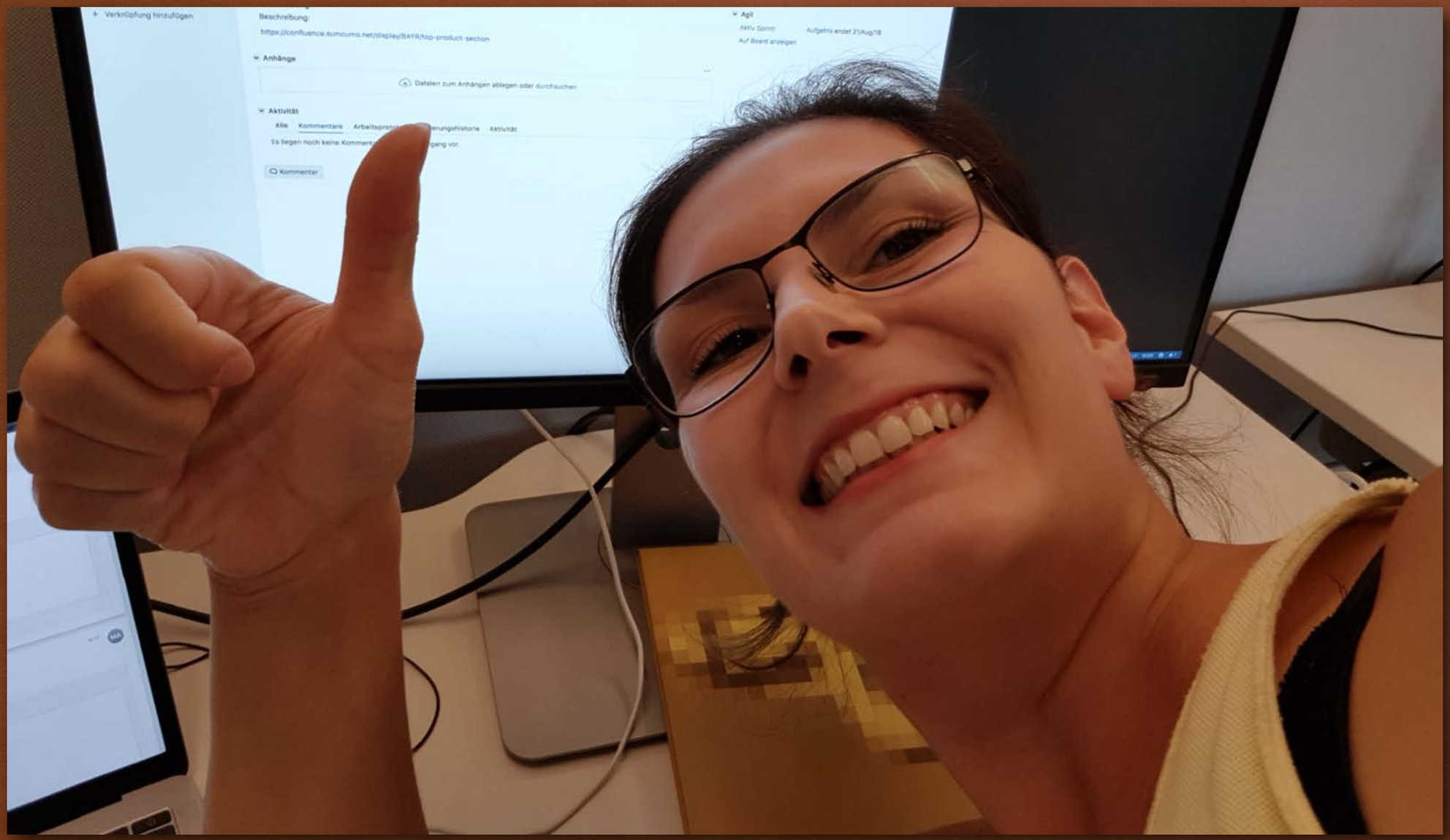
EMBRACE YOUR PROJECT

ANIMATION

WITH CONCEPT

