

# *Elevate Your Design With Animation*

Creating meaningful animation in interfaces

Val Head • @vlh

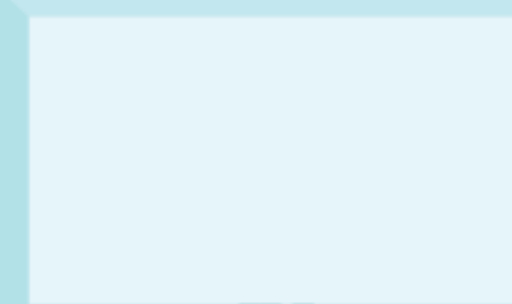
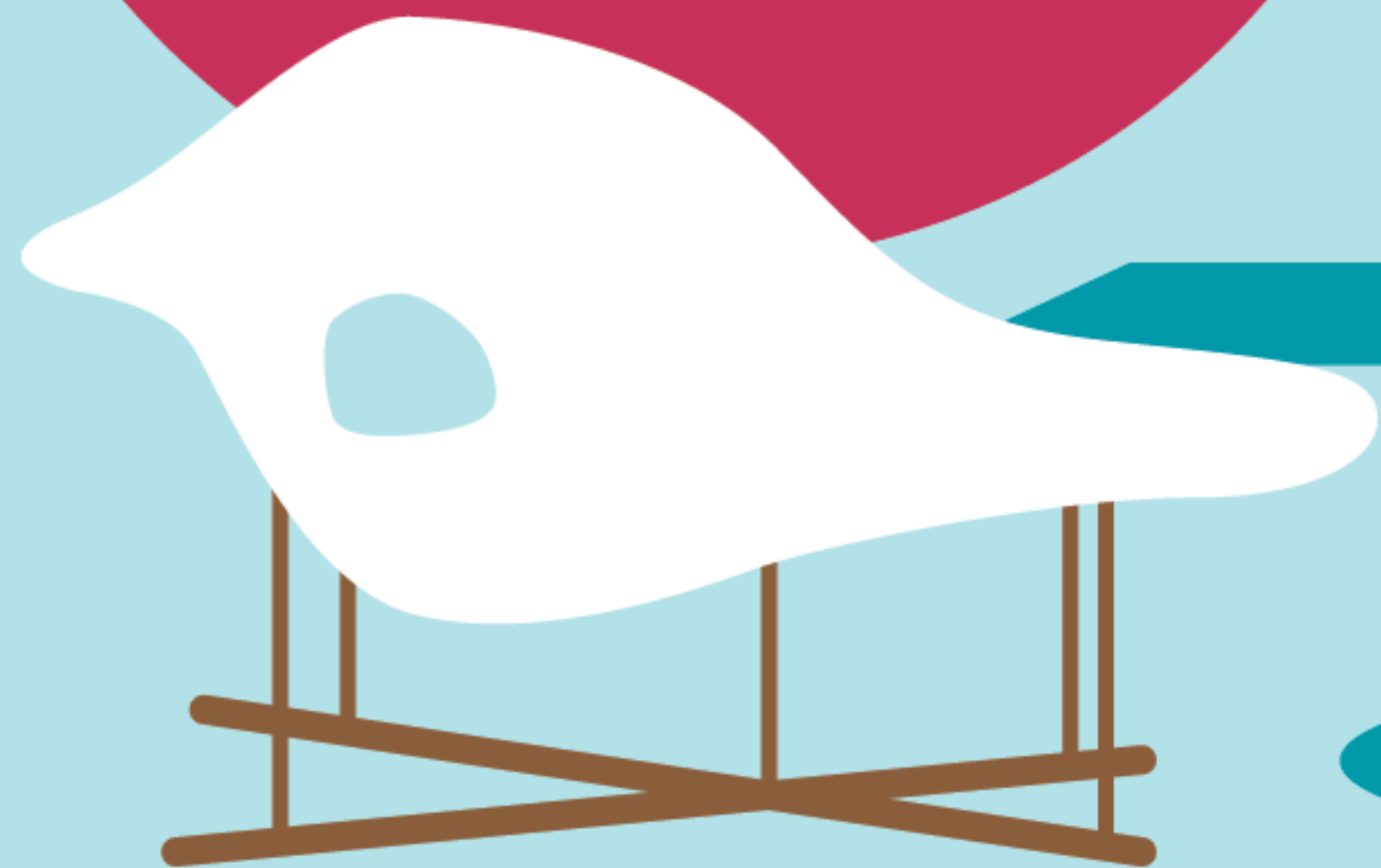
Author of Designing Interface Animation

Design Advocate, Adobe

**What makes good UI animation?**

# Great

UI animation has  
*purpose* and *style*



# *Continuity*

Reinforce mental models of the interface  
and show how content is related



SEARCH



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# Nevertheless, She Persisted.

16 SOLD 13 DAYS LEFT

Thanks to Mitch McConnell, nasty women everywhere have a new rally cry! Resist and Persist. A portion of the designer's profits will be donated to the **ACLU**.  
*printed in gold foil*

THE LAST POSSIBLE SECOND TO BUY THIS DESIGN IS MAR 1, 2017 AT 8:00 PM EST. **NEED A REMINDER?** EXPECTED SHIPPING DATE IS MAR 15, 2017.

MEN

WOMEN

WOMEN - XL



OUR WOMEN'S TEES RUN VERY SMALL (MORE LIKE A JUNIOR FIT). **PLEASE CHECK OUR SIZE CHART AND PRODUCT DETAILS BEFORE CHOOSING A SIZE.**

BUY \$28

[VIEW SIZE CHARTS](#)

