



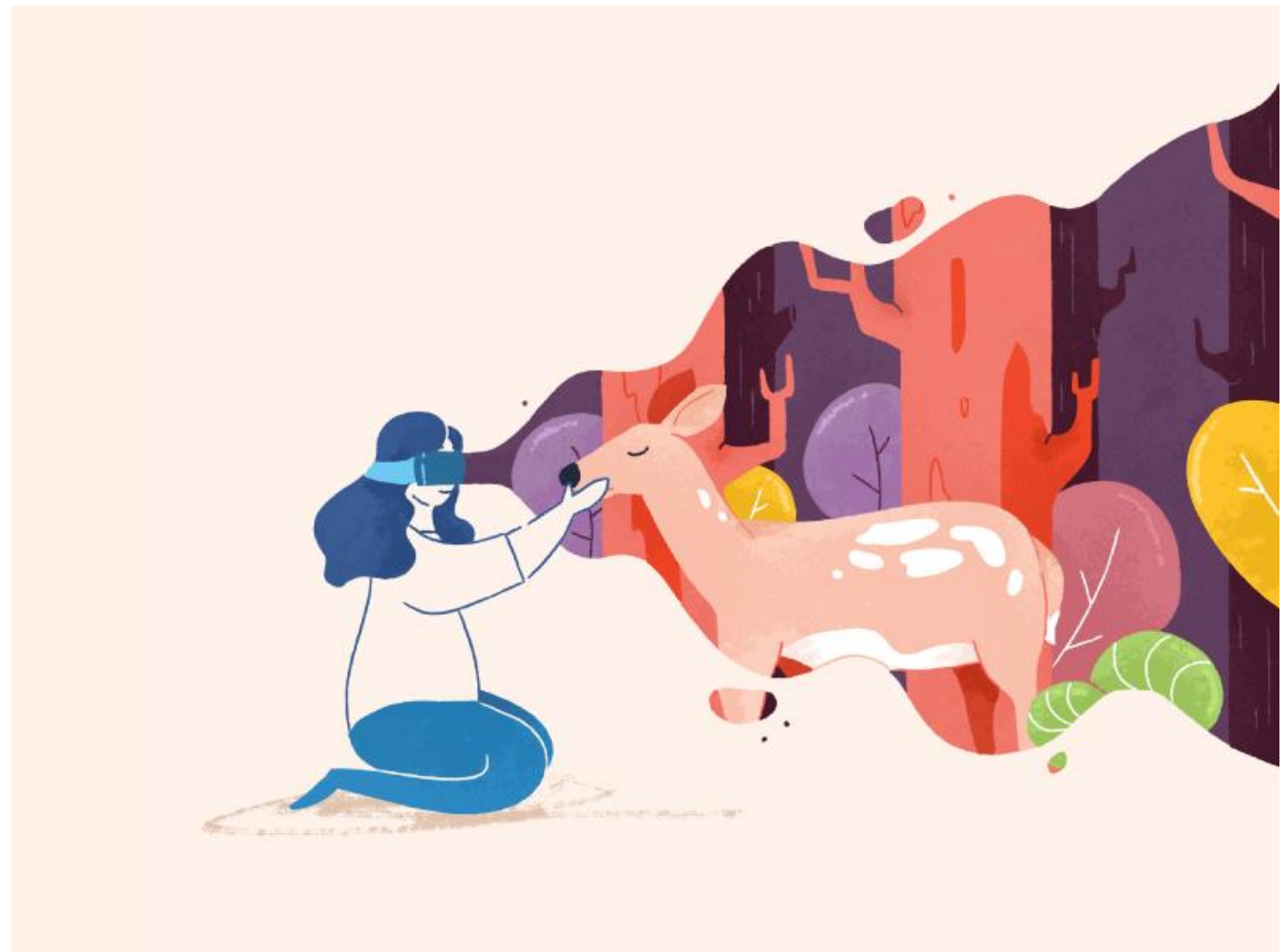
How the animation delights user experience

Hoang Nguyen

Why good animation is important

Humans are visually driven creatures

- Process visuals 60,000 times faster than text.
- 90% of the information absorbed by the brain is visual.
- Our brains and eyes are hardwired to pay attention to moving and colorful objects.