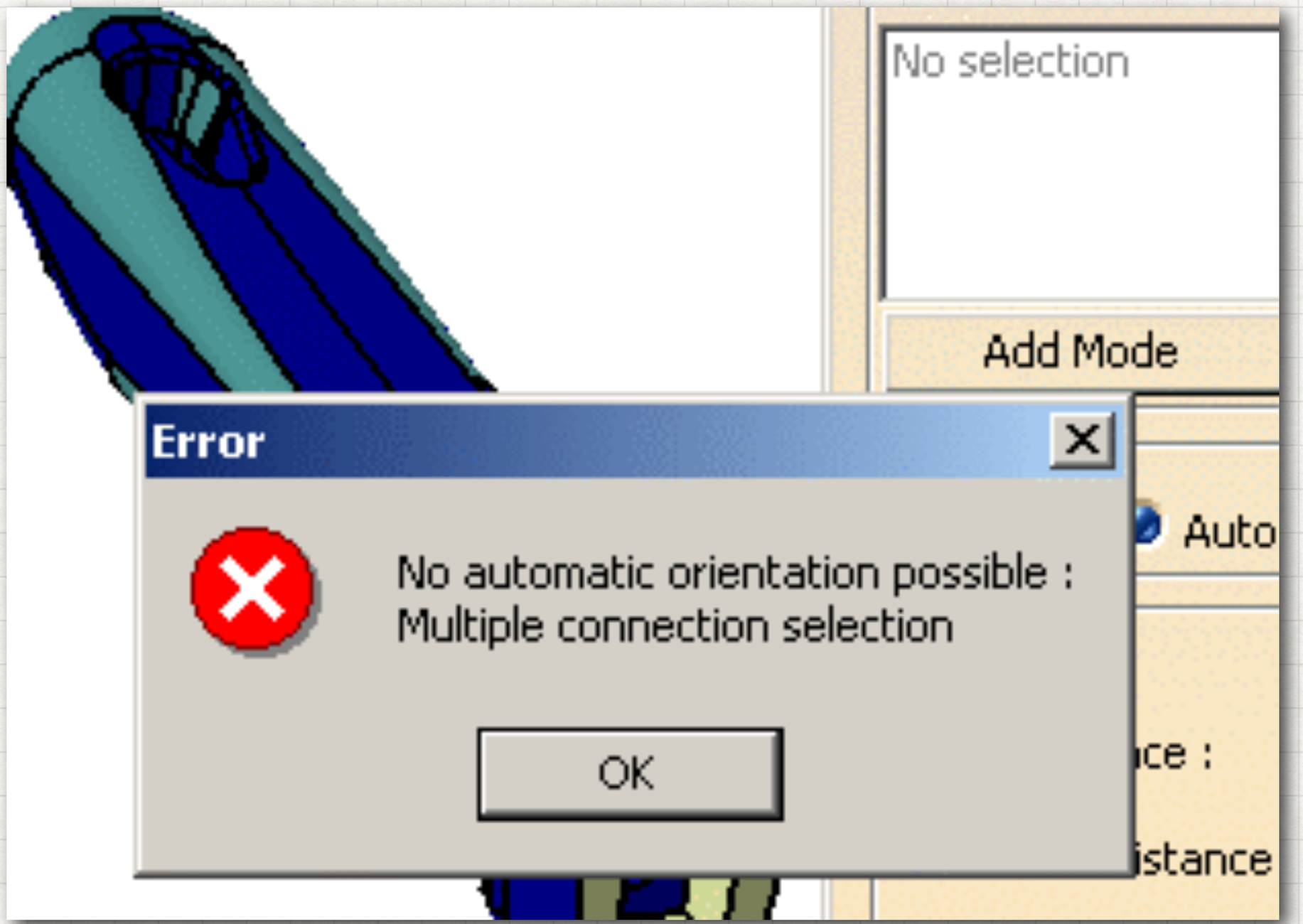
KERSTIN PUIGMARTI CONCHA

developer - @sumcumo - @bezierDev

