

# ANIMATION + MOTION

## Animation - Triggers

enhances product interactivity + presentation  
(use in moderation!)

user action

system state change

Keyframes → marker signaling change of an element  
↳ guides animation tool on transformations

Animation Duration → optimally b/w 100-500 ms.

Delay → (+ve) → animates after interval  
→ (-ve) → animates before, appears to already be in motion

## Timing Functions

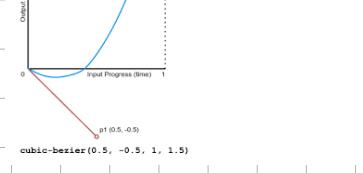
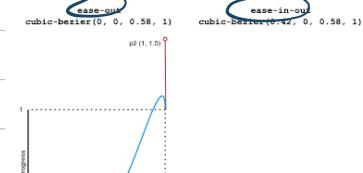
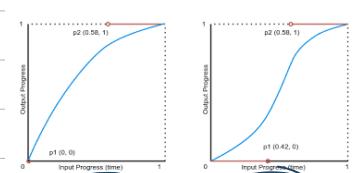
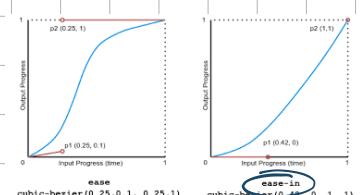
Linear mechanical + unnatural + not following the laws of physics

Easing accelerates + decelerates

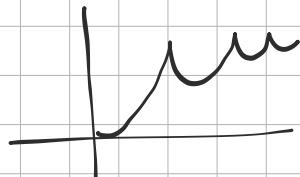
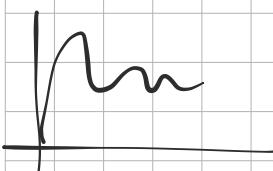
ease in

ease out

ease in-out



## Spring vs. Bounce



# ICONS

## \* Types of Icons

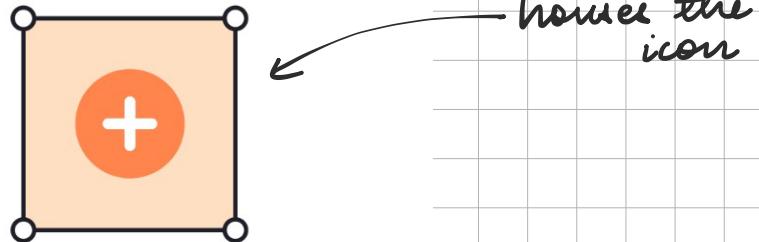
→ filled icons

→ coloured icons

→ duotone icons

→ outlined icons

## Icon Container



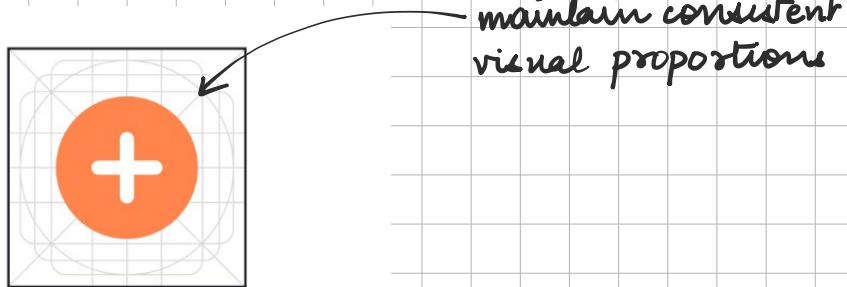
## Icon Grid



## Icon Padding



## Icon Keylines



## Icon Border Radius

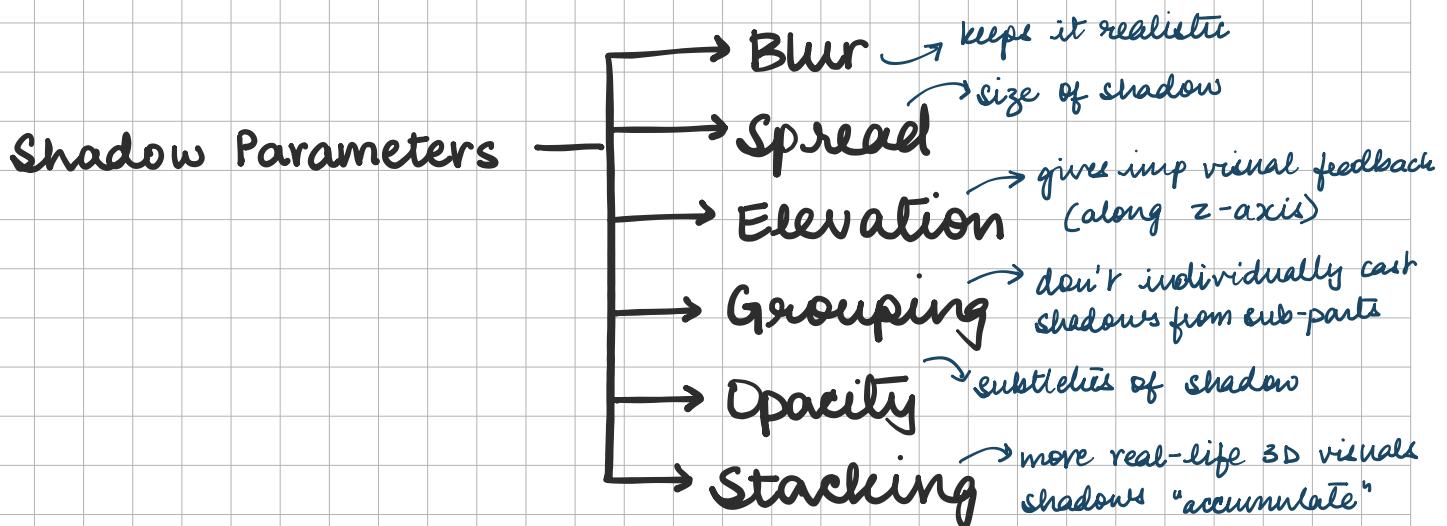
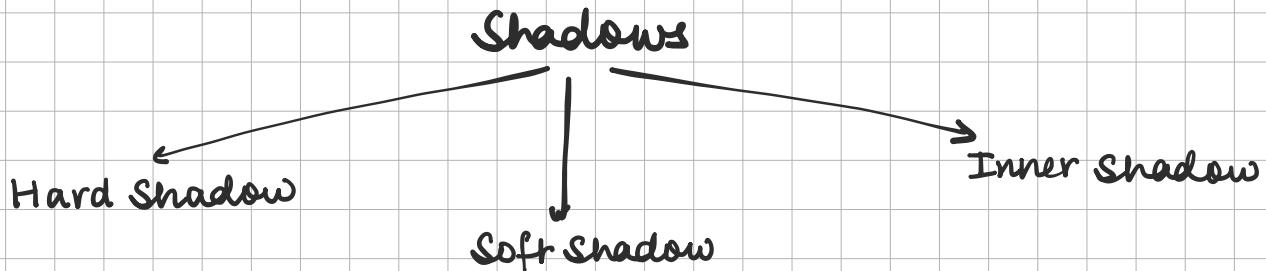
↳ Radius of icon line strokes