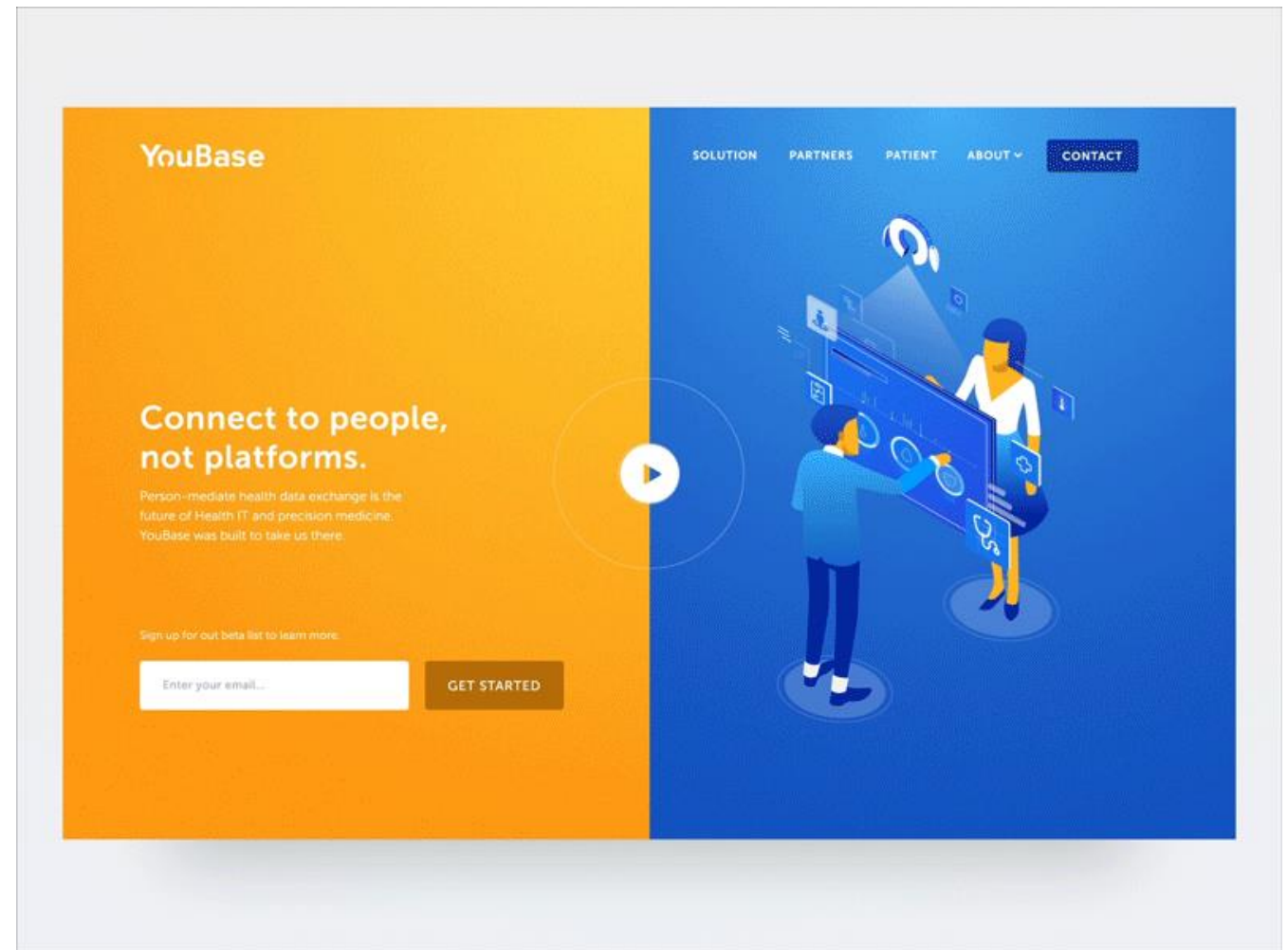


Source: Atlassian Dribbble Team

Why good animation is important



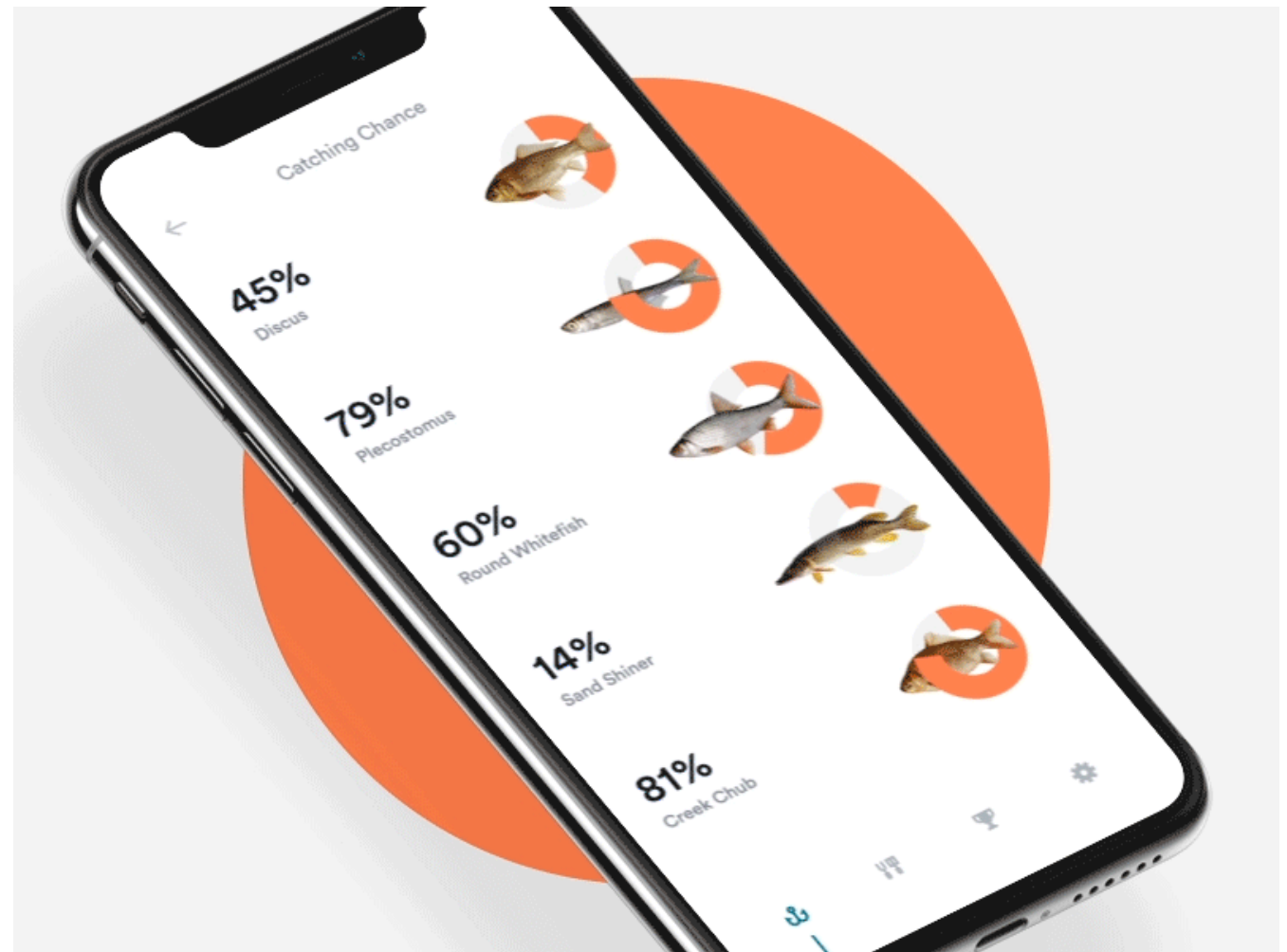
The impact of imagery increases with the addition of animation



Why good animation is important

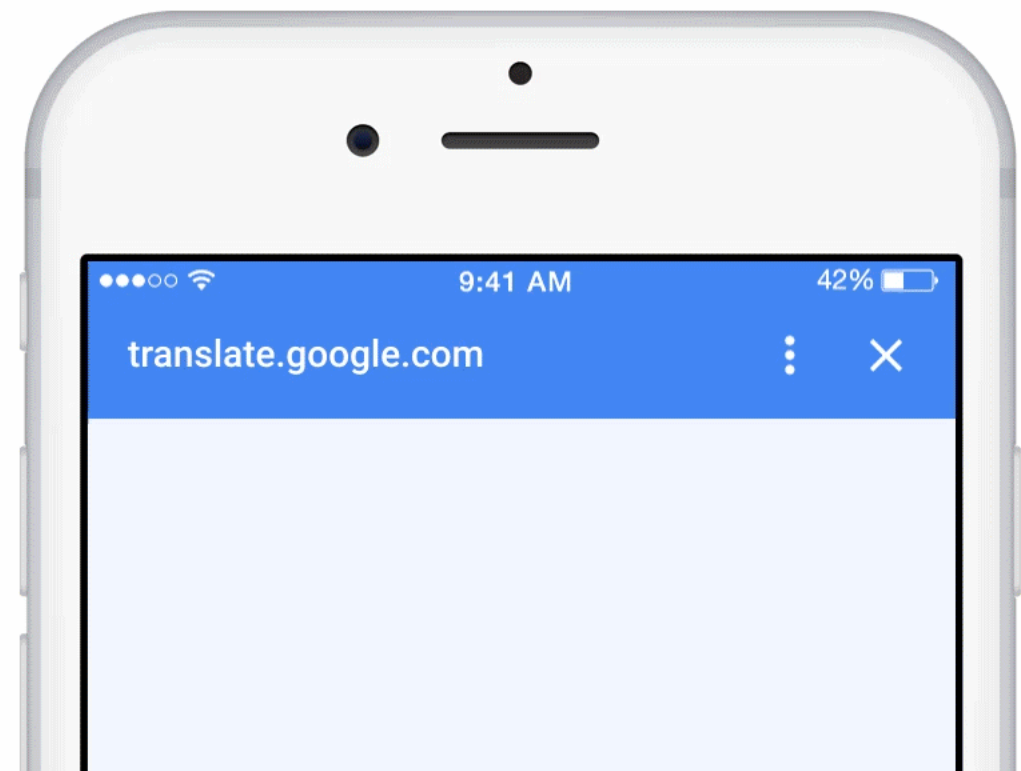


Bring your product into a next level



What is Interface Animation?

Interface animation is a subtle animation **embedded** in the UI design as a part of the **functionality** of that design



Source: Google Dribbble Team

What is Interface Animation?

