

BREKA

MOTION DESIGN GUIDELINES DOCUMENTATION



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01

INTRODUCTION

INTRODUCTION

The purpose of this project is to define, justify, and demonstrate a motion design language for a brand. For this assignment, I chose to explore a smaller sized, local business that has a story behind its history.

I explored various local stores, restaurants, breweries, and cafes to use for this project. My decision to choose a real, existing brand is because I wanted to explore how my proposed motion design prototype can enhance the storytelling and identity of the brand.

I ended up choosing **Breka Bakery & Café** for this project because their existing website does not include significant motion design elements, and they have an interesting story as a locally owned and grown business.



GOALS AND OBJECTIVES

My goal for this project is to create a prototype or proposed design for a web interface for Breka, while preserving their existing brand's look and feel. The designed interface should feel like a natural evolution of Breka's existing website, rather than a complete redesign.

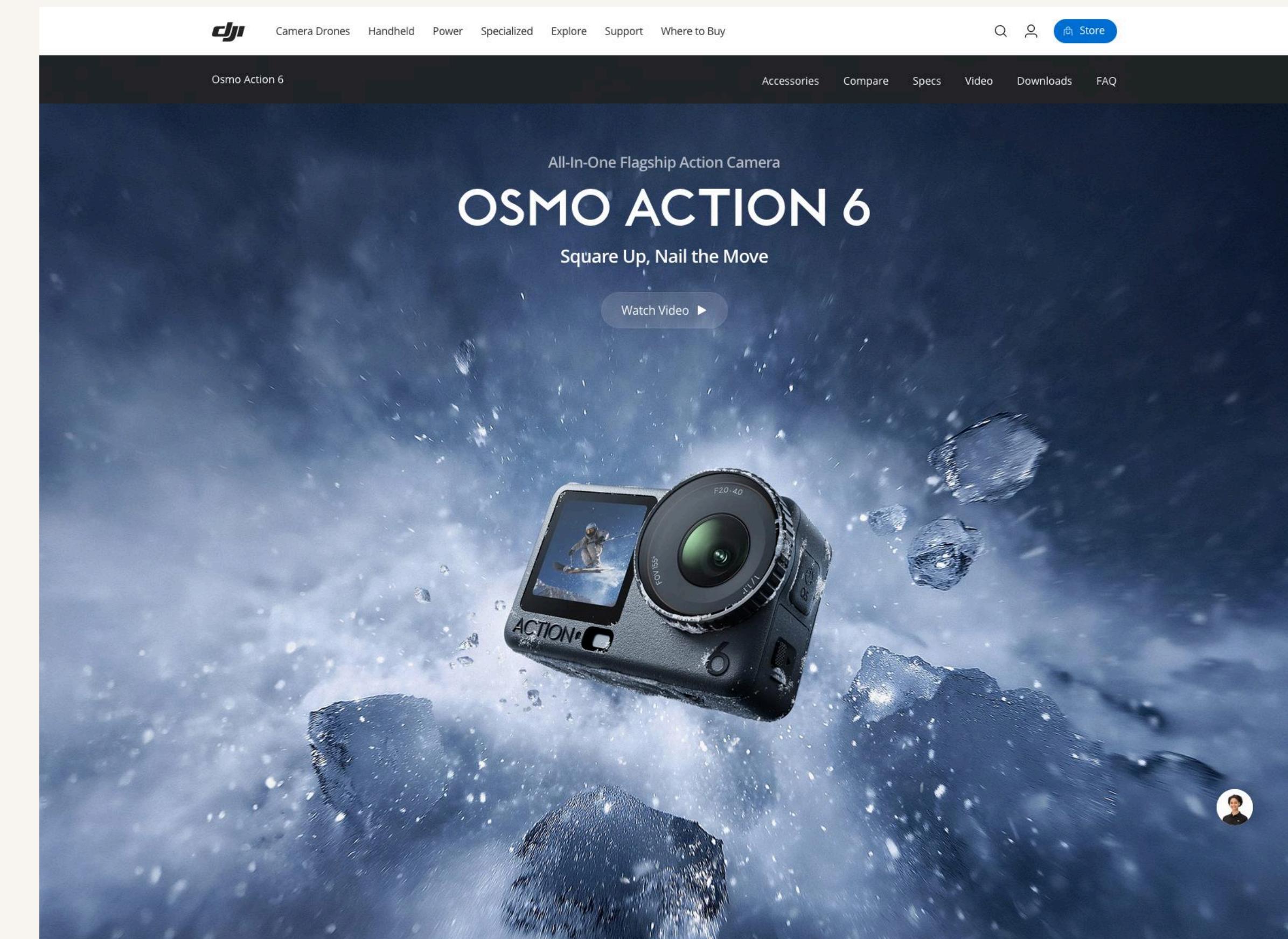
This work will begin first with research on existing motion design examples that have a strong narrative. The goal of this approach is to find interfaces from which I can draw inspiration from before I proceed into more detailed planning with wireframes and story boards using Figma. Once that is complete, my plan is to use a tech stack consisting of React, Tailwind CSS, Daisy UI, GSAP, Framer Motion, and Blender.

RESEARCH

In my research prior to experimenting with the implementation, I did some research on websites that used animation in a way that was very engaging. I found the product website for the DJI Osmo Action 6.

The web page uses a lot of scroll based trigger animations and effects. Elements zoom and scale, prompting the user to focus on certain elements. Sections pin for a short time, such as the full screen video section, which also draws the user attention.

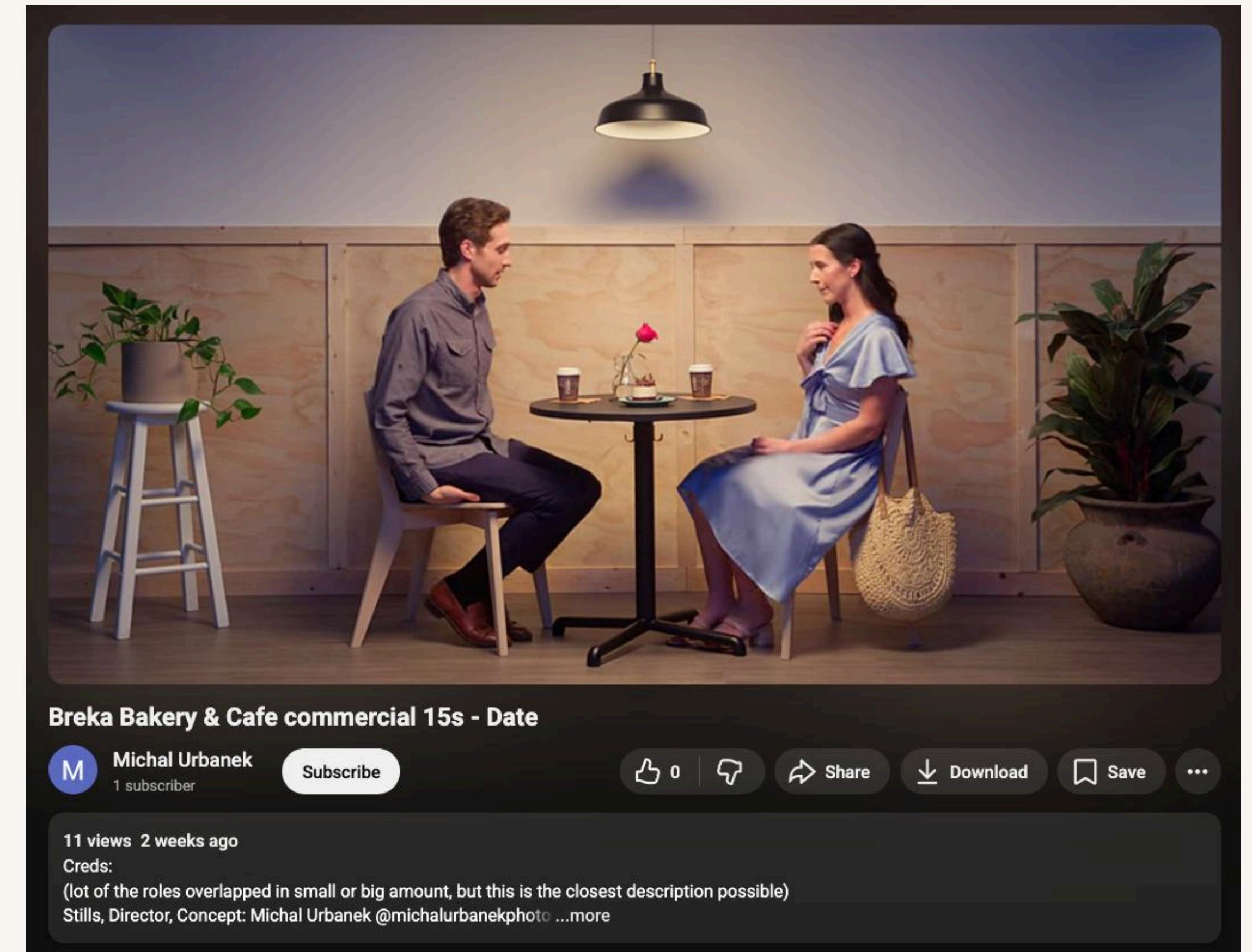
One element that caught my attention is that as the video scales to full width, some text is revealed on scroll that is overlaid on top of the video. This was very effective in getting a message across when combined with media, and this prompted thought on how this could be incorporated in Breka's branding.



RESEARCH (CONT'D)

Additionally, I also did some research into Breka as a brand as well. I looked at some commercials done for them that I found on YouTube.

From the series of three commercials, I found out that they valued being a place where people came to gather. This information gave me direction on what objectives my motion design components should aim for.



02

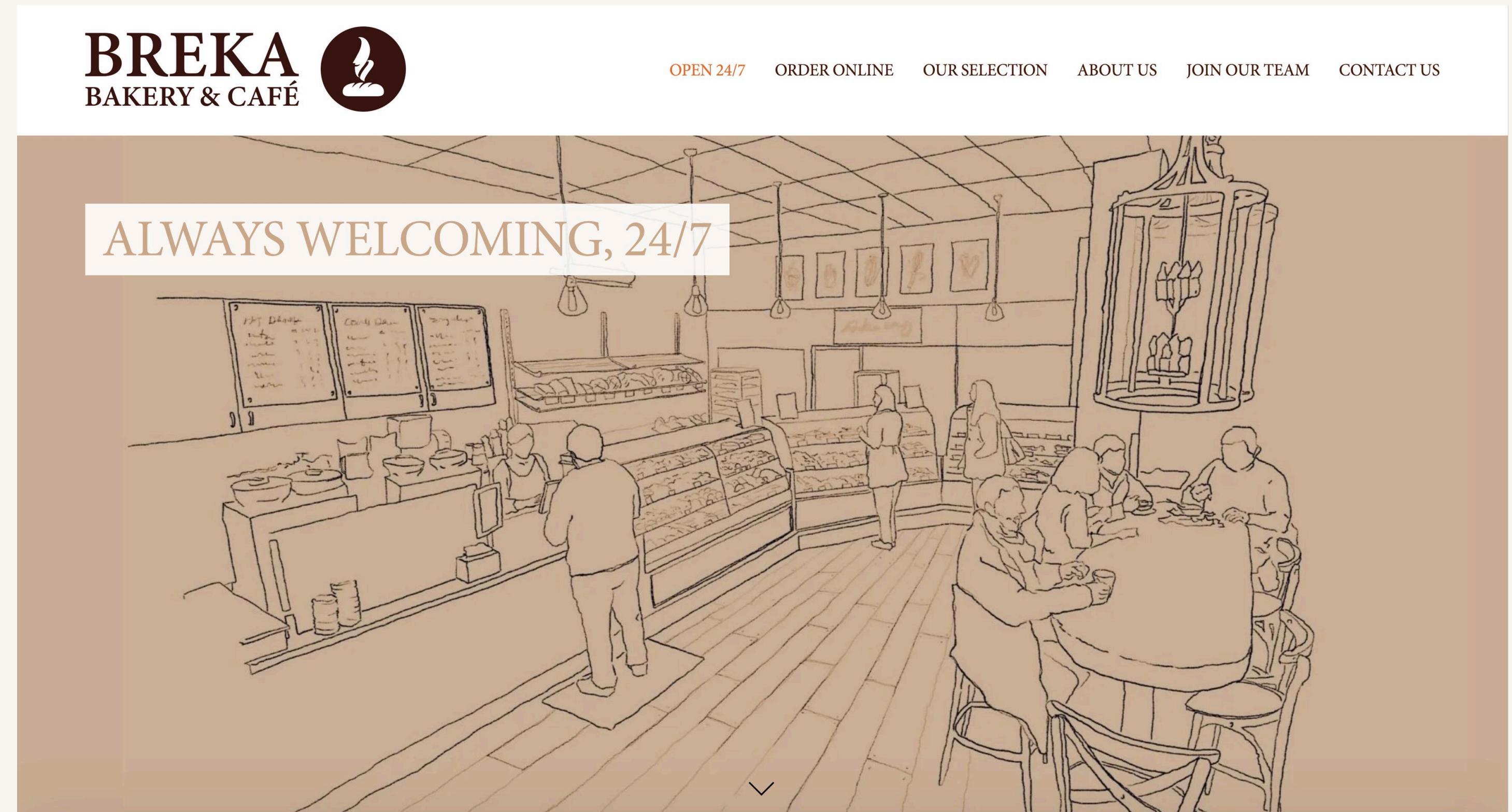
STYLE GUIDE

STYLE GUIDE IMPLEMENTATION

Using Figma, a style guide was created. The goal is to provide guidelines in the use of colours, typography, iconography, and spacing for Breka's redesigned website.