TAGGED: RESIST, CHARITY, POLITICS, FEMINISM



MEN | **WOMEN** 100% COTTON BLACK



13

DAYS

7

HOURS

52

MINUTES

30

SECONDS

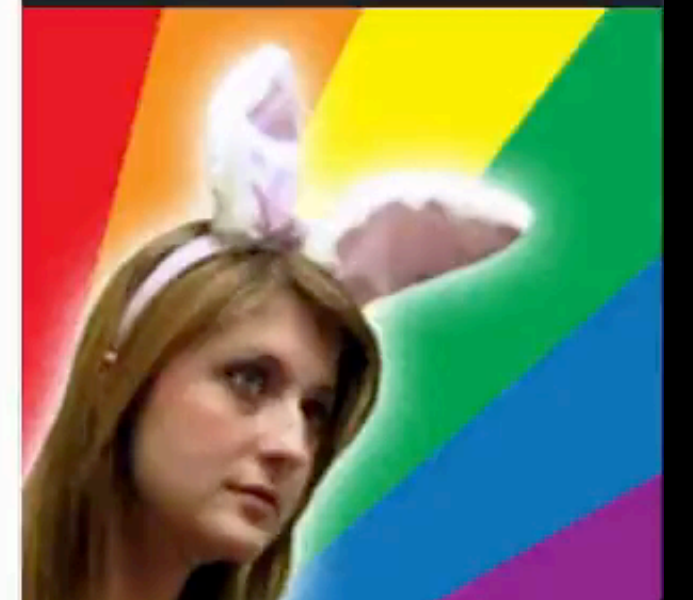
16

SOLD

CAROLYN SEWELL



WASHINGTON, DC



Viewing 804 of 804 font families

Open Sans  
Steve Matteson (10 styles)

All their  
equipment and  
instruments are  
alive.

Slabo 27px  
John Hudson (1 style)

A shining crescent  
far beneath the  
flying vessel.

Oswald  
Vernon Adams (3 styles)

Silver mist suffused  
the deck of the ship.

Cairo  
Multiple Designers (6 styles)

A red flair  
silhouetted the  
jagged edge of a  
wing.

Taviraj  
Cadson Demak (18 styles)

It was going to be  
a lonely trip  
back.

Roboto Condensed  
Christian Robertson (6 styles)

The face of the  
moon was in  
shadow.

Prompt  
Cadson Demak (18 styles)

Sentenc... Regular ... 40px

I watched the  
storm, so  
beautiful yet  
terrific.

Trirong  
Cadson Demak (18 styles)

Mist enveloped  
the ship three  
hours out from  
port.

Libre Franklin  
Impallari Type (18 styles)

She stared  
through the  
window at the  
stars.

Roboto  
Christian Robertson (12 styles)

Almost before we  
knew it, we had  
left the ground.

Lato  
Łukasz Dziedzic (10 styles)

My two natures  
had memory in  
common.

Source Sans Pro  
Paul D. Hunt (12 styles)

The recorded voice  
scratched in the  
speaker.

Categories

- Serif
- Sans Serif
- Display
- Handwriting
- Monospace

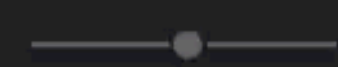
Sorting

Trending

Languages

All Languages

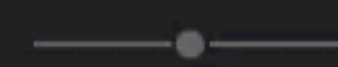
Number of styles

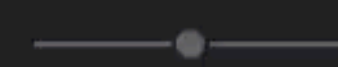
Thickness

Slant

Width



Viewing 804 of 804 font families

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## Sorting

Trending ▾

## Languages

All Languages ▾

## Number of styles



## Thickness



## Slant



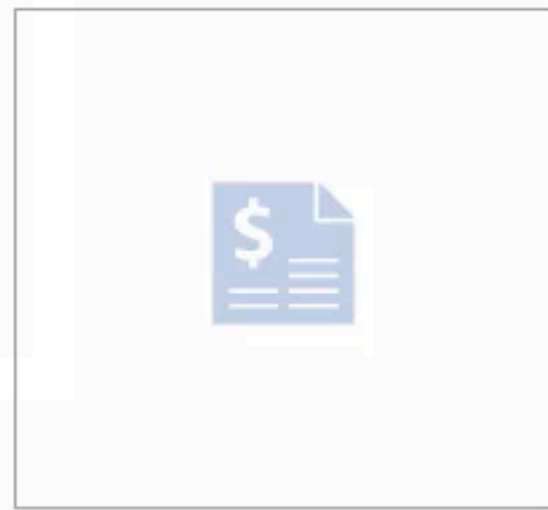
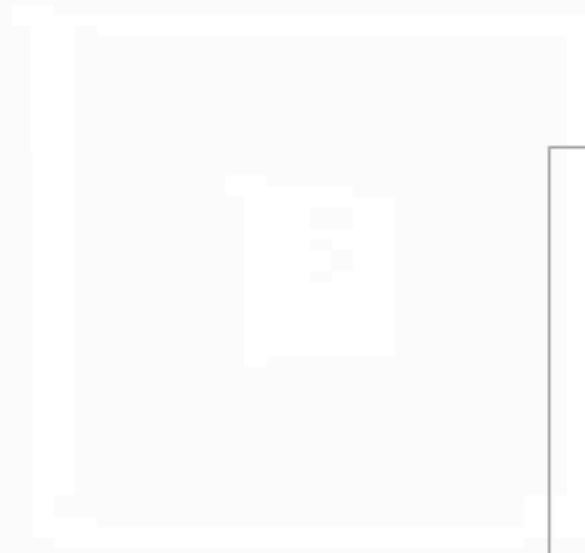
## Width