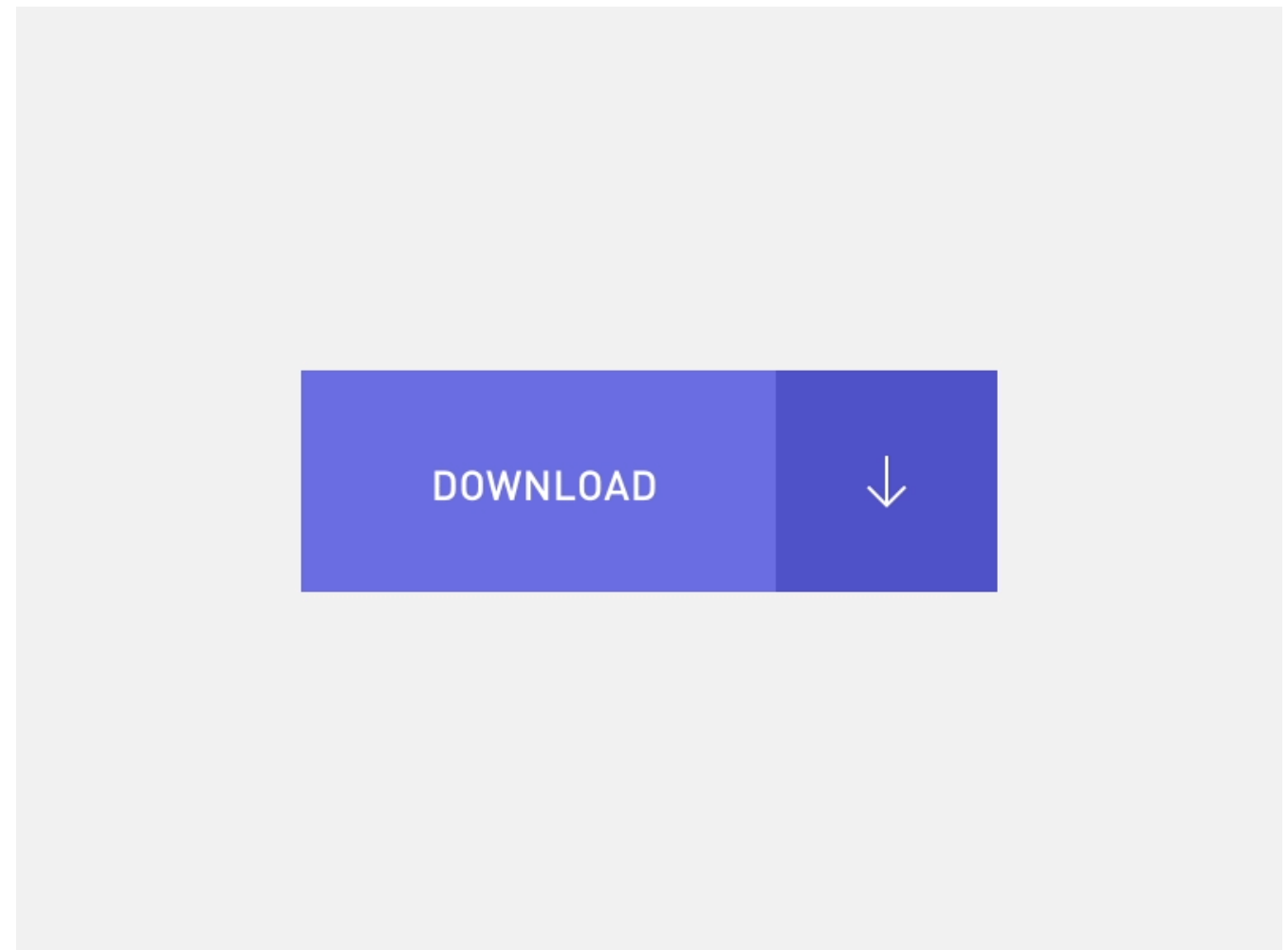
3 Categories:

Indicative

Navigational

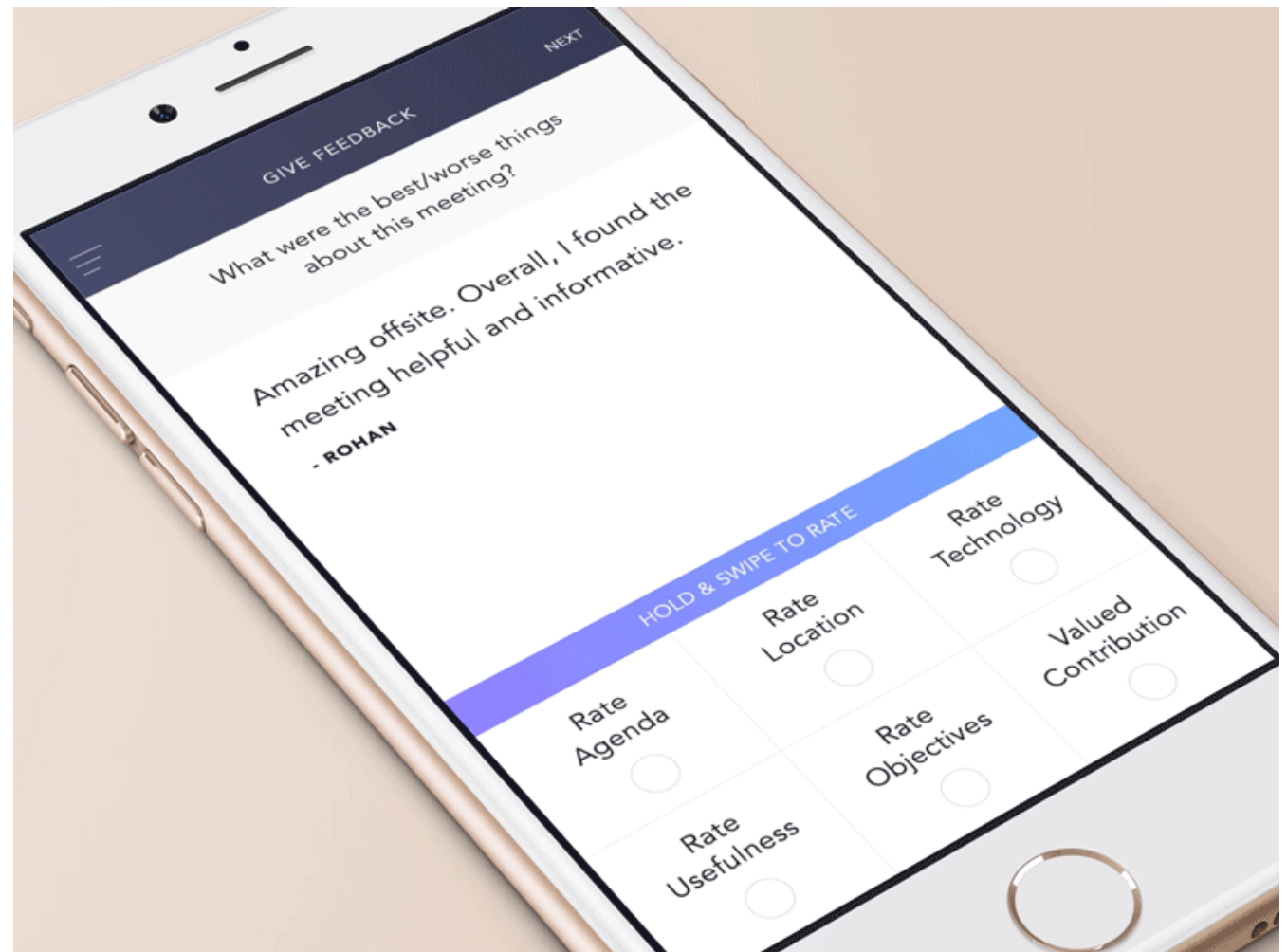
Responsive

- Communicate feedback or the result of an action.



What is Interface Animation?

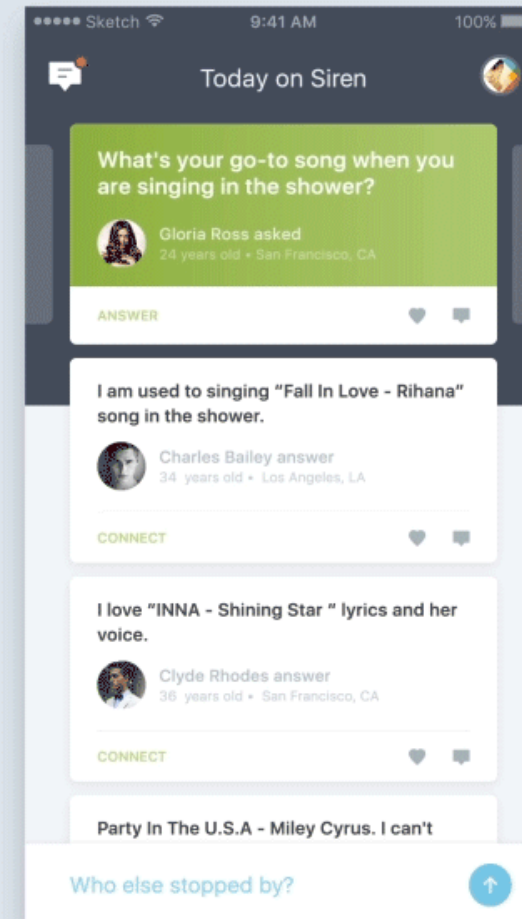
- Accomplish an individual task.



What is Interface Animation?



