Purpose and Style

Using motion with meaning in interfaces

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Senior Design Advocate, Adobe

Designing Interface Animation

designinginterfaceanimation.com

What makes good UI animation?

Purpose & Style

Continuity

Reinforce mental models of the interface
and where things are

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Newest

Photo Artwork

Viewing 804 of 804 font families

Open Sans
Steve Matteson (10 styles)

All their equipment and instruments are alive.

Cairo
Multiple Designers (6 styles)

A red flair silhouetted the jagged edge of a wing.

Prompt
Cadson Demak (18 styles)

I watched the storm, so beautiful yet terrific.

Roboto
Christian Robertson (12 styles)

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

Slabo 27px
John Hudson (1 style)

A shining crescent far beneath the flying vessel.

Taviraj
Cadson Demak (18 styles)

It was going to be a lonely trip back.

Trirong
Cadson Demak (18 styles)

Mist enveloped the ship three hours out from port.

Lato
Łukasz Dziedzic (10 styles)

My two natures had memory in common.

Oswald
Vernon Adams (3 styles)

Silver mist suffused the deck of the ship.

Roboto Condensed
Christian Robertson (6 styles)

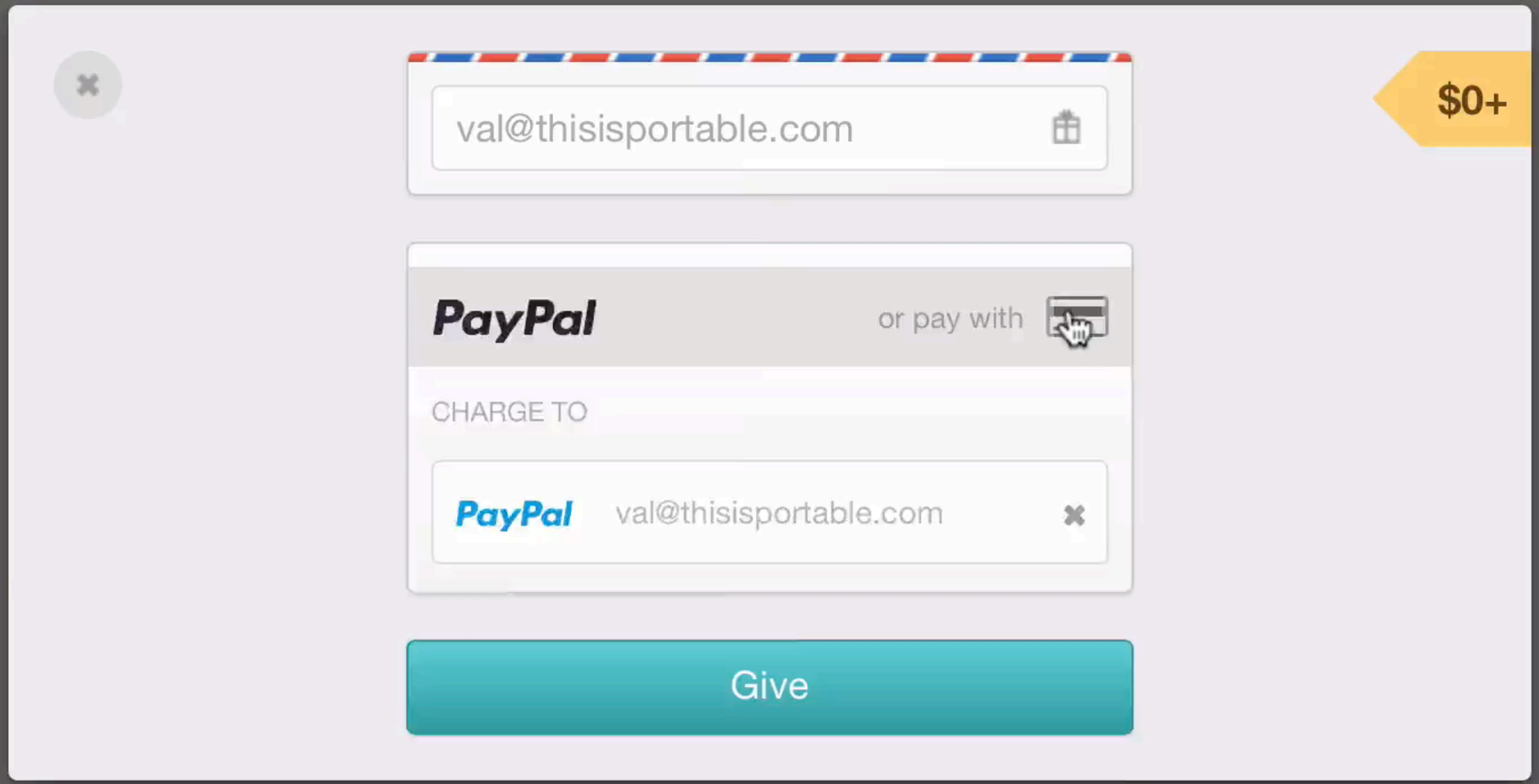
The face of the moon was in shadow.

Libre Franklin
Impallari Type (18 styles)

She stared through the window at the stars.

Source Sans Pro
Paul D. Hunt (12 styles)

The recorded voice scratched in the speaker.



Where can I find the postscript version of your font? Pick the weight you want in your font manager of choice and go to the info panel. It'll be in the same group as "Style", "Family" and "Full name".

I've found a bug, what should I do? Please file an issue with steps to reproduce.

Feedback

Letting users know something has happened,
and helping them keep track of complex tasks.

