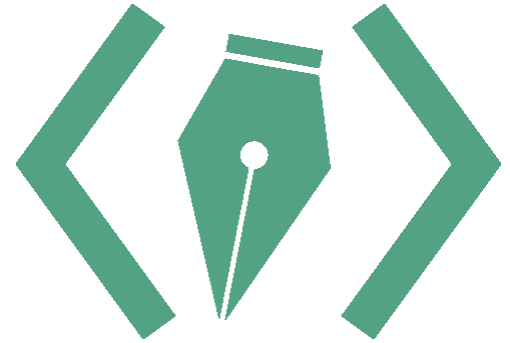


Week 06

# Motion, Flow & Aesthetic



# Motion + Flow



25.04.2016  
0f-113

150-82616

Vladyslav, Hi

you've purchased three (3) items in our store:

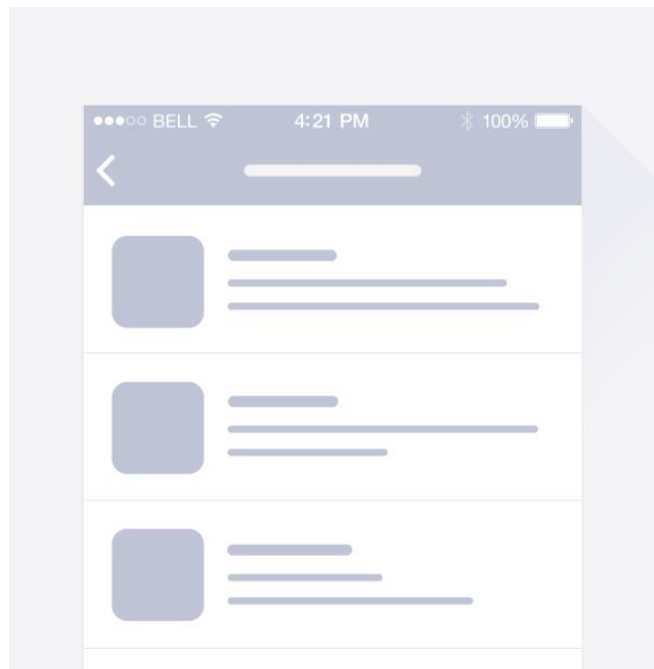
### Cart:

1	t-Shirt Lacoste	\$48.00
2	Snickers Nike	\$125.00
3	All Stars	\$95.00
TOTAL		\$95.00



# Animations should **not** be the main attraction.

The best uses of animation are for loading screens, assisting in user experience, and creatively expressing ideas. Use it sparingly and in the right places, and **let the content speak for itself.**