The goal is to try and preserve the existing feel and brand identity that Breka uses on their current website (shown on the diagram to the right), while expanding on the brand identity with additional colours, typography, and iconography.

To view the style guide on Figma, view the brand [here](#).



COLORS

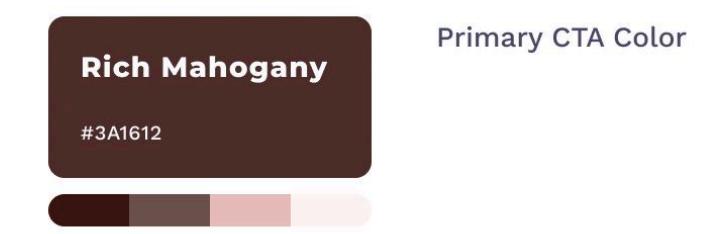
On the existing website, earth tones are used to establish a warm brand identity. All three original colors (**#3A1612, #CBAF96, #E36F31**) are reintroduced in the brand guidelines detailed here.

The primary brand, secondary brand, and accent colours are where the colours on the existing website are applied. Additional colours are added in these guidelines, which are kept neutral in tone to seamlessly blend into these three colours.

The primary brand colour should be reserved to CTAs and the most important elements on the interface. The secondary brand can be used for link, active navigation elements, and highlights.

Notes on the usage for each of the other colours is included with each colour as shown in the diagram.

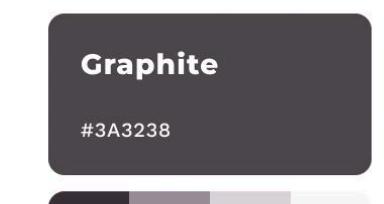
Colors



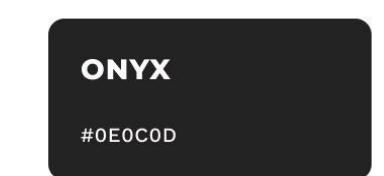
Primary CTA Color



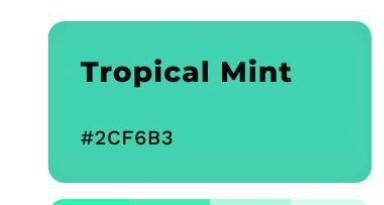
Links



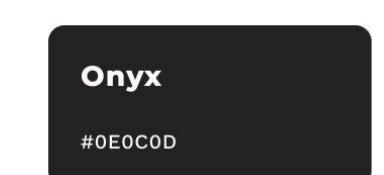
Accenting Illustrations



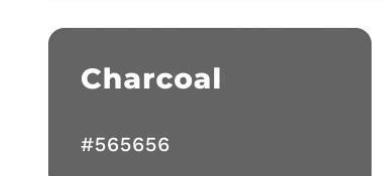
Overlays
Shadows
Headings



Valid Fields
Success Messages



Body Text



Helper Text
Deemphasized Text



Accent Color
Hairlines
Subtle Backgrounds



Light Mode
Backgrounds
Light Mode Dialogs/
Alerts

Primary Brand

Secondary Brand

Tertiary Brand

Dark

Success

Text

Subtle Text

Accent

Light

TYPOGRAPHY

Minion Pro is the font used on the existing website. A decision was made to move away from this font, as it's an Adobe font, which license does not allow for self hosting of the font. My goal is to find a solution that removes the dependency on Adobe's system.

To preserve the existing look and feel, **Genium Book Plus** was chosen as the header font. To modernize the website and enhance readability on digital displays, **Montserrat** (a san-serif font) was chosen for the body text.

Detailed settings for each type is displayed in each section.

Typography

Title/Header 1

Family: Genium Book Plus
Weight: Bold
Size: 64px
Letter Spacing: -2%

Header 2

Family: Genium Book Plus
Weight: Bold
Size: 40px
Letter Spacing: -2%

Header 3

Family: Genium Book Plus
Weight: Bold
Size: 24px
Letter Spacing: -2%

Subtitle/Body Large

Family: Montserrat
Weight: Medium
Size: 24px

Subtitle

Body

Family: Montserrat
Weight: Medium
Size: 16px
Line Height: 140%

Body

Bold

Font Weight: Bold

Body

Small

Family: Montserrat
Weight: Medium
Size: 14px

Smaller text here

Pre Title

Family: Montserrat
Weight: Bold
Size: 10px
Letter Spacing: 3%

PRE TITLE

Button Text

Family: Montserrat
Weight: Bold
Size: 10px
Letter Spacing: 3%

BUTTON TEXT

Link

Family: Montserrat
Weight: Bold
Size: 16px
Decoration: Underline

Link Text

Title/Header 1

Header 2

Header 3

Subtitle

Body

Body

Smaller text here

PRE TITLE

BUTTON TEXT

Link Text

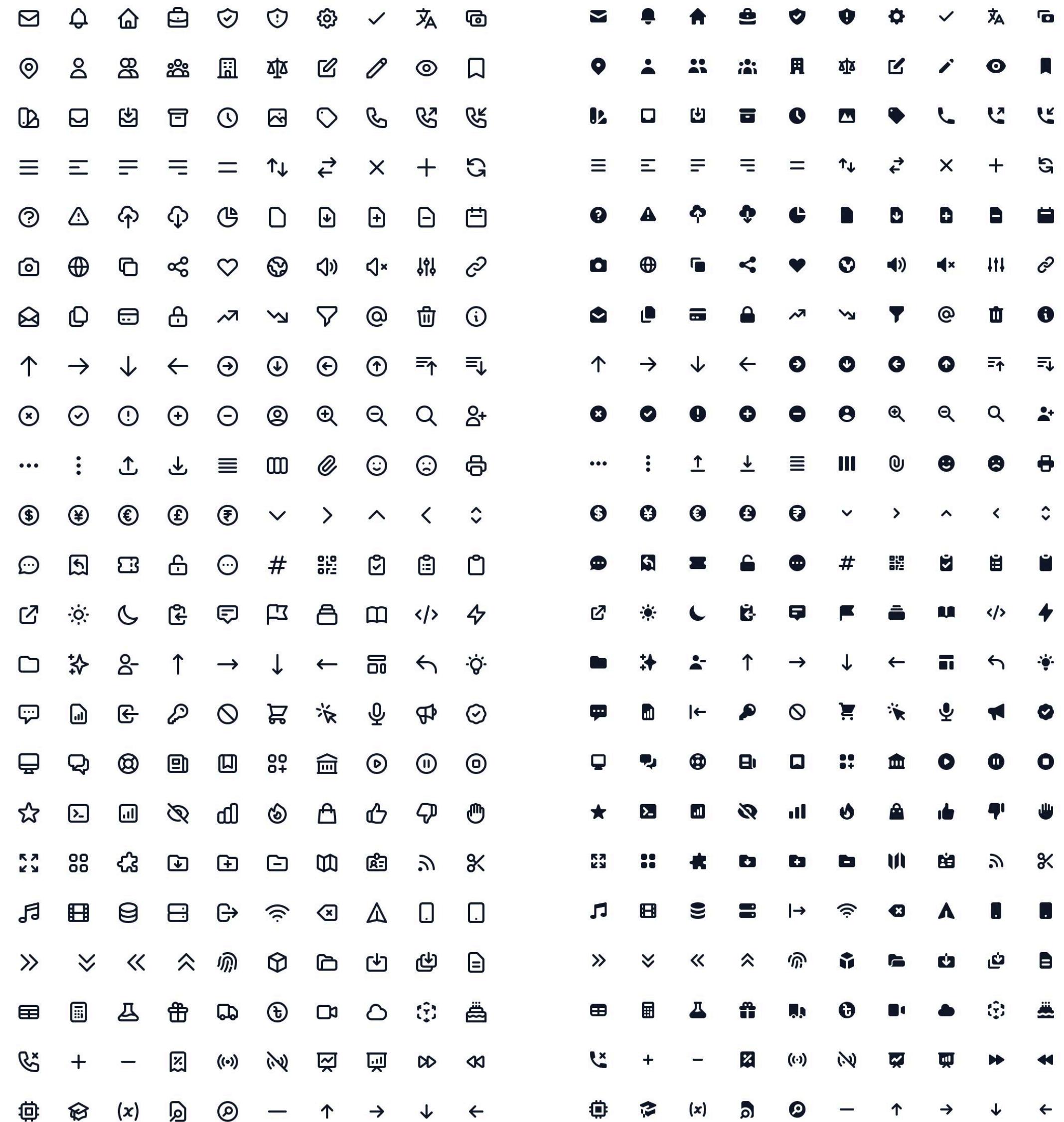
ICONOGRAPHY

Not a lot of icons are used on the existing website.

Hero Icons was chosen in our style guide to maintain consistency in the use of iconography across the web interface and digital materials.

Examples in the usage of these icons can be seen in the coded digital interface prototype.

Iconography



HERO SECTION MOTION DESIGN AND STORYBOARD

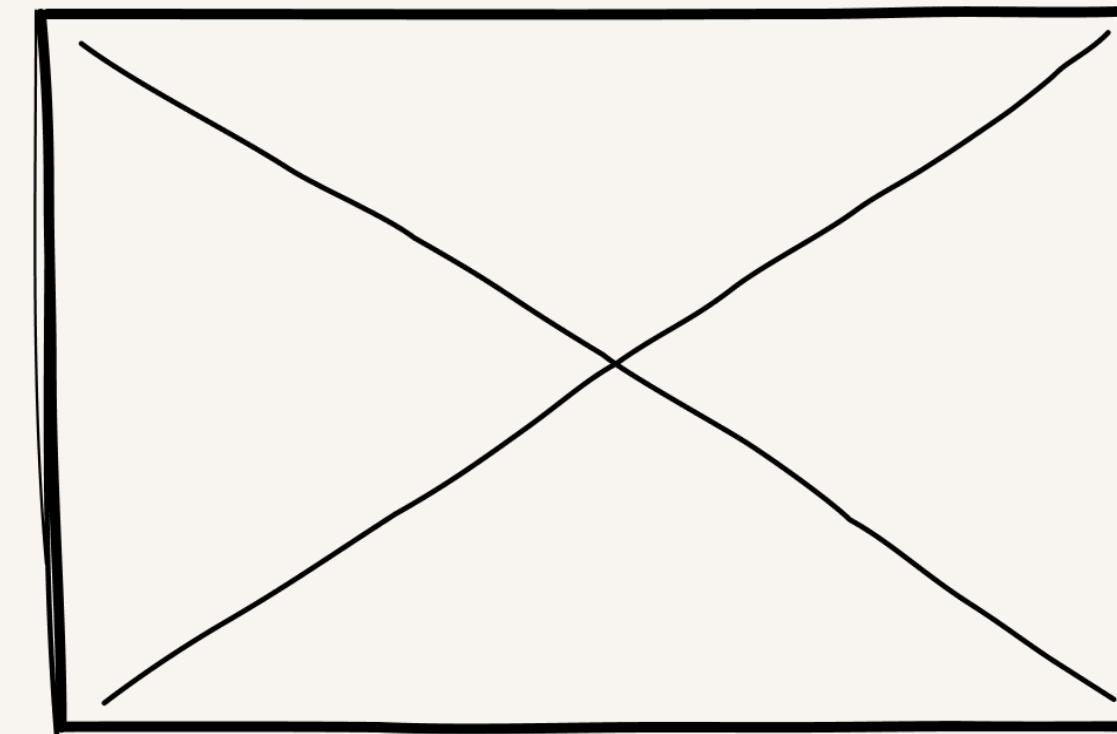
Description

In this proposed hero section, it starts with a full screen image. As the user scrolls down, the image scales down to fit on the left side of the hero section. The hero text then appears, and becomes a more traditional hero section.

Rationale

This section highlights one of the main features of the cafe (a photograph of the baked goods is the hero image). The full screen image gives the photograph impact, with the user allowed to see the beautiful colours and designs in the baked goods.

