Frame Animation in the Browser

Seattle Interactive Developers / August 15, 2012

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MOTION

Concept
Design
Animation

Live Action

WEB

SOCIAL

MOBILE

EXPERIENTIAL

INTERACTIVE

Strategy

Concept

Design

Development

Analytics

Animated GIFs Multi-image Sequences Sprite Sequences

Animated GIFs

Pros

Easy to create
Easy to implement
Minimal requirements

Cons

Lack of control

GIF transparency

GIF artifacts

Animated GIFs

Pros

Easy to create
Easy to implement
Minimal requirements

Cons

Lack of control

GIF transparency

GIF artifacts

Animated GIFs

Consider for...
Looping animations
Small details
Low-tech contexts (HTML emails)

Make 'em with...
Photoshop

Multi-image Sequences

Pros

Any image type Good for larger images Cons

Lots of image requests

Lots of DOM elements













Multi-image Sequences

Consider for...

Larger/longer animations
Multi-stage animations

Make 'em with...

After Effects / 3D / Photoshop

Javascript

Sprite Sequences

Pros

Only one image request Only one DOM element

Cons

Not great for large images

Sprite Sequences

Consider for...

Smaller/shorter animations

Button rollovers

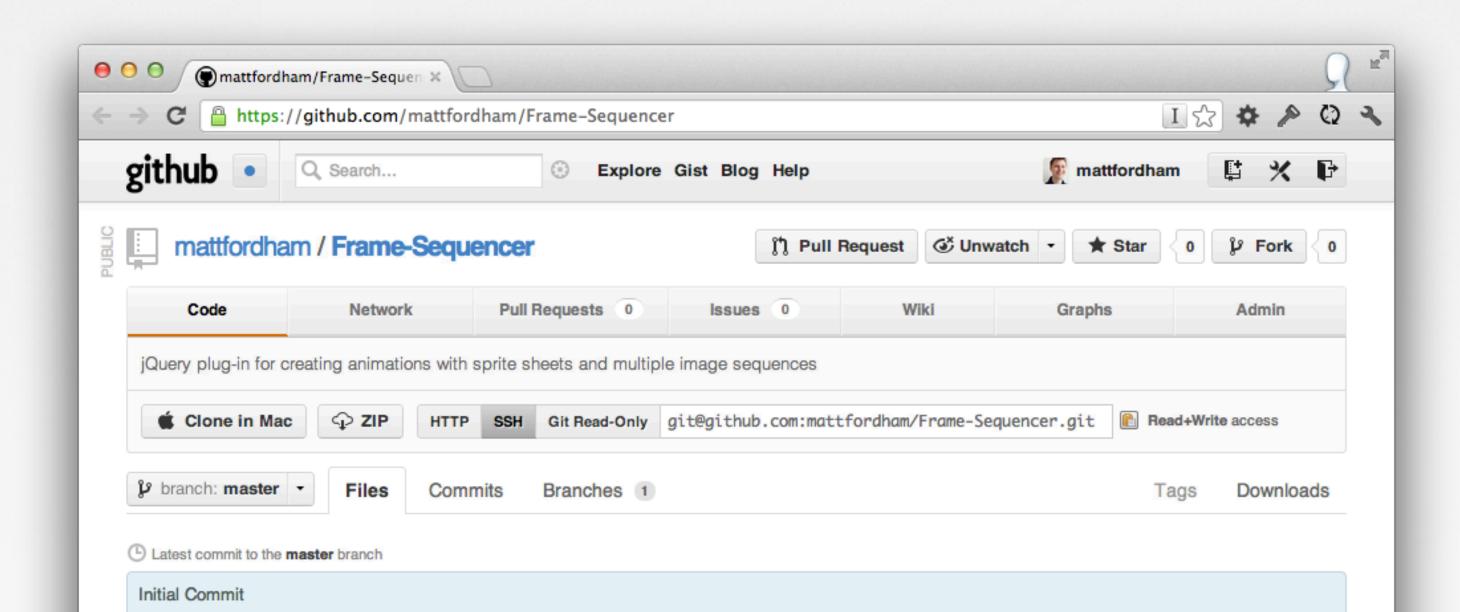
Make 'em with...

After Effects / 3D / Photoshop

Javascript

jquery.frameSequencer.js

https://github.com/mattfordham/Frame-Sequencer



Other Useful Tools

https://github.com/jakesgordon/sprite-factory
http://imageoptim.com
http://www.codingmammoth.com/quickscale.php
http://manytricks.com/namemangler

Thanks:)

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