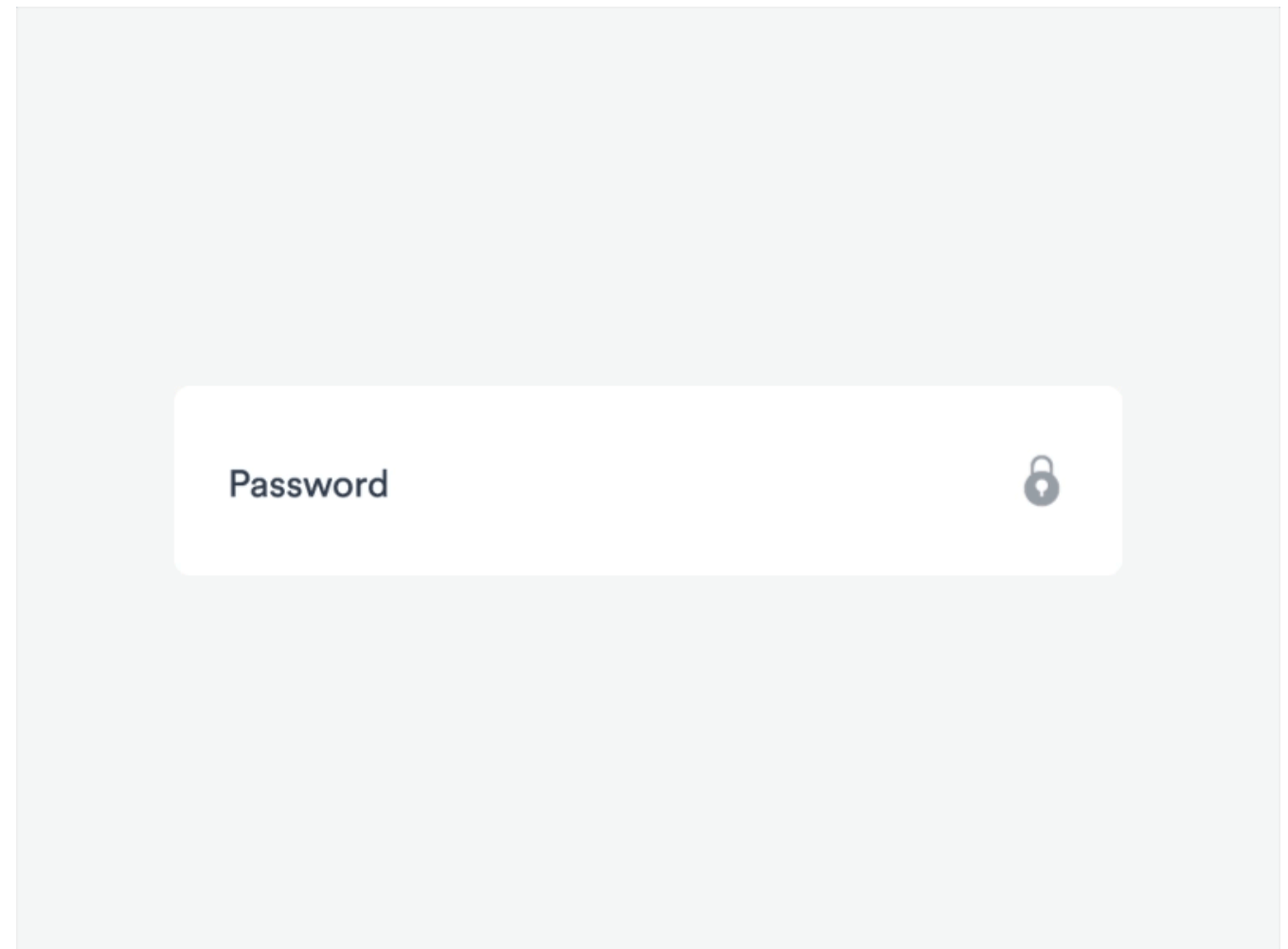
- Enhance the sense of direct manipulation.



What is Interface Animation?



- Help users visualize the results of their actions and prevent errors.



