animation

The fine line between intuitive and distracting

johnkeese.com/nssc

just another bald guy

John Keese
Experience Architect, projekt202

what feels “right”

what feels “right”

emulating nature

what feels “right”

emulating nature

physics

not

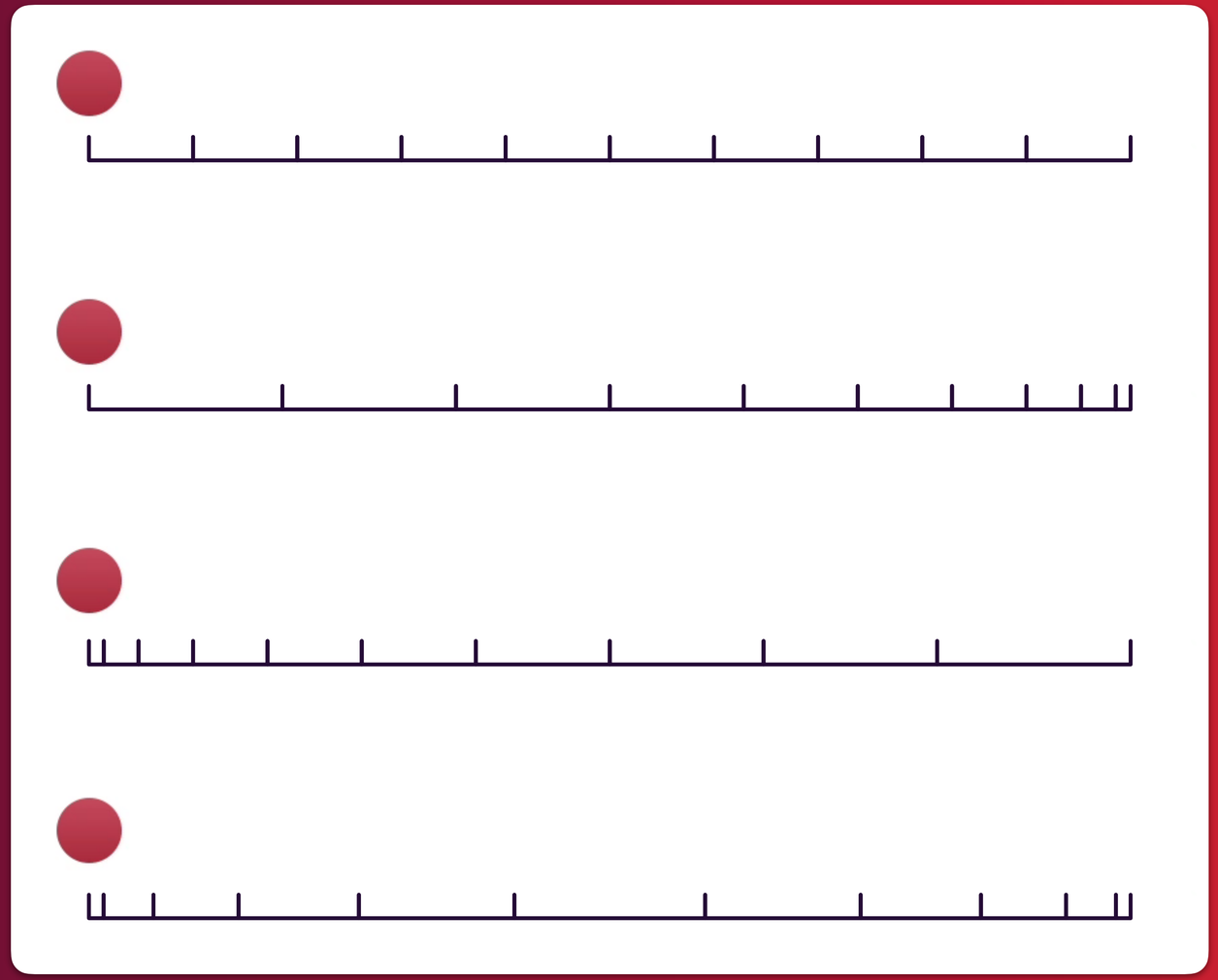
easing

Linear

Ease in

Ease out