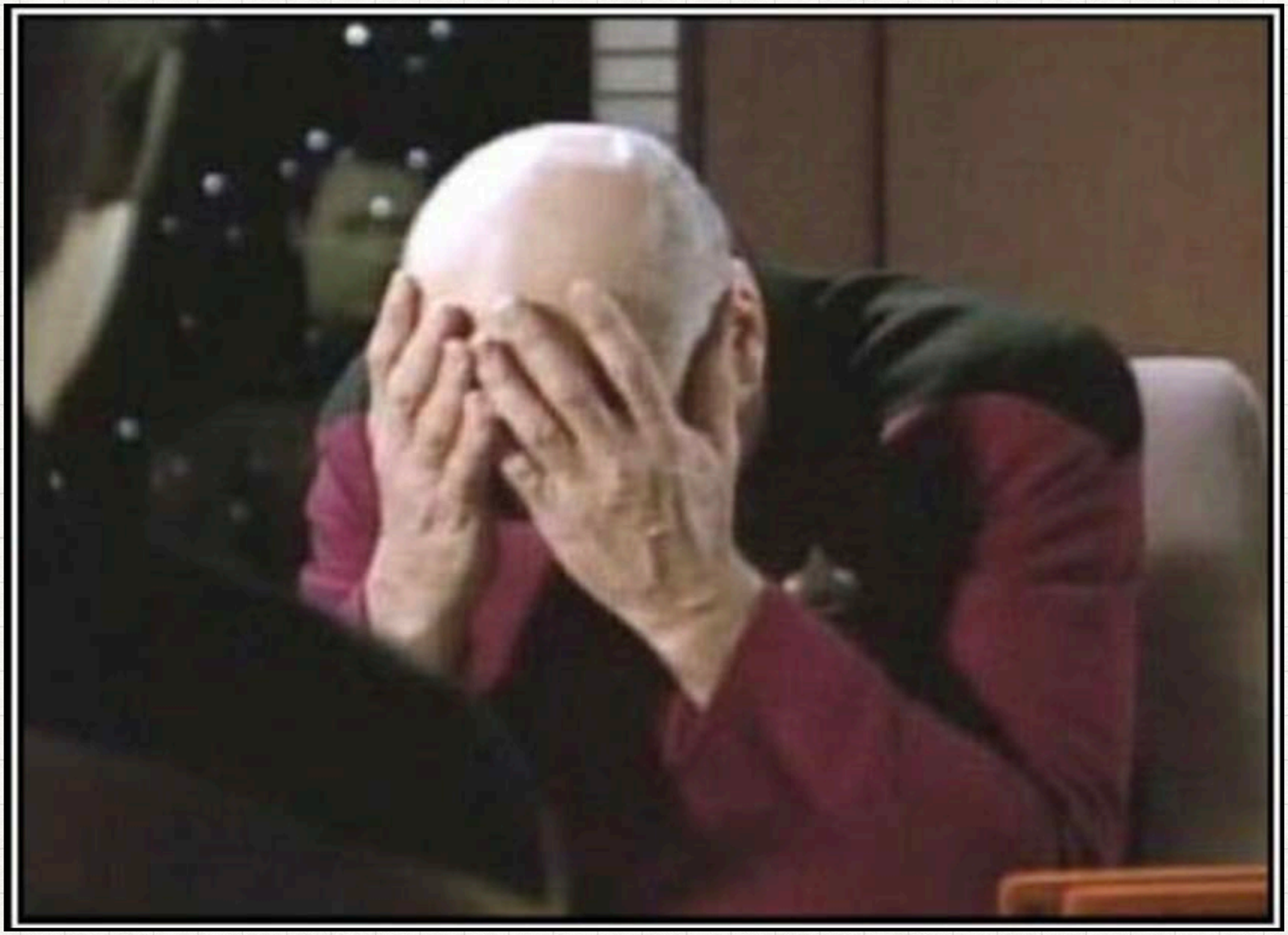


DID YOU EVER HAVE ONE OF THE FOLLOWING WEB EXPERIENCES?