# SHADOWS

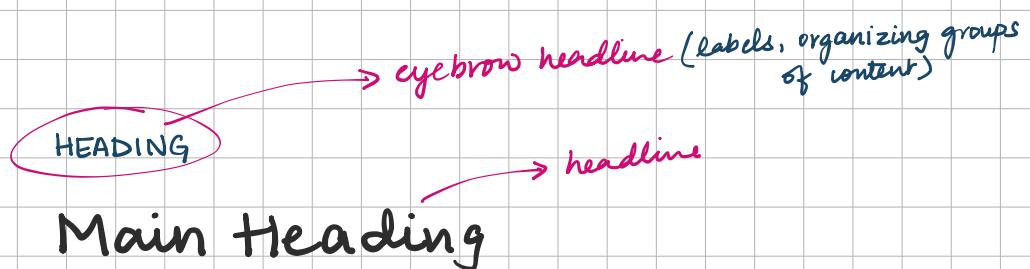
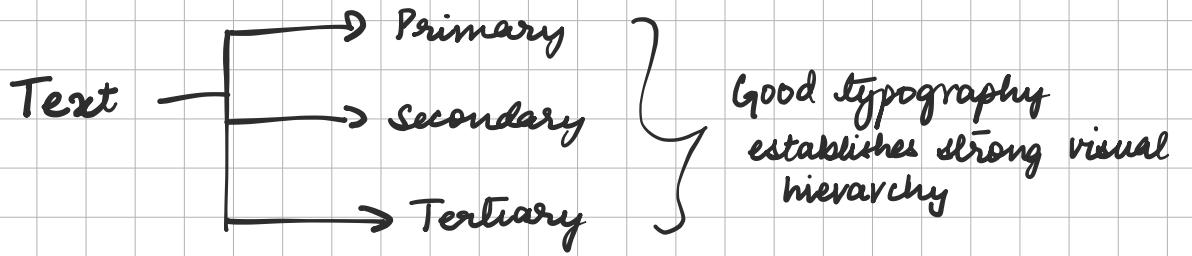
shadows

## ★ Why do we need shadows?

- ↳ Signalling interactivity of the elements
- ↳ Enhancing scannability
- ↳ Visual hierarchy



# typography

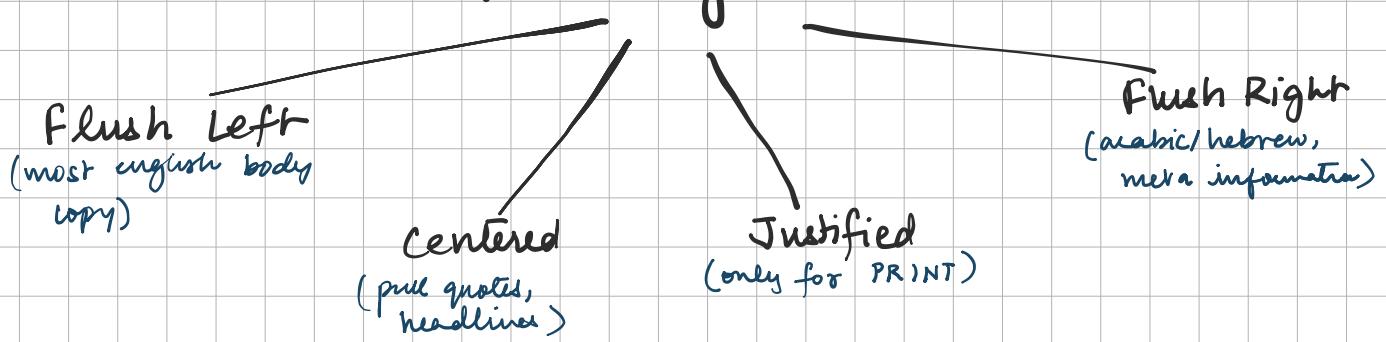


lorem ipsum dolor sit amet . . .

you know the drill

} body

## Text Alignment



## Typography - Terms