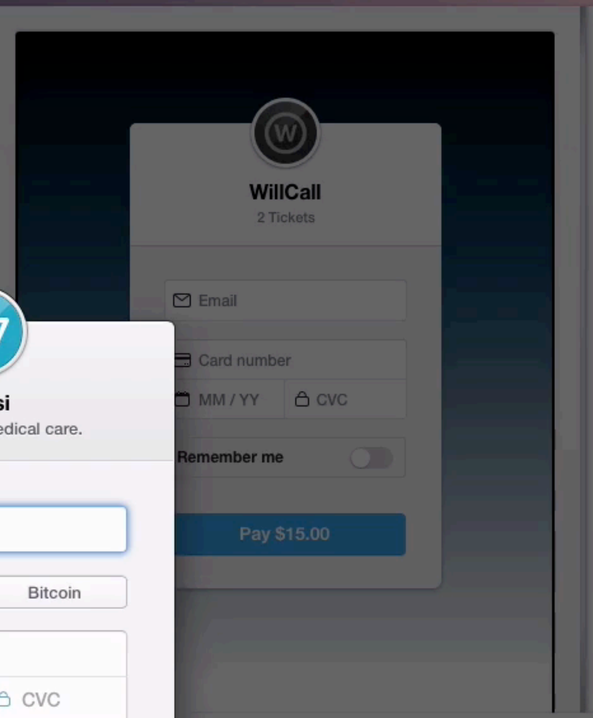
The payment form done right

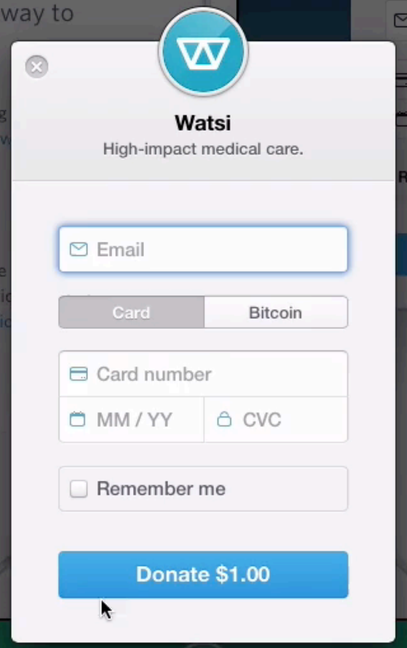
Checkout is an embeddable payment form for desktop, tablet, and mobile devices. It works within your site—customers can pay instantly, without being redirected away to complete the transaction.

Donate to Watsi

Try Checkout by donating
support Watsi's medical v

Checkout creates a Stripe.js token that you can use
charge a card, create a customer, start a subscriptio
anything else you might normally do. Documentatio

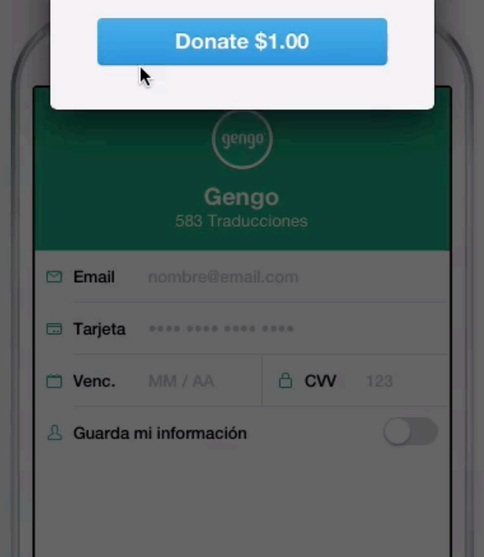




NEW

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.