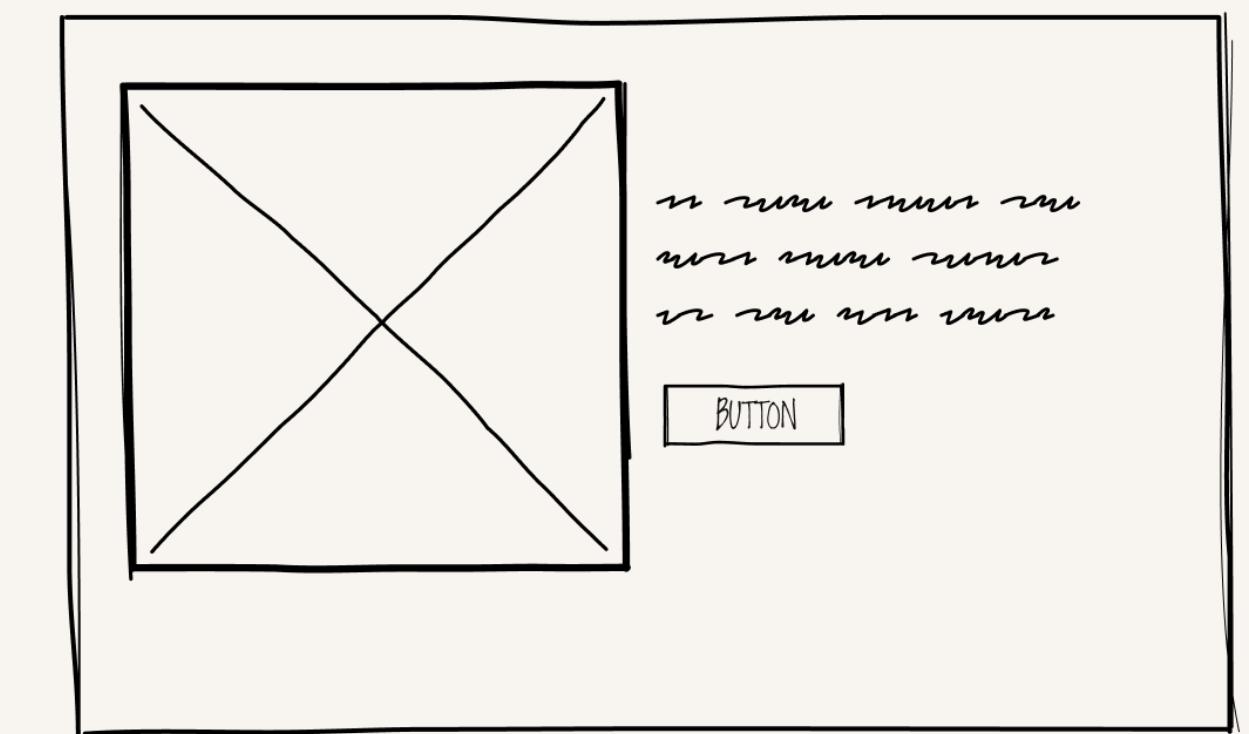
1. Full Screen Hero Image



On page load, the hero image takes up the full width and height of the viewport.

Animation
Image scales down on scroll

2. Hero Image w/ Text



On the end of the page animation scroll, the hero image is on the left of the hero text. From here, the component scrolls up on scroll.

Animation
Scroll up on scroll



ABOUT US MOTION DESIGN AND STORYBOARD

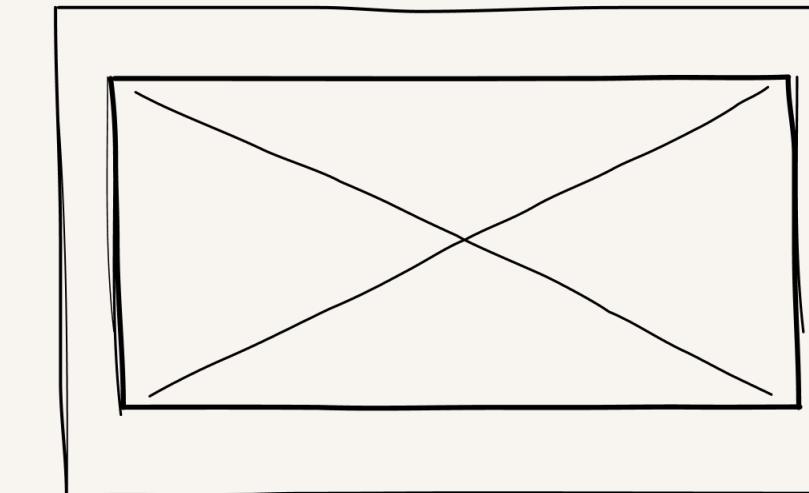
Description

In this section, the an image of the busy exterior of the cafe is shown. This shows that the cafe is bustling and a place where people connect. As the user scrolls down, the image grows to full width and height, and text that describes the cafe is shown in an overlay of the image.

Rationale

Another strong image to showcase the brand identity and experience of the cafe, it uses the graphic seamlessly as a backdrop to text that describes the unique story of how Breka came to be. It bridges the text, describing the cafe as being “voted among Vancouver’s best bakeries and cafes” with a strong image that shows this is true, with the cafe being busy and full.

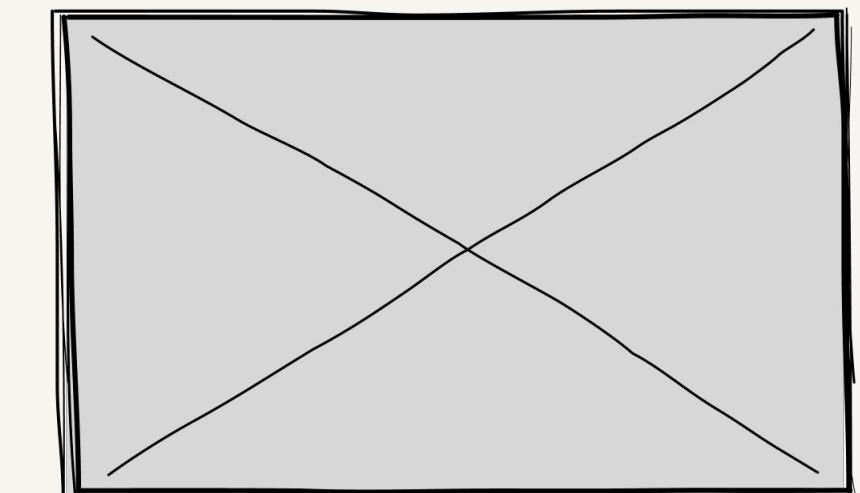
1. About Us Image



On entry, the section image expands to take up the full viewport height and width.

Animation
Image scales up on scroll

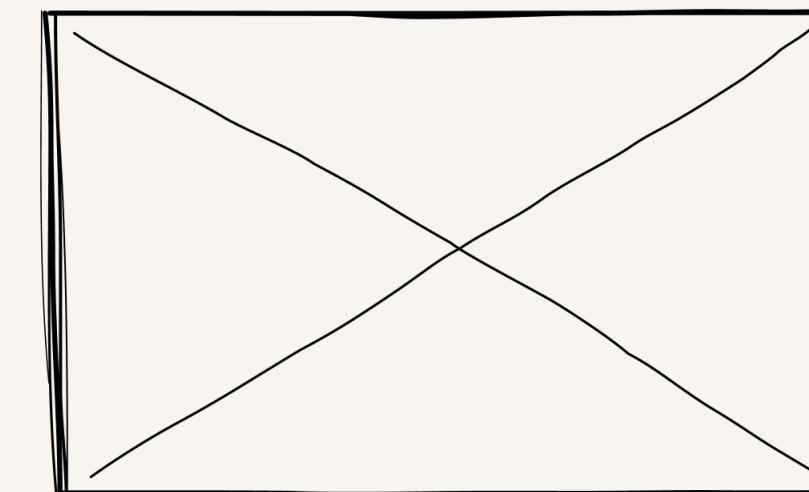
2. Overlay Image



On scroll, the image takes up the full screen, overlay loads in to darken the image.

Animation
Opacity is increased on an element that is an overlay on top of the section image

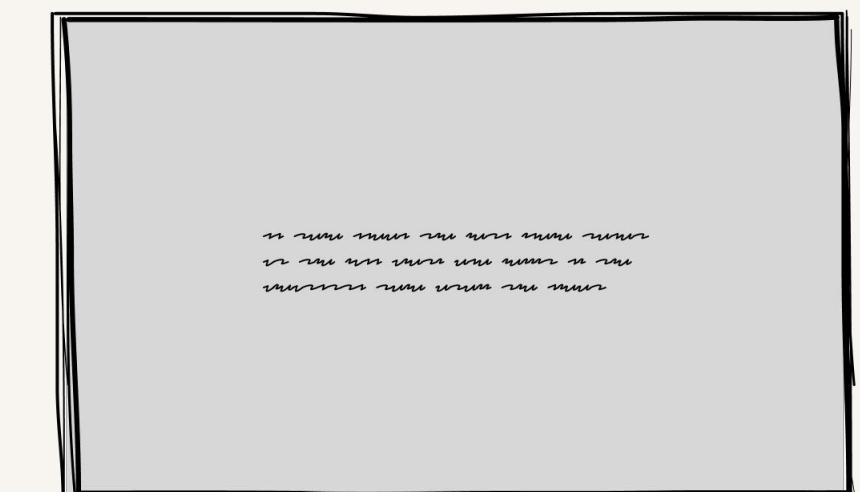
4. Text and Overlay Fade



Both the overlay and text fade away, and the section image is unpinned and scrolls up on user scroll interaction.

Animation
Section scrolls up on interaction

3. Section Text



On further scroll, the section text fades in, revealing a series of text to highlight the story of the brand

Animation
Text fades in from scroll by being linked with opacity setting

OUR QUALITY MOTION DESIGN AND STORYBOARD

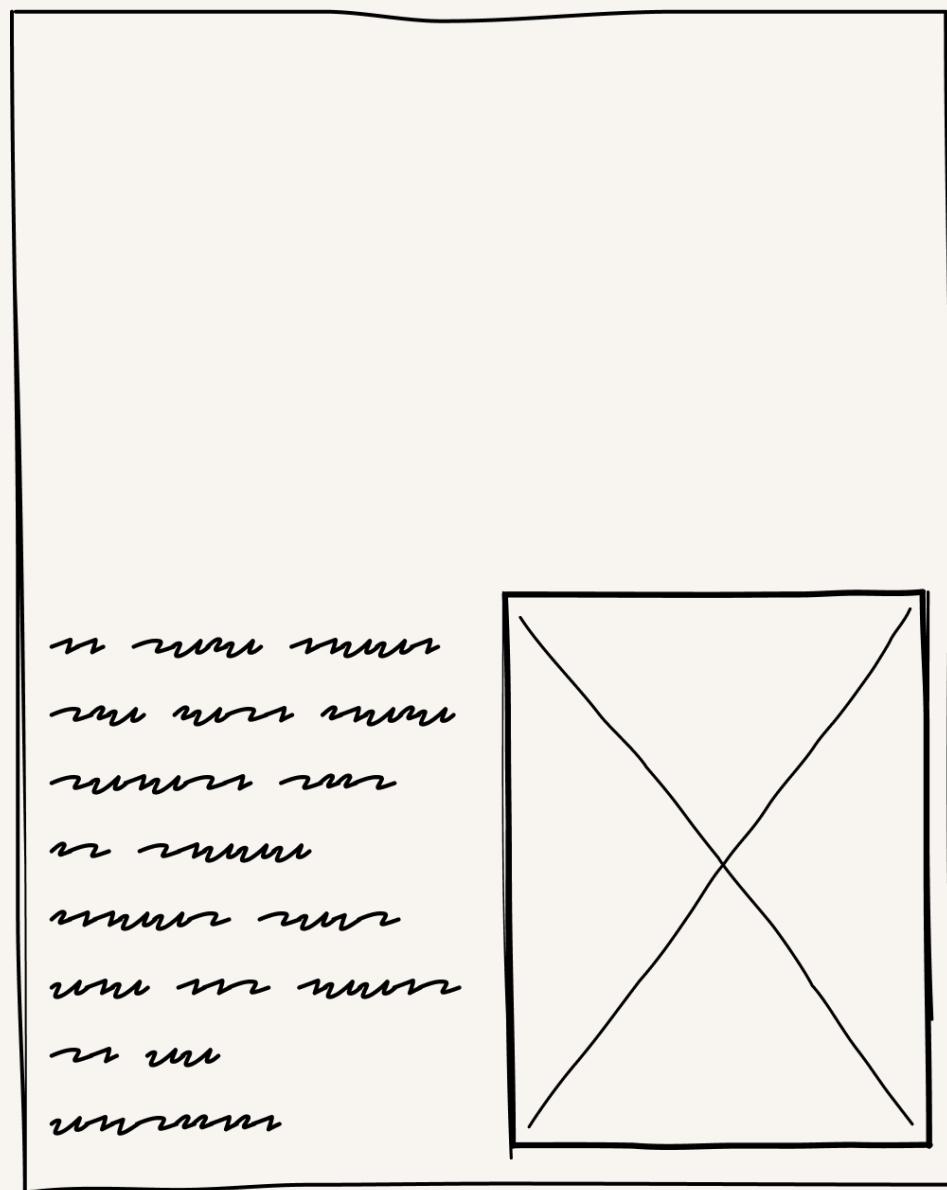
Description

In the Our Quality section, a showcase of one of the hero products of the cafe is shown on the aside. As the user scrolls down, the showcase continues to spin. This spinning animation is tied to the user scroll.

Rationale

The scroll animation is meant to encourage the user to pay attention to the section, and draw the user in. To prevent the animation from continuously spinning, and distracting the user from reading the text - the animation stops when the user stops scrolling. This animation only continues when the user resumes scrolling.

