

DESIGNING MORE EXPRESSIVE PRODUCTS

Val Head

Design Advocate, Adobe

Author, Designing Interface Animation

Simple, private, free access to
the open Internet you ♡

Get Started, It's Free



Prepare for launch



You're about to send a campaign to:
The UI Animation Newsletter - Curated by Val Head

Send Now

[Cancel](#)



21°

Here's
to another
day of
watercooler
chitchat.

One topic, so much mileage.

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

CREATE ACCOUNT

CONTACT SALES

THE COMPLETE TOOLKIT FOR
INTERNET BUSINESS



Stripe builds the most powerful and flexible tools for internet



Ways to be expressive in design:

Type, Copy, Colour, Layout, Motion, Sound...

***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:

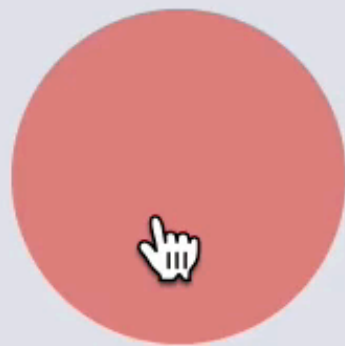
Calm, Soft, Reassuring

Use:

opacity, soft blurs, small deltas,
easing curves with gradual speed changes

Calm, Soft, Subtle

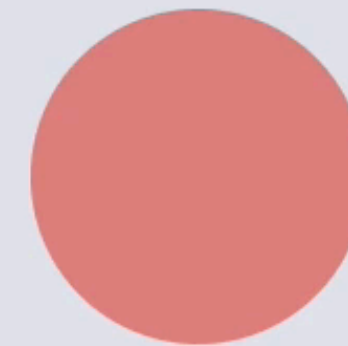
opacity fades, soft blurs, small scales, easing curves with gradual speed changes



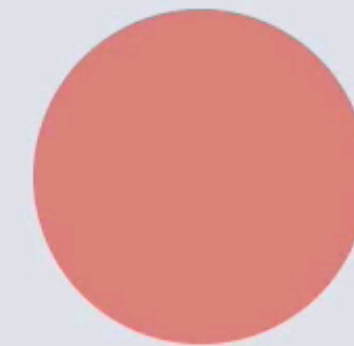
fade



scale + fade



blur + fade



blur + scale + fade

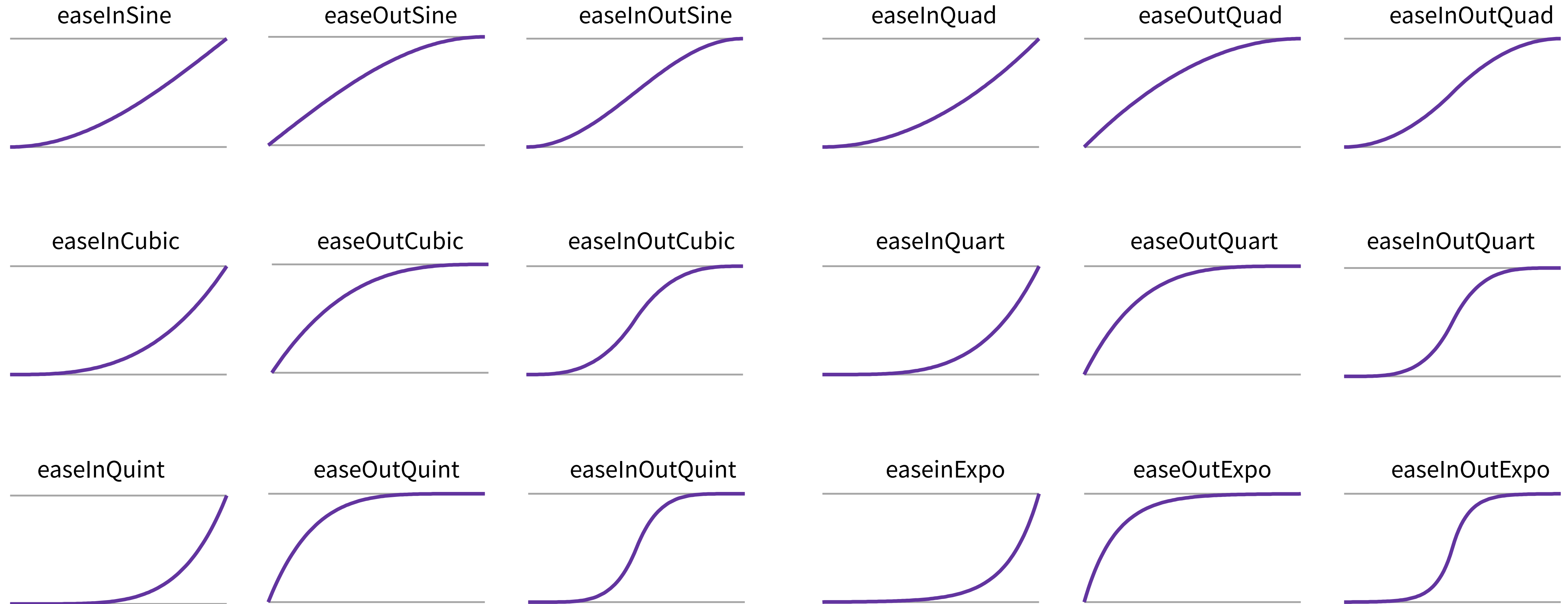
transition:

filter 200ms \$ease-in-quad,
opacity 150ms 50ms \$ease-in-quad;

blur

opacity

(Some of) The Penner Easing Equations



See them in action on easings.net

Penner Easing Equations



easeInOutSine



easeInOutQuad



easeInOutCubic



easeInOutQuart



easeInOutQuint

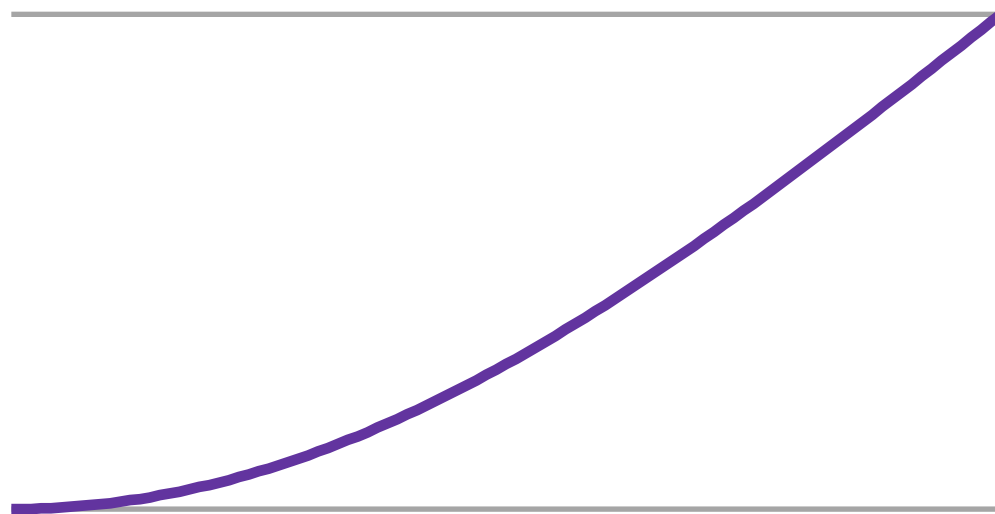


easeInOutExpo

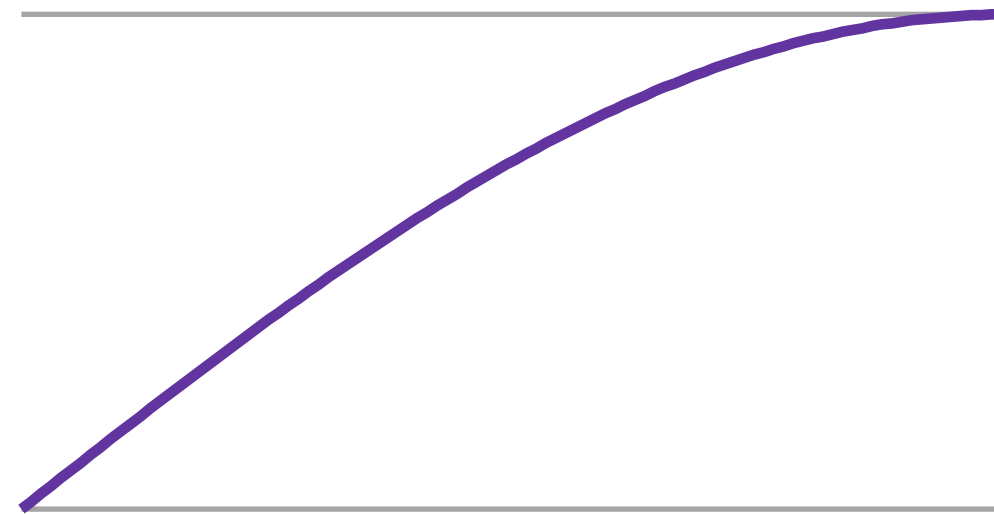
Aiming for:

Calm, Soft, Reassuring

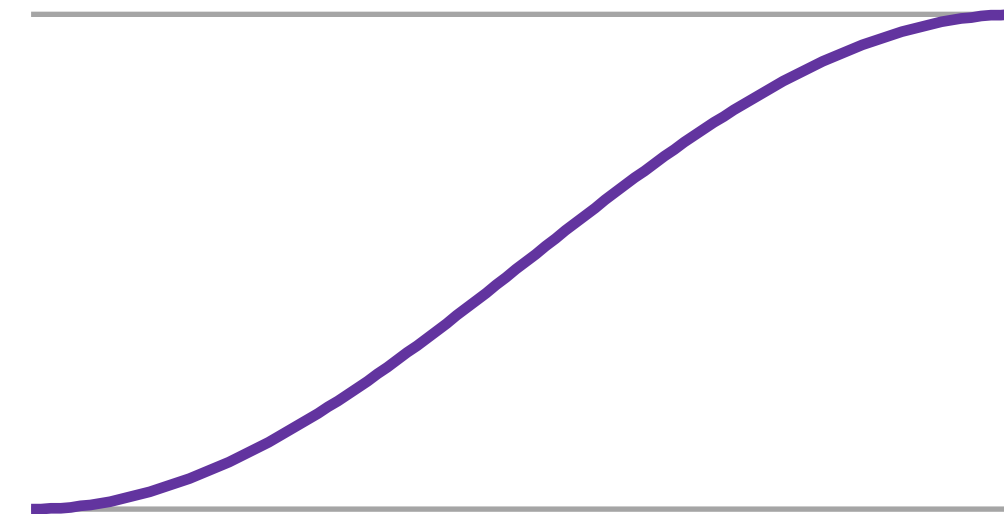
easeInSine



easeOutSine



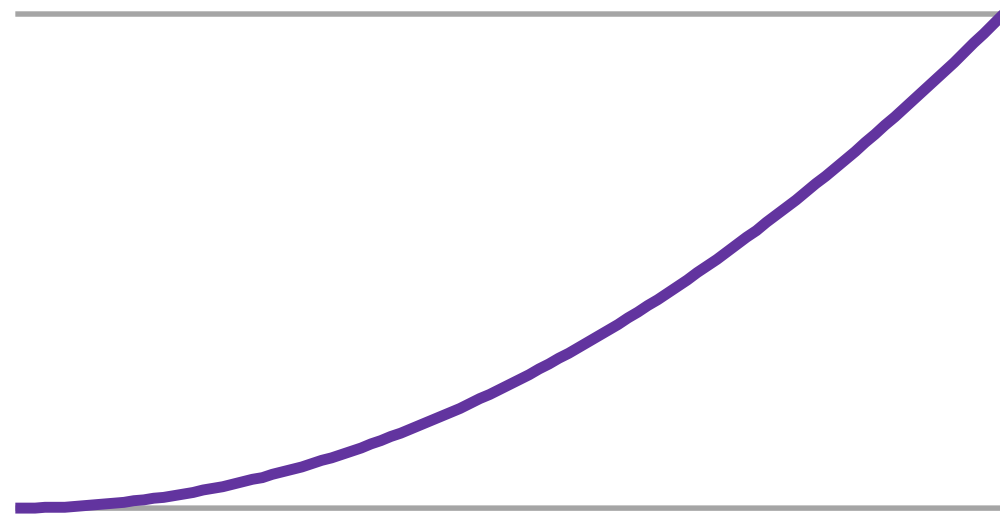
easeInOutSine



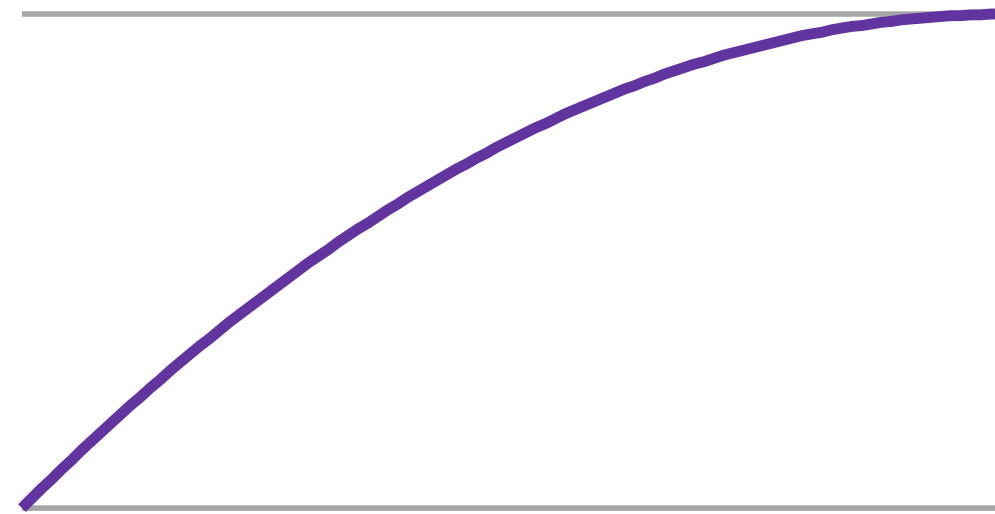
Aiming for:

Calm, Soft, Reassuring

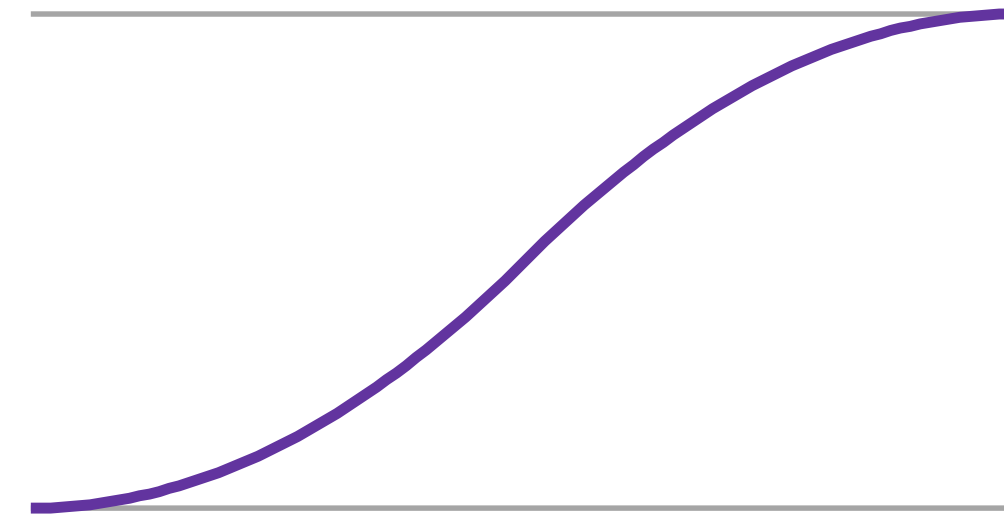
easeInQuad



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, symmetrical ease-in-outs. Avoid blurs, bounces, and overshoots.



quick fade



scale + fade

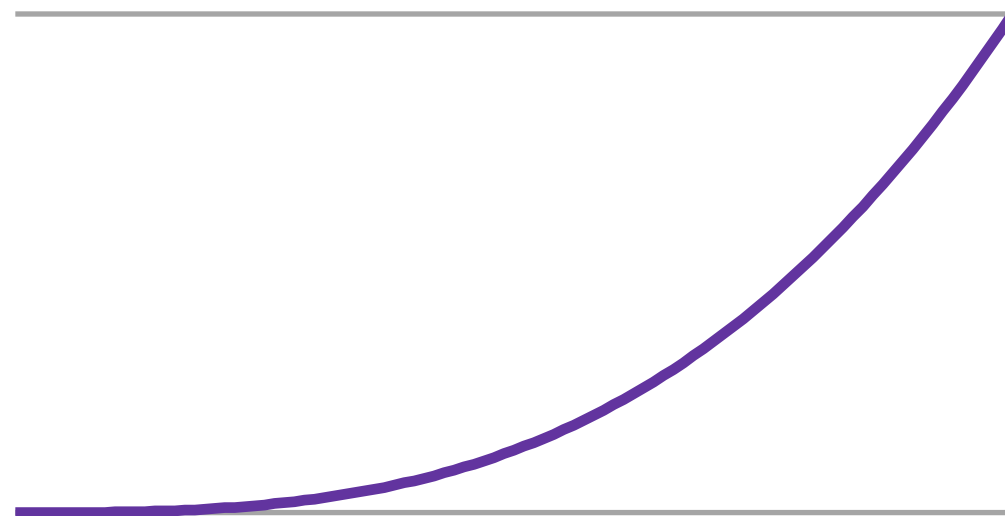


direct starts and stops

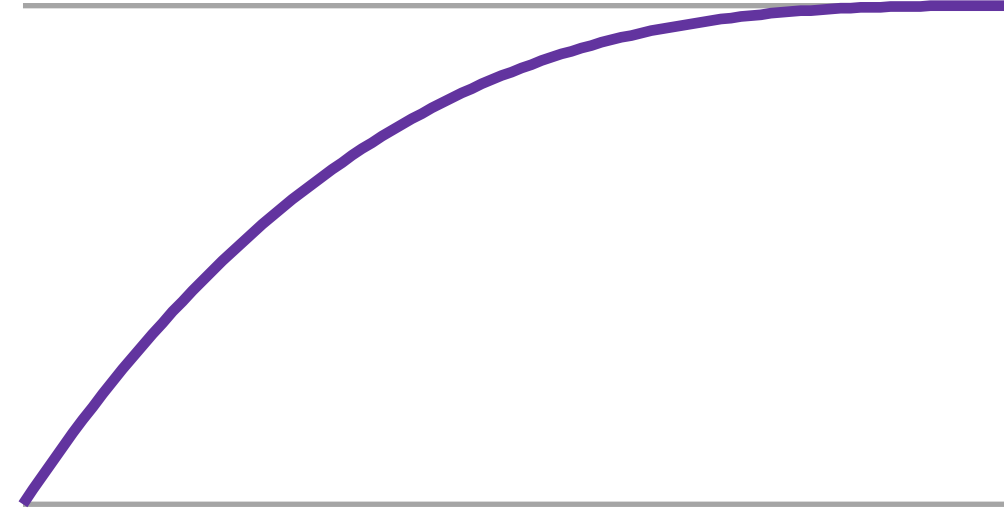
Aiming for:

