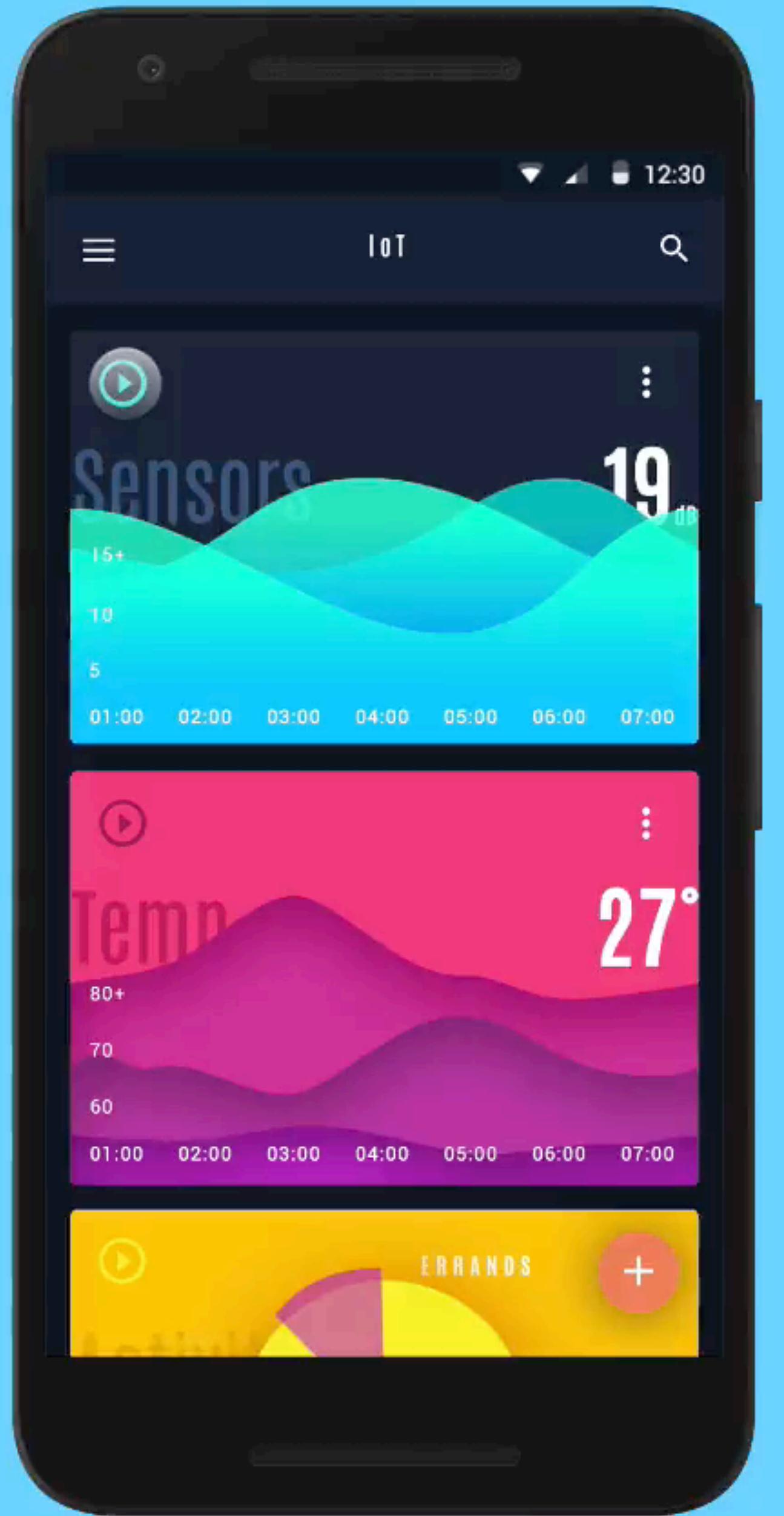


"Building this prototype allowed us to get really accurate feedback in user testing, it allowed us to quickly tweak animation easing and details like the alternating burst colors, and it also made the transition from design to engineering much more smooth."