# *Visual Continuity*

Maintaining the “thingness” of an object during points of transition



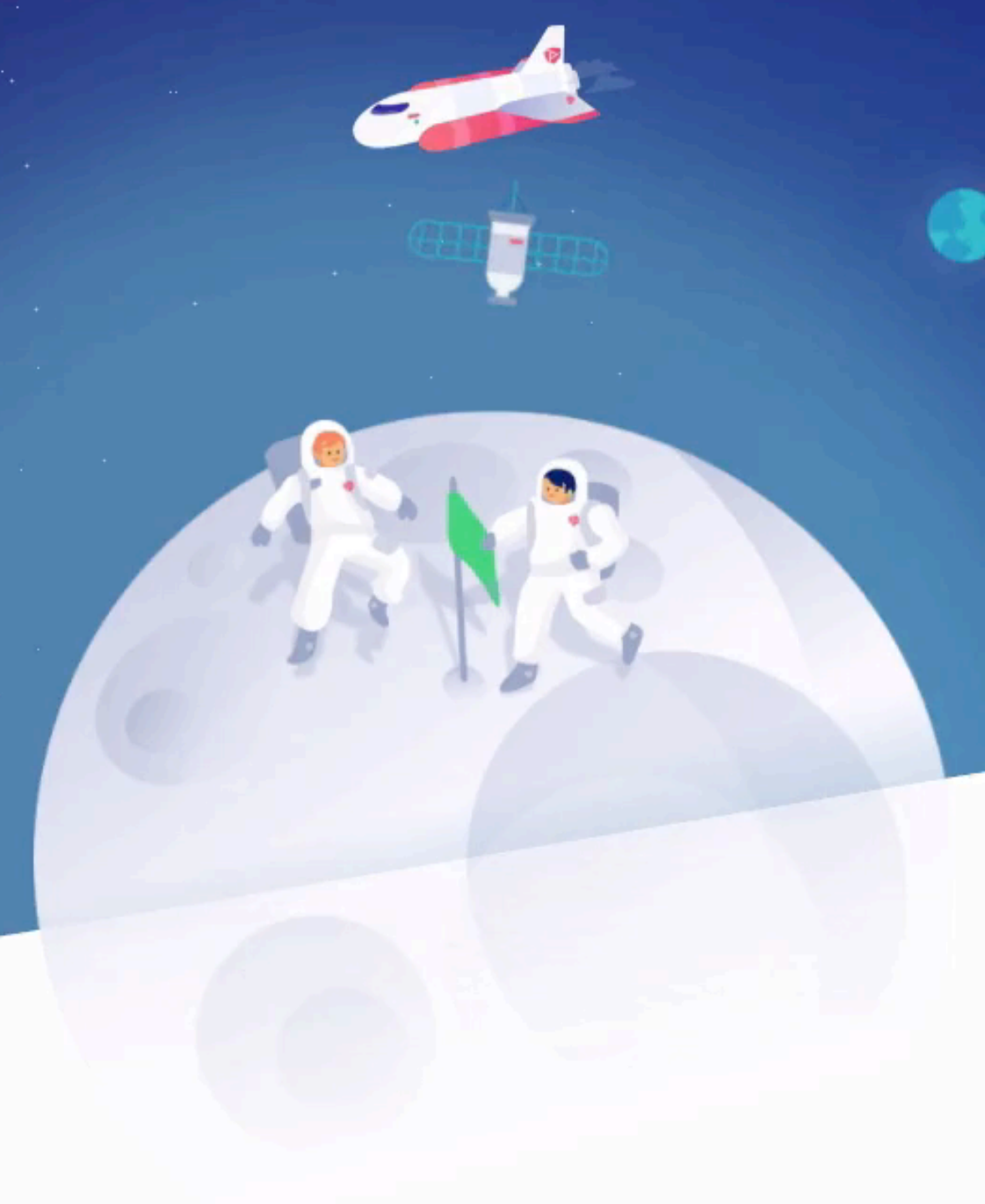


# Intelligent marketing automation for your online business

Big business dashboards, CRM, tracking, marketing automation, lead capture, analytics & reporting... Small business price tag!

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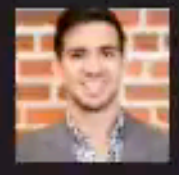
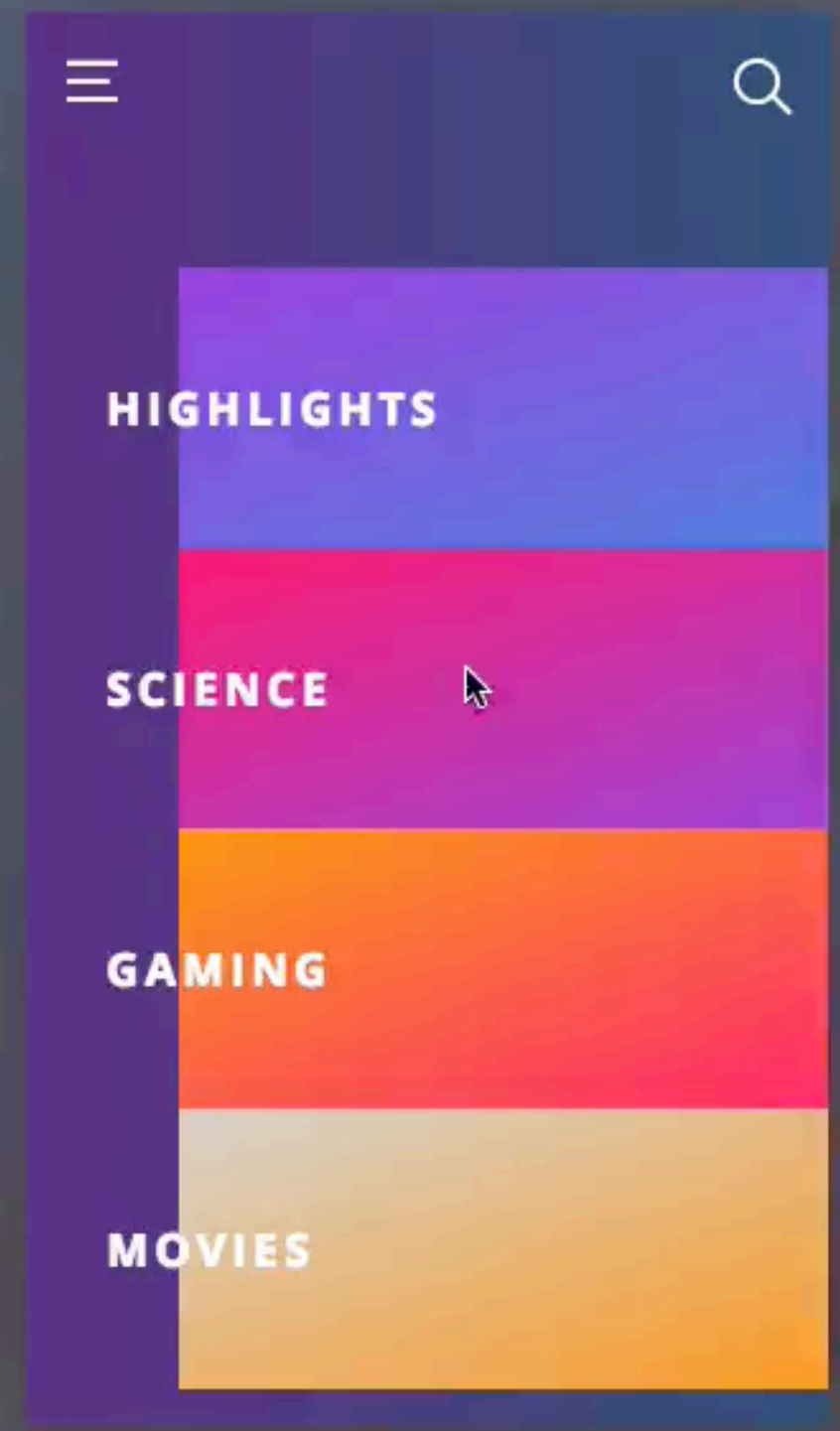