Confident, Stable, Strong

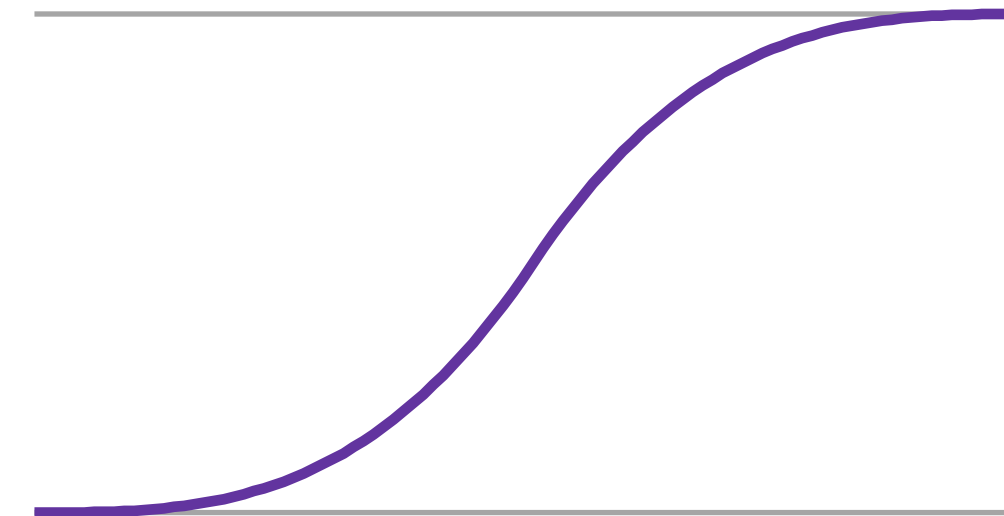
easeInCubic



easeOutCubic



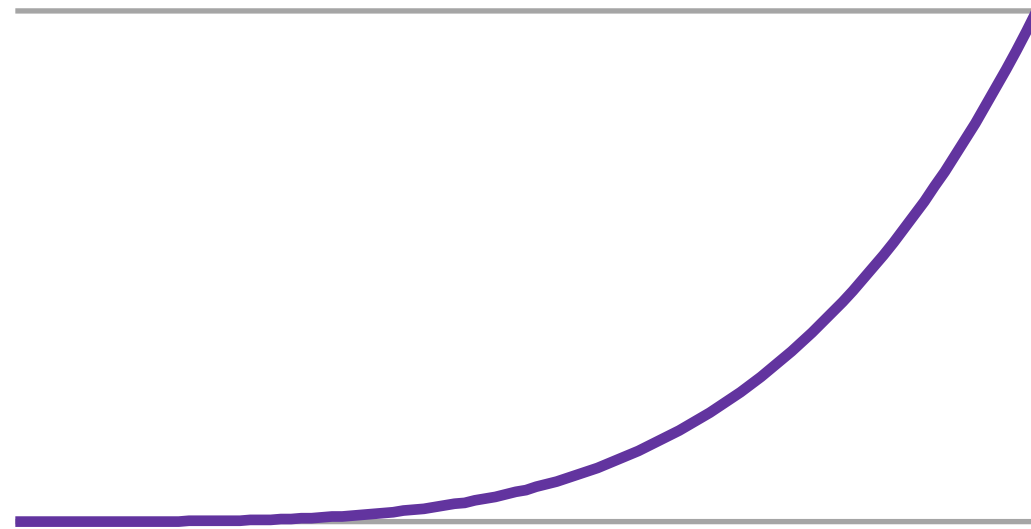
easeInOutCubic



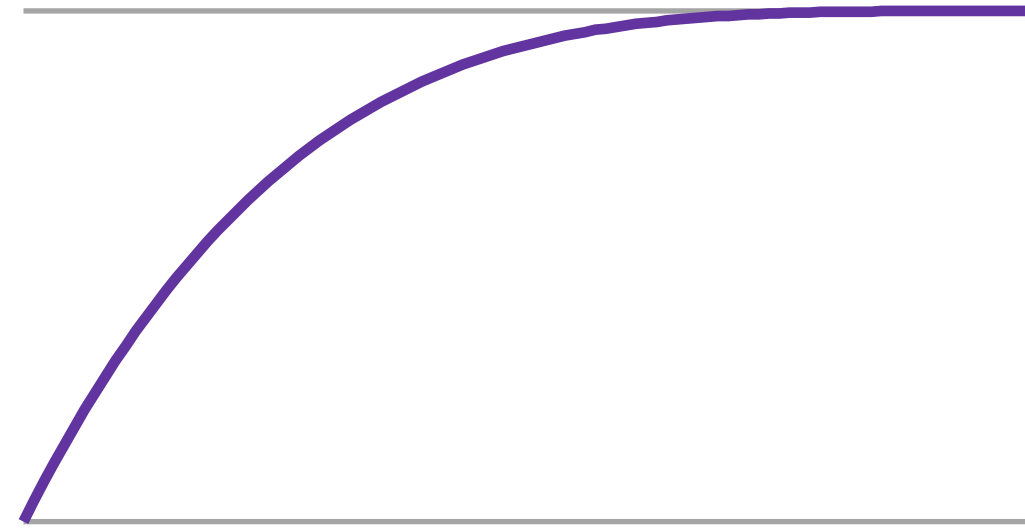
Aiming for:

Confident, Stable, Strong

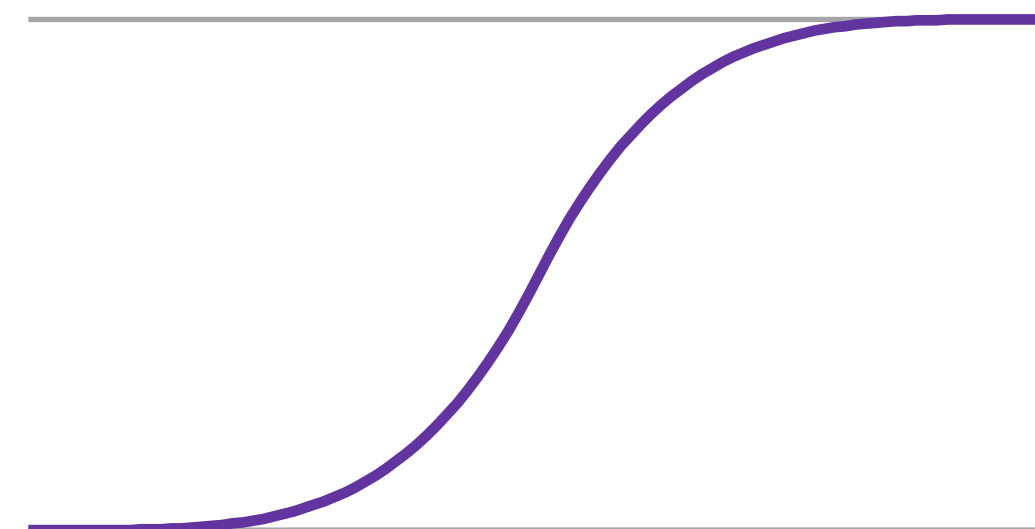
`easeInQuart`



`easeOutQuart`



`easeInOutQuart`



Aiming for:

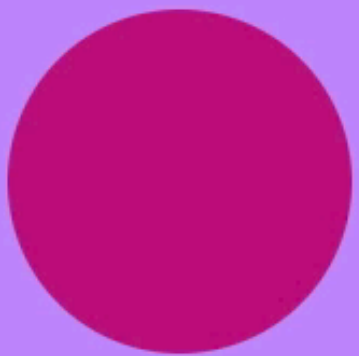
Lively, Energetic, Friendly

Use:

Overshoots, anticipation, “snappy” easing curves.

Lively, Energetic, Friendly

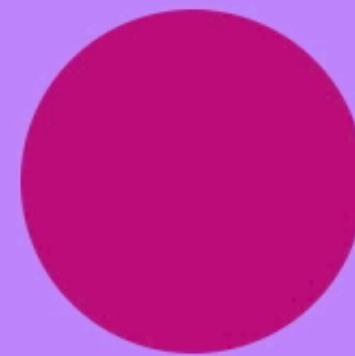
overshoots & anticipation.