NEW

Accept any form of payment

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

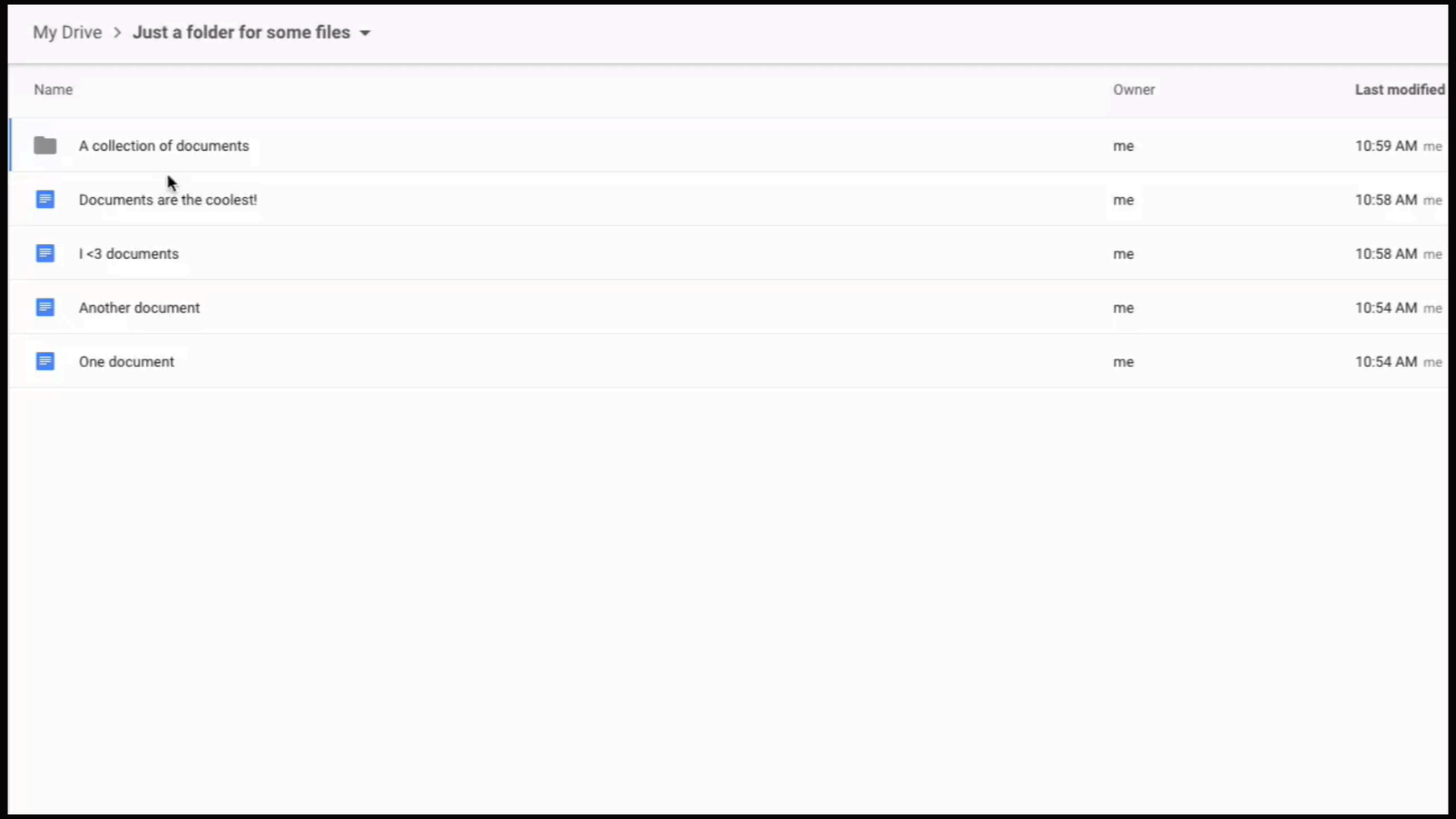
Show your support

Clapping shows how much you appreciated Mandy Mic

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

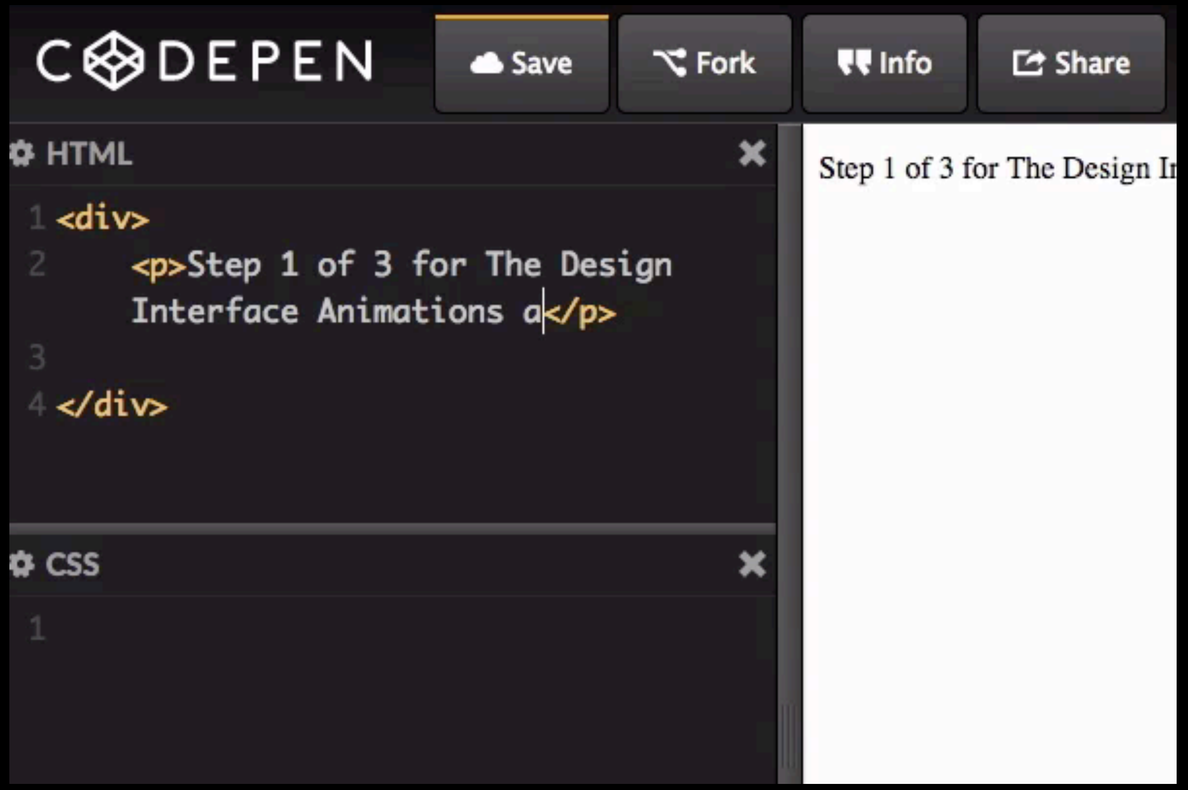
SMART POWER MANAGEMENT

No need to turn on or off the device,