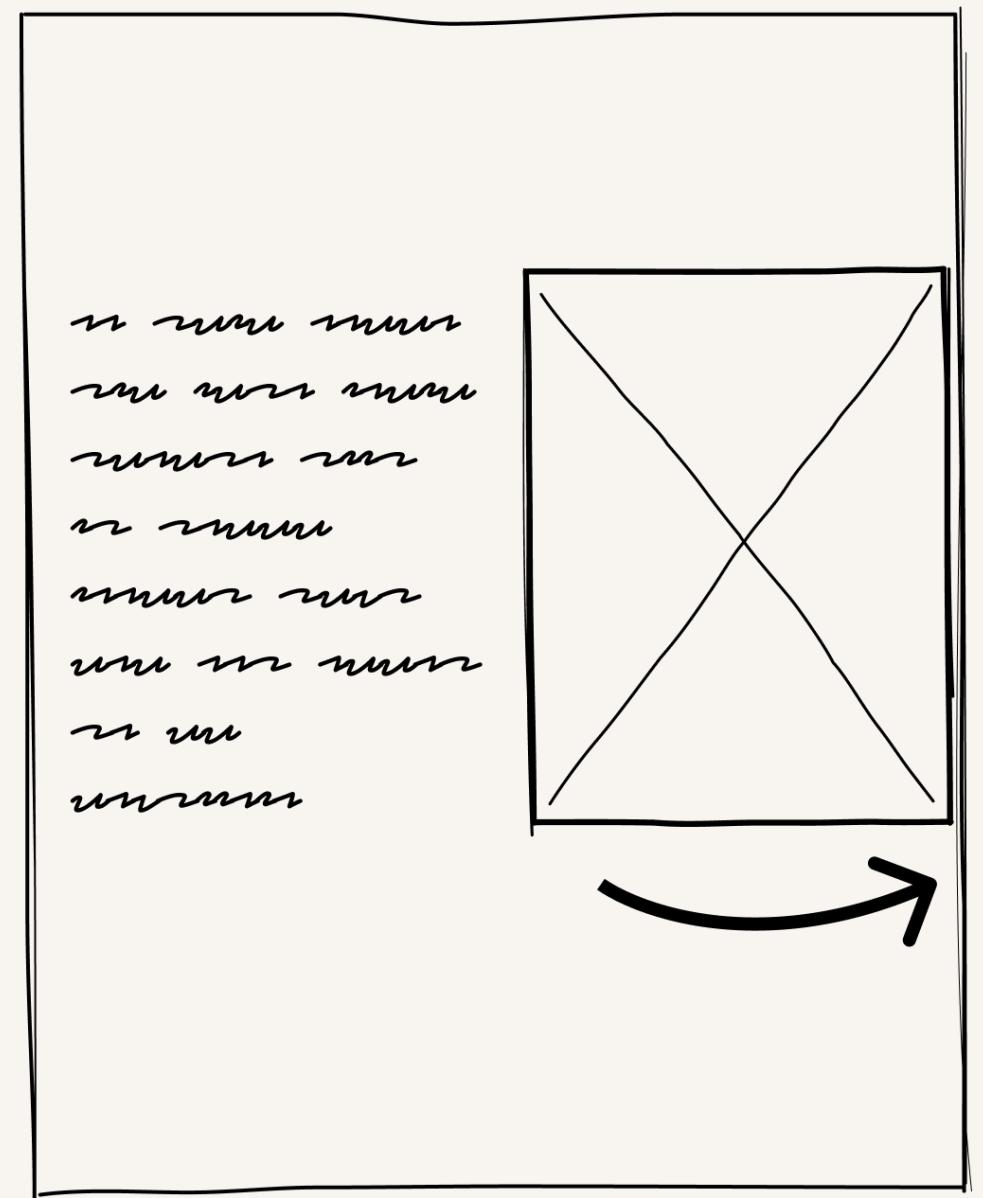
1. Location Card Figures



As the user scrolls into the Our Quality section, a realistic 3D modelled baked good is shown as an aside image on the right.

Animation
Default view

2. Location Card Figure Zoomed In



As the user continues to scroll, the 3D graphic spins, drawing attention and highlighting something delicious and inviting the guest to find out more.

Animation
On user scroll, the graphic on the right spins around, showcasing the baked goods from different angles.



LOCATION CARDS MOTION DESIGN AND STORYBOARD

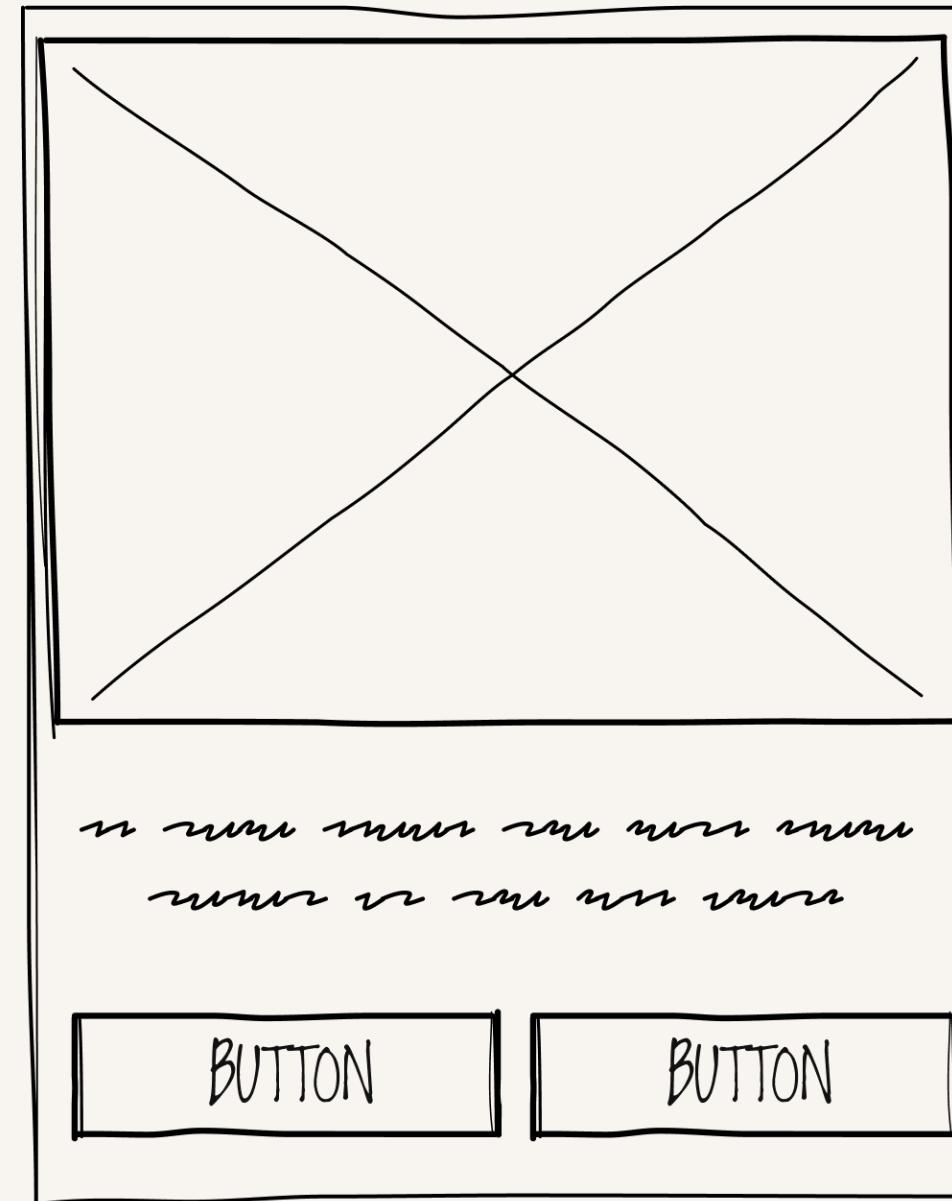
Description

The location cards feature the address and contact information to each cafe, with a set of CTA buttons prompting the user to place an order or view a map to guide them to the cafe. An image of the front of the cafe is shown in the figure above this info, aiding the user in their search for the cafe.

Rationale

The cafe image zooms in slightly on mouse hover, with a smooth eased in animation. The subtle animation invites the user to interact with the card, providing a more engaging user experience that aims to encourage the user to click on the card or the CTA buttons to place an order or visit the cafe.

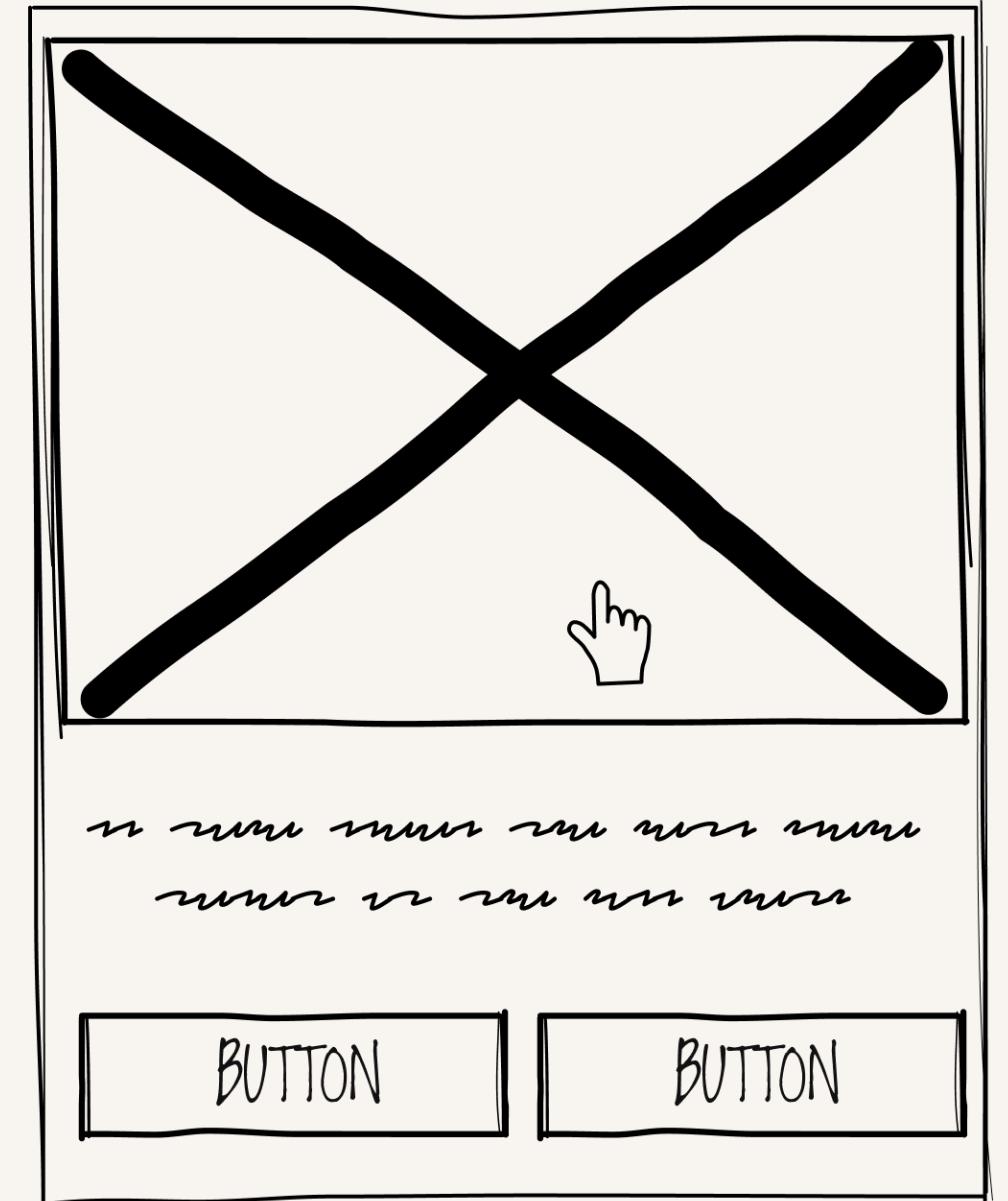
1. Location Card Figures



The location card images by default use Tailwind CSS class object-cover, which scale the image up to fill the div container while preserving aspect ratio.

Animation
Default view

2. Location Card Figure Zoomed In



On mouseover with the image in the card figure, the image zooms in slightly, encouraging interactivity.