overshoot



overshoot + scale



anticipation

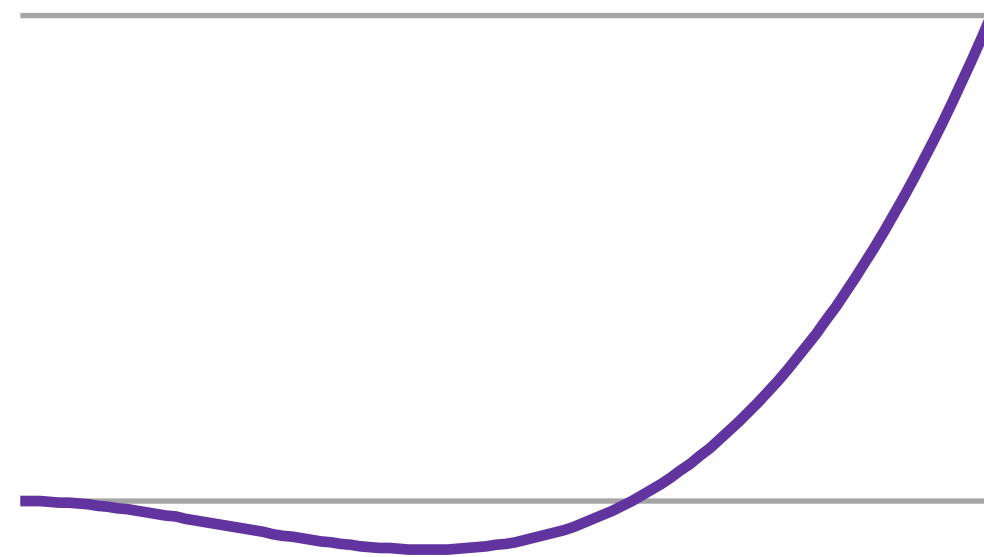


anticipation + overshoot

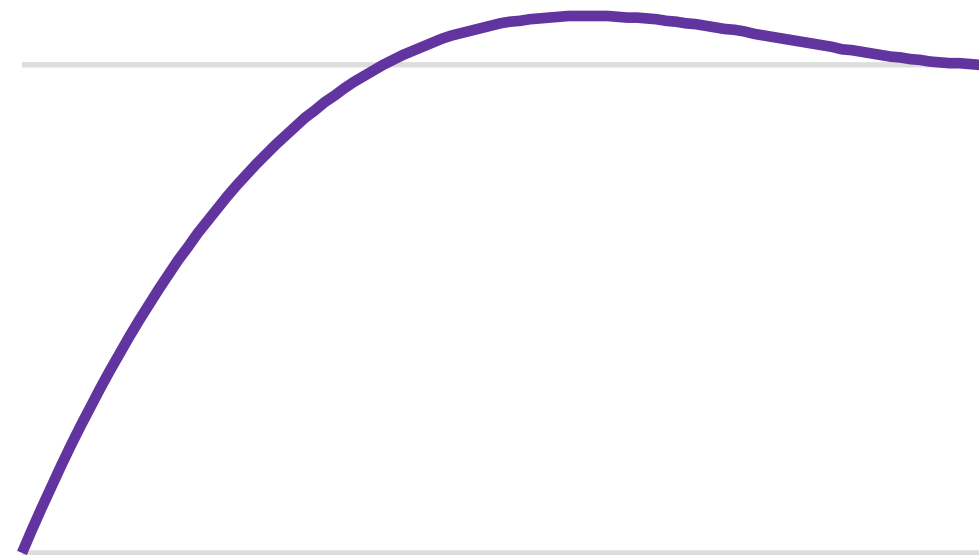
Aiming for:

Lively, Energetic, Friendly

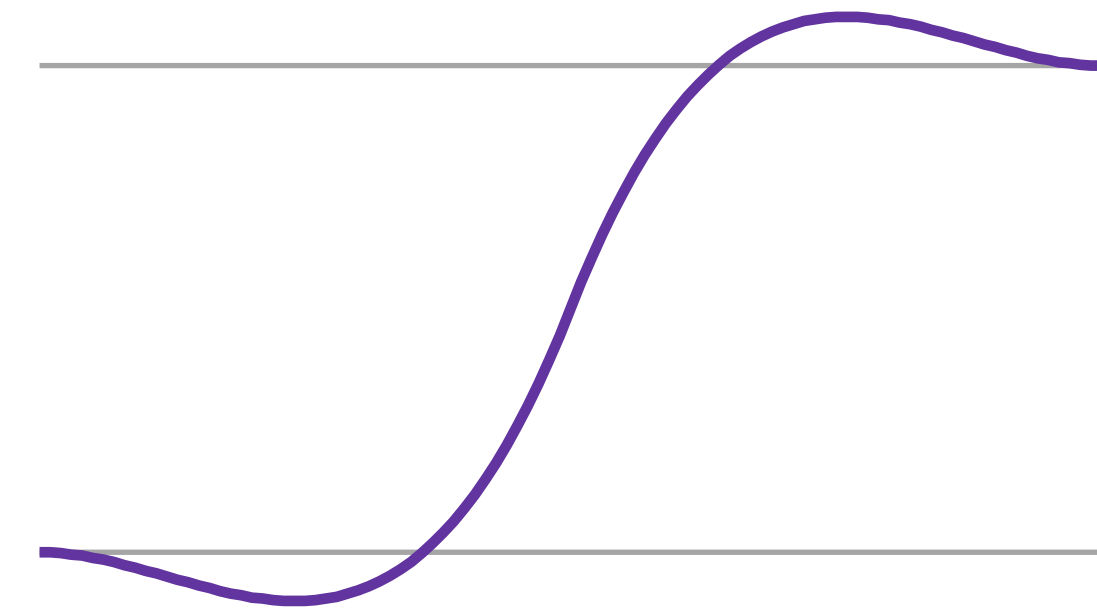
easeInBack



easeOutBack



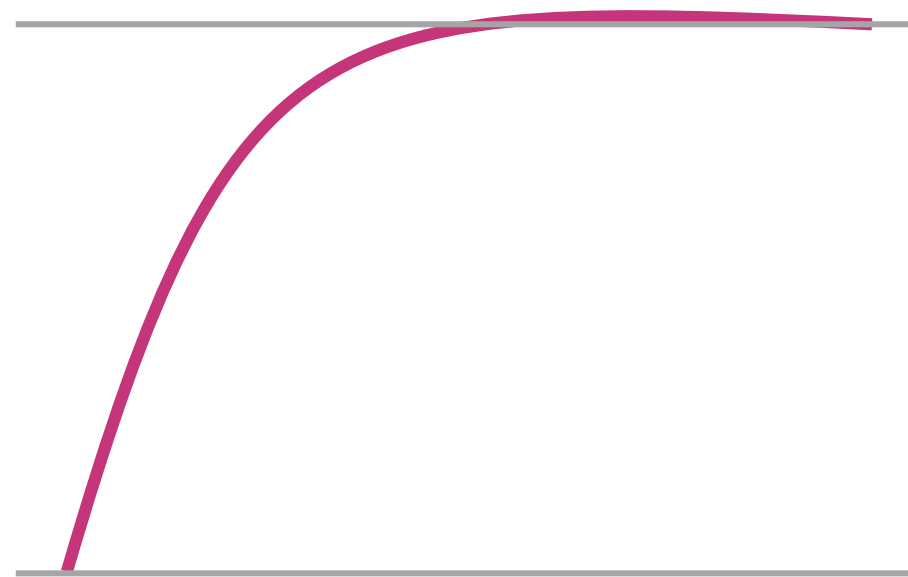
easeInOutBack



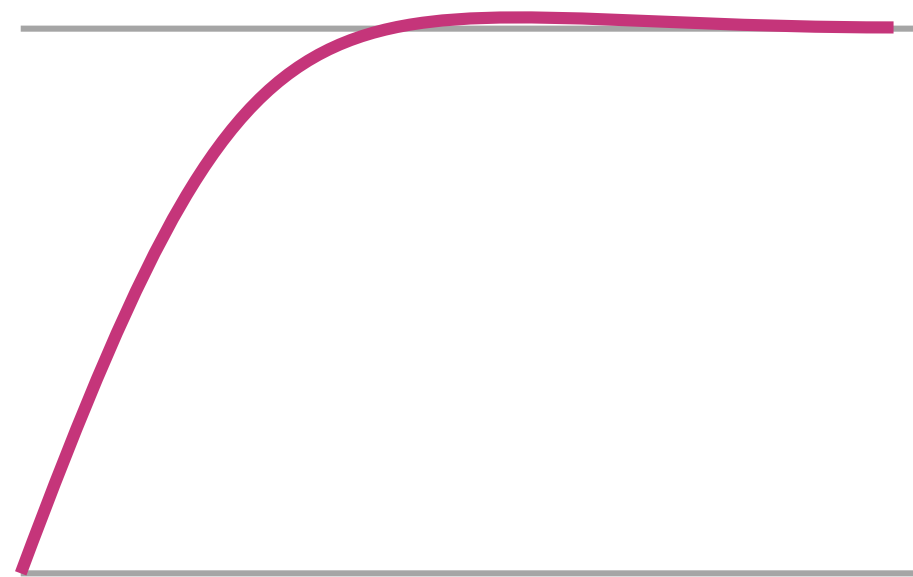
Aiming for:

Lively, Energetic, Friendly

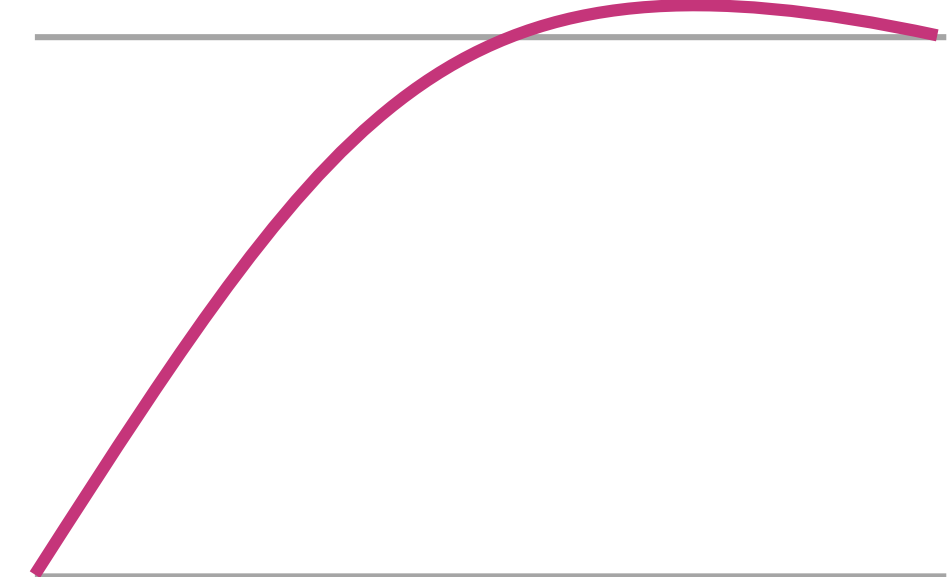
cubic-bezier(0.2, 1, 0.3, 1.05)



