

Animation Nation!

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Overview

- Why is animation important?
- What can animation provide?
- How do you create great animations?

PURPOSE

Why is animation important?

The physical world

- Rich with sensory input
- Inputs help give us context
 - Visual
 - Audible
- Instant feedback
- Constantly reacting to these inputs

**The real world is
engaging**



You want to create an
engaging mobile
experience

**The mobile phone
itself is NOT engaging**

its a piece of glass...

**Steamroll the real
world onto a piece of
glass**

Example

**Engaging
Hail a cab on the street**

Not Engaging
Tapping a piece of glass

what does this mean?

**Translating to and
from a 2d medium is
really hard**

**Animation is
important**

POSSIBILITIES

What can animation do?

**Words and images
alone can not always
express everything
we want**

Example

Facebook

●●●●● T-Mobile 09:53 100%

Search

Status Photo Check In

Jeremy Hill liked this.

io9 io9 1 hr ·

This movie is suddenly looking MUCH better.

This First Ant-Man Trailer Packs A Powerful (But Tiny) Punch
on.io9.com

816 Likes 38 Comments

Like Comment Share

Tim Bimmerle replied to a comment on this.

WGN-TV WGN TV

News Feed Requests Messages Notifications More

Facebook Paper

Facebook



Jeremy Hill liked this.

This First Ant-Man Trailer Packs A Powerful



...

Beth Smith Schechterman liked this.



The Daily Dot

Who knew the humble Roomba would inspire so many hackers?



How the Roomba sparked a hacking revolution

DAILYDOT.COM

Jim M. Goldstein liked this.



Dan Ryan

The last paragraph here sums it up...



Derrick

Too



The Washington Post THE WASHINGTON POST

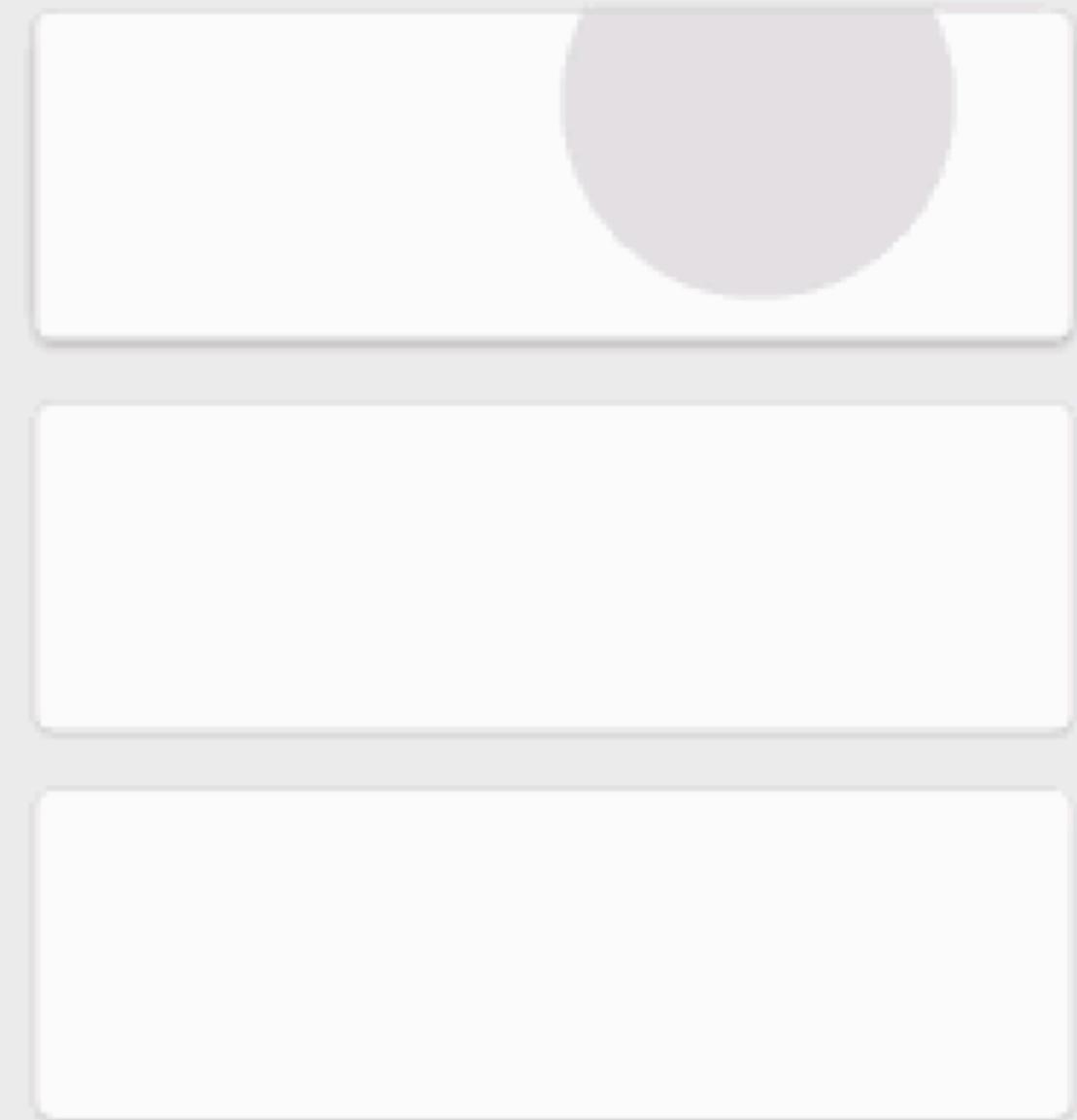
Today's GOP is the party of Jefferson Davis, not of Lincoln

Animation provides...