we manage that for you

94%

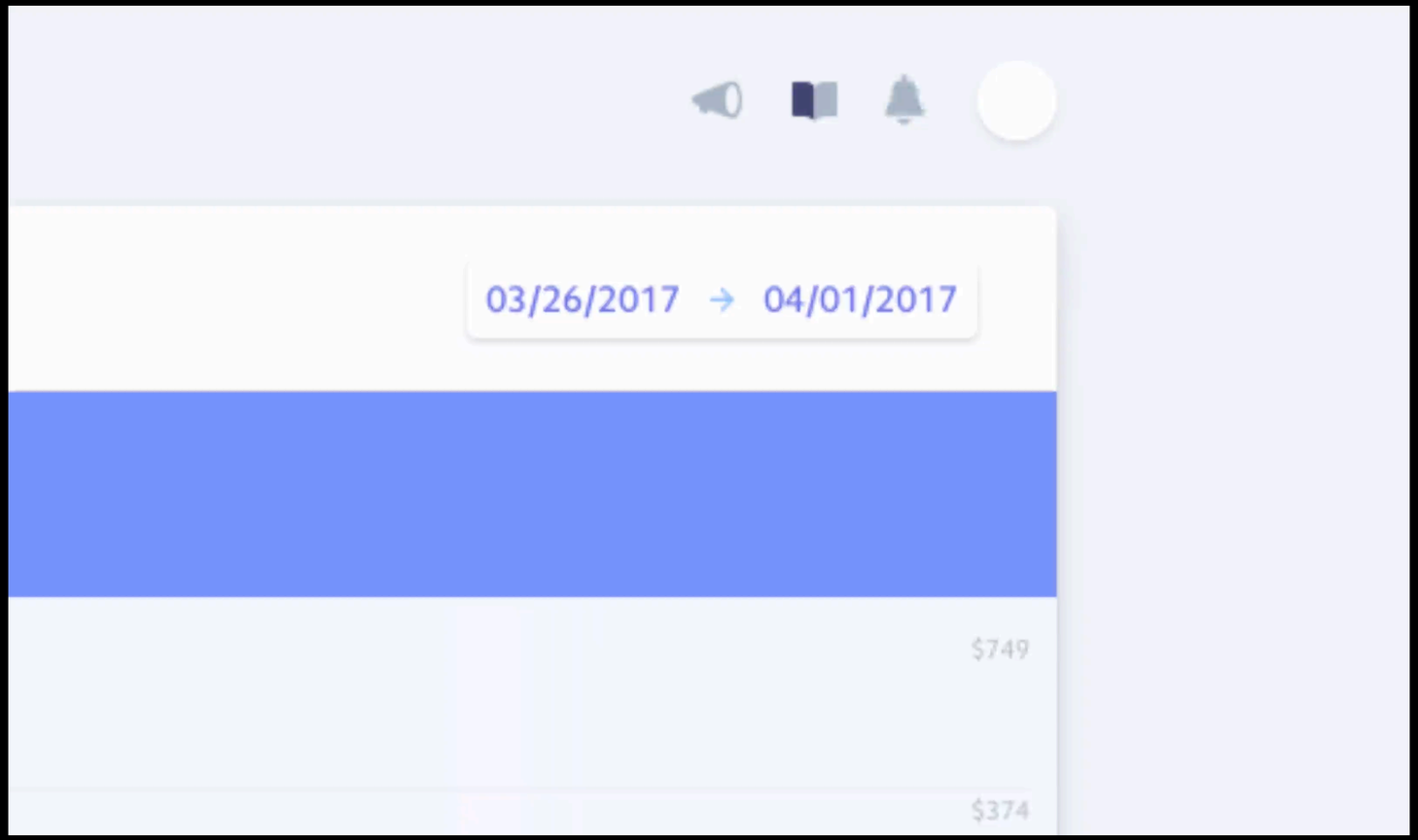
Directing Attention

Leading the eye around an interface in a meaningful way


CODEPEN
Save
Fork
Info
Share
HTML

Step 1 of 3 for The Design
Interface Animations a

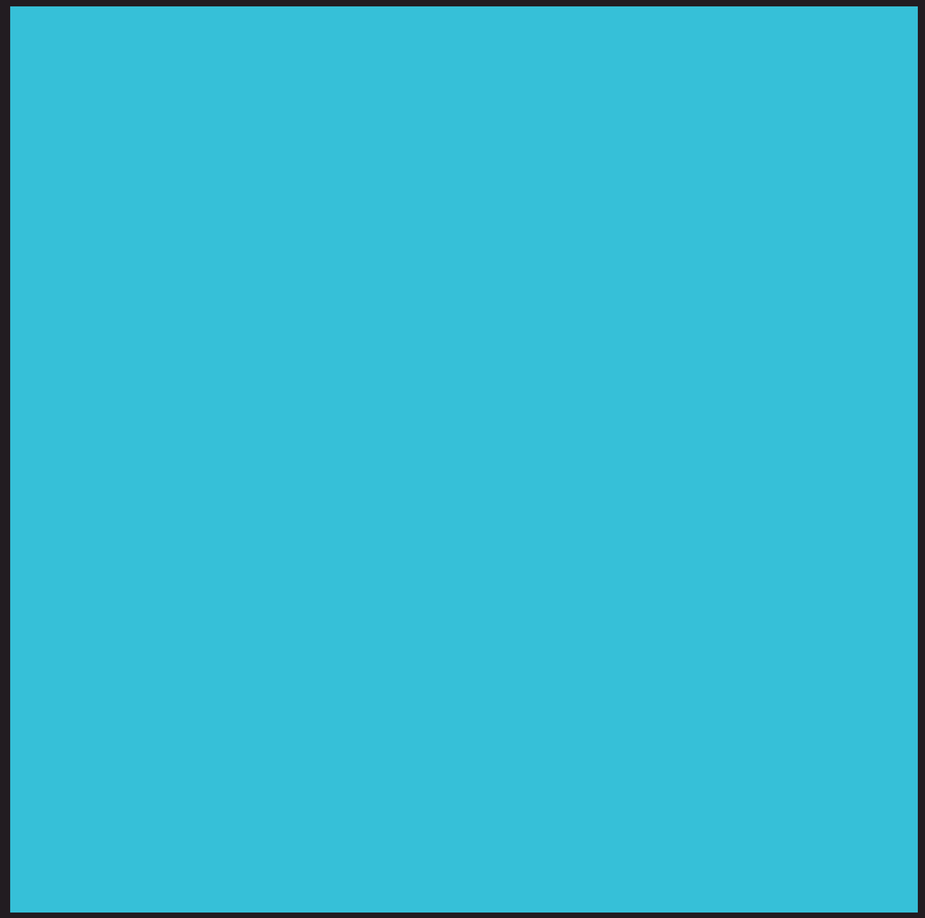
CSS
Step 1 of 3 for The Design I


03/26/2017
04/01/2017
$749
$374

