**P5 – Animation for the Web**

You have to describe factors such as size, email attachment and e-cards, house style and output device that need to be taken into account when creating animations for the web

There are numerous factors that need to be considered when making animations for the web, including the following.

**Size**  
Animations on the web are files, and therefore have a file size. The larger the file is, the longer it will take for a viewer to download. The size of the animation will depend on many factors, such as length, resolution, colour depth and format.  
The most common format for short animations is .GIF, or Graphics Interchangeable Format. This can show a series of images at any framerate or resolution, but is generally used for 24 FPS content at 480p or less. Animations in GIFS tend to be short, perhaps 6 – 12 seconds, and loop.  
Another very common format is .swf, or Flash animation. These are animations that are created in Adobe Flash. They can be played online, and can be interactive, but complex animations may be resource intensive to run and have large file sizes.  
The next most common format are the variety of digital video formats, such as .mp4, .AVI and .MOV. These can all be played in browsers, or uploaded to streaming sites like YouTube. The size of the resulting file will vary with format, length and compression ratio, but can have very high quality and audio, as well as supporting playback on almost all devices.

**Email Attachment**  
Email is one of the most commonly used forms of communications, so animation are often sent by email, such as within an animation studio.  
Email attachments have a maximum size of 25MB, so any animation sent this way must be under this length.  
Luckily, for most short animations (a few minutes), common video formats like .mp4 will be under this size at standard resolutions.