

animation

The fine line between intuitive and distracting

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

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 graph has axes labeled 'PROGRESSION' and 'TIME'. A pink dot is on the x-axis, and a blue dot is on the curve. To the right, the text 'cubic-bezier(.42, 0, .58, 1)' is displayed with 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'.

Made by [Lea Verou](#) with care * [About](#) [DONATE](#)

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

See 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

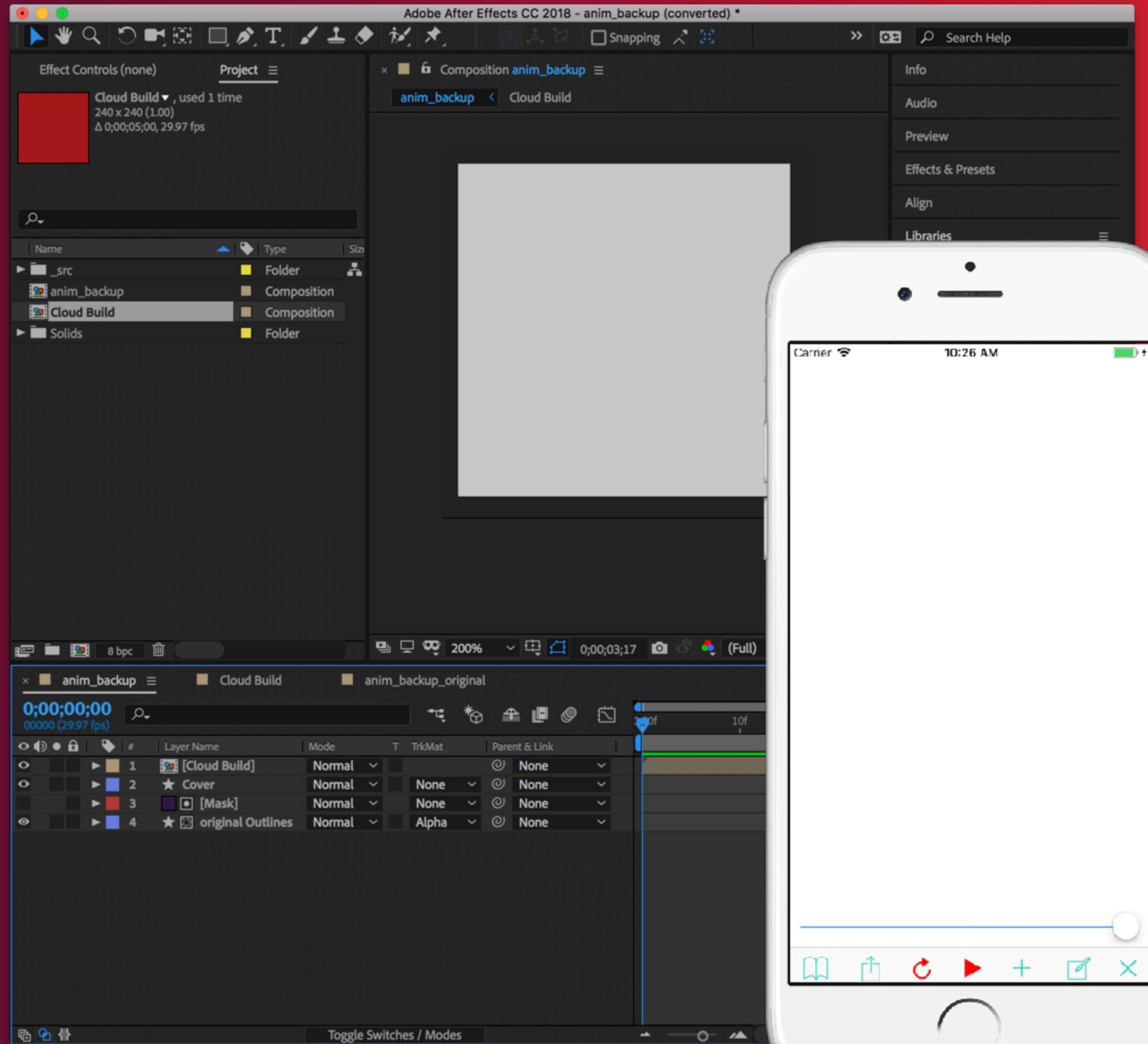
Still very early beta, long-term reliability not there yet

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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