LOSS OF ORIENTATION



INCREASING FRUSTRATION



LOSS OF TRUST

HOW DID IT COME TO THESE FEELINGS?

[redacted] reviewed Yale School of Art — 1★
017 ·

Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut, 06520-8339
(203) 432-2600

r web page - can't unsee! - I certainly hope you aren't
n! Yale should be embarrassed!

ABOUT THIS SITE

1 Comment

Comment Share

[redacted] reviewed Yale School of Art — 1★
February 8, 2017 ·

Wow! I just saw your web page - can't unsee! - I certainly hop
teaching web design! Yale should be embarrassed!

2

Like Comment

SEE ALSO: HELP TRAVEL DIRECTIONS PROGRAM HISTORY FACILITIES

YOUR COGNITIVE LOAD

This website is the continuously evolving effort of many people from many disciplines within the Yale School of Art and its wider circles. It is a wiki, meaning that every graduate student, staff person, and faculty member of the School can change this website's content or add to it at any time. (Logins for other friends, alums, and members of the school are coming soon.)

When you click "Edit this page" on any page, you'll be prompted to log in using your Yale ID. Then you can proceed to make changes or additions to that page, which everyone else will see.

For practical reasons, not everyone in or associated with the School has access to edit every part of every page. For example, while students may offer their views on a course's page, or add information or resources, they cannot create official course descriptions. (At the moment, locked areas and content types are the exception rather than the rule.)

That said, we, as a collaborative community, are confident that the information on this website is as reliable as that on any website and more open to diverse voices and perspectives than most. In order that it remains so the site's interactivity is to be used freely but widely. As you move through it you may, in consequence of such openness, encounter content that surprises you or with which you don't agree. That will be the sign that this website reflects life in our institution in all its heterogeneous dimensions.

Some questions or concerns When you have questions about the appropriateness or the functioning of this website, please feel free to email art.help@yale.edu. We'd appreciate hearing from you.

BECAME TOO HIGH

More about this site The graphic templates and inner workings of this site were designed and programmed by Tamara Maletic and Dan Michaelson of the graphic design partnership Linked by Air; together with Takashi Okamoto of MudCorp. Dan is on the faculty here.

The site is unusual for being a module-based wiki. Authors choose a module appropriate to the content they're contributing, such as a calendar, an image gallery, a list, an official course description, or general text. Each module
[redacted] t in a colorful and systemic way. Authors combine several

[redacted] I agree it doesn't look professional at all
1
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reviewed Yale School of Art — 1★
7 ·
web page - can't unsee! - I certainly hop
Yale should be embarrassed!