Facebook
Live Reactions







“Sharing cards from the keyboard was a completely new region to explore.

With Framer, we could easily test the idea with zero engineering effort. This boosted our design iteration cycle and helped decide which direction to take here.”

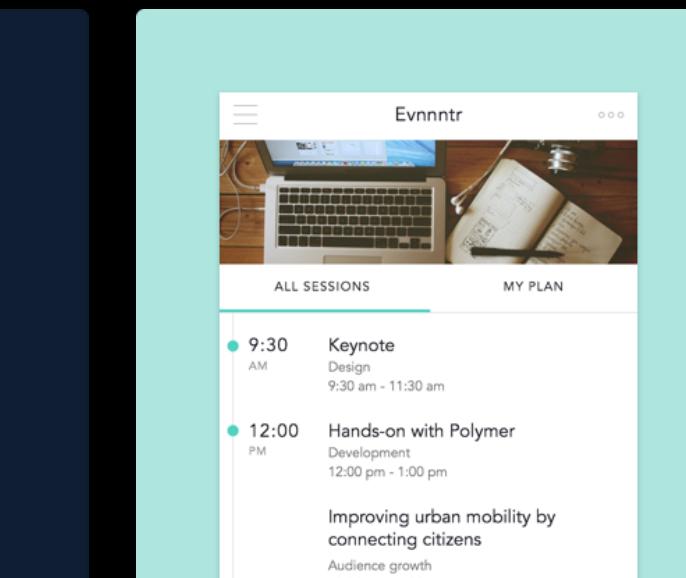
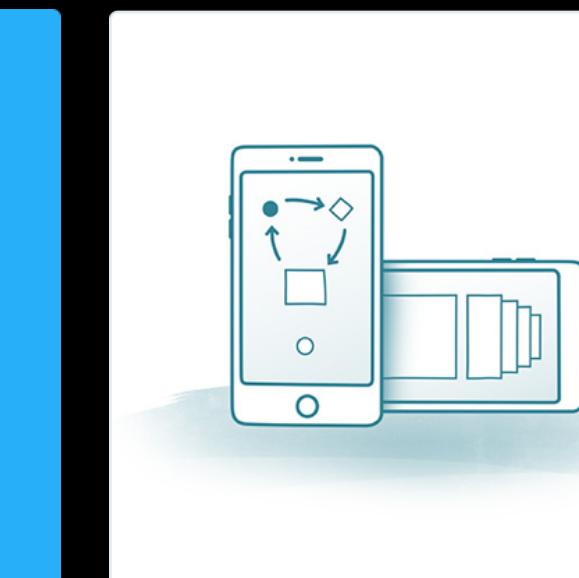
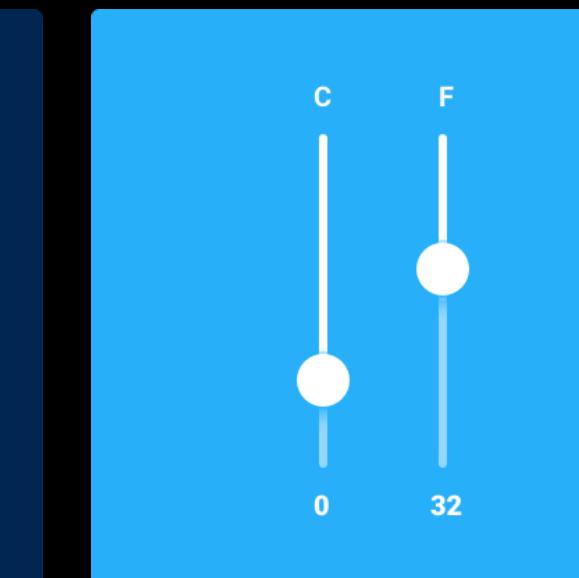
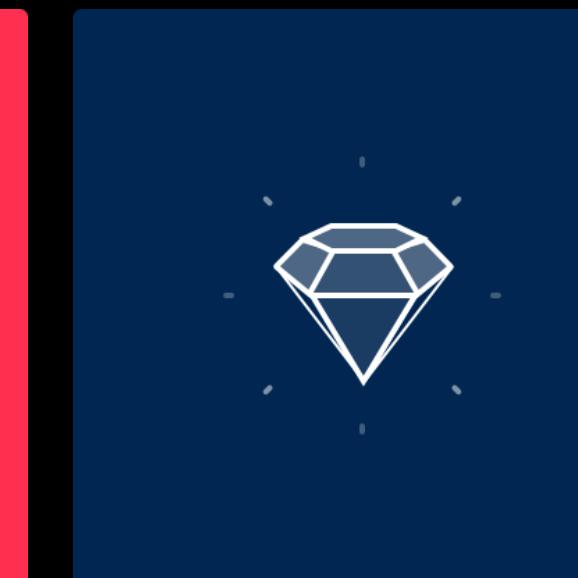
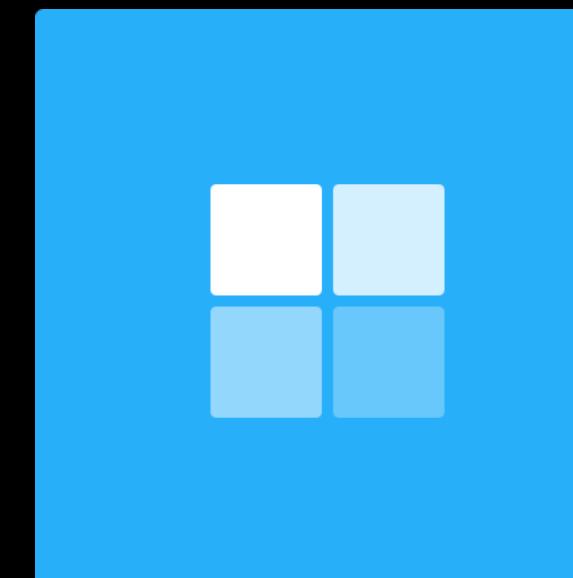
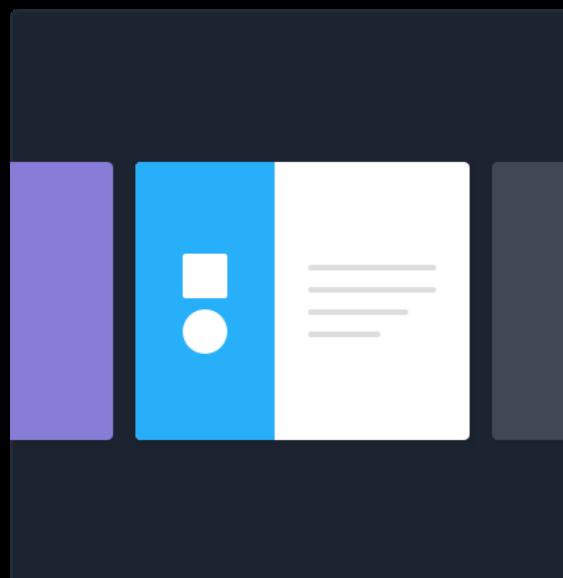