Feedback & Context

Feedback

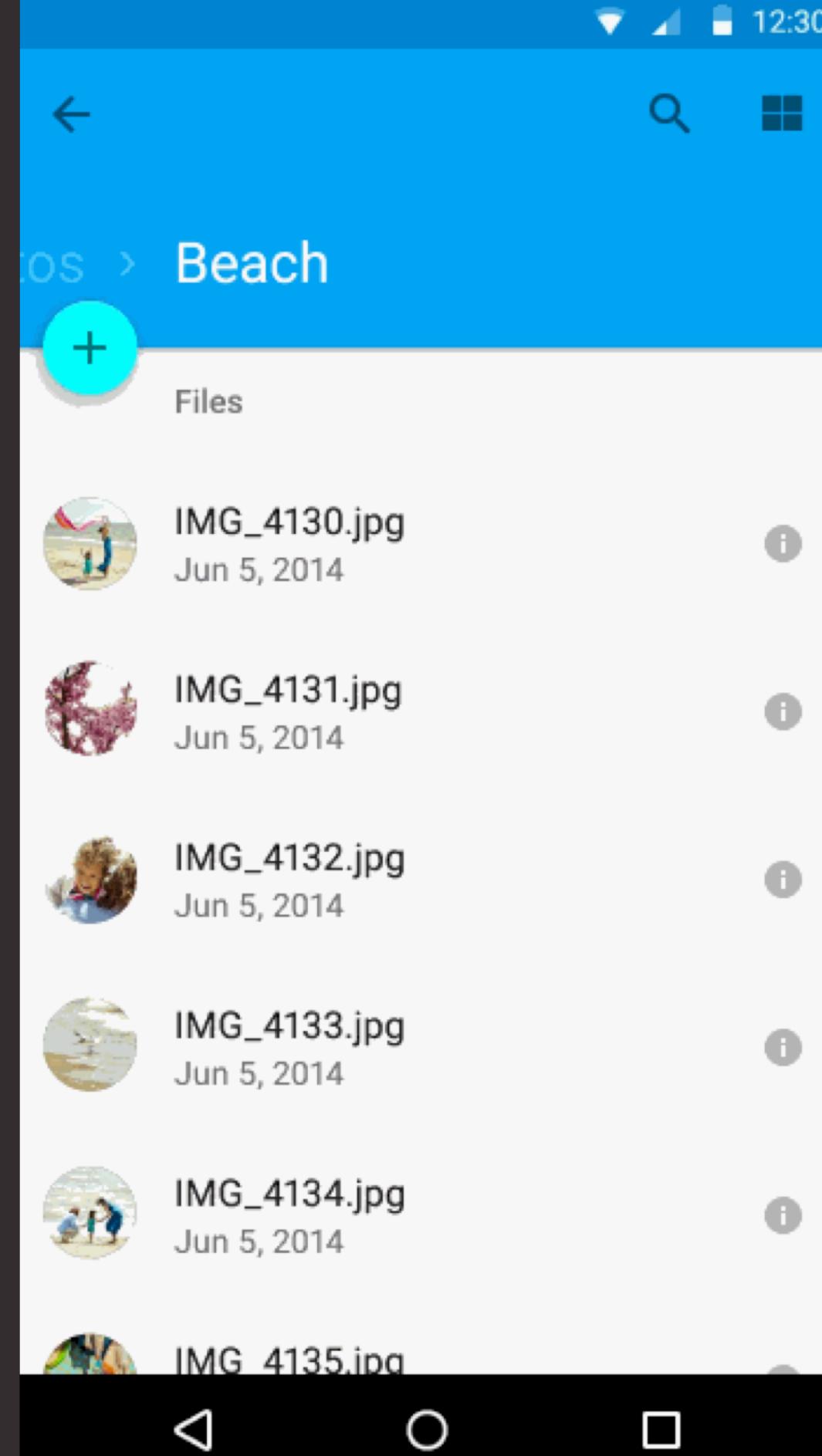
**Feedback shrinks
the gap between
the digital and
physical world**



Context

Context

- Eases the journey
- Indicates a change in
- Focus is difficult to convey on a ~5 inch screen



CREATION

Key Properties of Animation

- Timing
- Choreography
- Easing

Timing

Timing

- Dont slow things down
- Adjust your duration accordingly
- Multiple elements can animate for different durations

choreography

Choreography

- Spatial awareness is important
- Related elements should behave in a similar manner
- Shared elements can animate into place

Easing

Easing

- Things need to feel less robotic and more natural
- Adjust the speed of items as they animate
- <http://easings.net/>

thank you