Animation
Image zooms in on mouse over, with ease to create a smooth feeling



CAROUSEL MOTION DESIGN AND STORYBOARD

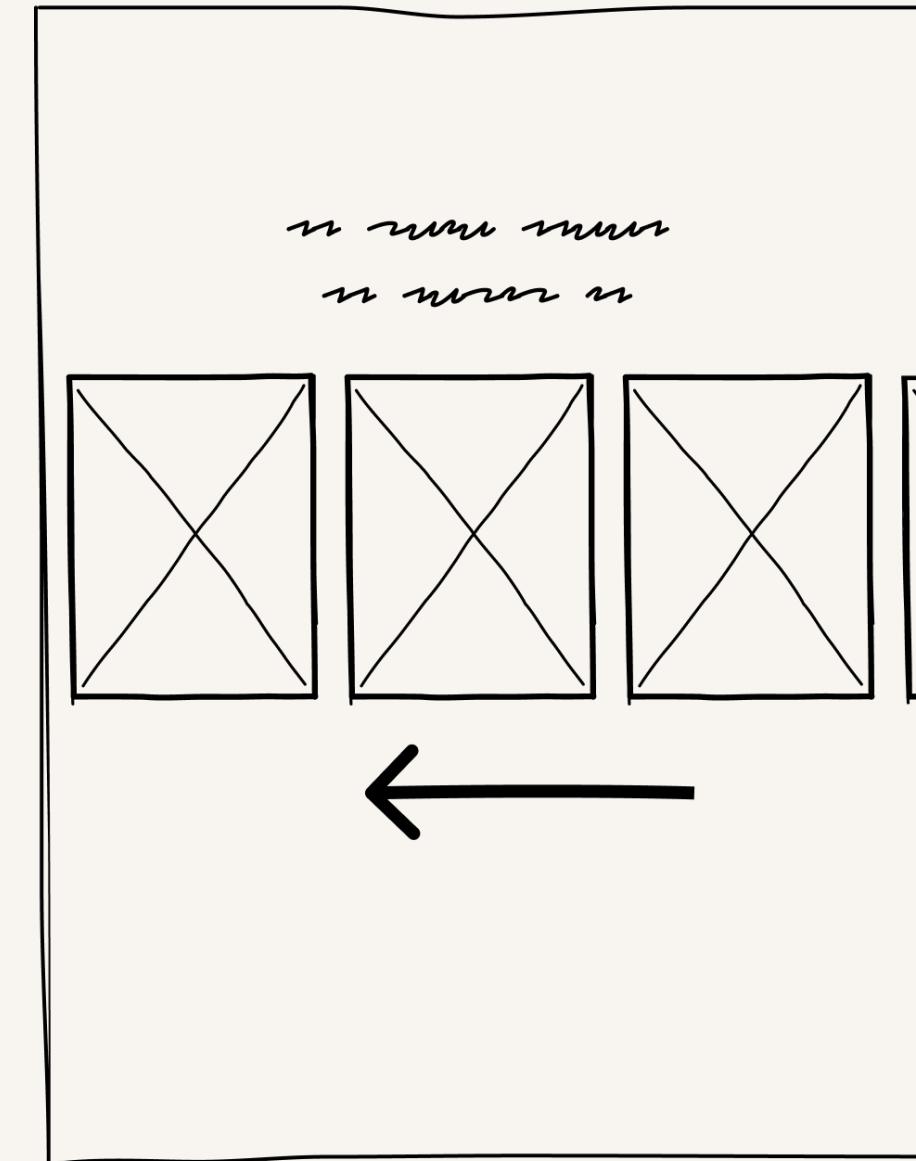
Description:

The images in the carousel continue to scroll in automatically. This component showcases community submitted images and media.

Rationale:

The cafe image zooms in slightly on mouse hover, with a smooth eased in animation. The subtle animation invites the user to interact with the card, providing a more engaging user experience that aims to encourage the user to click on the card or the CTA buttons to place an order or visit the cafe.

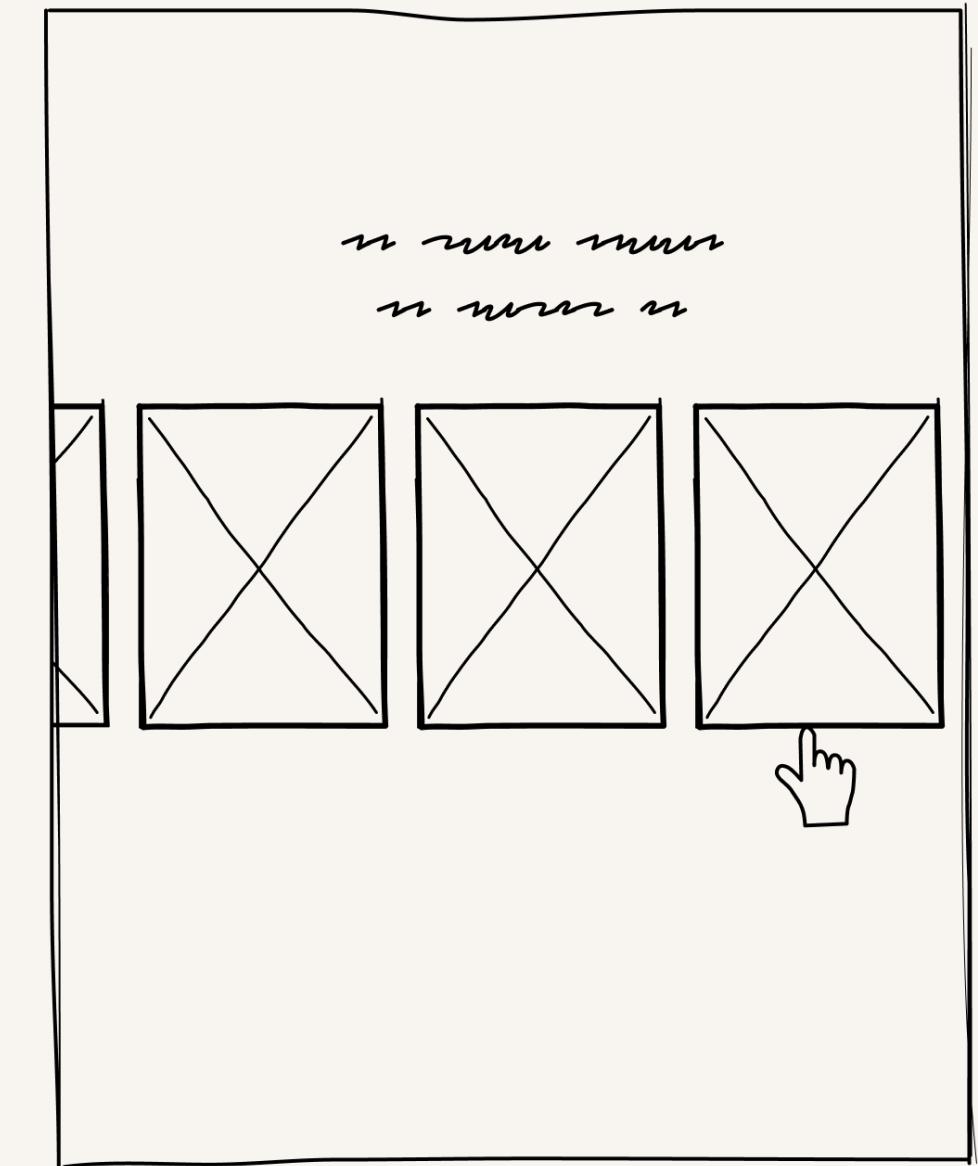
1. Location Card Figures



The animation plays in a continuous loop, showing images submitted by the community.

Animation
Images scroll in from the right

2. Location Card Figure Zoomed In



When the user mouseovers the images, they scale up with an eased animation. The carousel also stops moving.

Animation
On mouseover, the image scales up and carousel animation pauses.



03

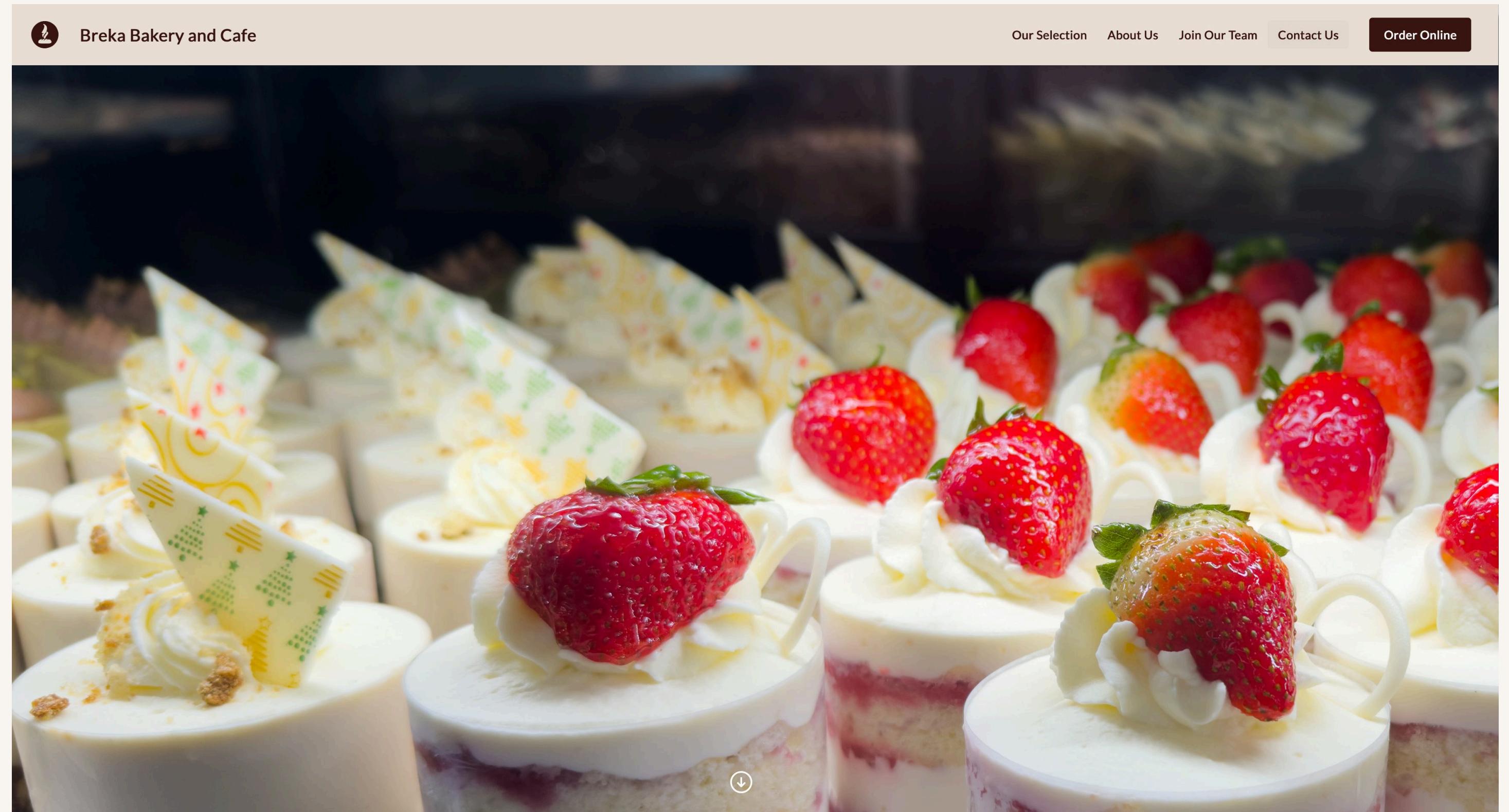
MOTION DESIGN RATIONALE

APPROACH AND GOALS

Breka Cafe has an interesting local success story, being a family business that started in 2006, and has since expanded to multiple locations. The details of this are currently within the About Us section on the existing website.

In the proposed motion design, the goal is bring this section right on to the main page, and showcase the brand's history to clients and users. Scroll triggered animations work to place control of the experience on the user, to enhance the story telling and narrative.

The next pages will detail the Motion Design Recipe for the guidelines.



HERO SECTION - MOTION INSTANCE 01

Motion Design Recipes Considerations

- **UX Goal:** Our goal for this section is to first showcase the delicious baked goods at the cafe with a full width hero image. On user scroll, the full width hero image transitions into an aside image next to hero text and a CTA.
- **Trigger:** The image appears on page load, and transitions to become hero section on user scroll.
- **Transition:** The full screen image and the hero section (with text) are bridged by the animation. This maintains fluidity in the design, and helps the user feel in control.

Breka Bakery and Cafe

Our Selection About Us Join Our Team Contact Us Order Online



ALWAYS WELCOMING

Step inside and experience the warmth of our café. From freshly prepared pastries to handcrafted espresso, we're here to make every visit feel inviting and familiar. Relax, work, or unwind – our space is designed for connection, comfort, and great flavour.