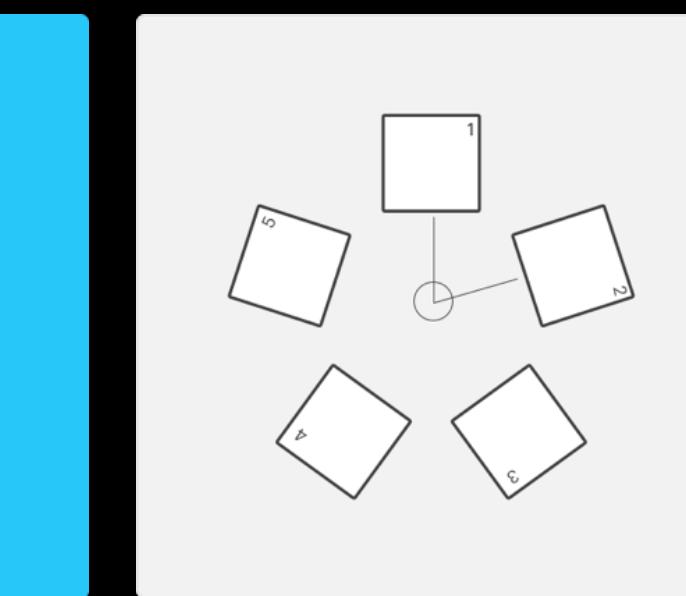
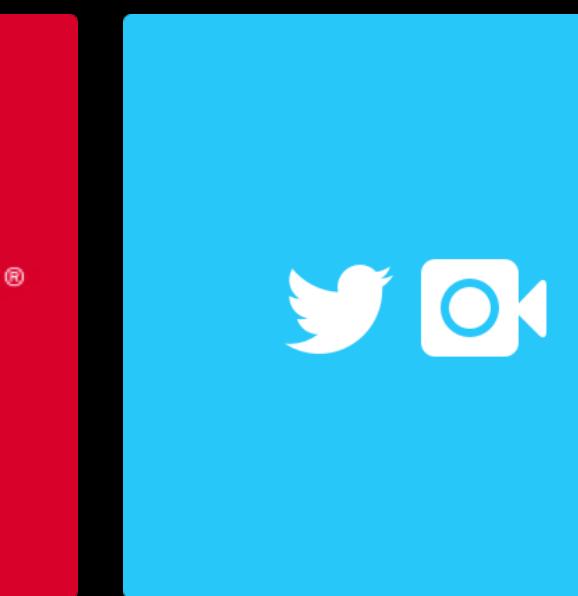
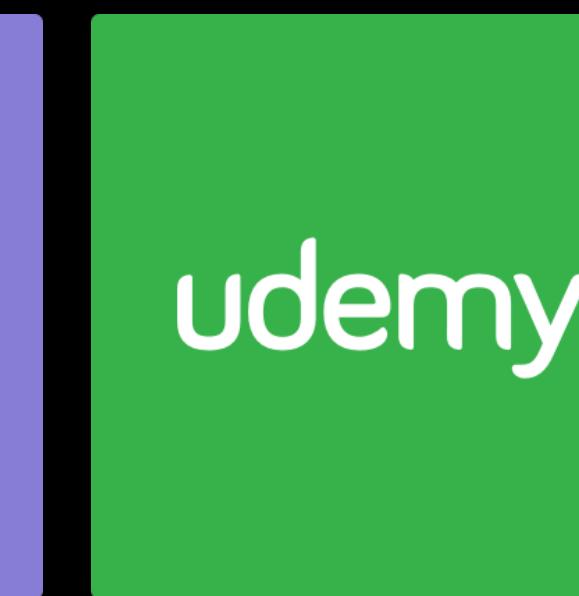
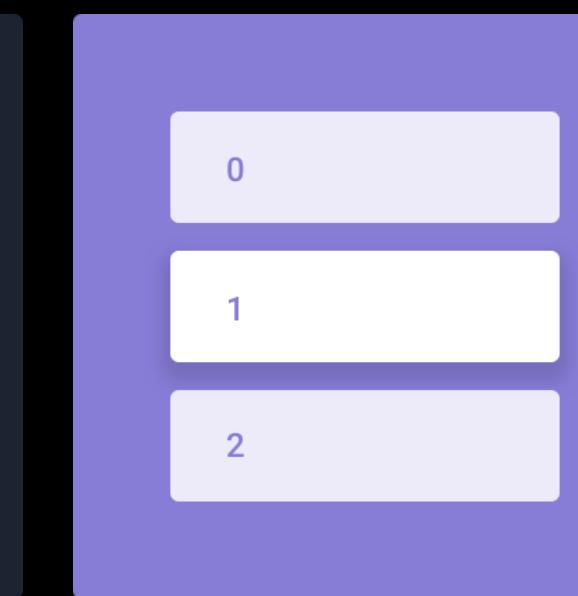
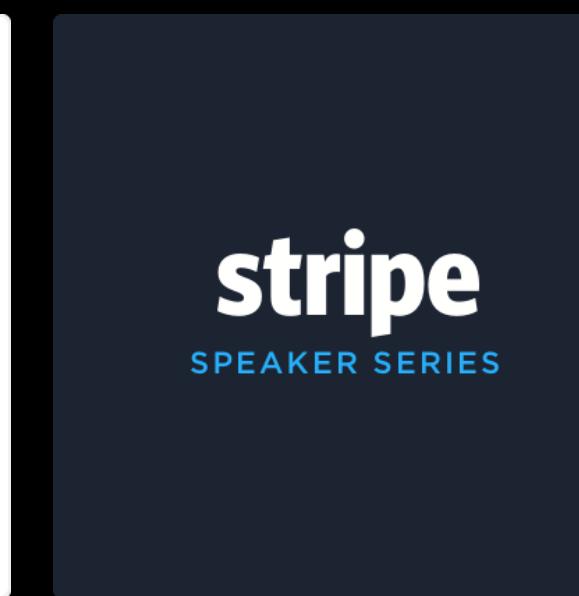
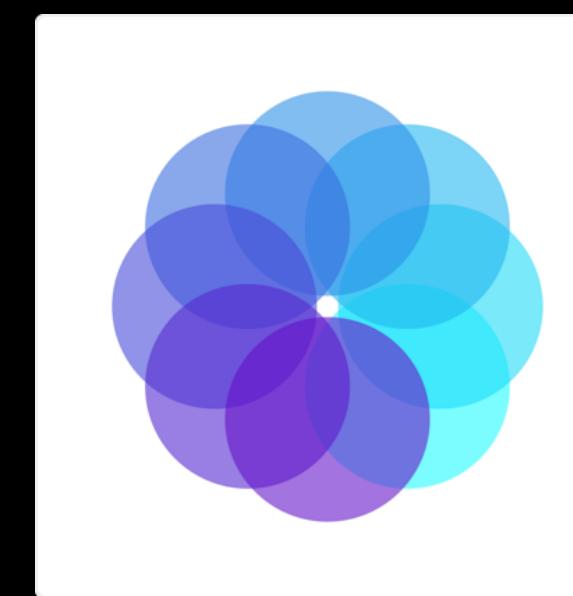