FEATURES

CATEGORIES

POPULAR STORIES

KIDS

FURNITURE

ARCHITECTURE

LIFESTYLE

CRAFT

GRAPHIC DESIGN

ILLUSTRATION

INTERIOR DESIGN

PUBLISHING

FASHION

ABOUT



LIFESTYLE

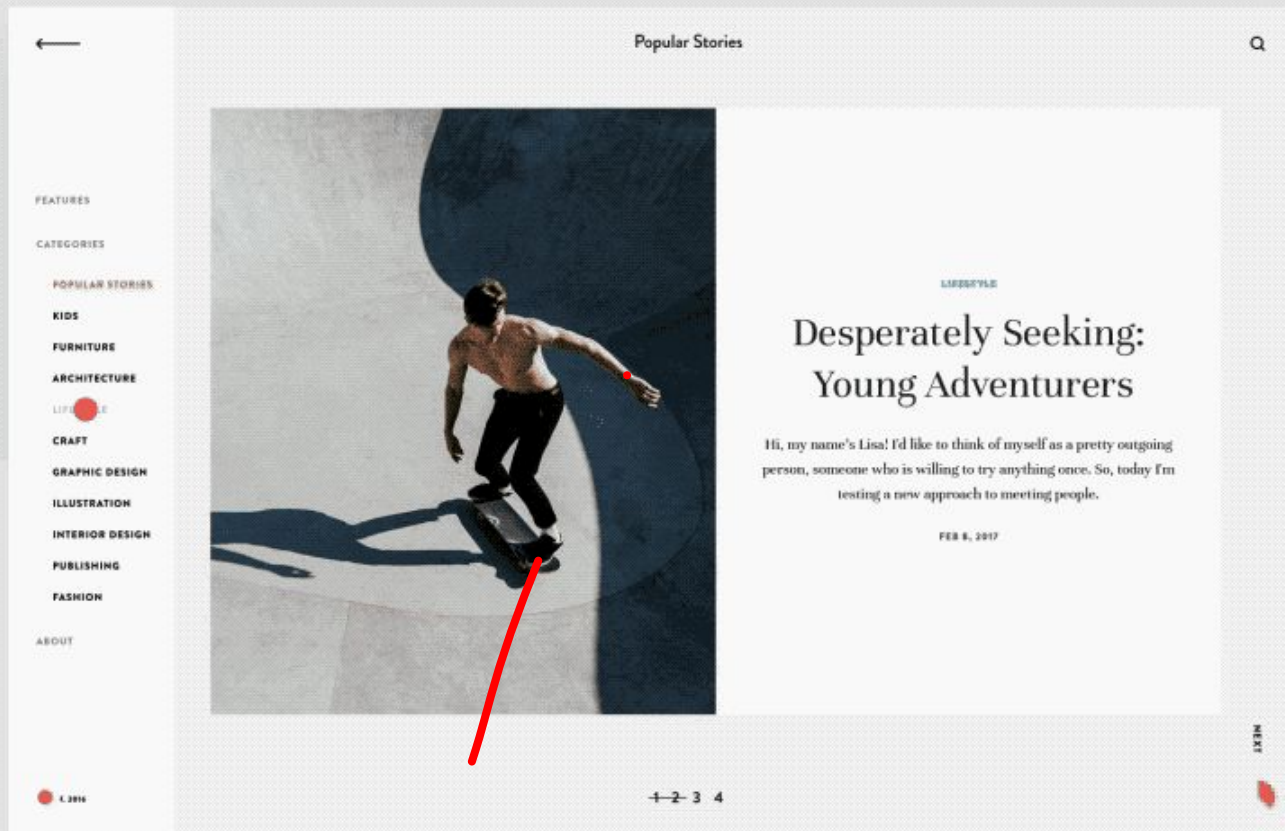
## Desperately Seeking: Young Adventurers

Hi, my name's Lisa! I'd like to think of myself as a pretty outgoing person, someone who is willing to try anything once. So, today I'm testing a new approach to meeting people.