How to do

Good animation is invisible



Source: Material Design

How to do

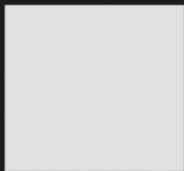


Learn tools and Understand
motion Principles



The 12 Principles of UX in Motion CREATING USABILITY WITH MOTION

Easing



Overlay

Offset & Delay



Cloning

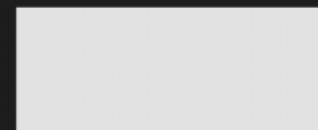
Parenting



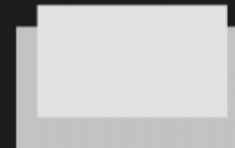
Obscuration



Transformation



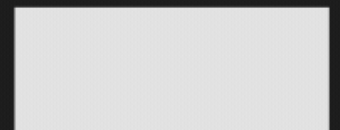
Parallax



Value change



Dimensionality



Masking

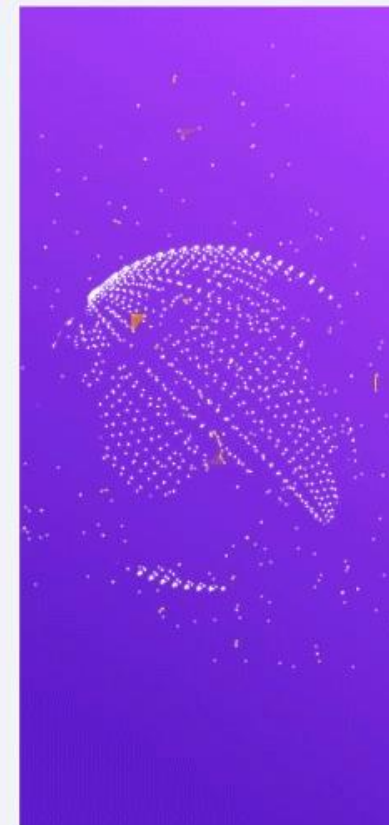


Dolly & Zoom

How to do

Indicative

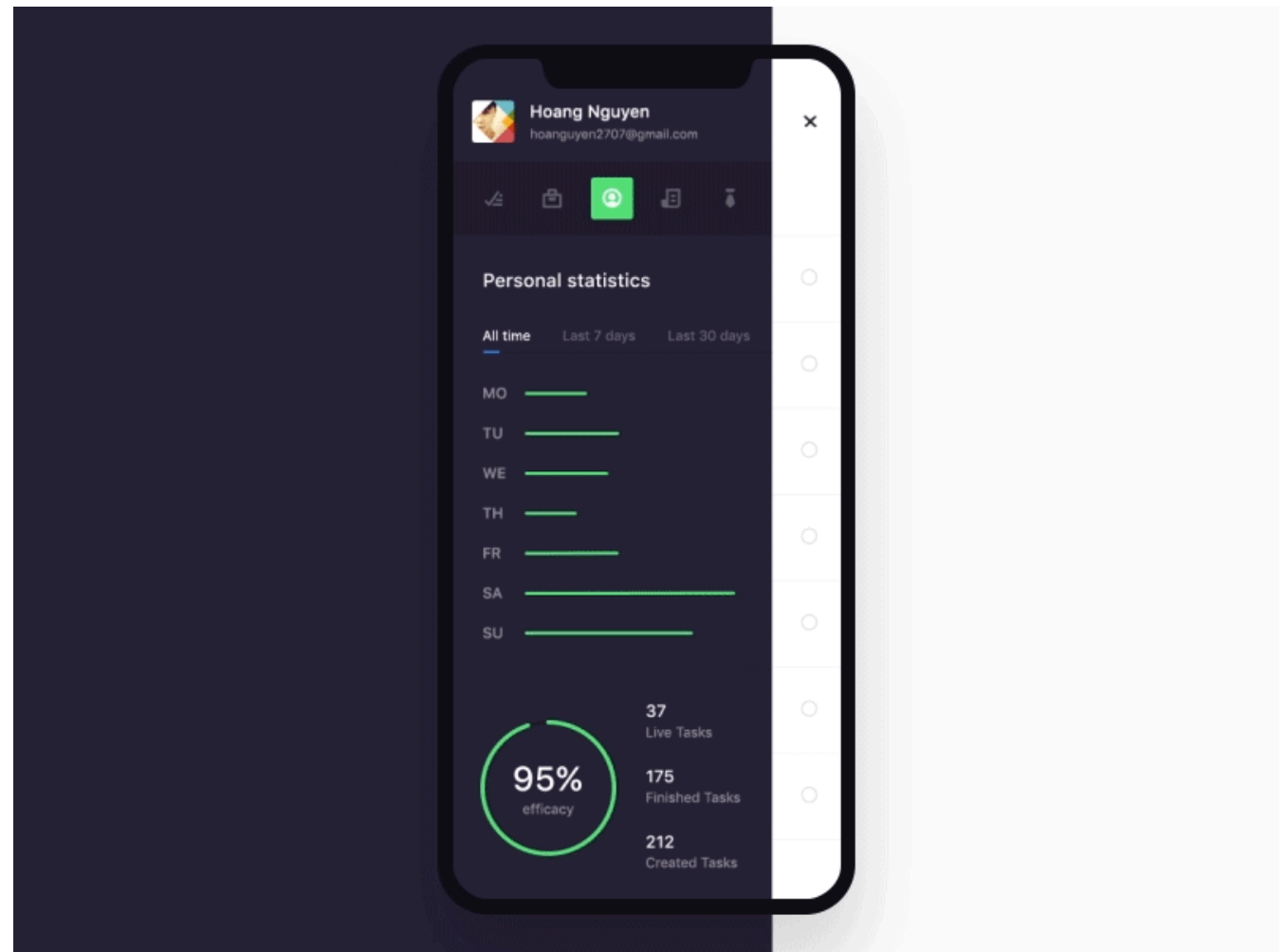
Indicative animation provides visibility of system status; a fundamental principle of interface design.