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



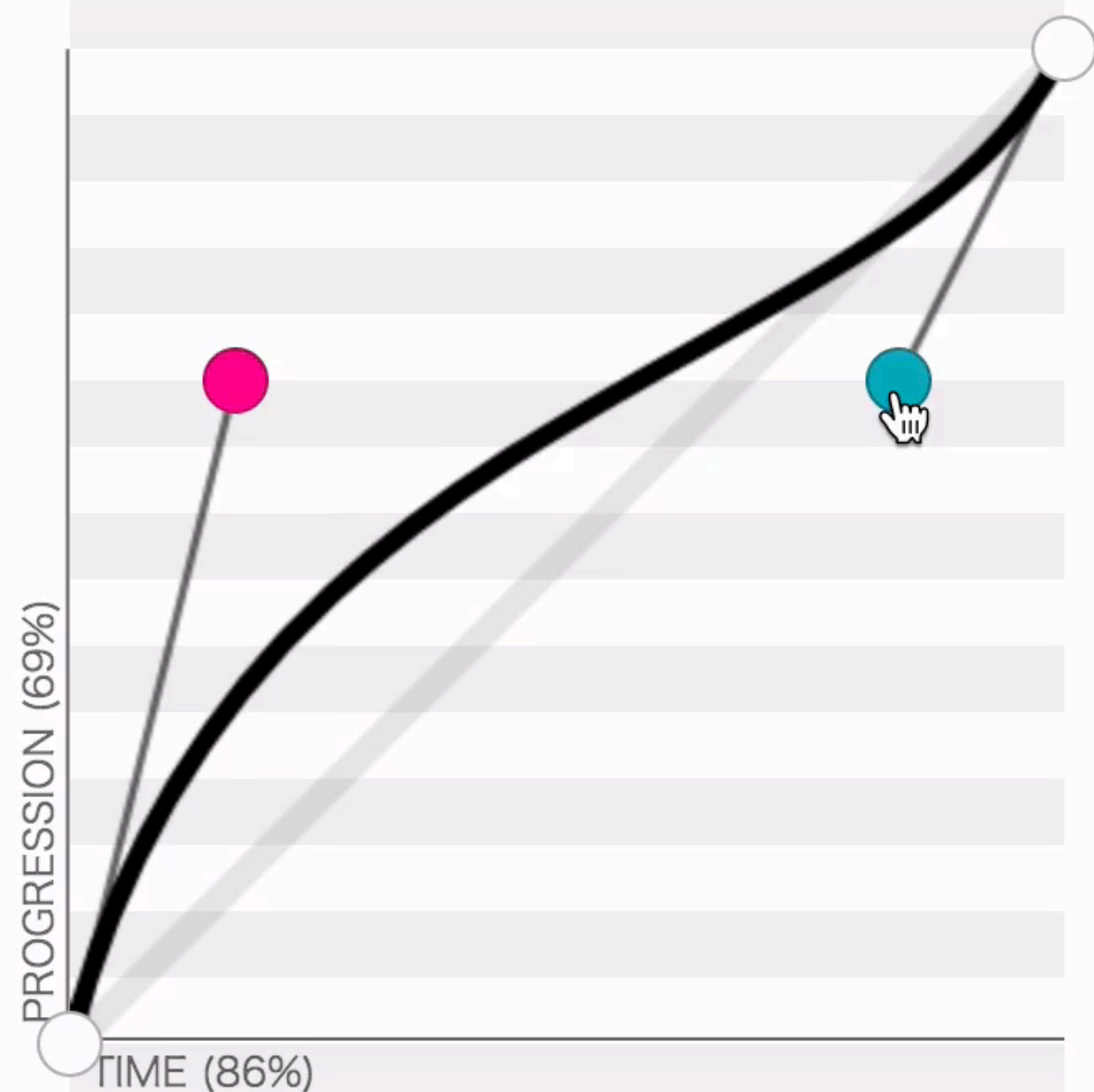
cubic-bezier(.34,.9,.46,1.19)



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



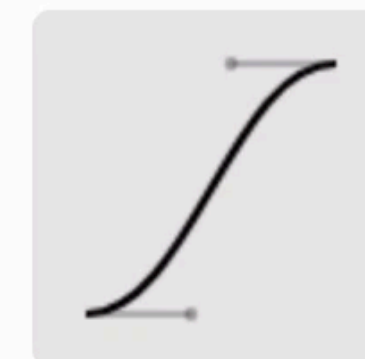
linear



ease-in



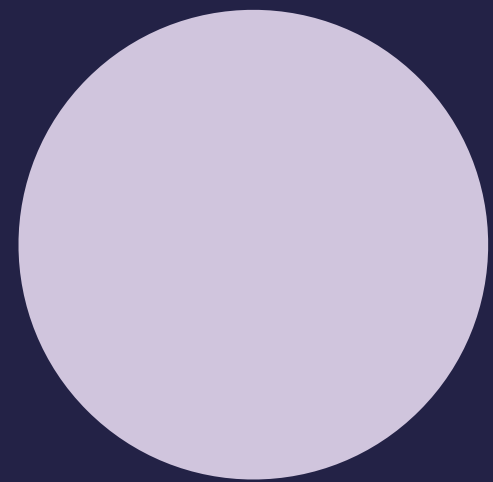
ease-out



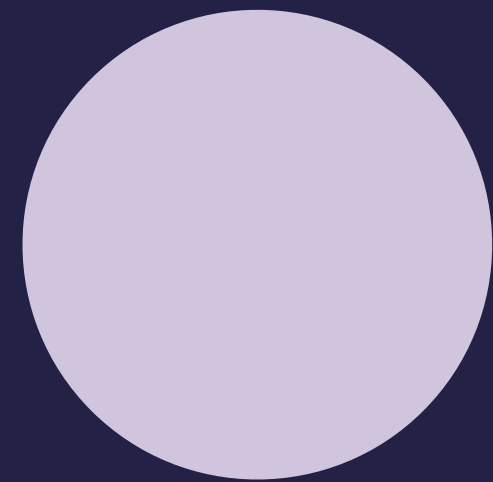
ease-in-out

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

0%



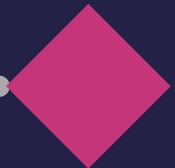
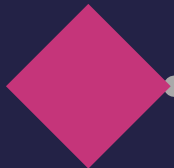
100%



0%

100%

90%



recipients, no matter your
business model.

users, and includes Instant Payouts, which allows your users to receive funds within minutes. Connect lets you get recipients paid faster and removes errors and reconciliation work.

ONE-TO-ONE

ONE-TO-MANY

MANY-TO-MANY

ACCOUNT DEBITS

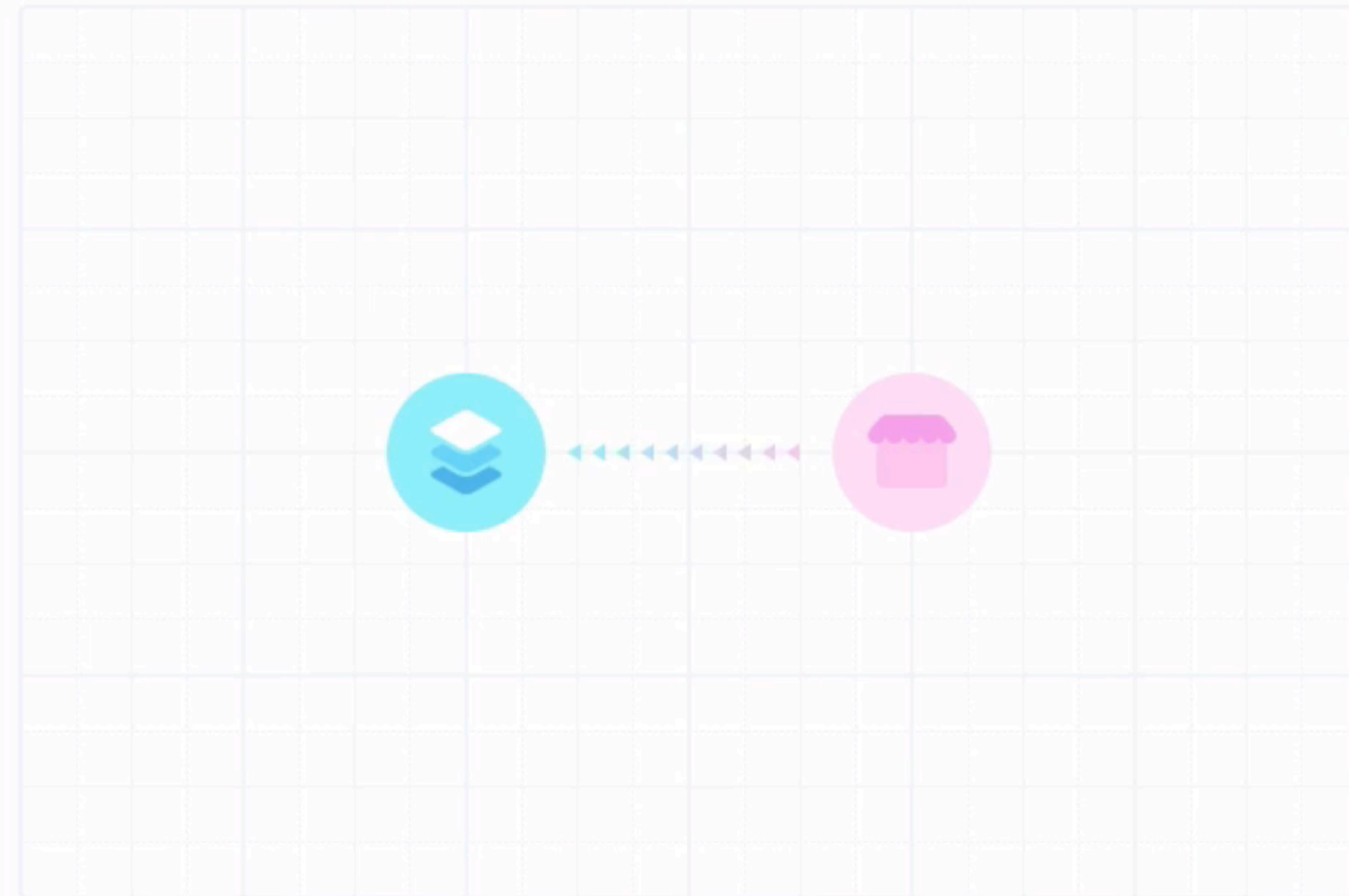
HOLDING FUNDS



SOON PAYOUTS ONLY

- A platform charges a recipient a fee (e.g. an e-commerce platform charging a monthly subscription fee for its services) directly from its Stripe balance.