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A PEN BY  
**David Khourshid** [Follow](#)

3,929  0  93 

# *Choreography*

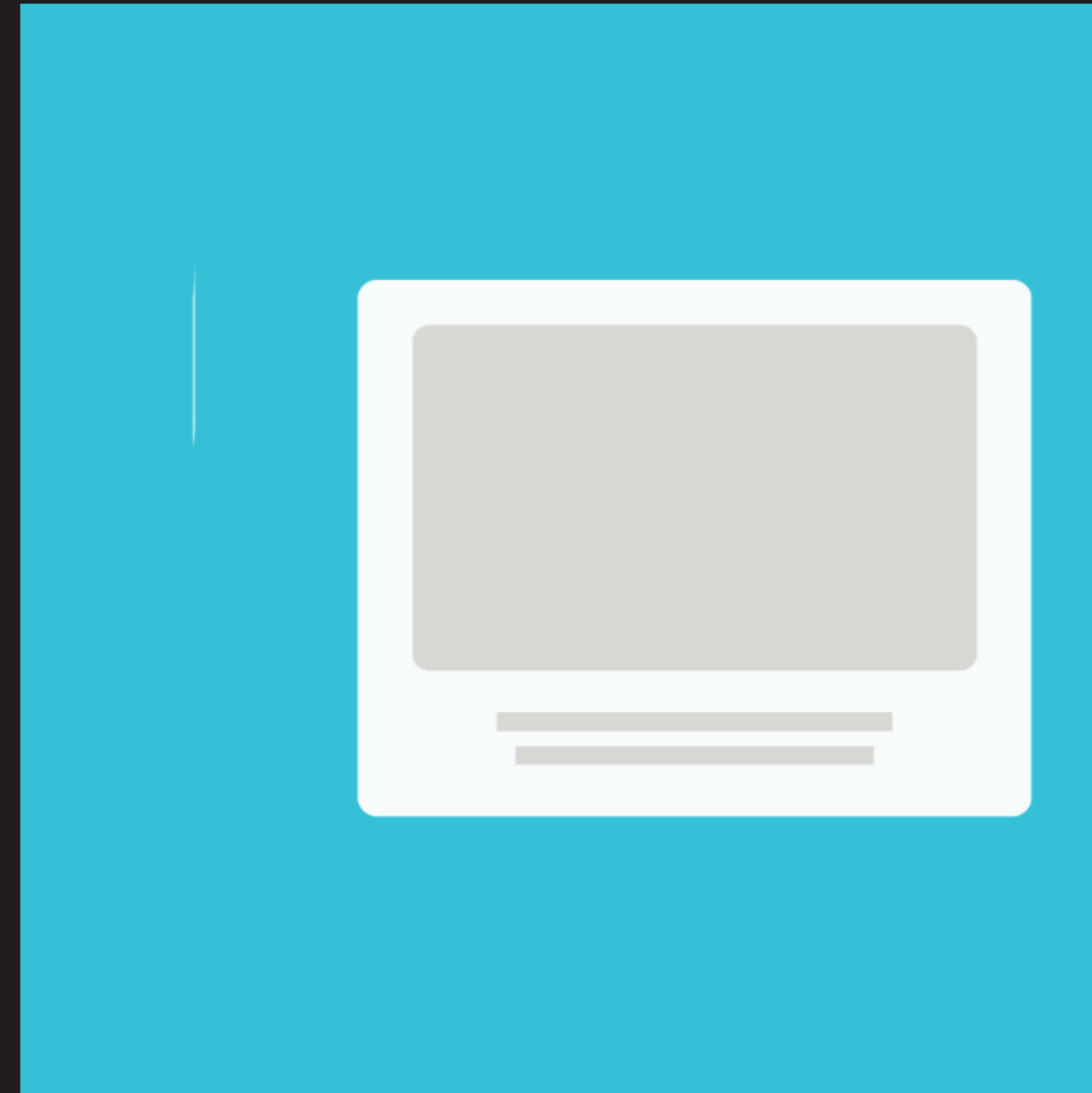
Many moving pieces, and “real” expectations