Ease in out

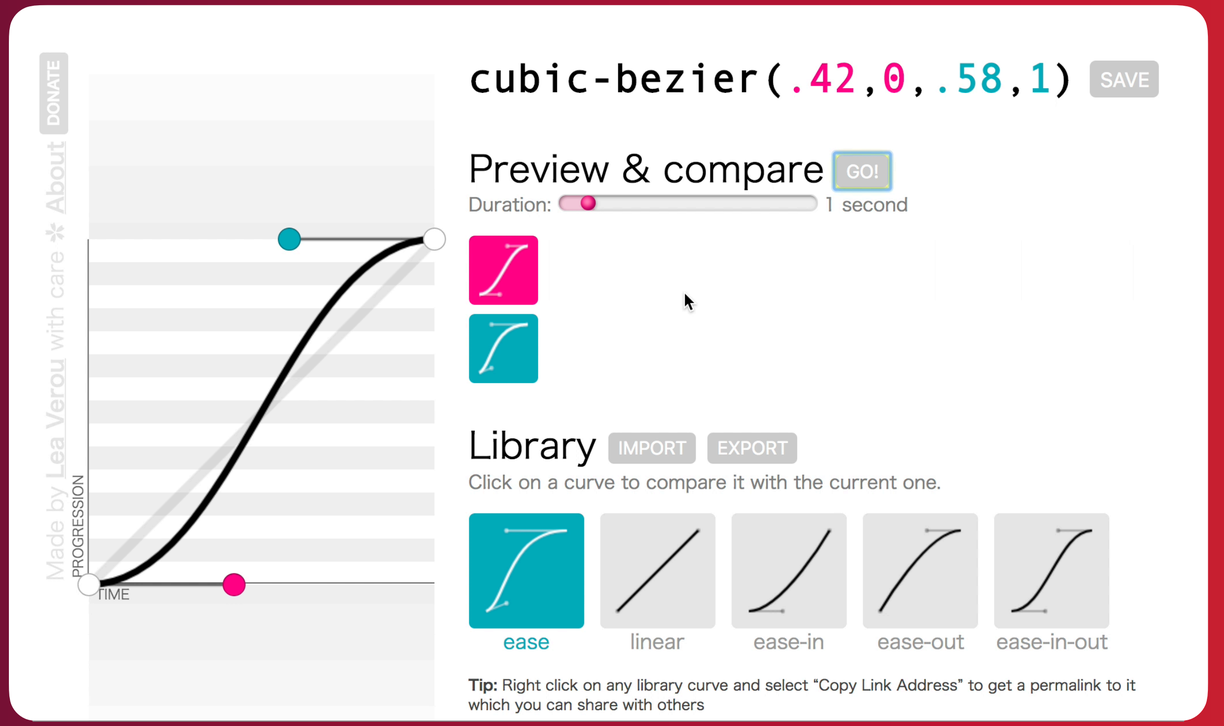


See easings.net

custom easing with bezier curve

Ease In Out

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



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

Don’t be a jerk

gotchas

Match your brand tone with your anims

i.e. To bounce or not to bounce?

