

# **animation**

**The fine line between intuitive and distracting**

**[johnkeese.com/bigdesign](http://johnkeese.com/bigdesign)**

# just another bald guy

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FedEx®



LIKEtoKNOW.it

**what feels “right”**

**what feels “right”**  
**emulating nature**

**what feels “right”  
emulating nature  
physics**



**not**



# easing

Linear



Ease in



Ease out

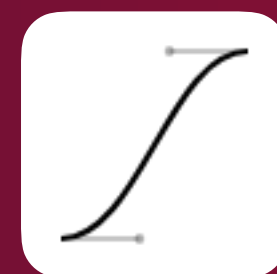


Ease in out



See [easings.net](https://easings.net)

# custom easing with bezier curve



## Ease In Out

`cubic-bezier(.42, 0, .58, 1)`

A screenshot of the cubic-bezier.com website interface. The main area shows a graph with a black cubic-bezier curve and a grey linear curve. The y-axis is labeled 'PROGRESSION' and the x-axis is labeled 'TIME'. A pink dot is on the x-axis and a blue dot is on the curve. The top right shows the code `cubic-bezier(.42, 0, .58, 1)` and a 'SAVE' button. Below that is a 'Preview & compare' section with a 'GO!' button and a 'Duration' slider set to '1 second'. A 'Library' section contains buttons for 'IMPORT' and 'EXPORT', and a row of five curve icons: 'ease', 'linear', 'ease-in', 'ease-out', and 'ease-in-out'. A tip at the bottom says: 'Tip: Right click on any library curve and select "Copy Link Address" to get a permalink to it which you can share with others'.

See [cubic-bezier.com](https://cubic-bezier.com)



# duration (speed)

**70-700ms total**

Range perceptible to the user

**Start at 300ms**

200-300ms sweet spot

**Longer duration for more movement**

**Shorter duration for fades/color changes**

**good anim**

**Enhance UX**

**Get attention**

**Intentional pause**

**Show system state**

**Transition between states**

# **bad anim**

**Make it pop**

**To show off**

**Compensate for bad UX**

**Too much**

**gotchas**

**gotchas**

**Match your brand tone with your anims**

i.e. To bounce or not to bounce?

**gotchyas**

**Match your brand tone with your anims**

i.e. To bounce or not to bounce?

**Don't recreate the wheel, use stock if  
that's what you need**

p.s. Don't override OS anims

# gotchyalls

**Match your brand tone with your anims**

i.e. To bounce or not to bounce?

**Don't recreate the wheel, use stock if that's what you need**

p.s. Don't override OS anims

**Don't have to animate from 0 to 100**

Use opacity to help

**Don't recreate the wheel, use stock if that's what you need**

p.s. Don't override OS anims

**Don't have to animate from 0 to 100**

Use opacity to help

**gotchyouseguyys**

**Ensure responsive animations**

Might mean different animations



# dev handoff

## Easing

Stock or bezier curve

## Duration

In milliseconds

## Properties

i.e. opacity, scale, etc.

## Animatic

Preferably gif

## the good



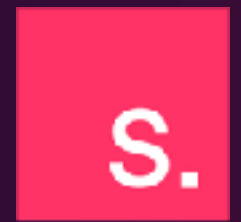
Principle

Quick learning / Rapid, small interactions



Framer

Technical extendability = Sky is the limit for realistic prototypes



InVision Studio

Strong “big-picture” design tools and animation all in one



After Effects

3D Anims / Quick conversion into animated SVG for web, iOS, Android (bodymovin + lottie)