# Overlap groups of actions

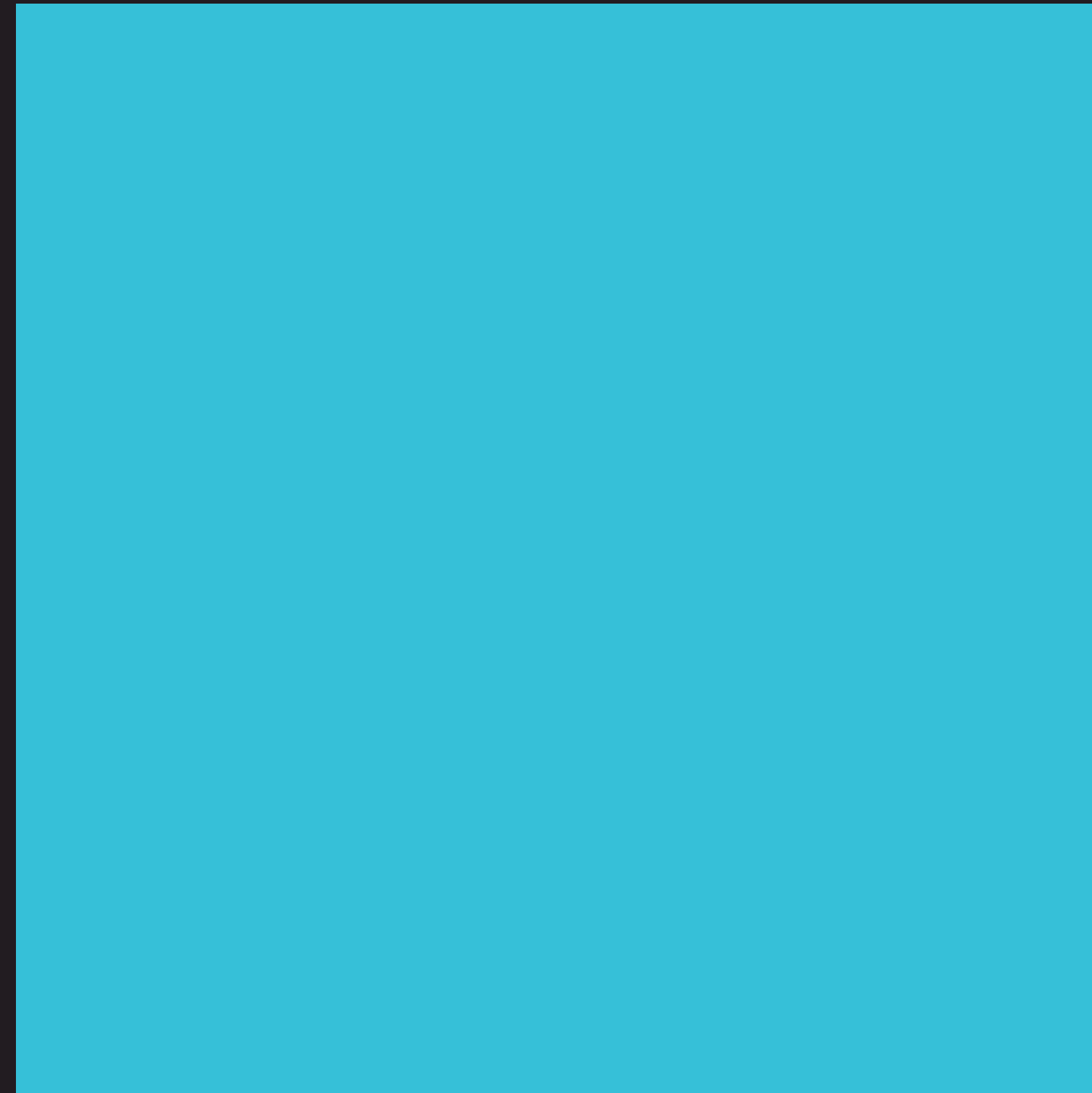
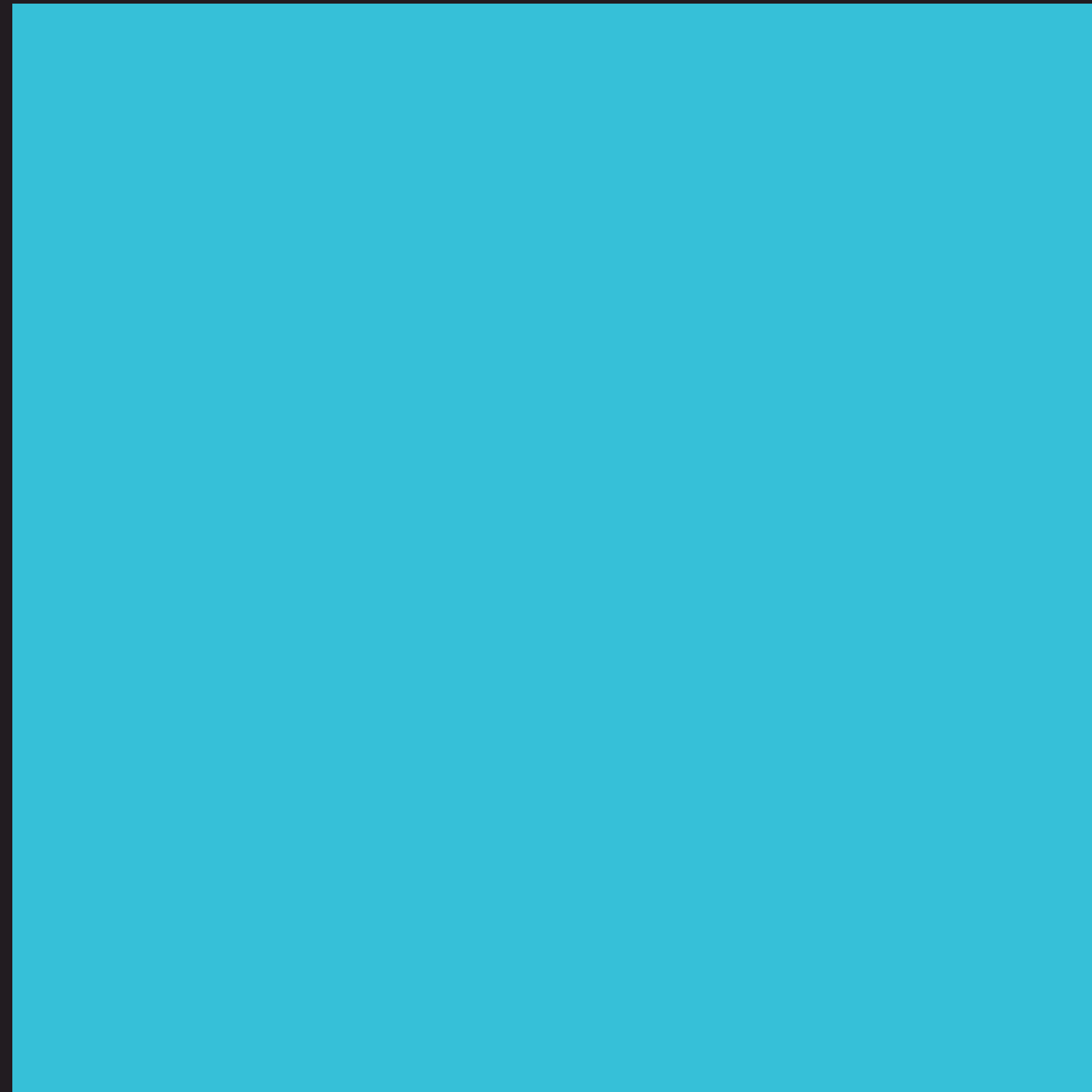


Tip: overlapping action (offsets) can also be great for performance!