Order Online

HERO SECTION - MOTION INSTANCE 01

Implementation

This instance uses **GSAP** functions to establish a timeline. Within this timeline, each animation is timed one after the other.

```
useGSAP()
  () => {
    const tl = gsap.timeline({
      scrollTrigger: {
        trigger: container.current,
        start: "0% 0%",
        end: "100%",
        scrub: true,
        pin: true,
        markers: false,
      },
    });

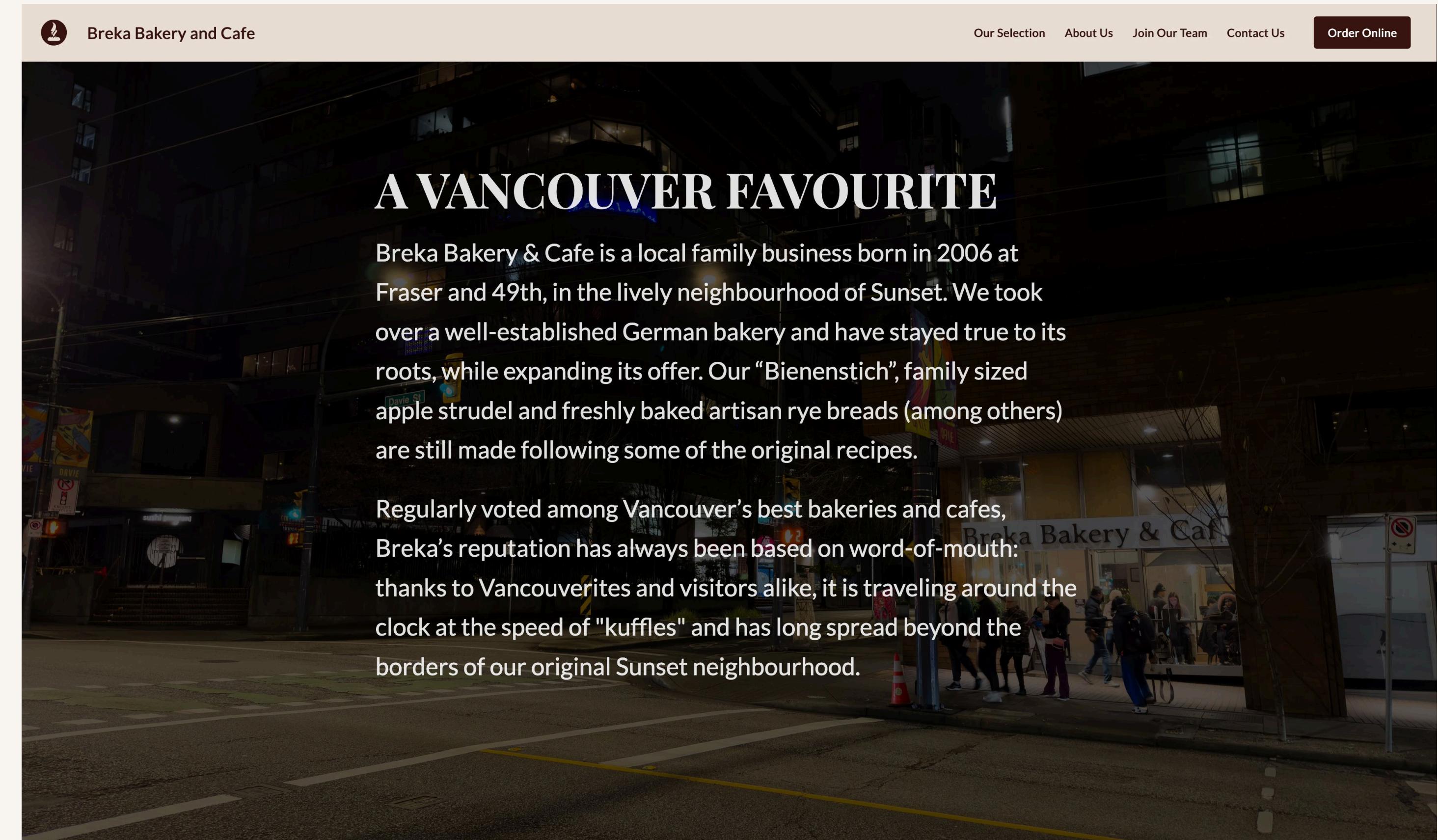
    tl.to(scrollRef.current, { opacity: 0, duration: 0.5 });

    // ① Width animation uses 50% of timeline
    tl.fromTo(
      heroRef.current,
      {
        width: "100vw",
      },
    );
  };
}
```

ABOUT US - MOTION INSTANCE 02

Motion Design Recipes Considerations

- **UX Goal:** Our goal for this section is primarily to provide information about the cafe/brand to the user in an engaging and user controlled way.
- **Trigger:** Text text loads in on user scroll, and transitions to the next text field as the user continues the interaction.
- **Timing:** The text fields come one after the other. While the fields are animated with user scroll, the timing from one element to the next is intentional, and provides a sense of a story moving forward (as is the case of the about us narrative).



ABOUT US - MOTION INSTANCE 02

Implementation

Similar to the hero section instance, this animation also uses **GSAP** functions to establish a timeline. Within this timeline, each animation is timed one after the other to be triggered on the user's scroll interaction.

```
useGSAP()
() => {
  const tl = gsap.timeline({
    scrollTrigger: {
      trigger: container.current,
      start: "top top",
      end: "+=200%",
      scrub: true,
      markers: false,
      pin: true,
    },
  });

  tl.to(imgRef.current, {
    width: "100vw",
    height: "100vh",
    paddingLeft: 0,
    paddingRight: 0,
    transformOrigin: "top center",
    ease: "none",
    duration: 0.1,
  });

  tl.to(overlayRef.current, { opacity: 0.65, ease: "none", duration: 0.2 });

  tl.fromTo(
    textRef.current,
```

OUR QUALITY - MOTION INSTANCE 03

Motion Design Recipes Considerations

- **UX Goal:** Our goal for is to showcase the high quality ingredients and processes used at Breka.
- **Trigger:** This animation plays on user scroll. As the user scrolls down, the donut element continues to rotate, acting as a showcase of the product.
- **Visual Design:** The 3D element acts as a element of visual design, and the animation of this element draws the user in and enhances the story telling of the user interface.

Breka Bakery and Cafe

Our Selection About Us Join Our Team Contact Us Order Online

OUR QUALITY

At Breka, great baking begins long before a loaf hits the oven. When our family took over the historic German bakery that once stood at Fraser and 49th, we inherited more than a storefront—we inherited a craft. Many of the traditional methods and time-honoured recipes passed down from that bakery still guide how we make our breads, pastries, and signature treats today. From slow-fermented doughs to carefully sourced ingredients, we stay committed to the standards that gave the original bakery its charm, while continually refining our offerings for a new generation of Vancouverites. It's a blend of heritage and freshness—made daily, around the clock.



ABOUT US - MOTION INSTANCE 03

Implementation

For the animated donut graphic, this was accomplished using a state. The state is a number between 1-60, which is changed based on the user's scroll position. This number is set to a state, established by React state management.

This number is then used as the number for an image sequence, which is reloaded each time the state updates, which creates the animated sequence.

```
useGSAP(() => {
  const state = { frame: 1 };
  gsap.to(state, {
    frame: 60,
    snap: "frame",
    ease: "none",
    scrollTrigger: {
      trigger: qualitySection.current,
      start: "top center",
      end: "bottom center",
      scrub: true,
      markers: false,
    },
    onUpdate: () => {
      setFrame(state.frame);
    },
  });
}

return (
  <section
    ref={qualitySection}
    className="relative flex justify-center items-center w-full pt-32"
  >
```

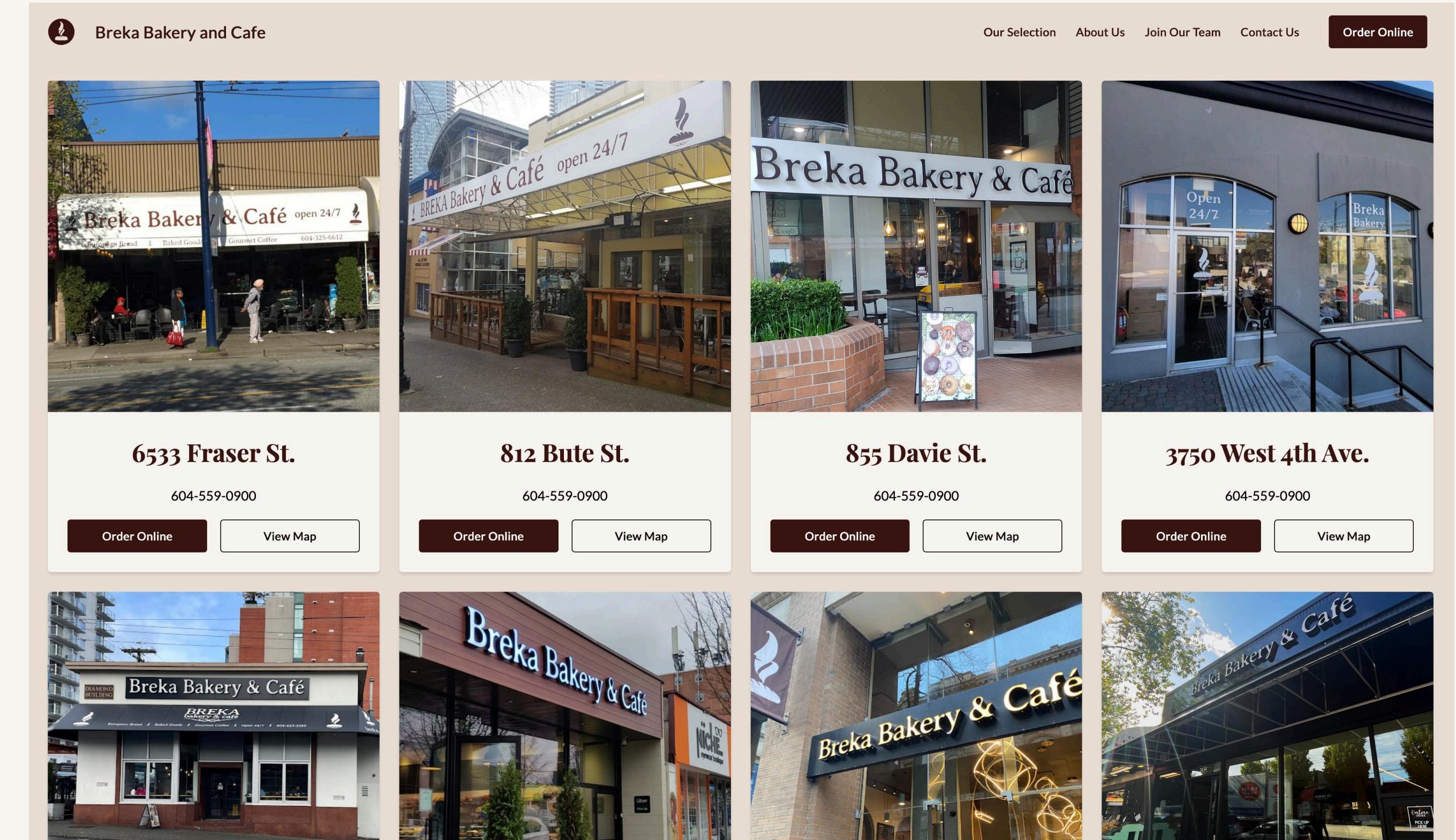
OUR LOCATIONS - MOTION INSTANCE 04

Motion Design Recipes Considerations

UX Goal: The objective of these cards is to indicate interactivity with these elements, so that the user is encouraged to click on one of these locations to visit one of the Breka locations.

Trigger: This animation is triggered on user mouse over with the photograph elements in each card.

Easing: The photographs zoom in slightly on mouse over, and use a easing animation to give a smooth movement.



ABOUT US - MOTION INSTANCE 04

Implementation

This animated effect works by using **Framer Motion**, which has an easy way to assign animations to page elements. In this case, **whileHover={}** is used to trigger a scale increase animation when the user places their mouse over the photograph in each card.

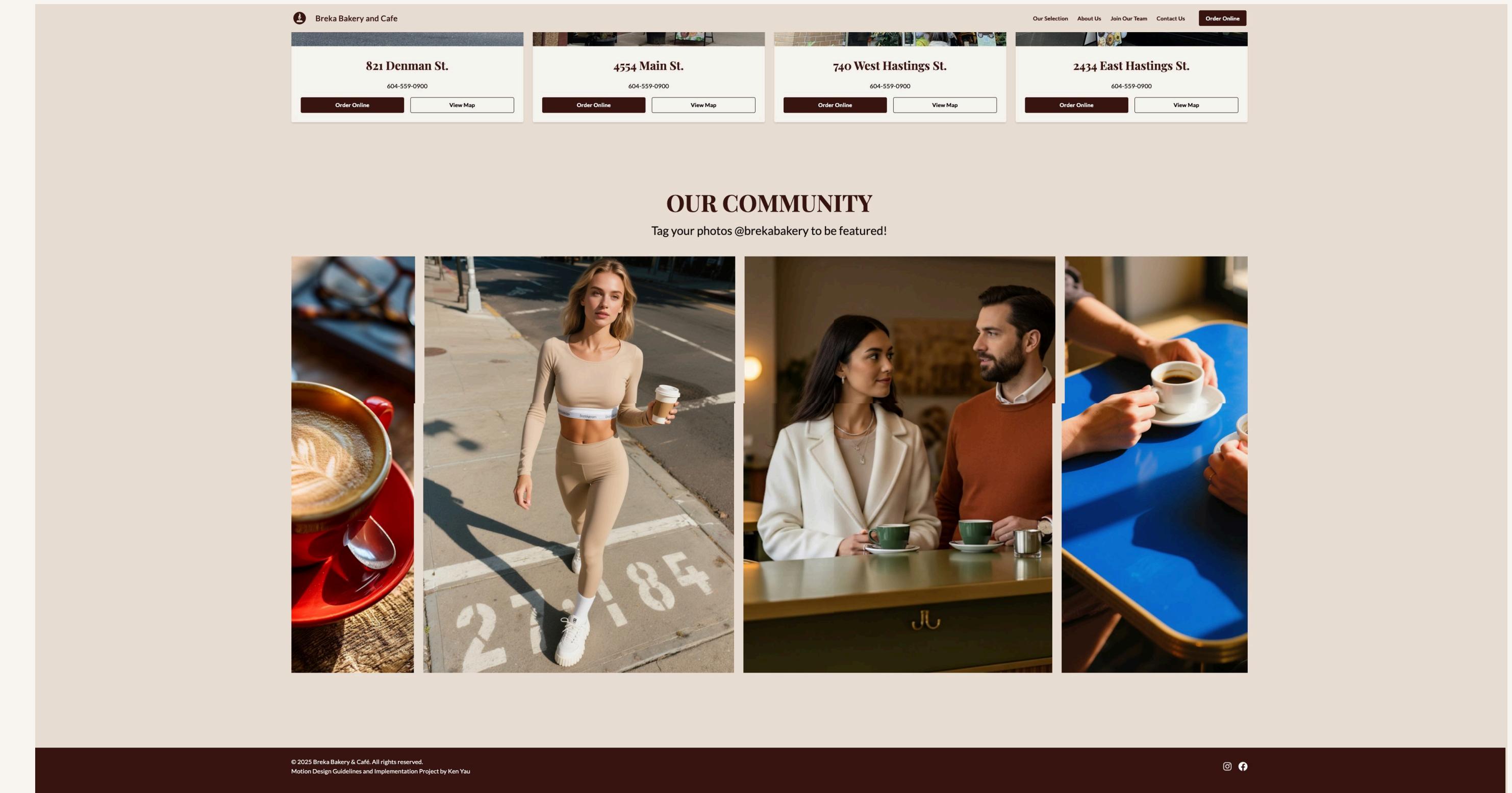
```
<motion.img
  src={loc.image}
  alt={loc.name}
  className="overflow-hidden aspect-square object-cover w-full"
  whileHover={{
    scale: 1.1,
    transition: { type: "ease", stiffness: 300 },
  }}
/>
<div className="p-6 relative z-50 bg-accent text-center">
  <p className="text-3xl text-header mb-4">{loc.address}</p>
  <p className="text-base text-black mb-4">{loc.phone}</p>
  <span className="flex gap-4">
    <button className="btn btn-primary rounded flex-1">
      Order Online
    </button>
    <button
      className="btn btn-outline rounded flex-1"
    >
      View Map
    </button>
  </span>
</div>
```

COMMUNITY CAROUSEL - MOTION INSTANCE 05

Concept/Story: A strong aspect of the Breka brand is its local identity and sense of community. The objective of this animated component is to show community engagement to enhance brand narrative.