Comment

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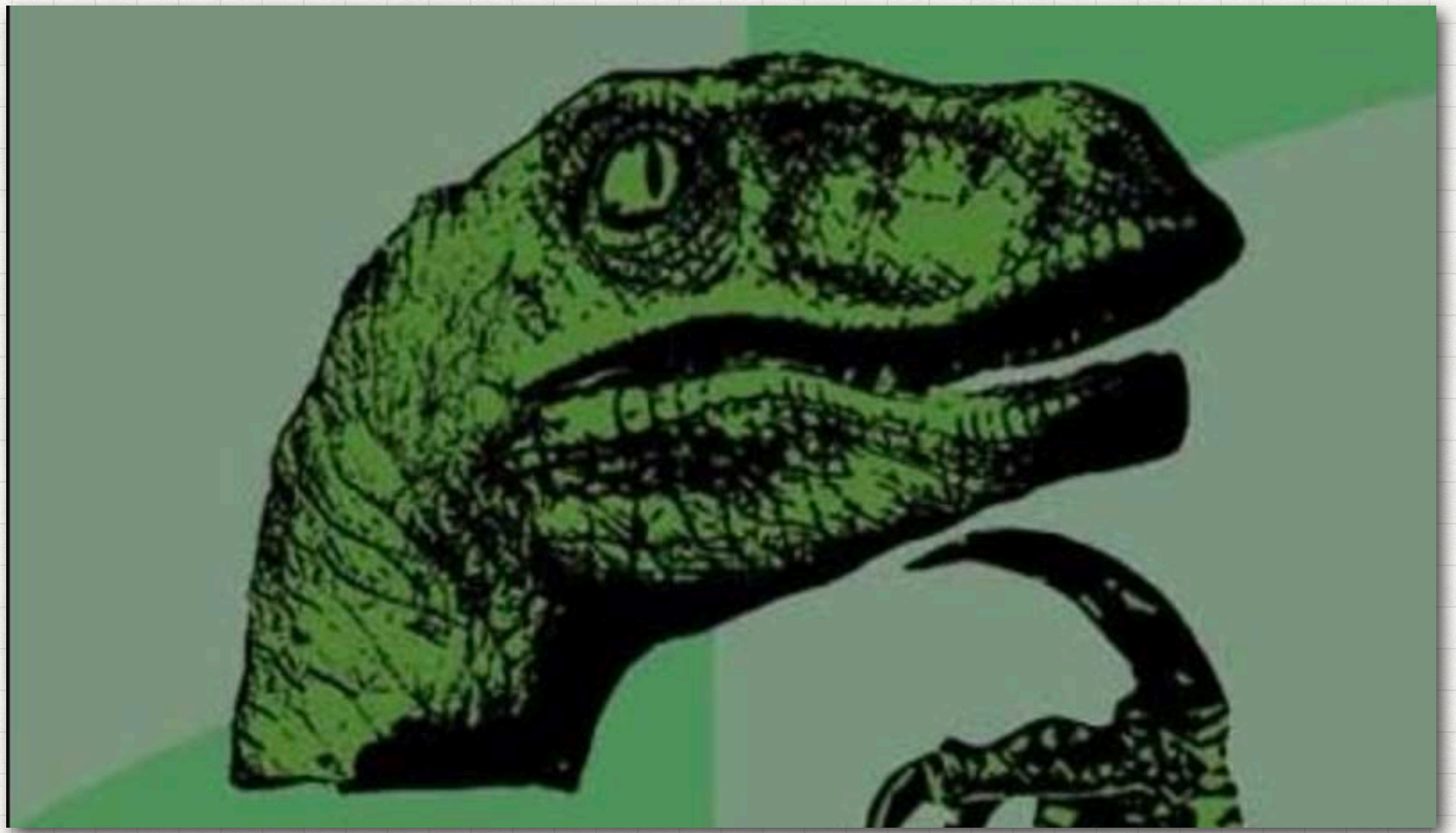
YOUR COGNITIVE LOAD

BECAME TOO HIGH

YOUR COGNITIVE LOAD

BECAME TOO HIGH

COGNITIVE LOAD



”