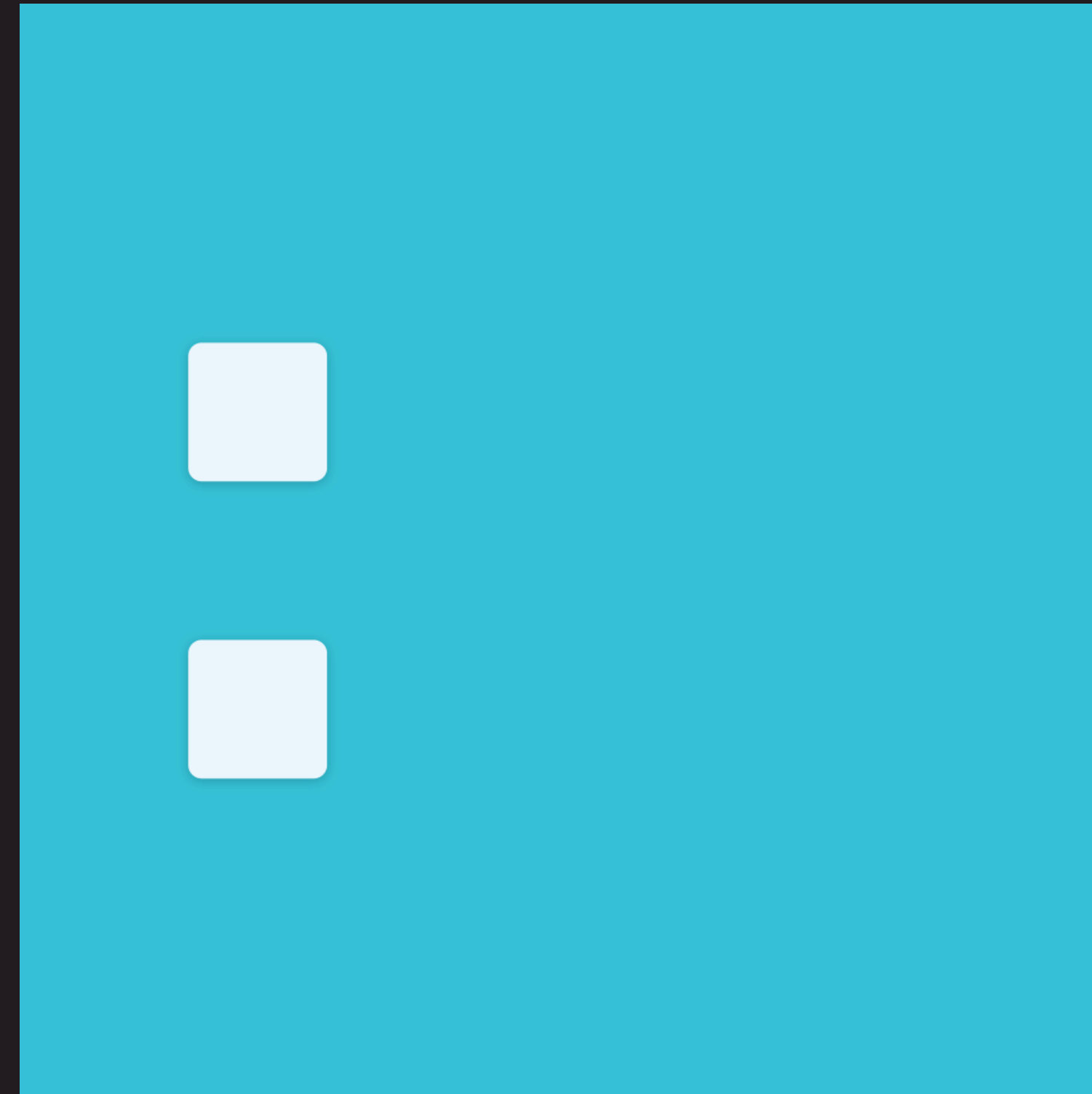
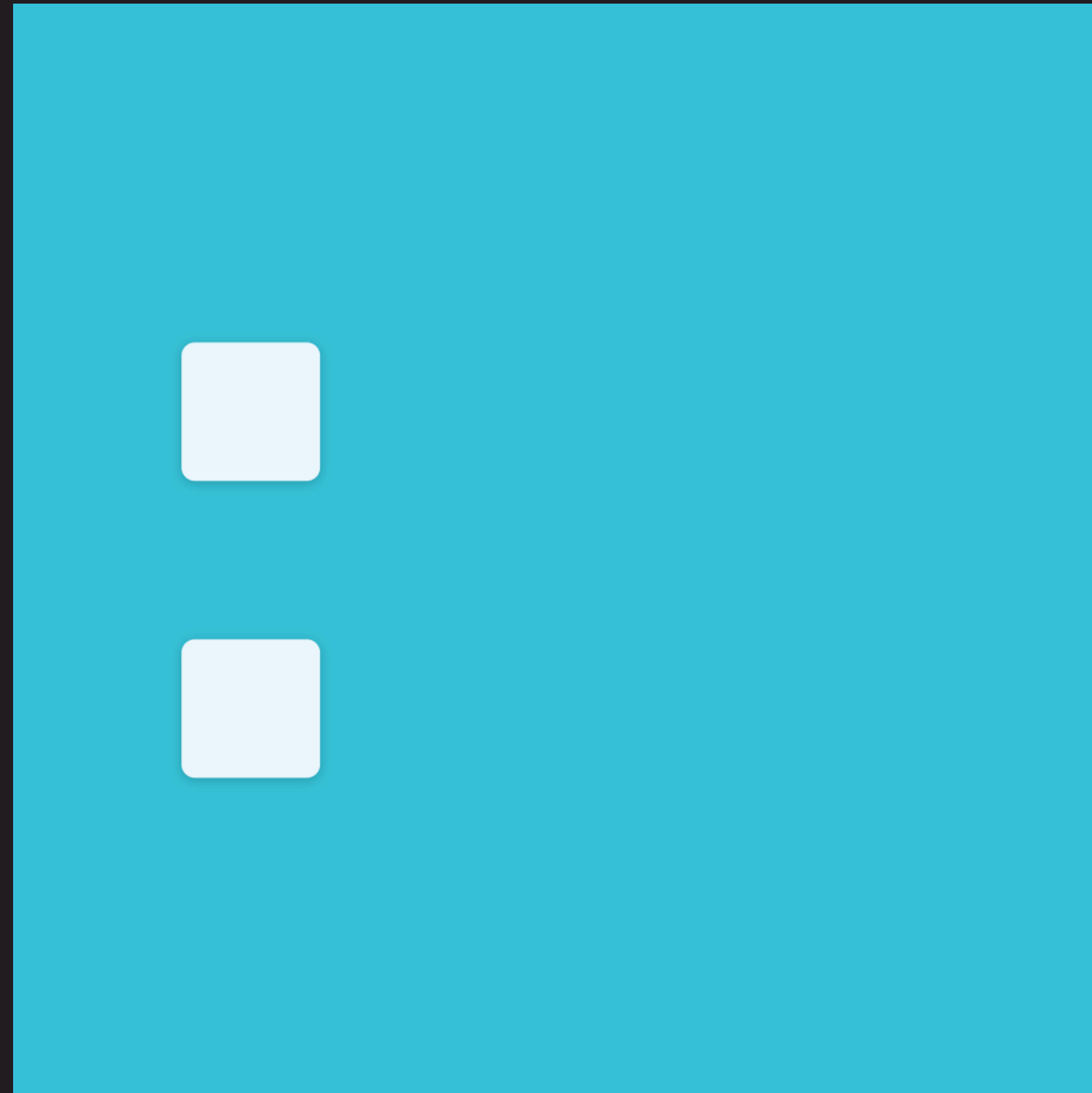
Similar objects should animate similarly