Timing: The carousel automatically scrolls at a mild speed, allowing for users to engage in the content as it scrolls. As soon as the user's mouse enters the section, the animation pauses.

Easing: The photographs zoom in slightly on mouse over, and use a easing animation to give a smooth movement.



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Motion Design Guidelines and Implementation Project by Ken Yau

COMMUNITY CAROUSEL - MOTION INSTANCE 05

Implementation

This animated component was created with Embla Carousel, a light weight carousel library. The enable allows for a ref to be targeted with carousel features, and automatically enables snap scrolling functionality.

Using the AutoScroll() plugin provided with Embla, it was possible to enable features like stopping the animation on mouse hover.

The carousel was combined with Framer Motion's onHover functionality to enable the image to scale up in size on mouseover. Like the location cards, this is meant to encourage engagement and interaction from the user.

```
export function Carousel() {
  const [emblaRef] = useEmblaCarousel({ loop: true }, [
    AutoScroll({
      speed: 2,
      stopOnInteraction: false,
      stopOnMouseEnter: true,
    }),
  ]);

  return (
    <section className="max-w-[2500px] mx-auto flex flex-col px-6 pt-32">
      <motion.div
        initial={{ opacity: 0 }}
        whileInView={{ opacity: 1 }}
        transition={{ duration: 1 }}
        className="text-4xl 2xl:text-6xl text-header text-center font-extrabold mb-6"
      >
        OUR COMMUNITY
      </motion.div>
      <div className="text-lg 2xl:text-3xl text-center">
        Tag your photos @brekabakery to be featured!
      </div>
      <section className="embla flex justify-center items-center w-full mt-12">
        <div ref={emblaRef} className="embla__viewport">
          <div className="embla__container gap-6 pl-6">
            <motion.div className="embla__slide overflow-hidden">
              <motion.img
                whileHover={{ scale: 1.1 }}
                src="/images/carousel/001.png"
                alt="Cafe"
              />
            </motion.div>
            <motion.div className="embla__slide overflow-hidden">
              <motion.img
                whileHover={{ scale: 1.1 }}
                src="/images/carousel/002.png"
                alt="Cafe"
              />
            </motion.div>
            <motion.div className="embla__slide overflow-hidden">
              <img alt="Cafe" />
            </motion.div>
          </div>
        </div>
      </section>
    </section>
  );
}
```

WHY MOTION?

The implementation of these elements is meant to add to the user experience by drawing the user to focus in on the narrative that is being revealed by the brand.

However, it's important to consider that animation can also be distracting for some users. This is why only one key animation is displayed in each section, with other animations (such as text loading in) being subtle with only small shifts in opacity and y-axis placement.

For users that are ready to place an order right away, a fixed navigation bar is placed at the top of the page, and does not move or change on user scroll. That means at any time, a user can access the other parts of the site, if they do not want to engage in the scrolling or animation process. This is important to include because users—especially returning users—shouldn't have to scroll through all the animated sections just to access the location cards.

```
16
17     useGSAP()
18     () => {
19       const tl = gsap.timeline({
20         scrollTrigger: {
21           trigger: container.current,
22           start: "0% 0%",
23           end: "100%",
24           scrub: true,
25           pin: true,
26           markers: false,
27         },
28       });
29
30       tl.to(scrollRef.current, { opacity: 0, duration: 0.5 });
31
32       // 1 Width animation uses 50% of timeline
33       tl.fromTo(
34         heroRef.current,
35         {
36           width: "100vw",
37         },
38         {
39           width: "2500px",
40           ease: "none",
41           duration: 0.5, // 50% of timeline
42         },
43         0
44       );
45
46       // 2 Dummy tween to fill the remaining 50%
47       tl.to({}, { duration: 0.5 });
48     };
49   }
50 }
```

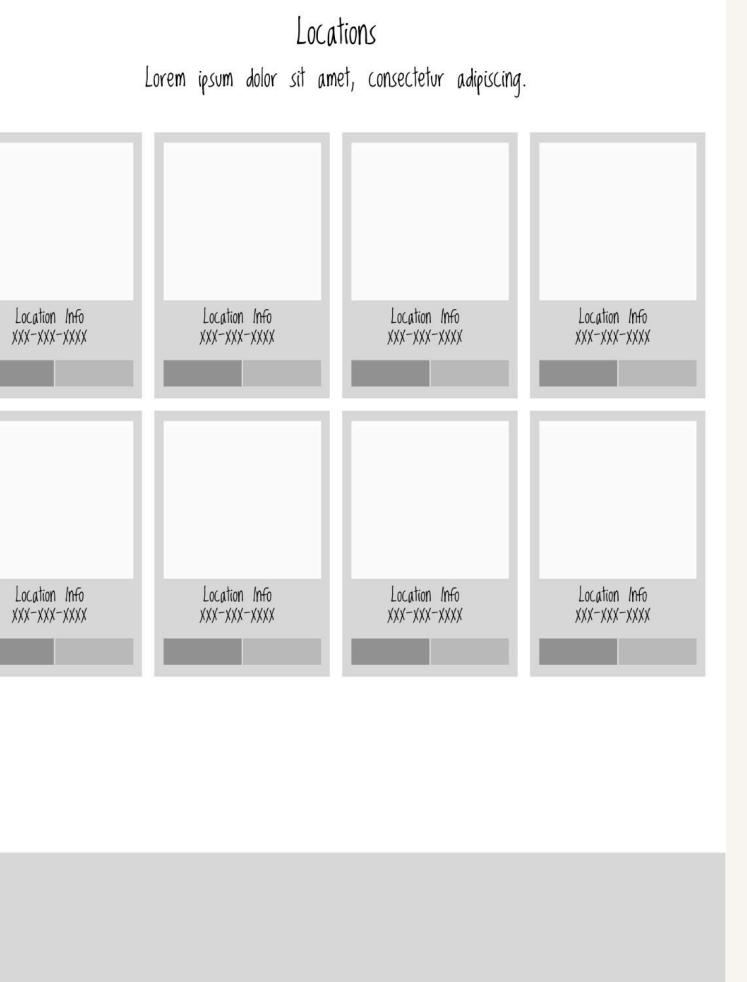
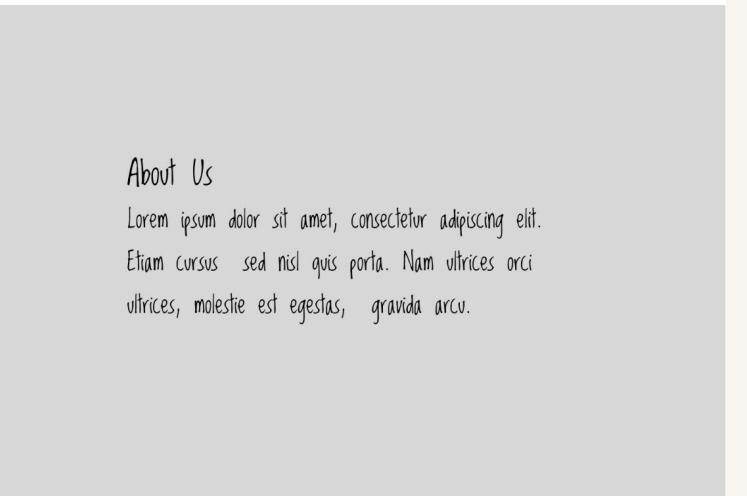
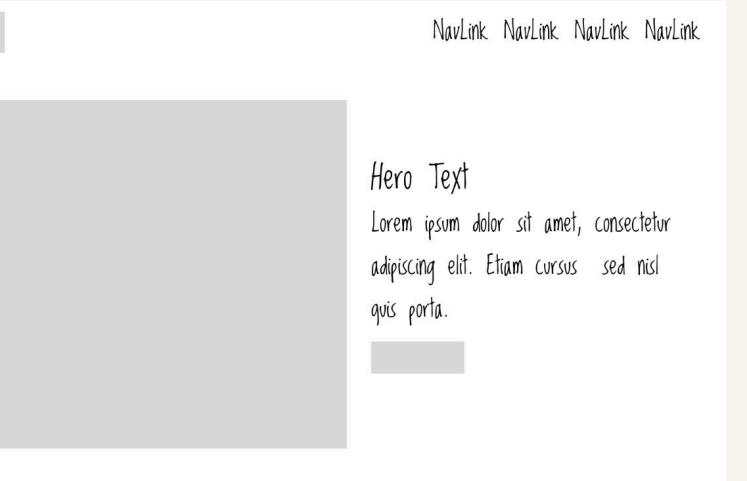
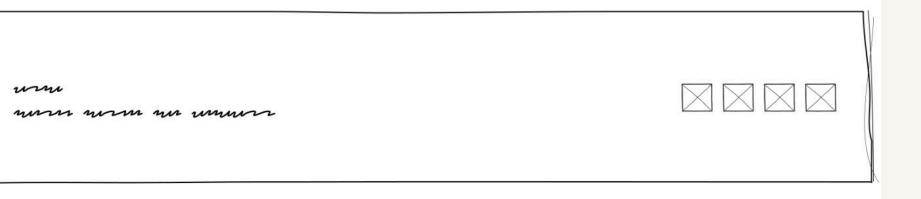
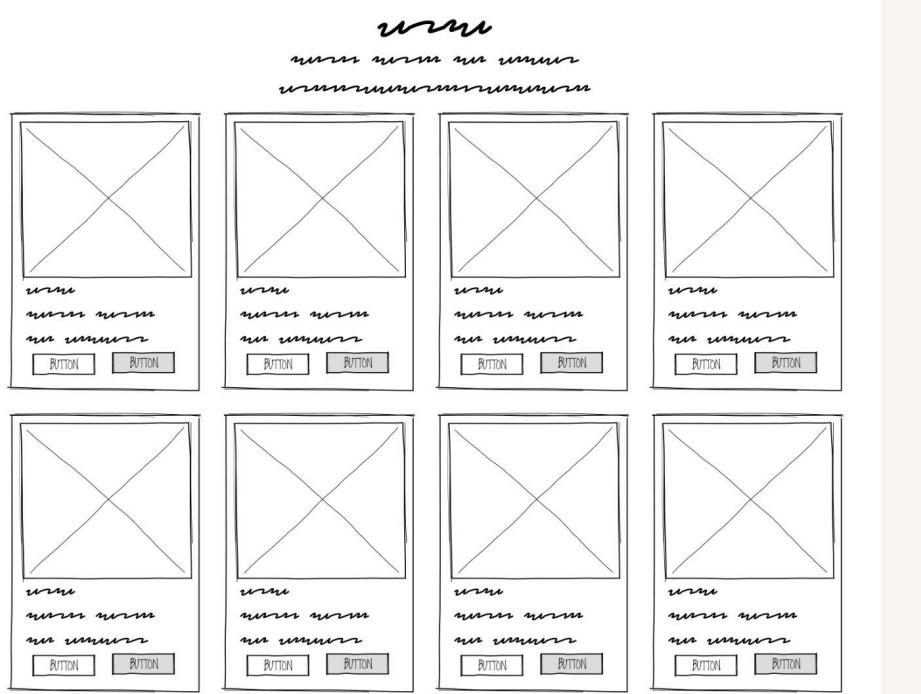
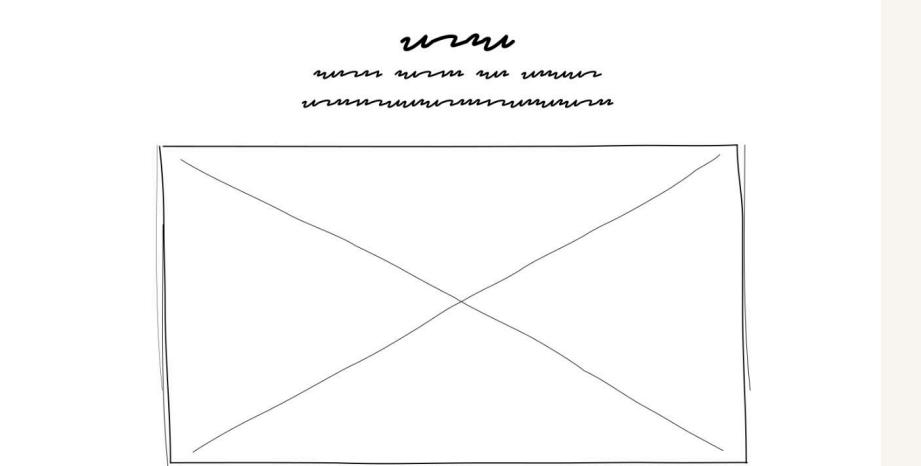
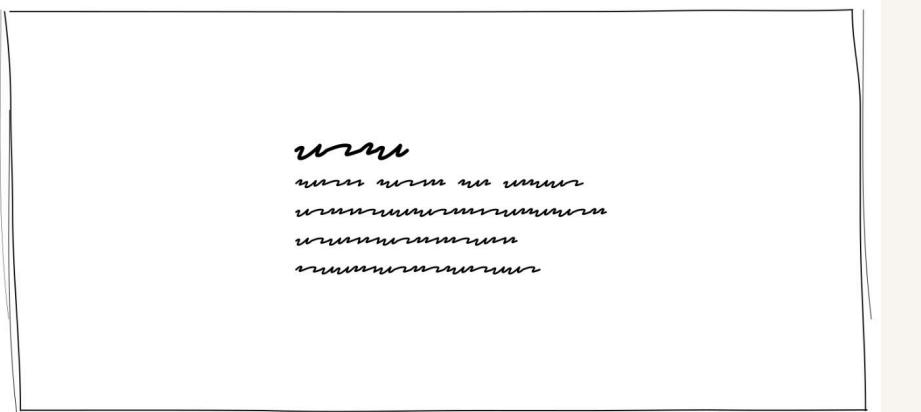
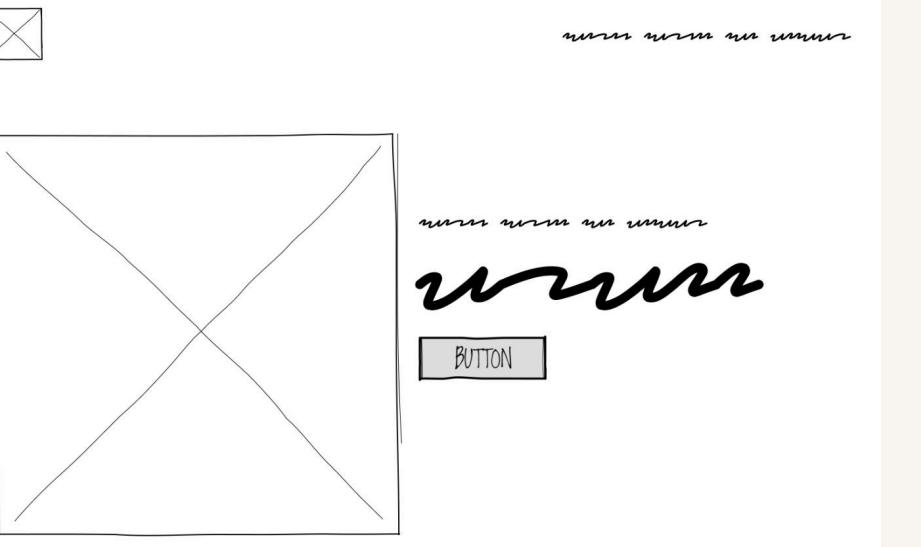
04