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gotchyas

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

gotchyouseguys

Ensure responsive animations

Might mean different animations

dev handoff

Easing
Stock or bezier curve

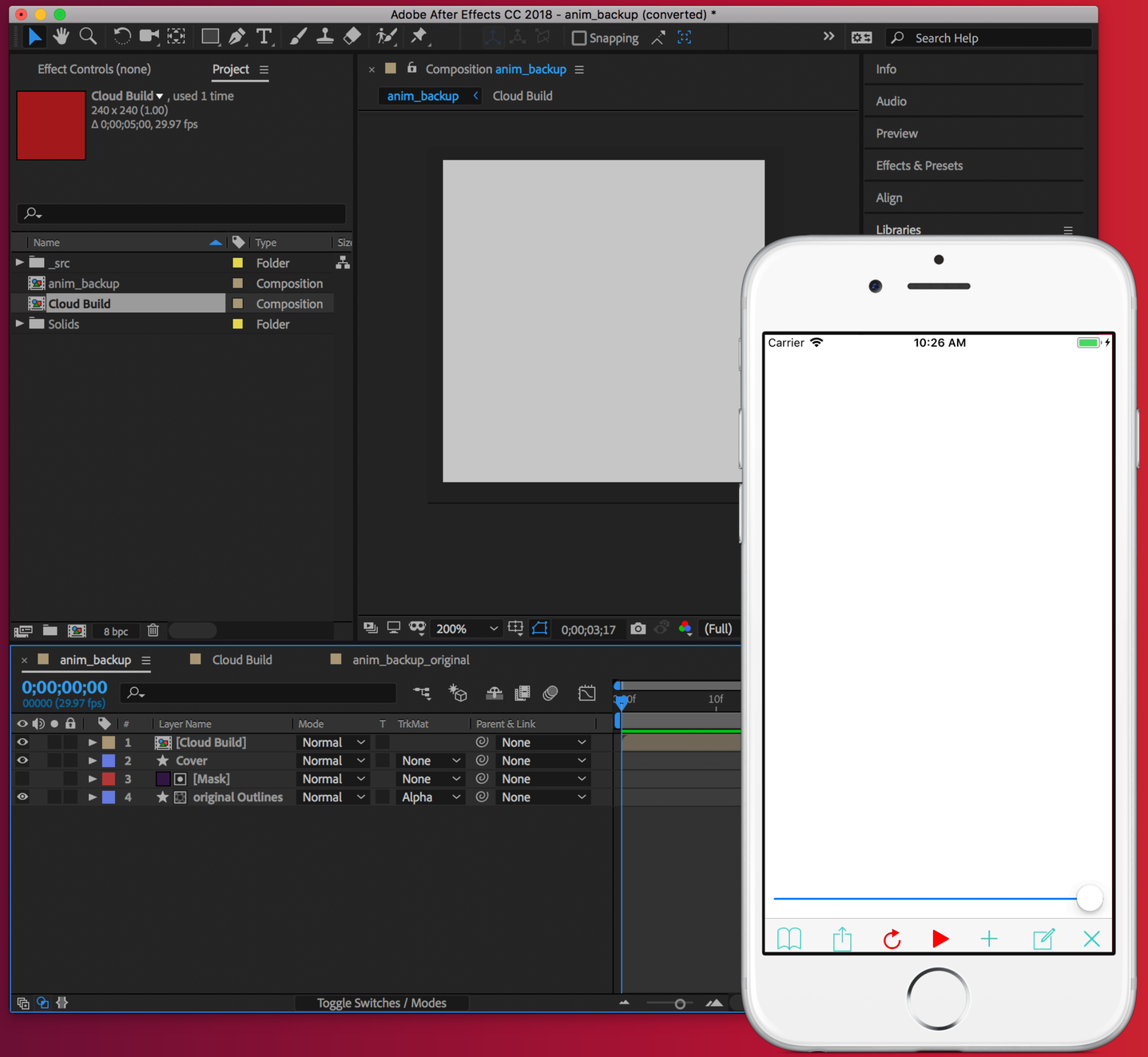
Duration
In milliseconds

Properties
i.e. opacity, scale, etc.

Animatic
Preferably gif

	the good	the bad
Principle	Quick learning / Rapid, small interactions	Multi-step flows / End-to-end testing
Framer	Technical extendability = Sky is the limit for realistic prototypes	High learning curve, intimidating for some designers
InVision Studio	Strong “big-picture” design tools and animation all in one	Still very early beta, long-term reliability not there yet
After Effects	3D Anims / Quick conversion into animated SVG for web, iOS, Android (bodymovin + lottie)	Dev handoff / Gif creation / Over designing / Larger learning curve
HTML	Experimentation in source platform / Easier dev handoff	Dev may use different codebase / Code
Rubber Bands	Holding asparagus	They break, tying a knot, break again, ugh

bodymovin
+ lottie



time for principle?

See principleformac.com

questions?

Check out:

Val Head

Rachel Nabors

A Book Apart,
Animation at Work

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