THE TOTAL AMOUNT OF MENTAL EFFORT THAT IS REQUIRED TO COMPLETE A TASK INVOLVING PROCESSING OF INFORMATION

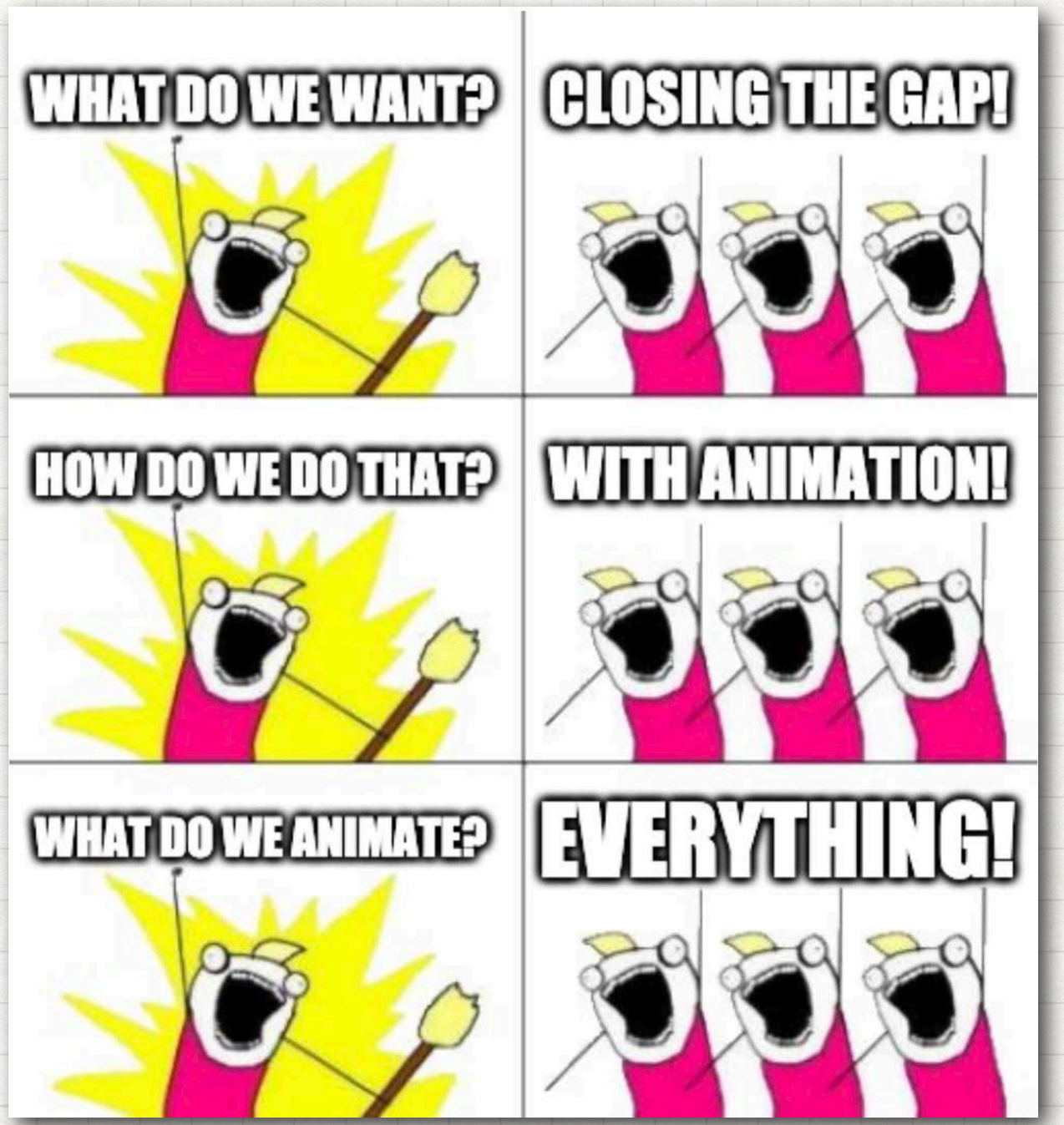
– *Malgorzata Piernik*
“8 ways to reduce cognitive load”