Entrances should inform exits



Match velocities, not duration





# *Feedback*

Letting users know that something  
has happened

## The payment form done right

Checkout is an embeddable payment form for desktop, tablet, and mobile devices. It works within your site—customers can pay instantly, without being redirected away to complete the transaction.


[Donate to Watsi](#) Try Checkout by donating to support Watsi's medical work.

Checkout creates a `Stripe.js` token that you can use to charge a card, create a customer, start a subscription, or anything else you might normally do. [Documentation](#)

NEW

## Speak your customers' language

Checkout is translated into English, French, Spanish, Dutch, Italian, German, Japanese and Chinese so that customers around the world get a localized experience.



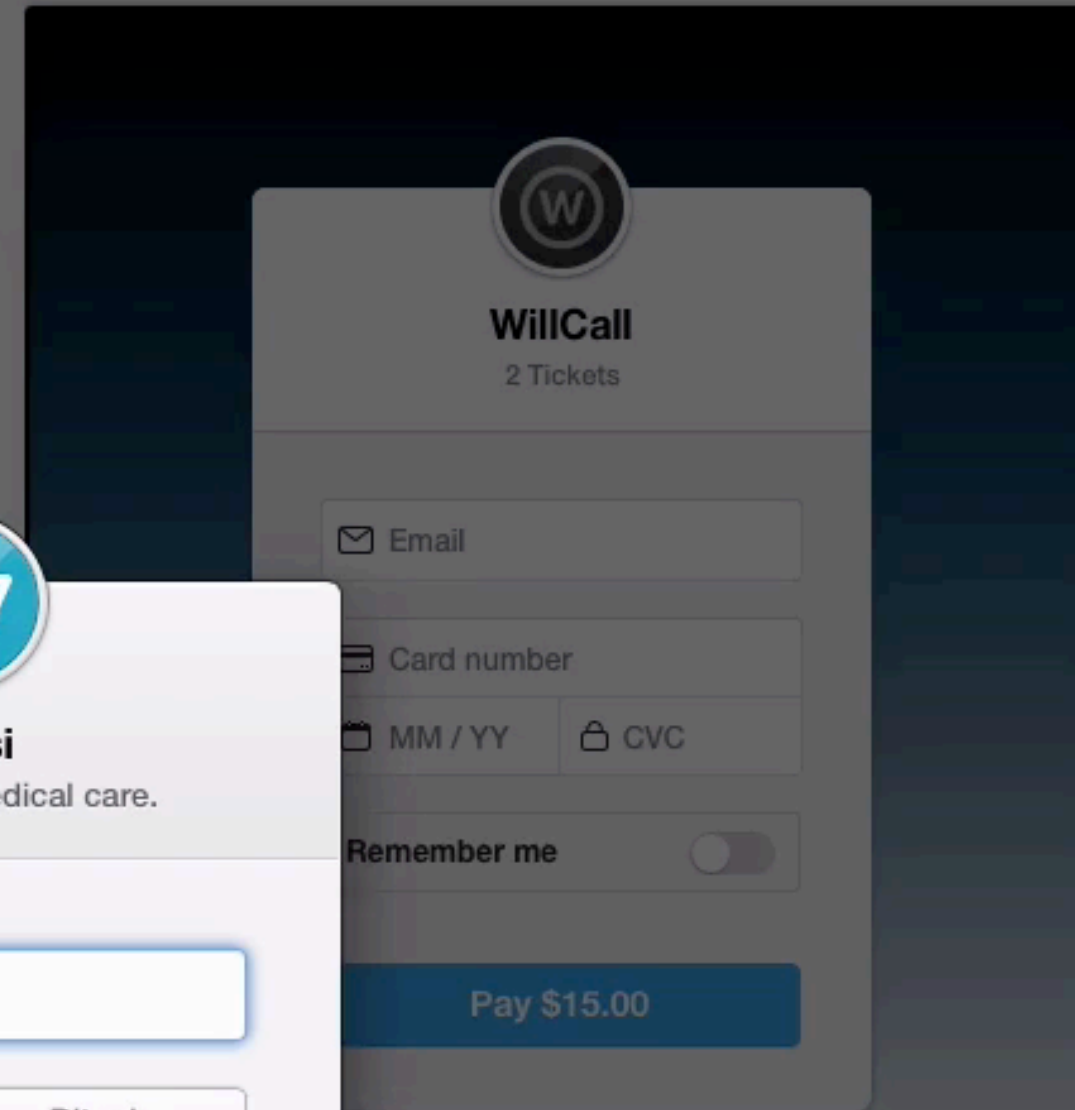
**Watsi**  
High-impact medical care.