● CUSTOMER ● PLATFORM ● RECIPIENT





Aiming for:

Playful, Fun, Lighthearted

Use:

Bounces, shape morphs, squash and stretch

Playful, Fun, Lighthearted

bounces, squash and stretch, shape morphs, springs.



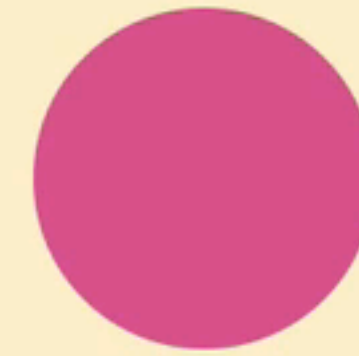
bounce



elastic

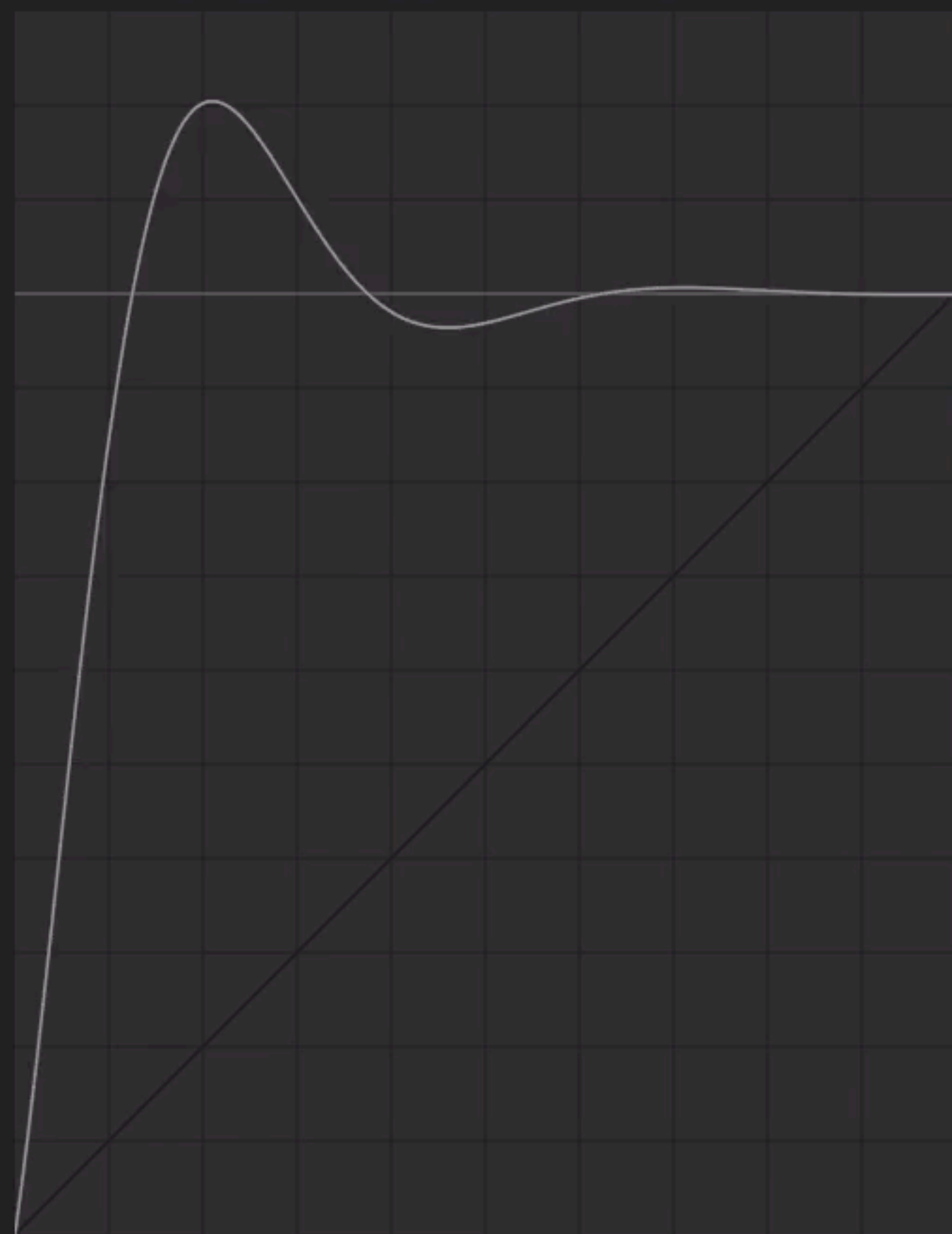


morph



squash and stretch

GreenSock Ease Visualizer



- Power0
- Power1
- Power2
- Power3
- Power4
- Back
- Elastic**
- Bounce
- Rough
- SlowMo
- Stepped
- Circ
- Expo
- Sine
- Custom

Type: easeOut

RUN

```
// click and modify the underlined values
TweenLite.to(graph, 2.5, { ease: Elastic.easeOut.config(1, 0.5), y:
-500 });
```



Join Club GreenSock

Get an all-access pass to premium plugins, offers, and more!

JOIN THE CLUB

SHOWCASES



Beyond The Uniform

Compelling stories of how 12 people came to be soldiers in the US Army.

VIEW ALL

SUBMIT A SHOWCASE

***Expressing personality
with sound***



Hara Museum ARC

when we get home!" ~Tansy. #nofilterneeded
#thatface #myheartissofull



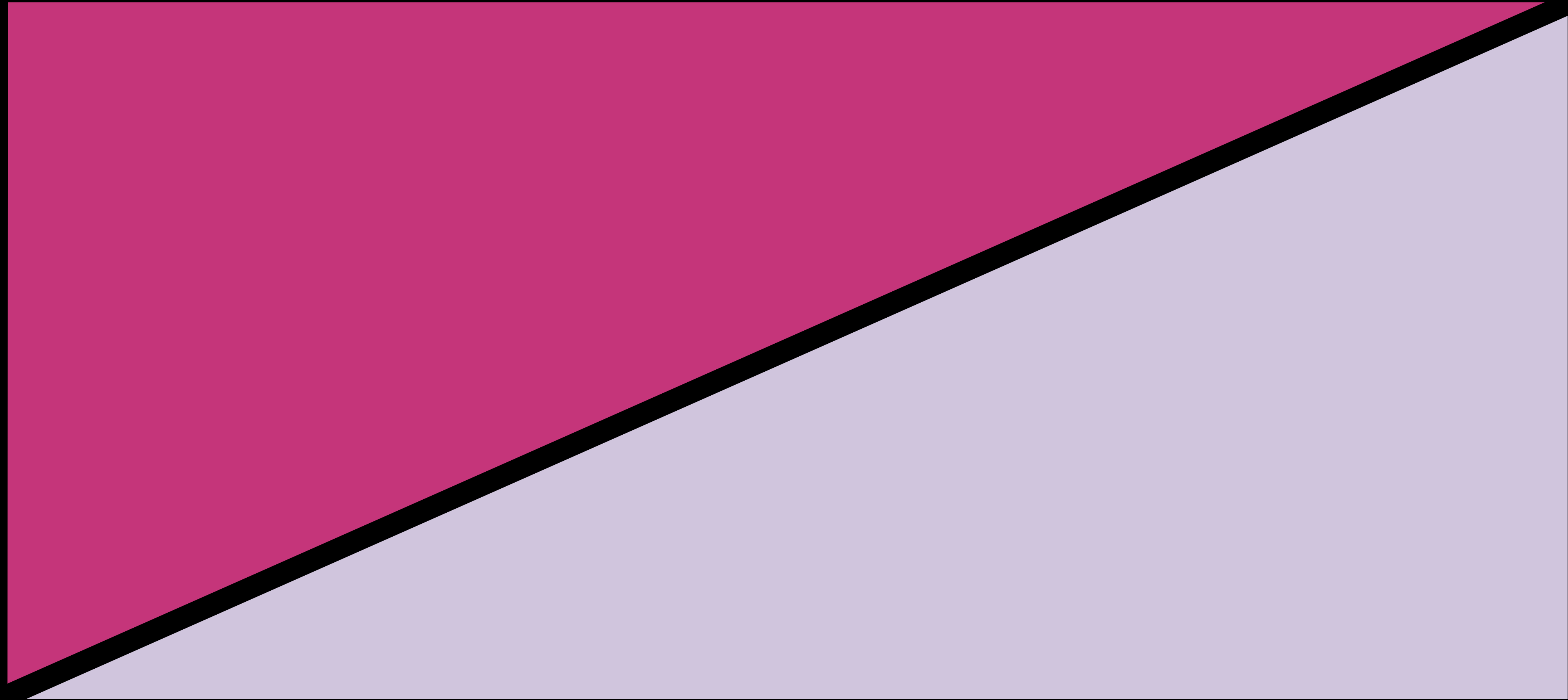
👍❤️ You, Lizz Sadowski and 46 others 7 Comments

❤️ Love

💬 Comment

 **John Brown** shared a photo of Tansy with Lizz Sadowski

Size of physical display



Importance of auditive & tactile display

When sound is annoying:

- Not appropriate for the situation
- Played at the wrong time
- Too loud
- Lack of user control

What sound can offer design

(with or without visual UI)

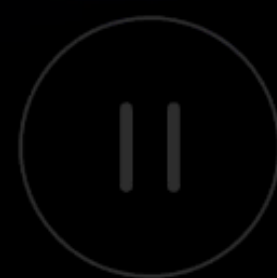


Calm



Daily Calm

February 15 - Kindness



Breathe



Meditate

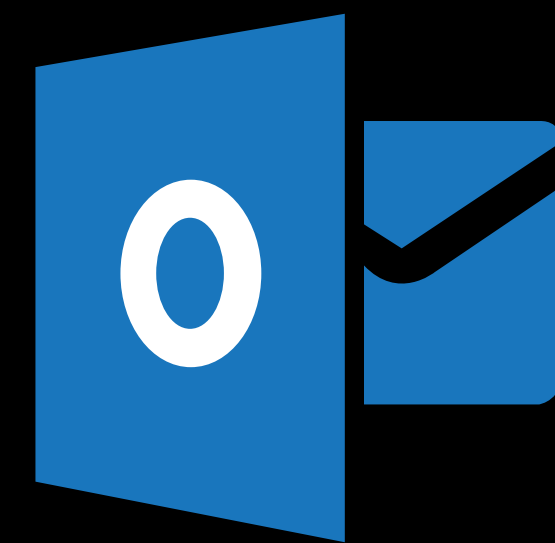


Sleep

Share

Sound is a powerful brand differentiator





Earcons: an icon for the ears

Earconography sound design	
In-app icons	►
Transitions	
Designing for OLED displays	
Typography	
Visual asset sizing chart	

BlackBerry 10 base sounds

Email messages

A four-note ascending pitch flam (1/16th notes at 200bpm) pattern with equal timing intervals, in the mid range of the assortment (the default email notification is G3, D4, G4) with a natural sounding medium sustain that is not phone-like. The Y-layer has warm and rich instrumentation, on top of the baseline brand sound.