How to do

Navigational

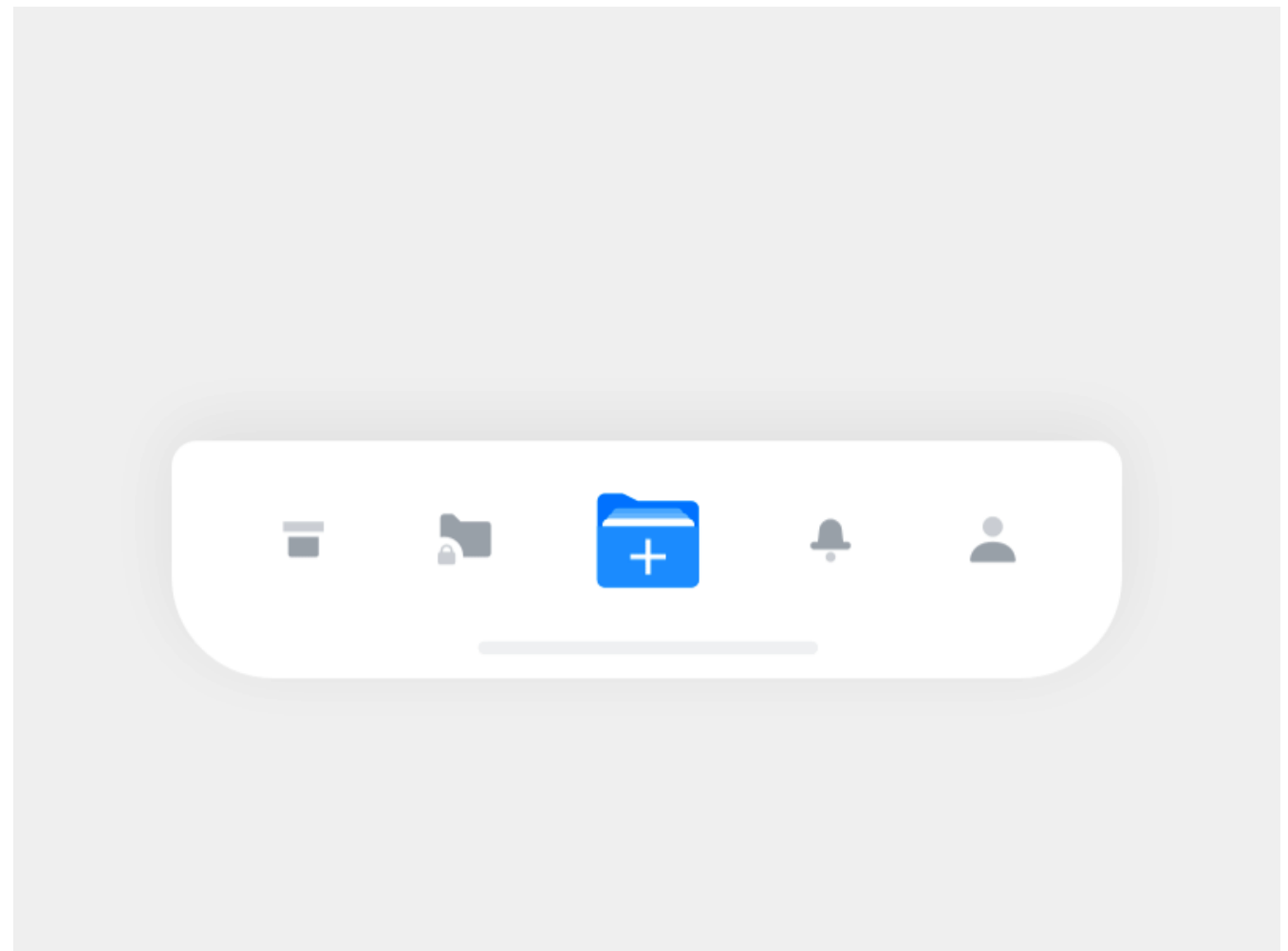
Navigational animation is used to smoothly transport users between navigational contexts and explain changes in the arrangement of elements on an interface.



How to do

Responsive

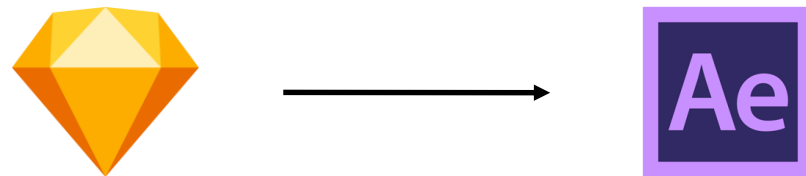
Visual feedback is essential for any user interface.



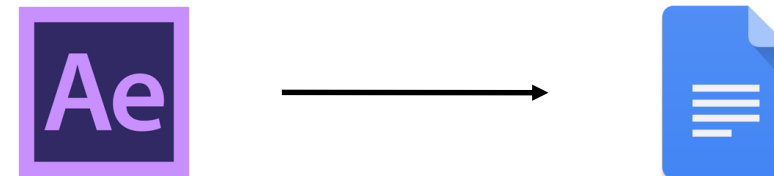
Plugin to use



Sketch to After Effects



After Effects to Json, XML



Don't & Do



- Don't animate several elements at once
- Just say no to meaningless animation
- Watch the time
- Just say no to boring linear animation
- Animation shouldn't be an afterthought



Thank you for
your time