FEB 8, 2017


NEXT





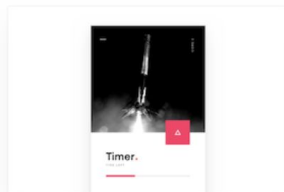


# InSpace

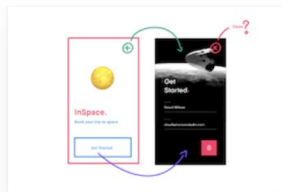
 InVision team members can access



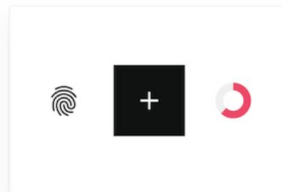
SHARE



Mobile App  
Mobile Prototype



App Wireframe  
Freehand



Element Library  
Web Prototype



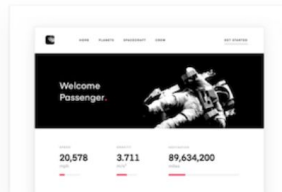
Inspiration  
Board



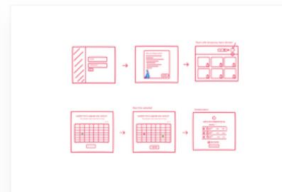
Photography  
Board



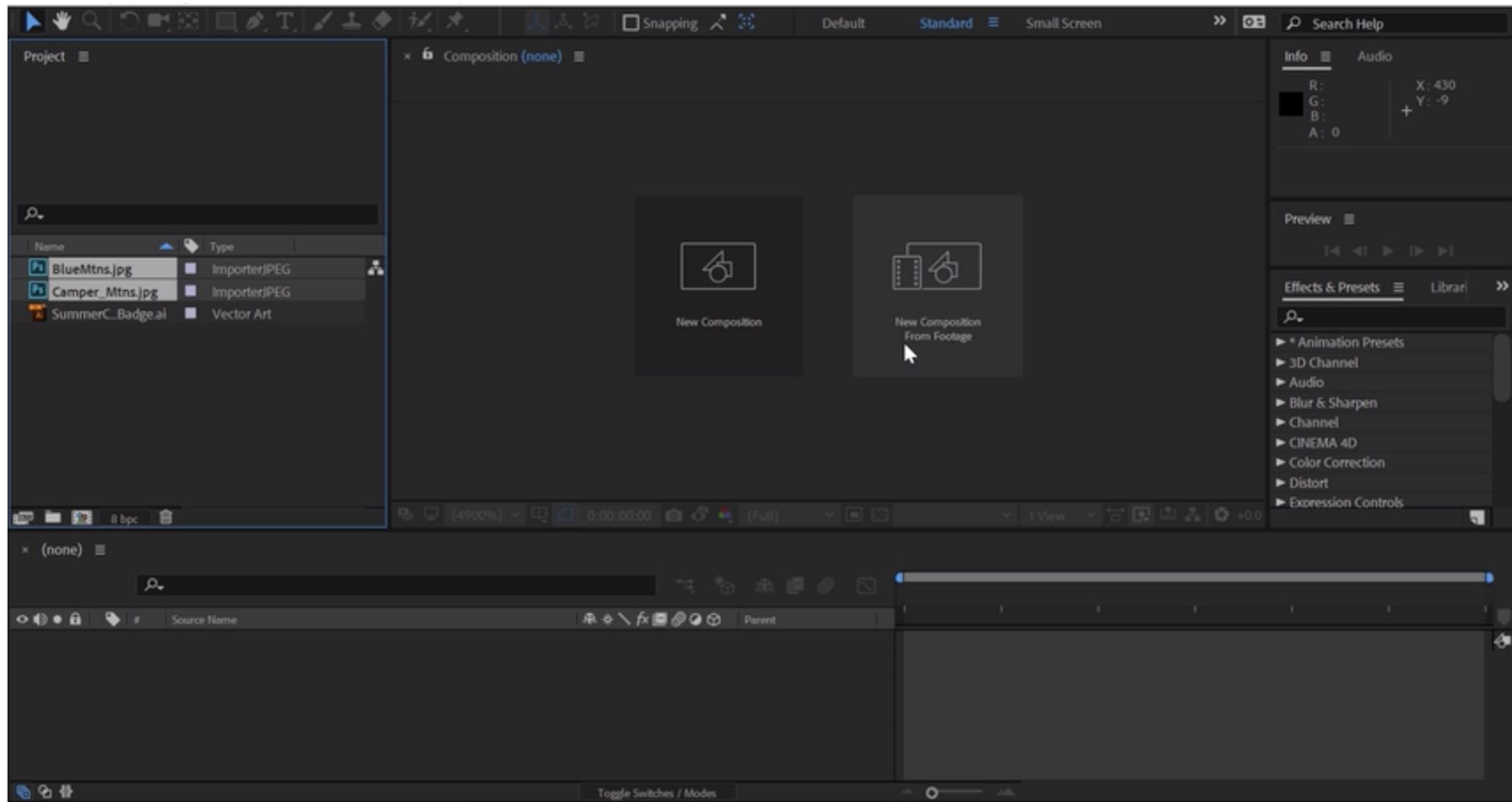
Navigation Flows  
Freehand



Desktop Site  
Web Prototype



Architecture Doc  
Freehand



Adobe After Effects (AE)



# Aesthetic

Let's bring together everything we've  
learned so far with a quick crash course in  
**branding.**