Choreography

Many moving pieces, and “real” expectations

Slow down before stopping

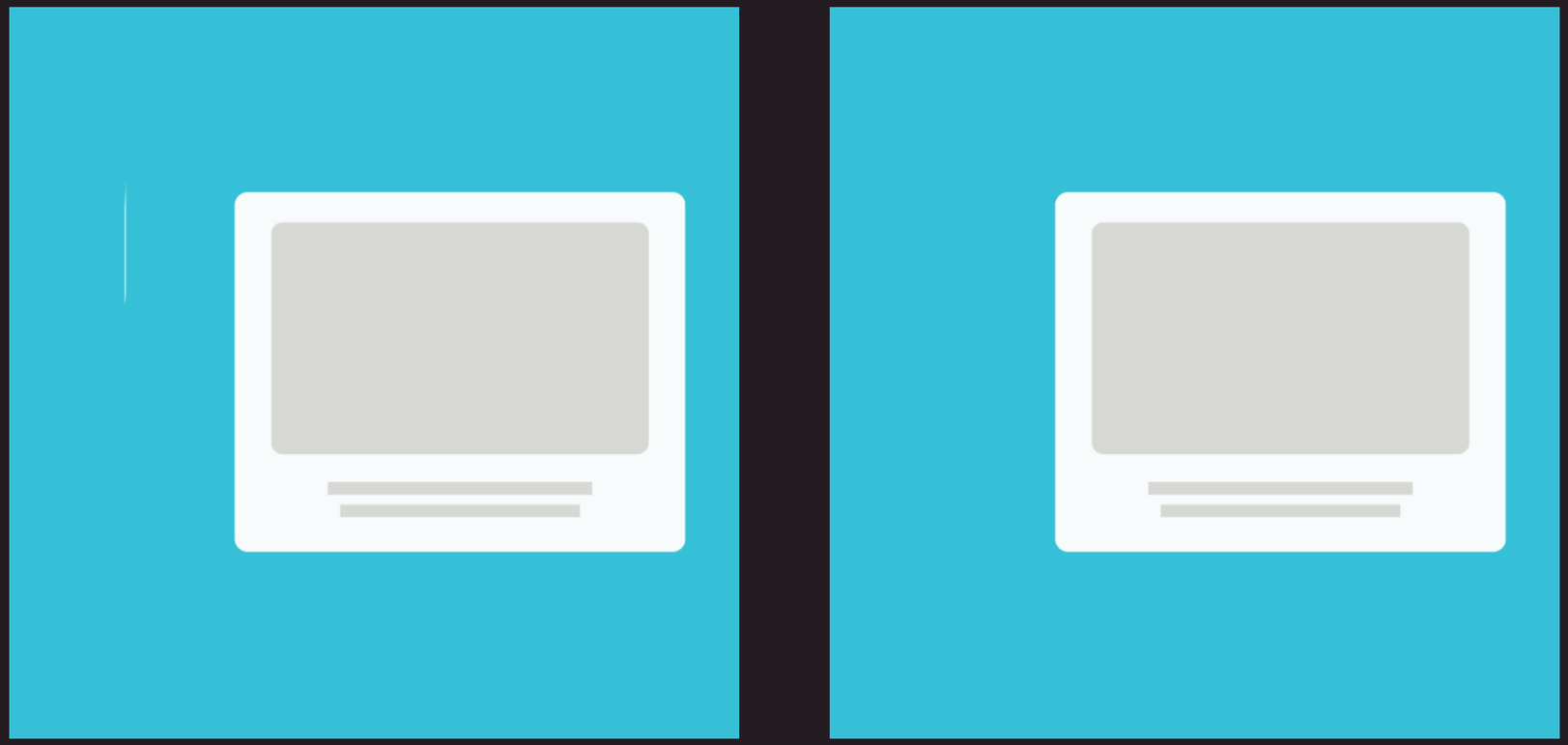


Tip: use “ease-out” easing for entrances

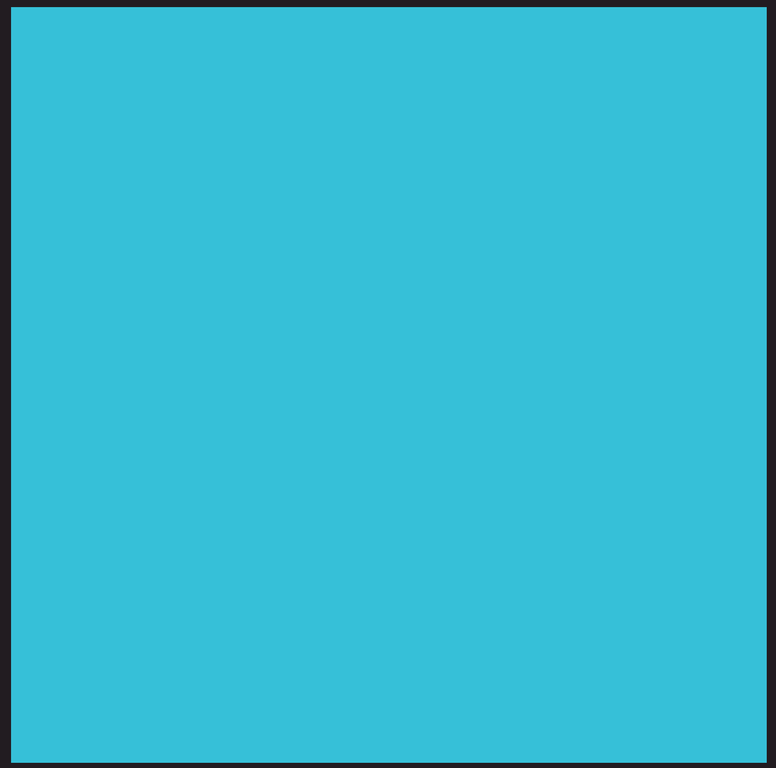
Overlap groups of actions

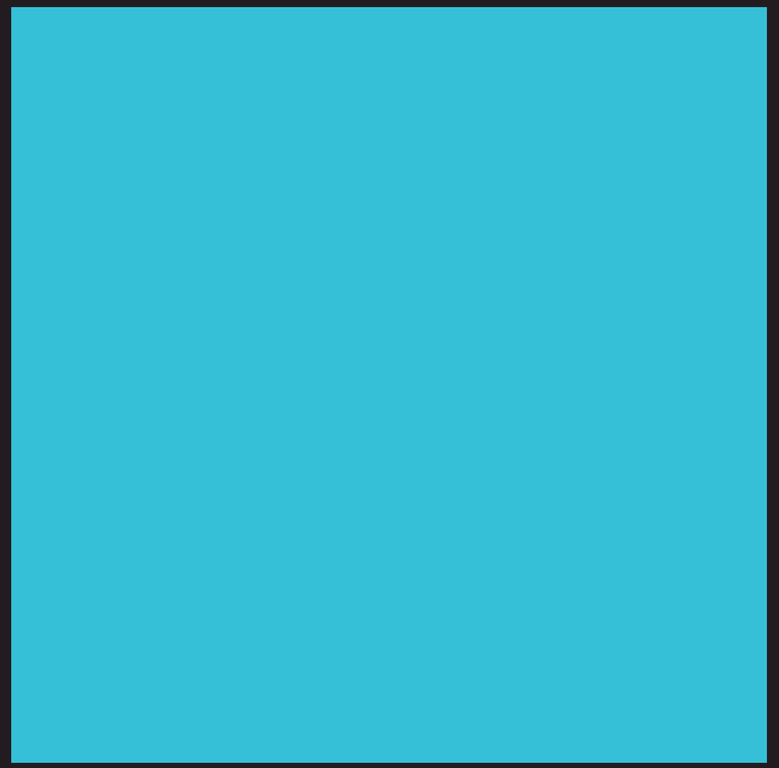
Tip: overlapping action (offsets) can also be great for performance!