► 0:00 / 0:03

BBM

A two-note ascending pitch pattern in a higher range than email messages (E3, B4) with a moderately tight release/sustain. On top of the brand baseline instrument, the Y-layer uses clarity bells to provide differentiation from the email message notification.

► 0:00 / 0:02

BBM Video

A hybrid notification language, where the universal ringer is applied to the standard BBM pattern. A two-note descending repeated two times (E4, A3, rest, E3, A3) with a longer, phone ringer style sustain/release that is repeated several times like a phone ringer. The Y-layer is the same as BBM to associate BBM Video with BBM.

► 0:00 / 0:02

Text

A one-note, single shot (F#4) with a tight, short release. The single note is appropriate given the frequency of text messages. The Y-layer instrumentation used here could be similar to the phone notification to associate these two classic cell phone features.

► 0:00 / 0:01

Phone

A two four-note traditional telephone alternating ring pattern, with equal timing intervals and duration in the upper range (G4, D4, G4, D4, G4, D4, G4) and a longer sustain/release. Additional melodies and patterns can be explored for additional variations. The Y-layer should contain high frequency instrumentation for definition and transmission, as well as tonal character for fullness and balance.

► 0:00 / 0:03

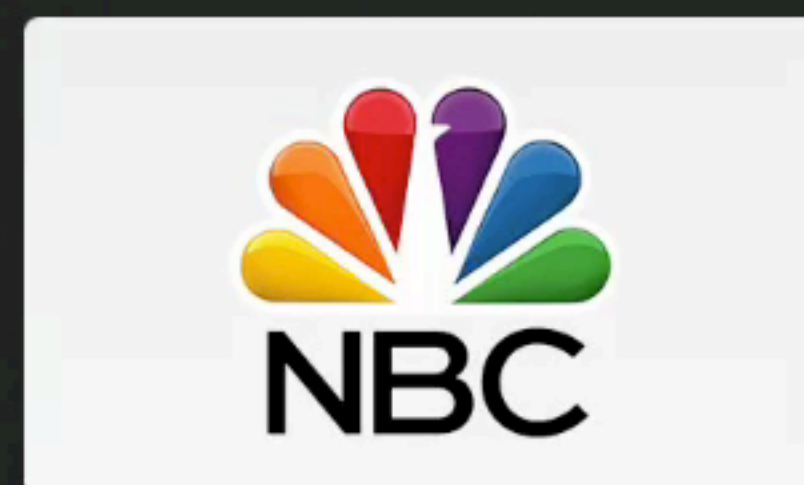
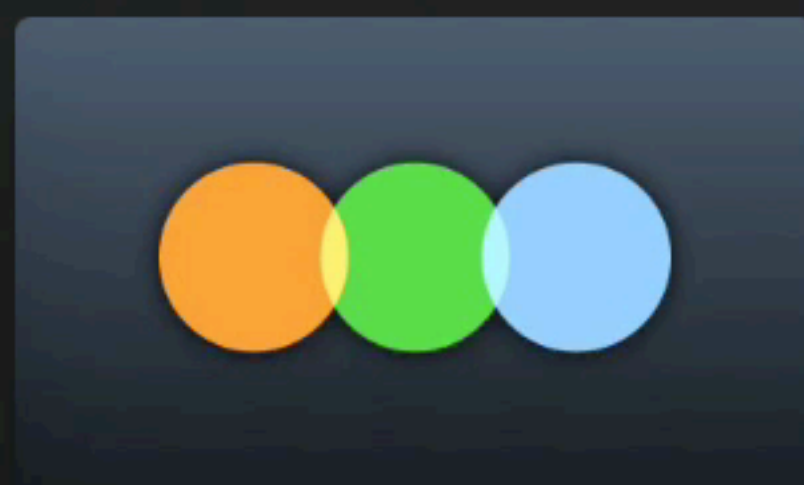
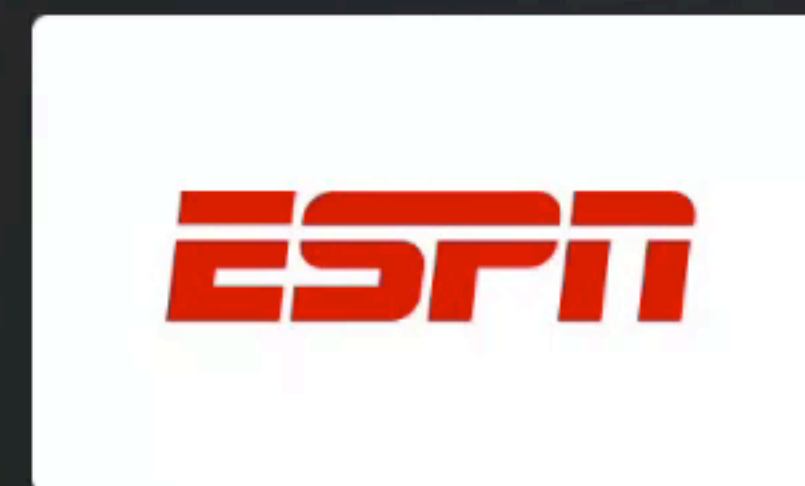
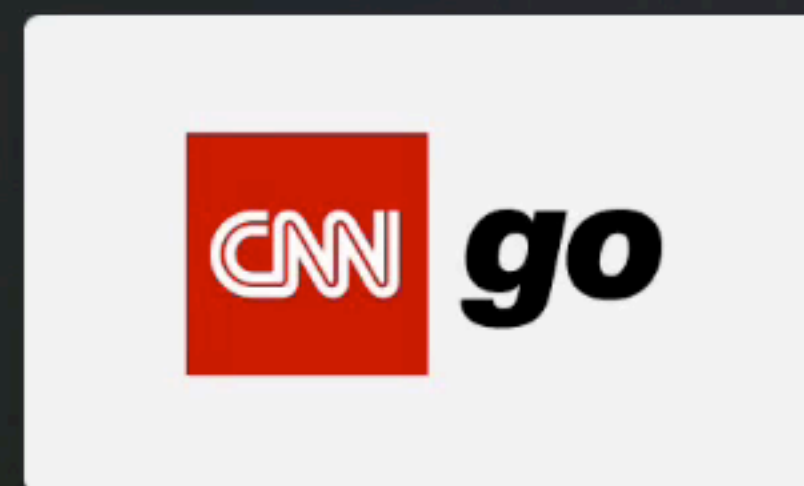
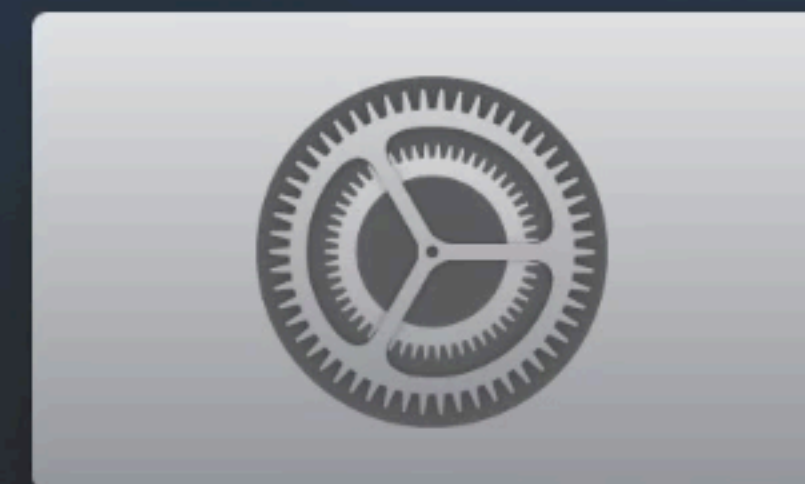
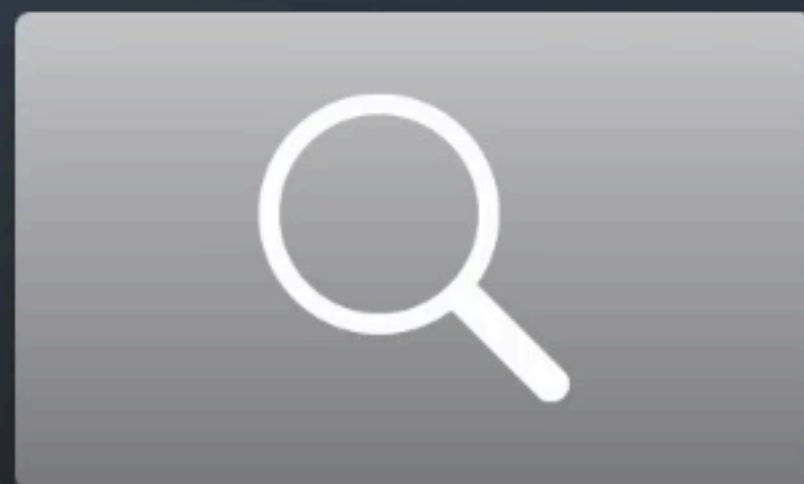
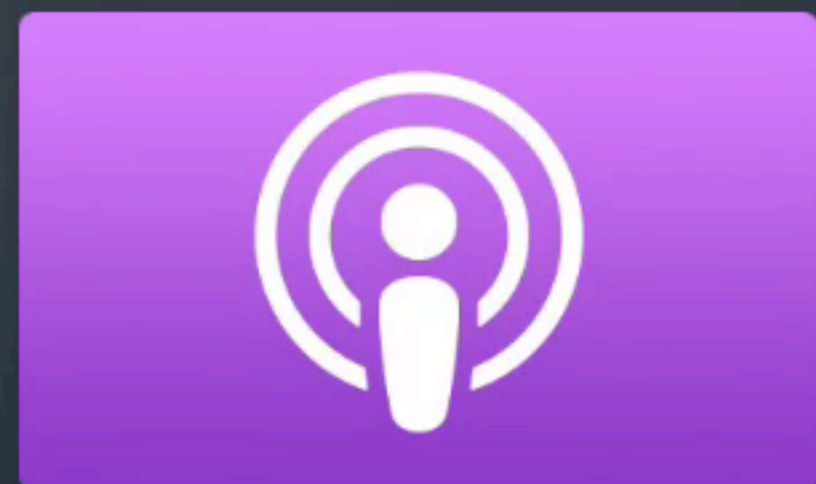
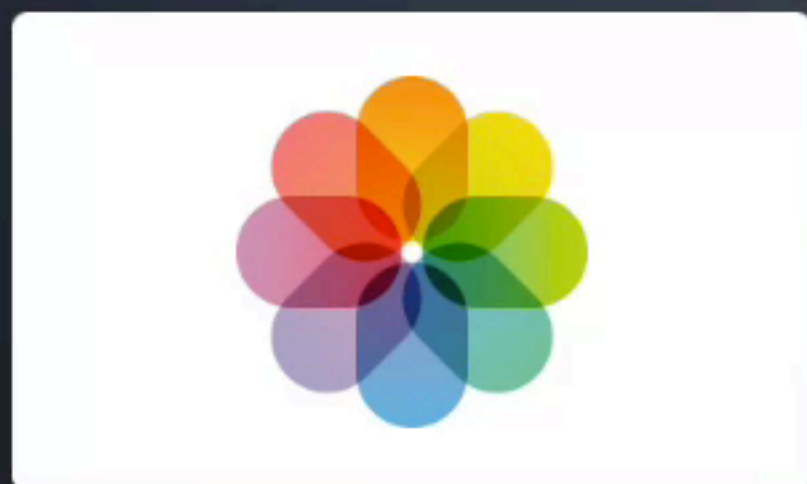
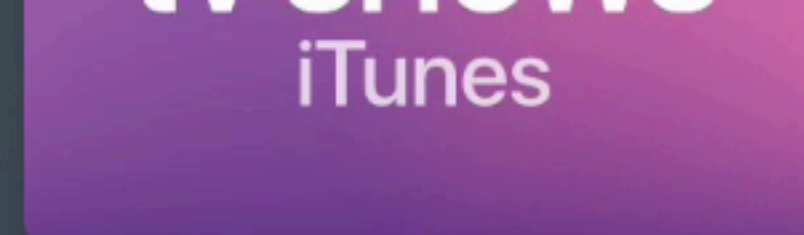
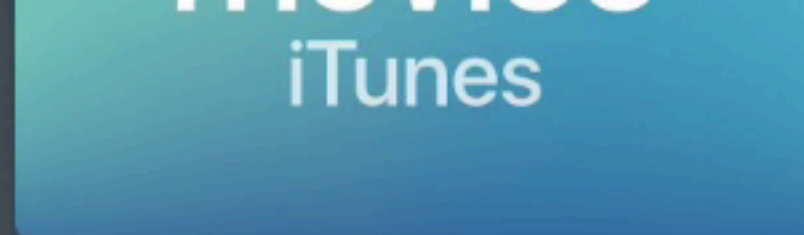
Timer