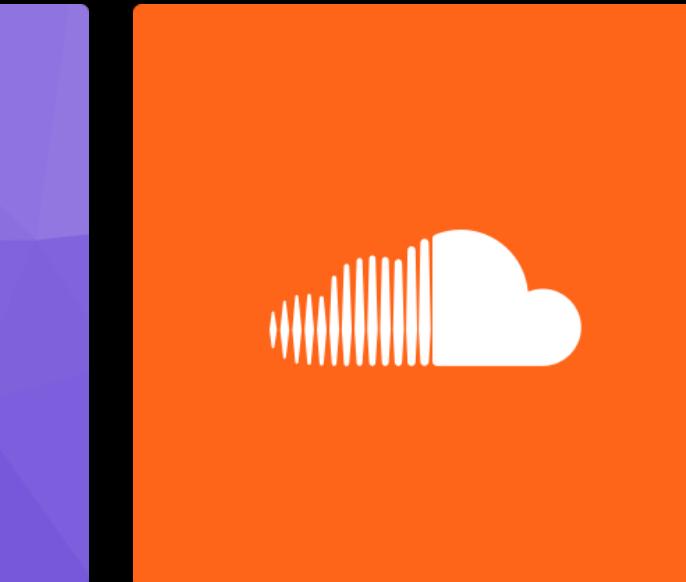
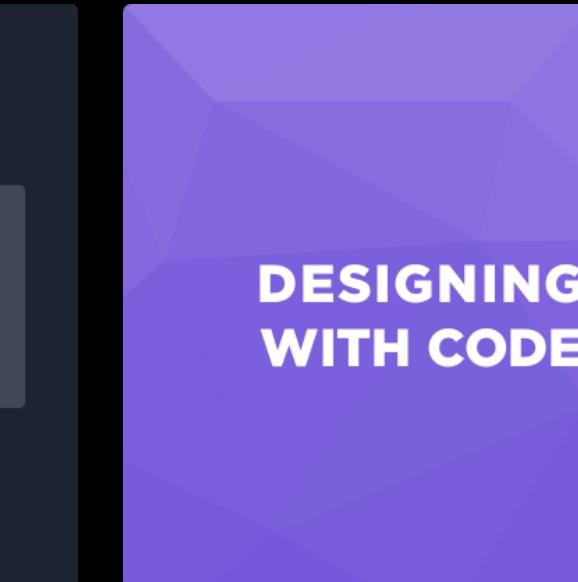
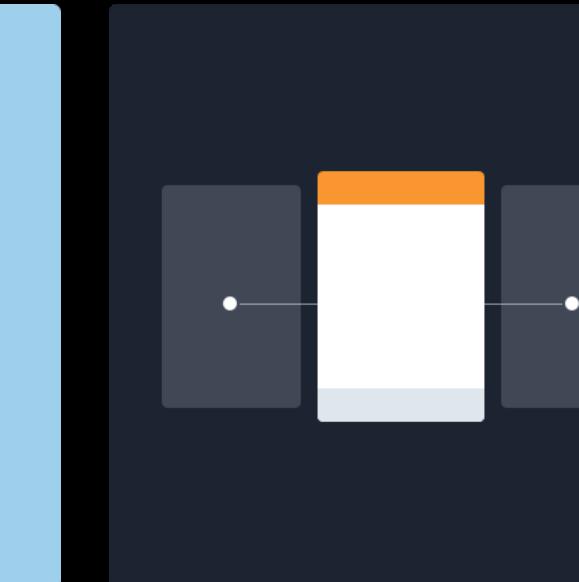
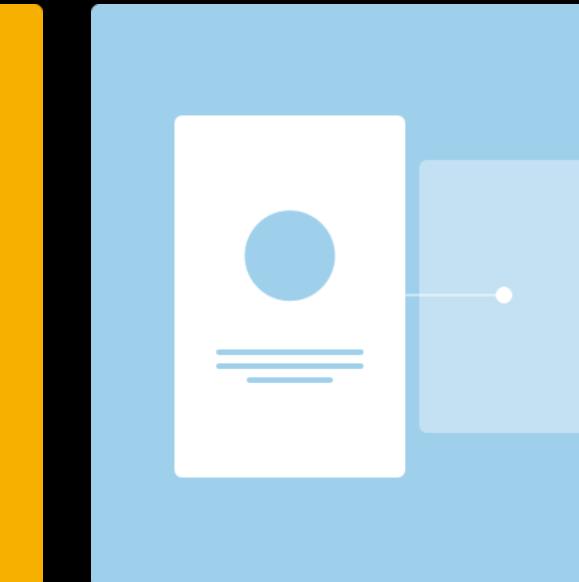
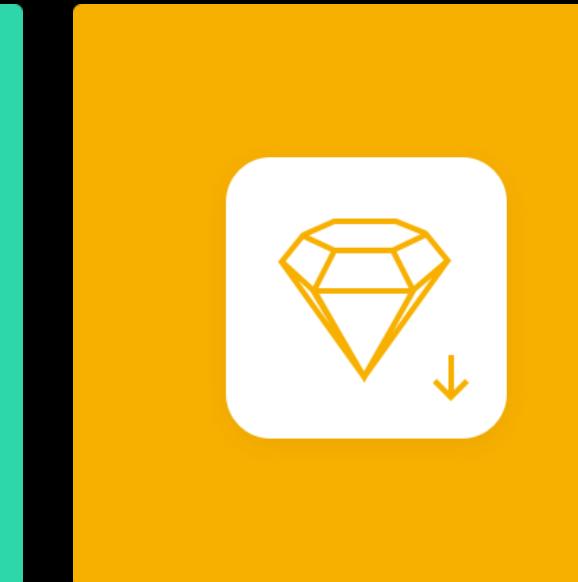
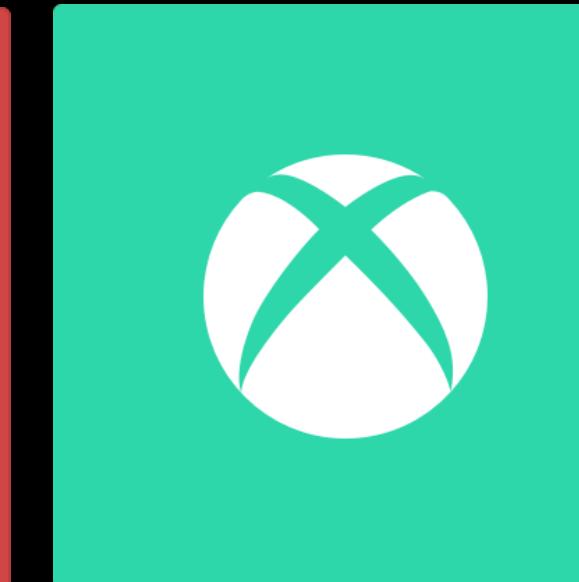