Similar objects should animate similarly

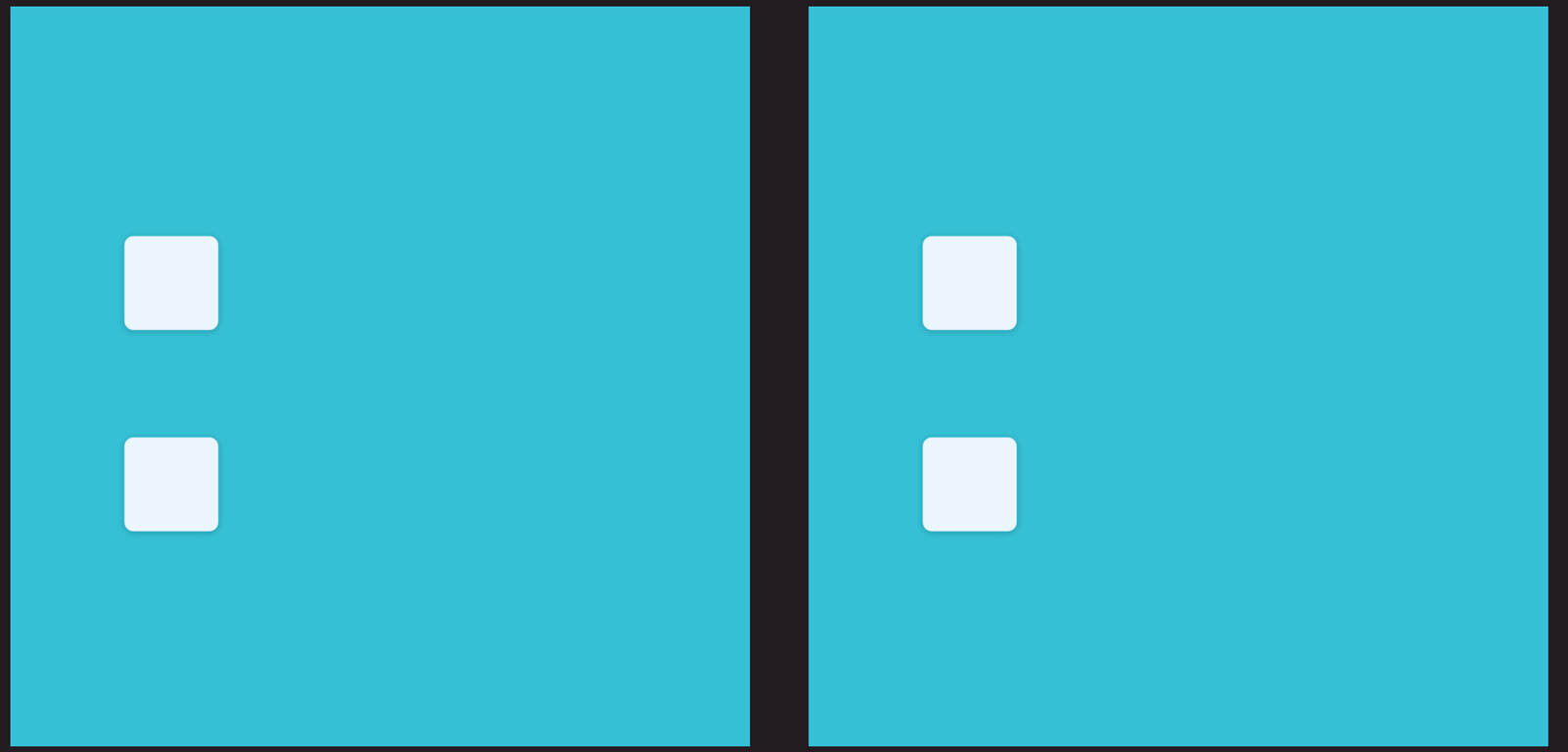


Entrances should informs exits





Match velocities, not duration



Expressing personality with motion

How we style animation:

- Through our easing choices
  (ease-in, ease-out, ease-in-out, bounce, springs...)
- Duration values, offsets
- The properties we animate

Aiming for:

Calm, Soft, Reassuring

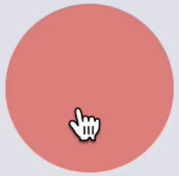
Use:

opacity, soft blurs, small deltas,

easing curves with gradual speed changes

Calm, Soft, Subtle

opacity fades, soft blurs, small scales, easing curves with gradual speed changes



fade

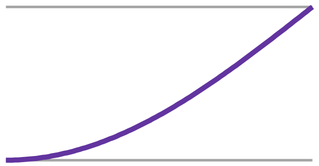
scale + fade

blur + fade

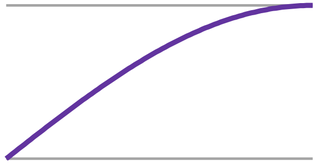
blur + scale + fade

(Some of) The Penner Easing Equations

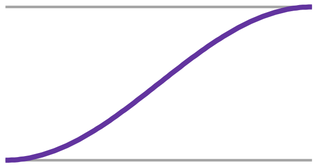
easeInSine



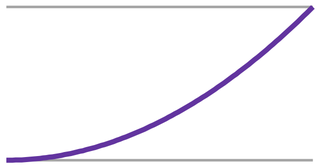
easeOutSine



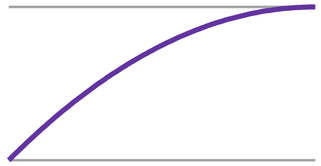
easeInOutSine



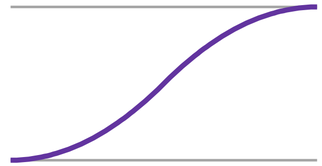
easeInQuad



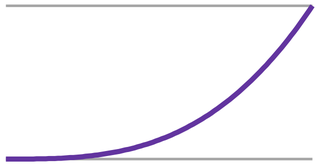
easeOutQuad



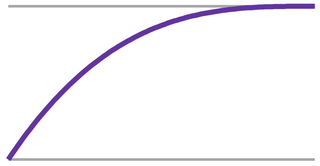
easeInOutQuad



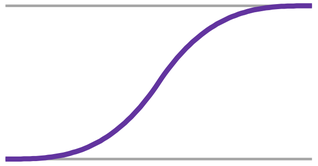
easeInCubic



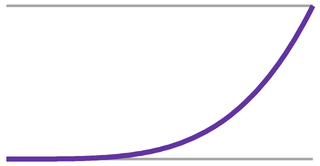
easeOutCubic



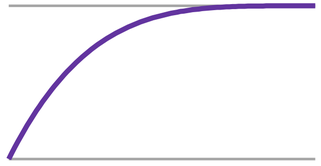
easeInOutCubic



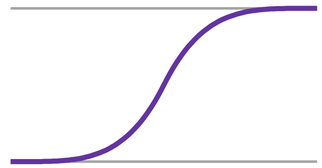
easeInQuart



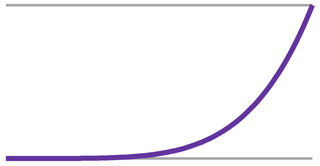
easeOutQuart



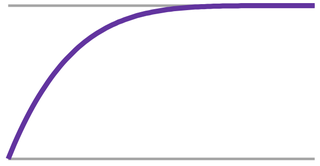
easeInOutQuart



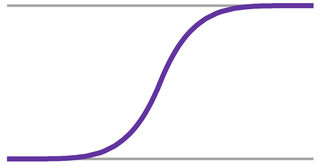
easeInQuint



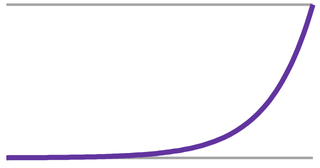
easeOutQuint



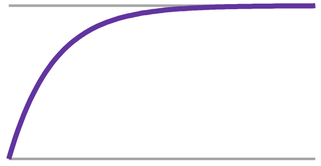
easeInOutQuint



easeinExpo



easeOutExpo



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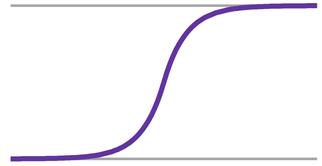