An alert with three equally spaced notes of the same frequency with a super tight sustain/release. Equal silence is added between repeats, with two

Alerts and notifications

(when our attention might be elsewhere)

Navigating space



Hulu

Confirming actions



9:41 AM

100%

Apps



New Apps We Love

[See All](#)



GetYourGuide: Tours
& Tickets

Your in-destination travel app



Bow Tie Bar

App Store

[Cancel](#)



OAK - MEDITATION & BREATHING

4+

COURTNEY CIRCLE
APP

ACCOUNT

VAL@VALHEAD.COM



Touch ID to Install



9:41 AM

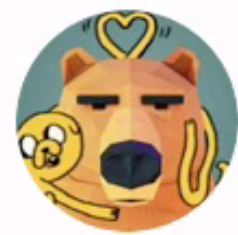
100%



Home



Walindsey Bieda @lindseybieda · 1m
I maybeeee got this kigu once it was
back in stock



PunchesBears 🐾🐾 @punchesb... · 2h
not wreckoons, but this was in the video
folder for some reason. idk



Marking positive moments



Some to-do things

one thing

another thing

one more thing

i should probably do this too

and another thing!

still going

yep

ok

i'm done

Best practices for UI sounds:

- UI sounds should be short, < 400ms
- End on an ascending interval for positive feedback or beginnings
- End on a descending interval for negative feedback, ending, or closing
- Give the user controls to stop/customize

Emotional effects of intervals:

Consonant intervals

Pleasant, positive

Dissonant intervals

Strong, active, negative

Large intervals

Powerful

Octave

Lightheartedness

OSCILLATORS



```
oscillator.type = 'square';  
oscillator.frequency.value = 440;
```



Octave: A free library of UI sounds, handmade for iOS.

Download

 Follow

Octave: A free library of UI Sounds

[FAQ](#) | [Tips](#) | [License](#)

Few mobile apps make use of user interface sounds. Whether through lack of time, expertise or interest, not enough developers make use of it. Good sound can enhance usability and draw people into your app, just like well-considered UI or a beautiful icon.

Many developers lack the tools or knowledge to do sound well, and most free sound libraries suck. So we figured we'd make it easy for you, and put together a free pack of beautiful, simple sounds that can be used wherever you like.

What's included?

- 48 hand-crafted sounds - *taps, beeps & slides* - designed for use in user interfaces, and saved as 16 bit, 44.1khz .aifs
- A Sound category for UIButton, to simplify the use of UI sounds on iOS
- If you're new to working with sound, it might be worth checking out [our tips](#) for some

<http://raisedbeaches.com/octave/>

1.1 Digital

We live in a complex world of gadgets. The digital has become common place and visual artists are asked to communicate in the modern language of the day. This comprehensive kit of sound covers a wide ranging number of elements and concepts. From the sound of data streaming, to electricity zapping and pulsing, to digital buttons pressing and reacting. The digital kit is for anyone who creates high-tec visuals, is designing UI experiences, or is looking to produce a sci-fi work of fiction.

620+
sounds

\$159
Digital-only price

Buy Digital



Digital Pack Preview

1.1.1



Alarms

2 concepts, 14 files

1.1.2



Computing

3 concepts, 21 files

1.1.3



Cute Bleeps

1 concepts, 26 files

1.1.4



Digital Woosh

7 concepts, 68 files

1.1.5



Error Messages

5 concepts, 53 files

1.1.6



Laser Beam

1 concepts, 12 files

1.1.7



Power Up/down

3 concepts, 16 files

1.1.8



Readouts

2 concepts, 33 files

1.1.9



Risers & Falls

1.1.10



Robot Chatter

1.1.11



Static/glitch

1.1.12

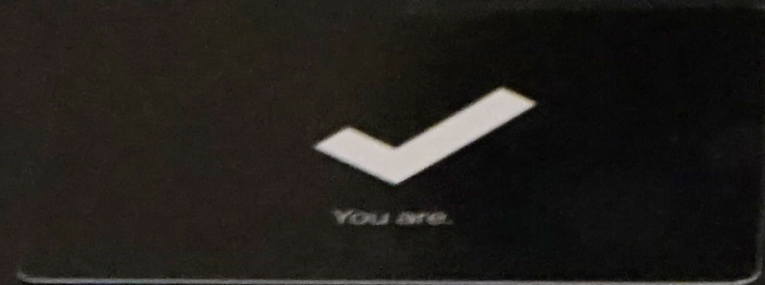


Subdrops

How to find your personality?

Defining a product's personality:

- What is it trying to help users accomplish?
- What is it like? Mood and disposition
- What does it know? What is its area of expertise



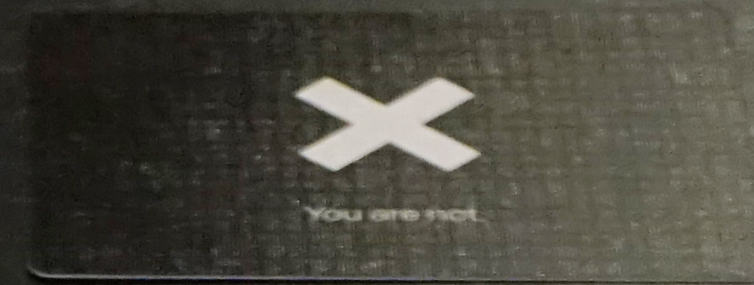
Progressive

Current

Energetic

Glamorous

Welcoming




Radical

Fun

Organic

Casual

Most importantly: talk to your customers

 A BOOK APART
Brief books for people who make websites

No
5

Aarron Walter

DESIGNING FOR EMOTION

FOREWORD BY Jared Spool

 A BOOK APART

No
25

Erika Hall

CONVERSATIONAL DESIGN

FOREWORD BY John Maeda



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

Thank you!

Newsletter: **uianimationnewsletter.com**

Let's chat on twitter: **@vlh**