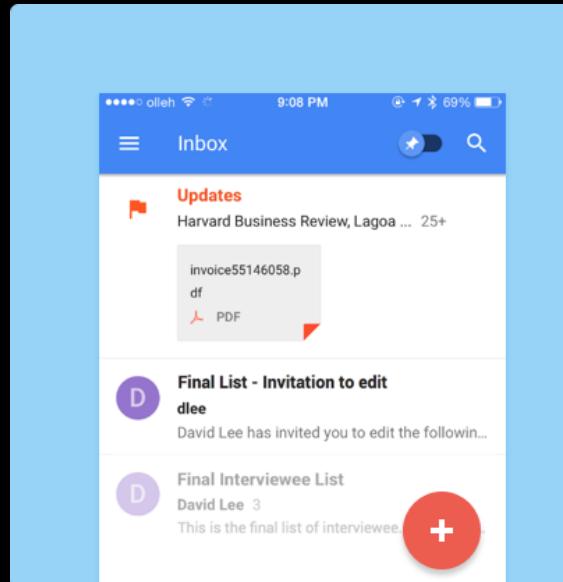


Google
G-Board for iOS





Resources



framer.com/getstarted/resources/



Intro Course:

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Crash Course:

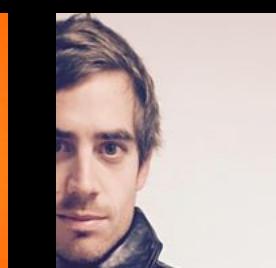
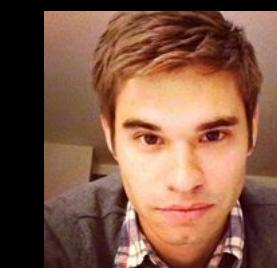
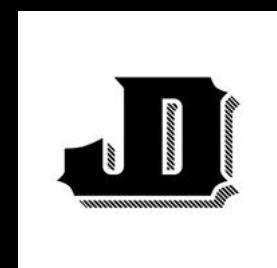
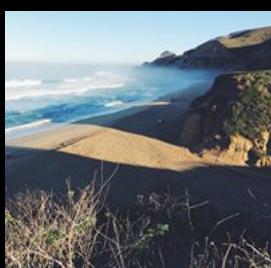
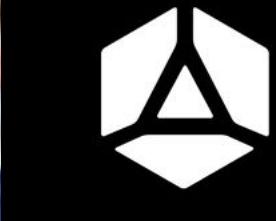
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Thank you!

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