See them in action on easings.net

Penner Easing Equations

easeInOutSine

easeInOutQuart

easeInOutQuad

easeInOutQuint

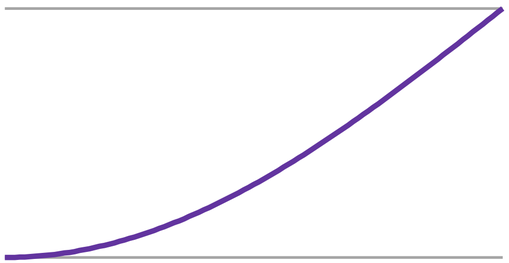
easeInOutCubic

easeInOutExpo

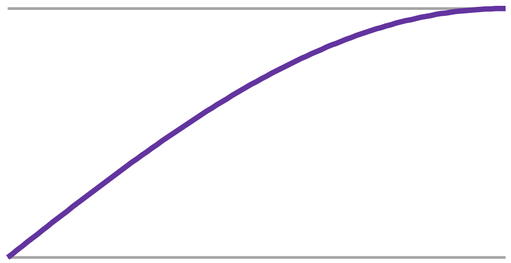
Aiming for:

Calm, Soft, Reassuring

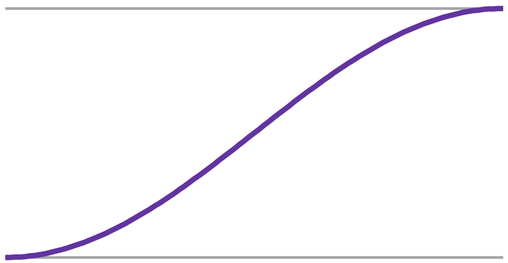
easeInSine



easeOutSine



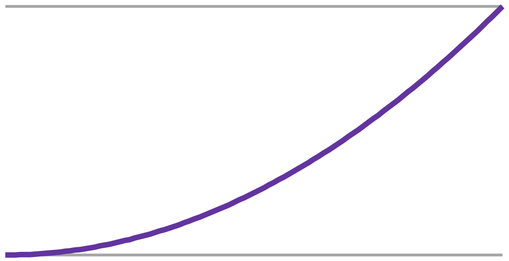
easeInOutSine



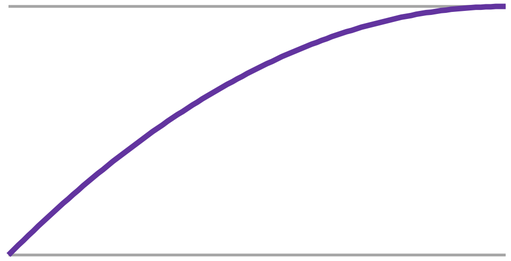
Aiming for:

Calm, Soft, Reassuring

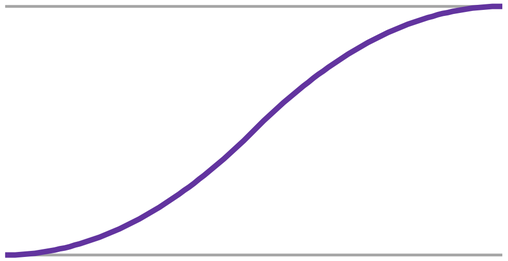
easeInQuad



easeOutQuad



easeInOutQuad



Aiming for:

Confident, Stable, Strong

Use:

Direct movements, straight lines, symmetrical ease-in-outs.

Avoid blurs, bounces, and overshoots

Strong, Stable, Confident

Direct movements, straight lines, symetrical ease-in-outs. Avoid blurs, bounces, and overshoots.

quick fade

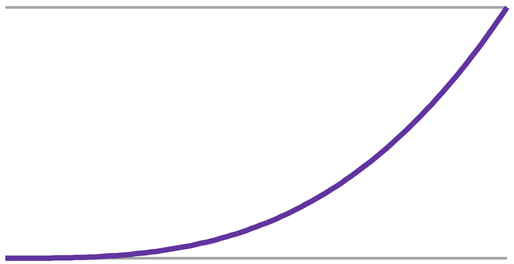
scale + fade

direct starts and stops

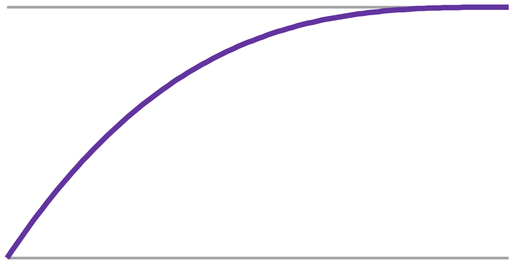
Aiming for:

Confident, Stable, Strong

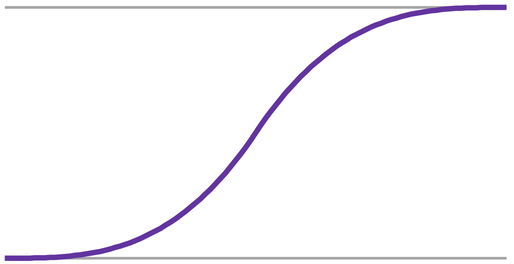
easeInCubic



easeOutCubic



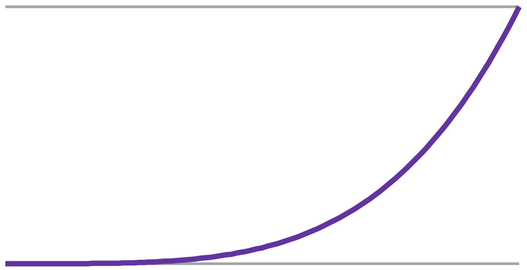
easeInOutCubic



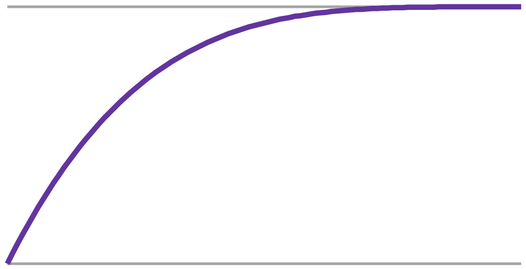
Aiming for:

Confident, Stable, Strong

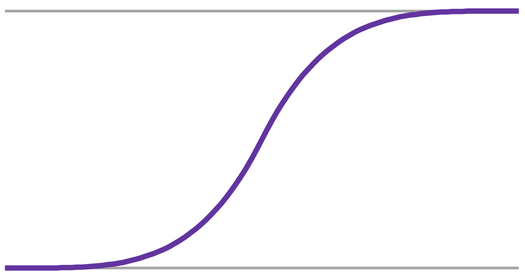
easeInQuart



easeOutQuart



easeInOutQuart



Aiming for:

Lively, Energetic, Friendly

Use:

Overshoots, anticipation, “snappy” easing curves.