Card  Bitcoin

Remember me

[Donate \\$1.00](#)

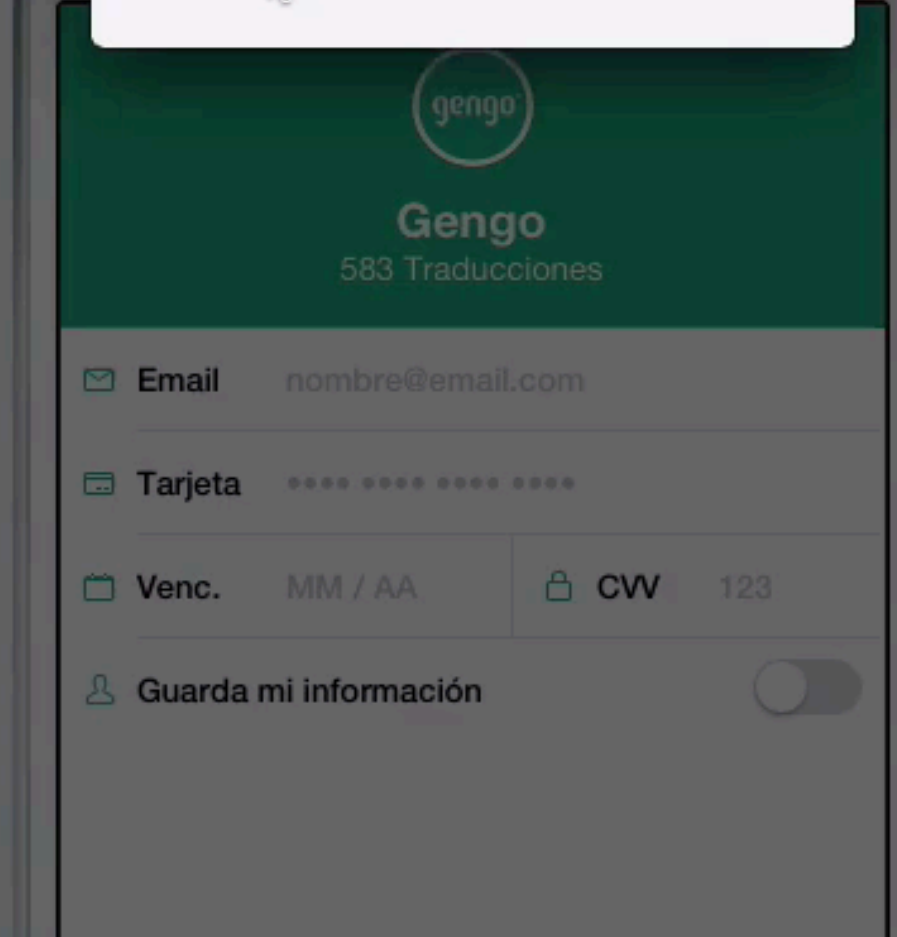



  
**WillCall**  
2 Tickets

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**Gengo**  
583 Traducciones

Guarda mi información

NEW

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In addition to credit and debit cards, Checkout makes it easy to support [Alipay](#) and [Bitcoin](#), with more types of payment coming soon.

Donate \$1.00



## Show your support

Clapping shows how much you appreciated Mandy Michael



8,990



**Mandy Michael**

Lover of CSS, and Batman.

My Drive > Just a folder for some files ▾

Name	Owner	Last modified
 A collection of documents	me	10:59 AM me
 Documents are the coolest!	me	10:58 AM me
 I <3 documents	me	10:58 AM me
 Another document	me	10:54 AM me
 One document	me	10:54 AM me

Hi! Let's determine your pet's ideal meal plan.  
You can use this email to access your responses anytime...

My e-mail is **valhead@gmail.com**

  
**CONTINUE**



## Registration

👤 Full name

✉ E-mail

✳ Password

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# *Direct Attention*

Leading the eye and calling attention to changes and important items



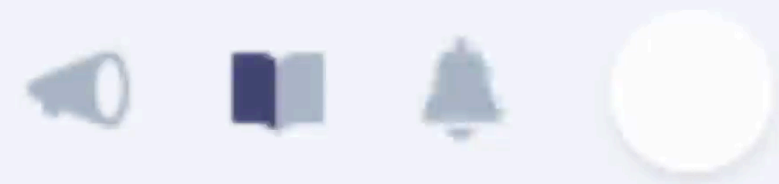
HTML

```
1 <div>
2   <p>Step 1 of 3 for The Design
   Interface Animations a</p>
3
4 </div>
```

CSS

```
1
```

Step 1 of 3 for The Design In



03/26/2017 → 04/01/2017



\$749

\$374

# *Hinting & Affordances*

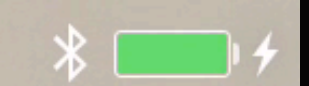
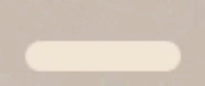
Helping users see the effects, or potential effects,  
of their actions



1:10

Sunday, February 28

> slide to unlock





# Designing Interface Animation

designinginterfaceanimation.com

FIGURE 2.12  
Safari's save file  
animation follows an  
arced path from  
the download link  
to the downloads  
folder in your dock.  
I've superimposed  
the approximate arc  
followed in this image,  
and you can see it in  
action in this video:  
<https://vimeo.com/162712118>.

32

CHAPTER 2

 Rosenfeld

DESIGNING INTERFACE ANIMATION  
Meaningful Motion for User Experience

by VAL HEAD Foreword by Ethan Marcotte



FIGURE 2.13  
This drawing series of screenshots with three screens and a subtle gradient.  
Each area is visible as it scrolls across the screen. The color and the motion of the  
video: <https://vimeo.com/162712118>

You Always Know More About Someone Than You Think

***Thank you!***

Newsletter: [uianimationnewsletter.com](http://uianimationnewsletter.com)

Let's chat on twitter: [@vlh](https://twitter.com/vlh)