HTML

Experimentation in source platform / Easier dev handoff



Rubber Bands

Holding asparagus

## the bad

Multi-step flows / End-to-end testing

High learning curve, intimidating for some designers

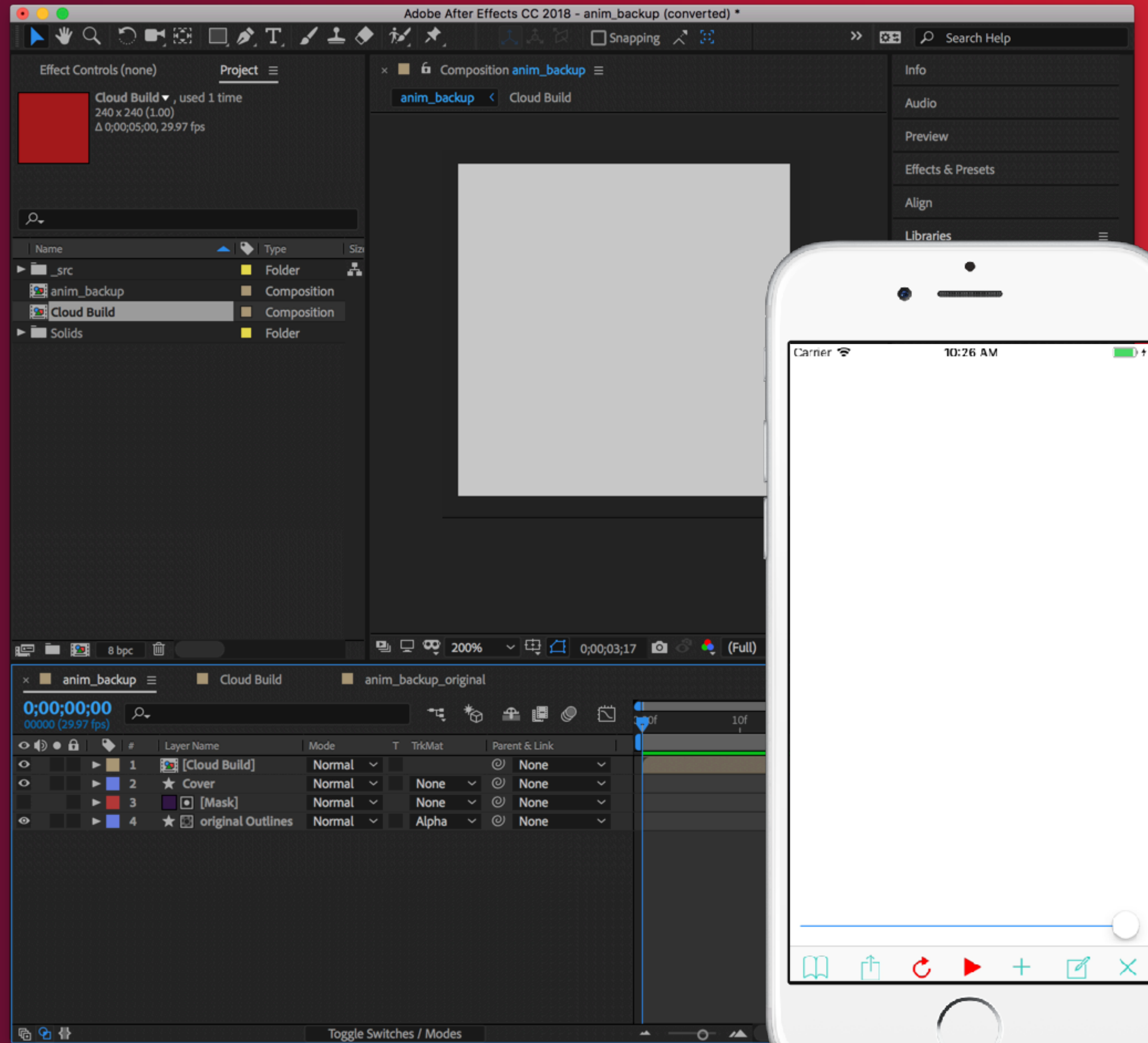
Still very early beta, long-term reliability not there yet

Dev handoff / Gif creation / Over designing / Larger learning curve

Dev may use different codebase / Code

They break, tying a knot, break again, ugh

# bodymovin + lottie



**questions?**

**Check out:**

**Val Head**

**Rachel Nabors**

**A Book Apart,  
Animation at Work**

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