Lively, Energetic, Friendly

overshoots & anticipation.

overshoot

overshoot + scale

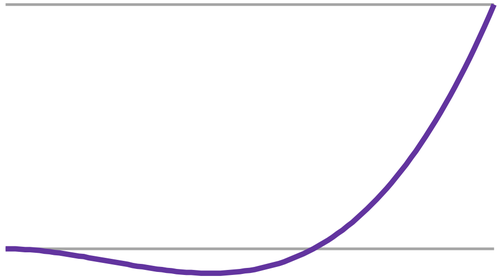
anticipation

anticipation + overshoot

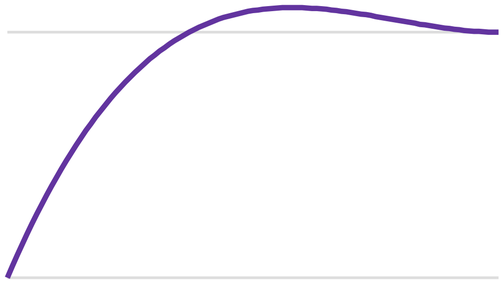
Aiming for:

Lively, Energetic, Friendly

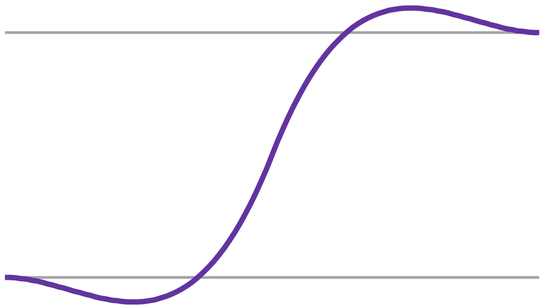
easeInBack



easeOutBack



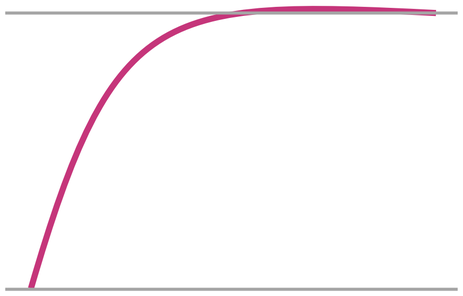
easeInOutBack



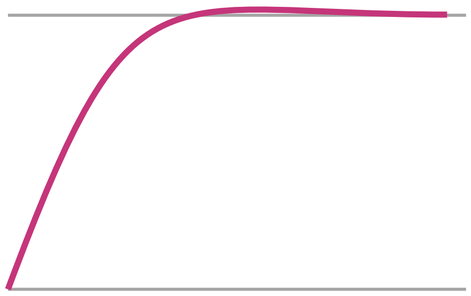
Aiming for:

Lively, Energetic, Friendly

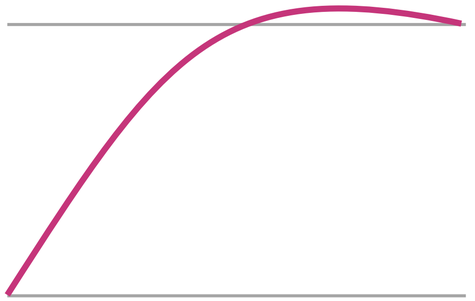
cubic-bezier(0.2, 1, 0.3, 1.05)



cubic-bezier(.28,1.23,.33,1)



cubic-bezier(.34,.9,.46,1.19)



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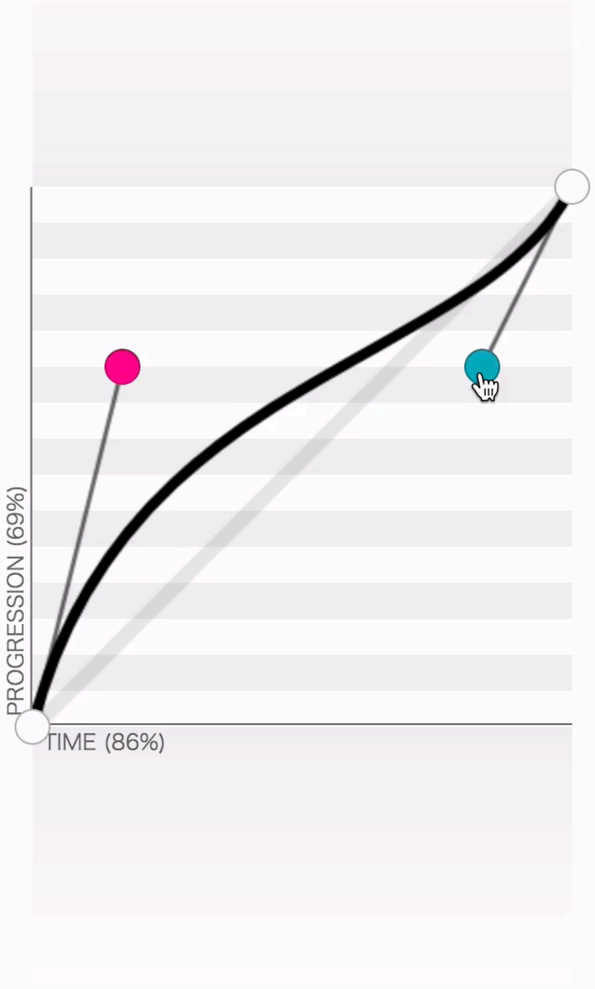
Made by Lea Verou with care ✻ About

Tweet

cubic-bezier(.17,.67,.83,.67) SAVE



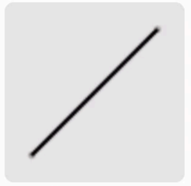
Preview & compare GO!

Duration: 1 second

Library IMPORT EXPORT

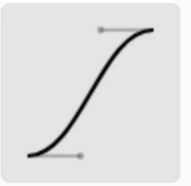
Click on a curve to compare it with the current one.

ease


linear

ease-in

ease-out


ease-in-out

Tip: Right click on any library curve and select “Copy Link Address” to get a permalink to it which you can share with others

Aiming for:

Playful, Fun, Lighthearted

Use:

Bounces, shape morphs, squash and stretch

Playful, Fun, Lighthearted

bounces, squash and stretch, shape morphs, springs.

bounce

elastic

morph

squash and stretch

Thank you!

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