**What are some things we know already?**



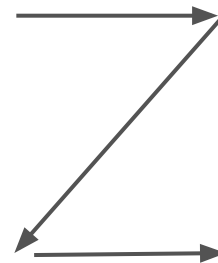
**COLOR  
SCHEME**

**Tt**

**TYPOGRAPHY**



**IMAGES +  
GRAPHICS**



**LAYOUT**



**COLOR  
SCHEME**

**Tt**

**TYPOGRAPHY**



**IMAGES +  
GRAPHICS**



**LAYOUT**

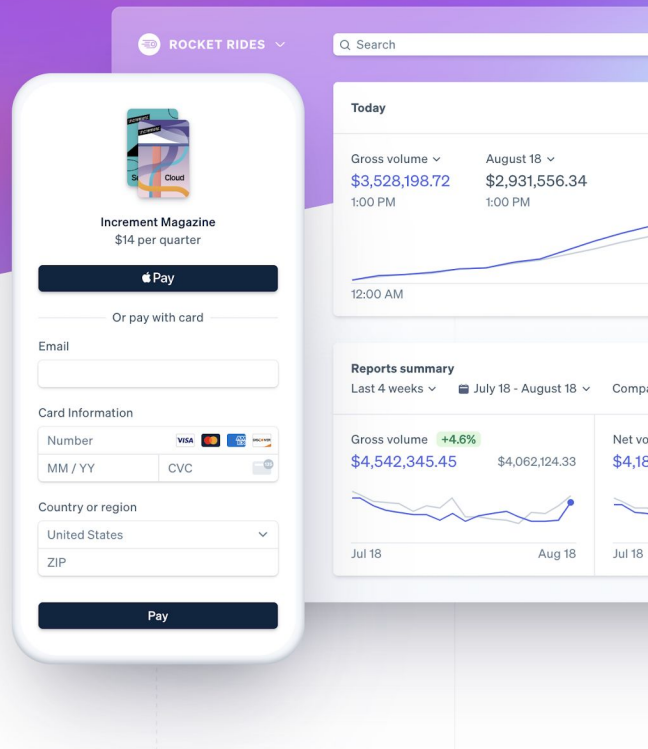
**+ MOTION!**

What is **brand personality theory**?

# Examples

# Payments infrastructure for the internet

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

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## TODAY'S TOP STORIES



## MAGAZINE

With “Darling Divined,” Textile Artist  
Diedrick Brackens Plumbs His  
Southern Roots



## BEAUTY

I Tried Mayvenn Wigs For the First  
Time—Here’s How It Went

BY AKILI KING

Want the best of Vogue delivered to you daily?

YES PLEASE

No thanks

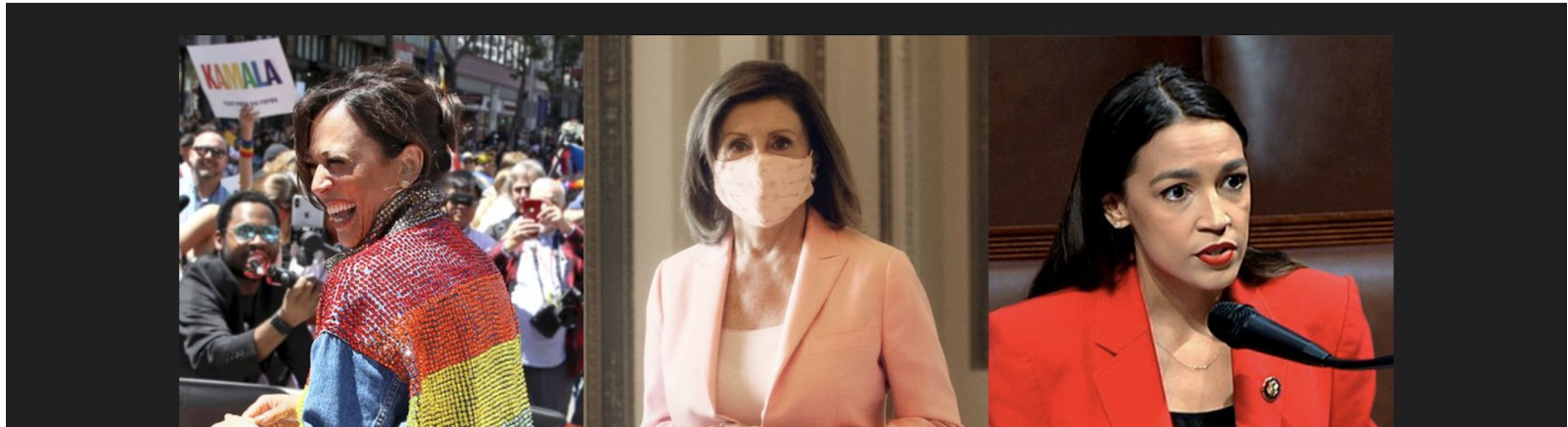




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Web Design DeCal Fall 2020

**Questions?**