PROTOTYPE AND DEPLOYMENT

FIGMA WIREFRAMES

I began by developing some wireframes to establish the basic layout on my website. The main point of these wireframes is to plan out the order in which the various components would be laid out.

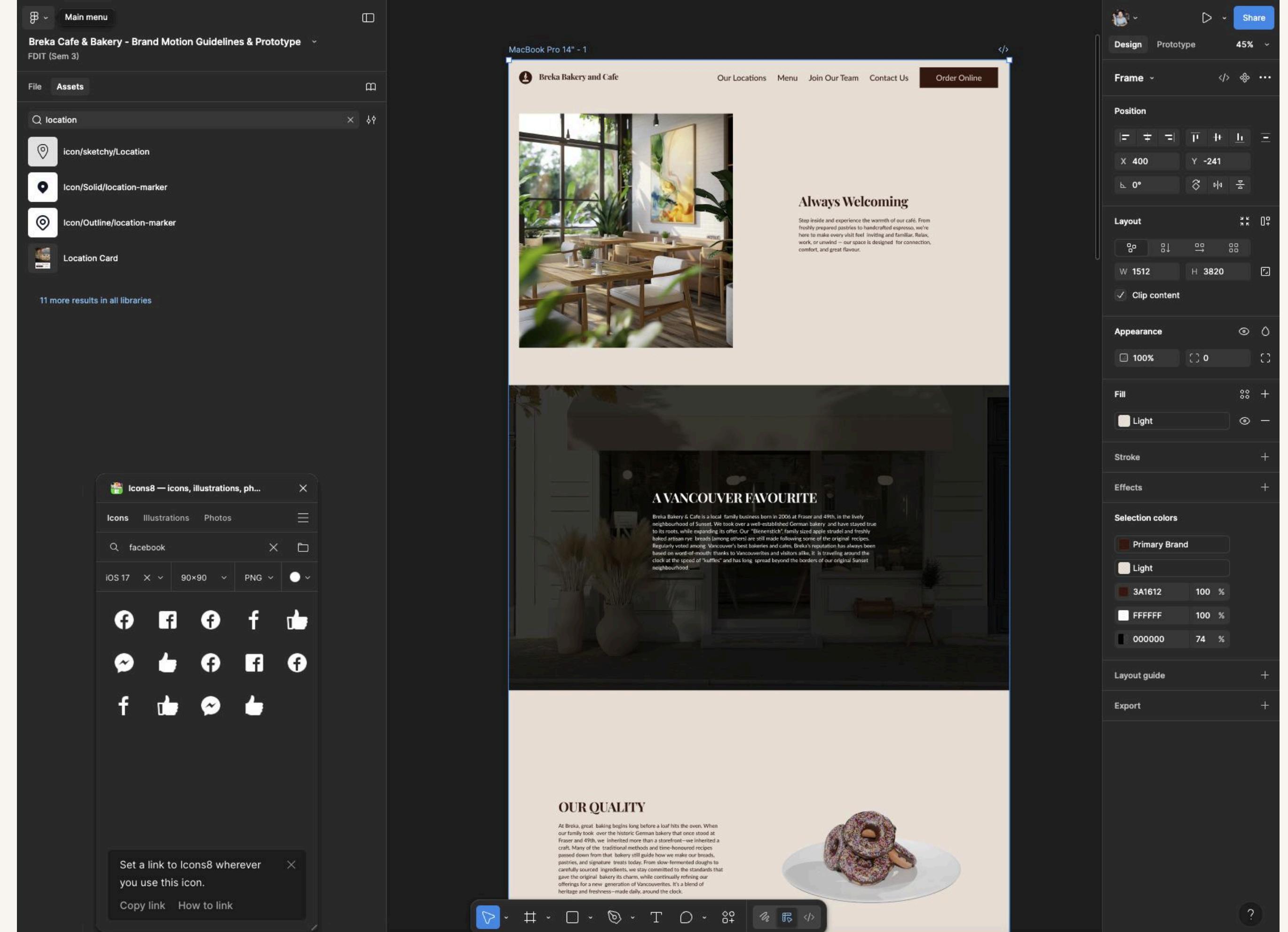
View my wireframes in Figma [here](#).



FIGMA PROTOTYPE

I created a Figma prototype that demonstrates these user interactions and animations.

View my wireframes in Figma [here](#).

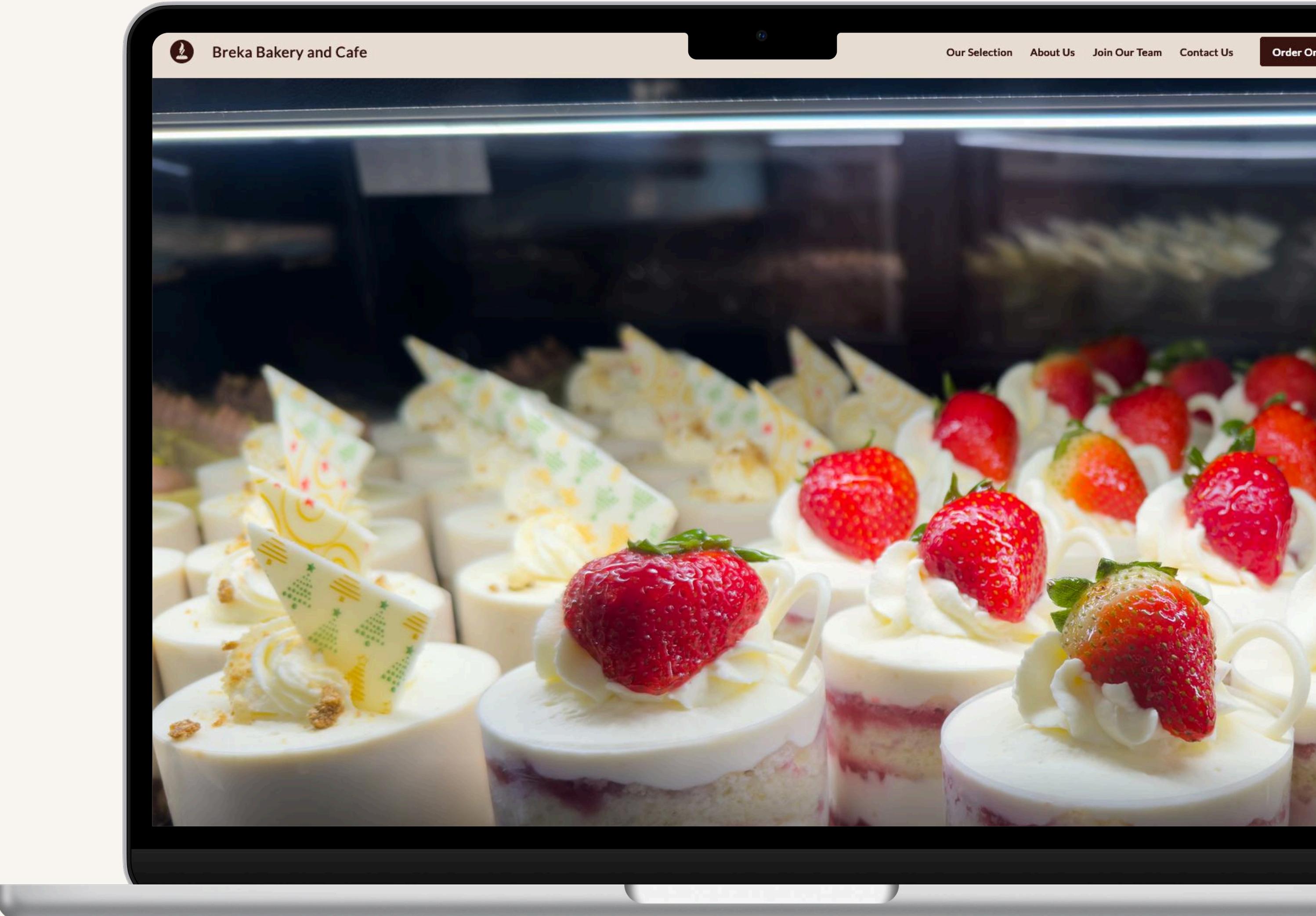


DEPLOYED CODE

The web interface was coded and deployed for viewing and testing.

Technologies used include React, Tailwind CSS, Daisy UI, GSAP, Framer Motion, and Blender.

My prototype is deployed and hosted on Vercel for viewing. View my deployed code prototype [here](#).



VIEWING PROJECT DELIVERABLES

This project was created for educational purposes. The code for the coded prototype is provided for assessment purposes. Because this app was built with react, there are requirements that must be met to host the site locally.

Instructions

1. Install Node.js from their website
2. Download the project folder and unzip it
3. Open the folder with a code based editor (such as VSCode)
4. In the terminal, type “npm install” to install dependencies for the project
5. Next, type in “npm run dev” which will run the app on a locally hosted development server to be viewed



05

**POST-MORTEM REFLECTION
AND REFERENCES**

PROJECT REFLECTION

This project allowed me to gain experience on more tools to create motion graphics within web interfaces. As I work on this project, I found that it doesn't take a lot of work to add some simple animations. It's because of the ease of implementation that I feel there needs to be some caution when deciding to add any motion design elements to an interface.

While it can be fun to add, and from a technological standpoint, can be very impressive, care needs to be taken to ensure that animations and features do not overwhelm the user, or cause usability issues that prevent a user from completing their desired task.

Of all of the animation tools, I found that Framer Motion was the most straightforward, and allowed for animations to be added very quickly to page elements. However, GSAP provided much more powerful tools and customization, such as the ability to link scroll to specific points on the page, establishing timelines, and linking user scroll to animations.

Moving forward, I want to continue to experiment with motion design by adding animated elements to my personal portfolio.

REFERENCES

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- DJI Osmo Action 6. (2022). Product design and motion inspiration. DJI. <https://www.dji.com/osmo-action-6>