“

ANIMATION CAN FILL THE GAP BETWEEN VIEWING AND UNDERSTANDING

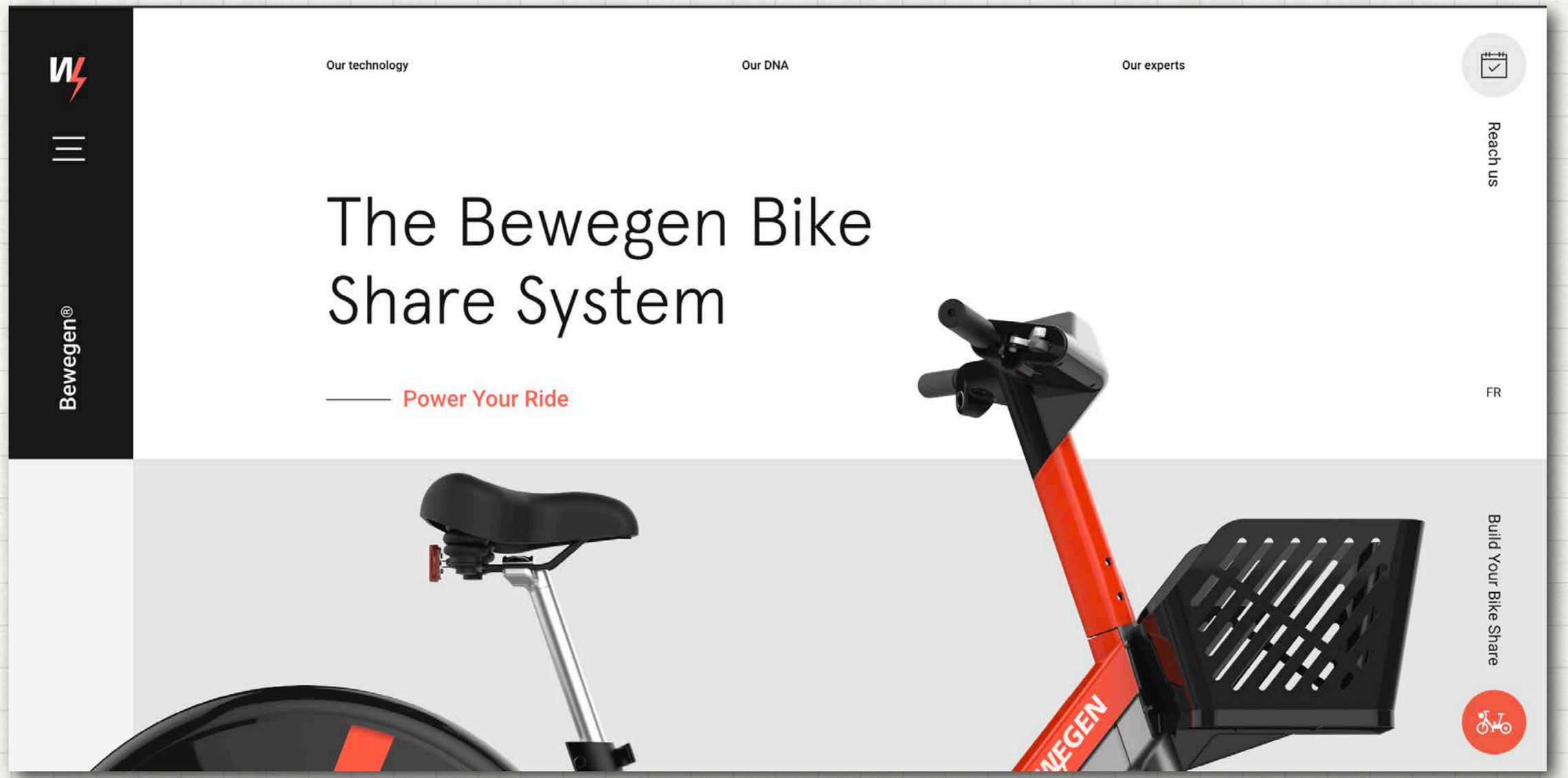
– *Adrian Zumbrunnen*
“Smart transitions in user experience design”

SIMPLE AS THAT.



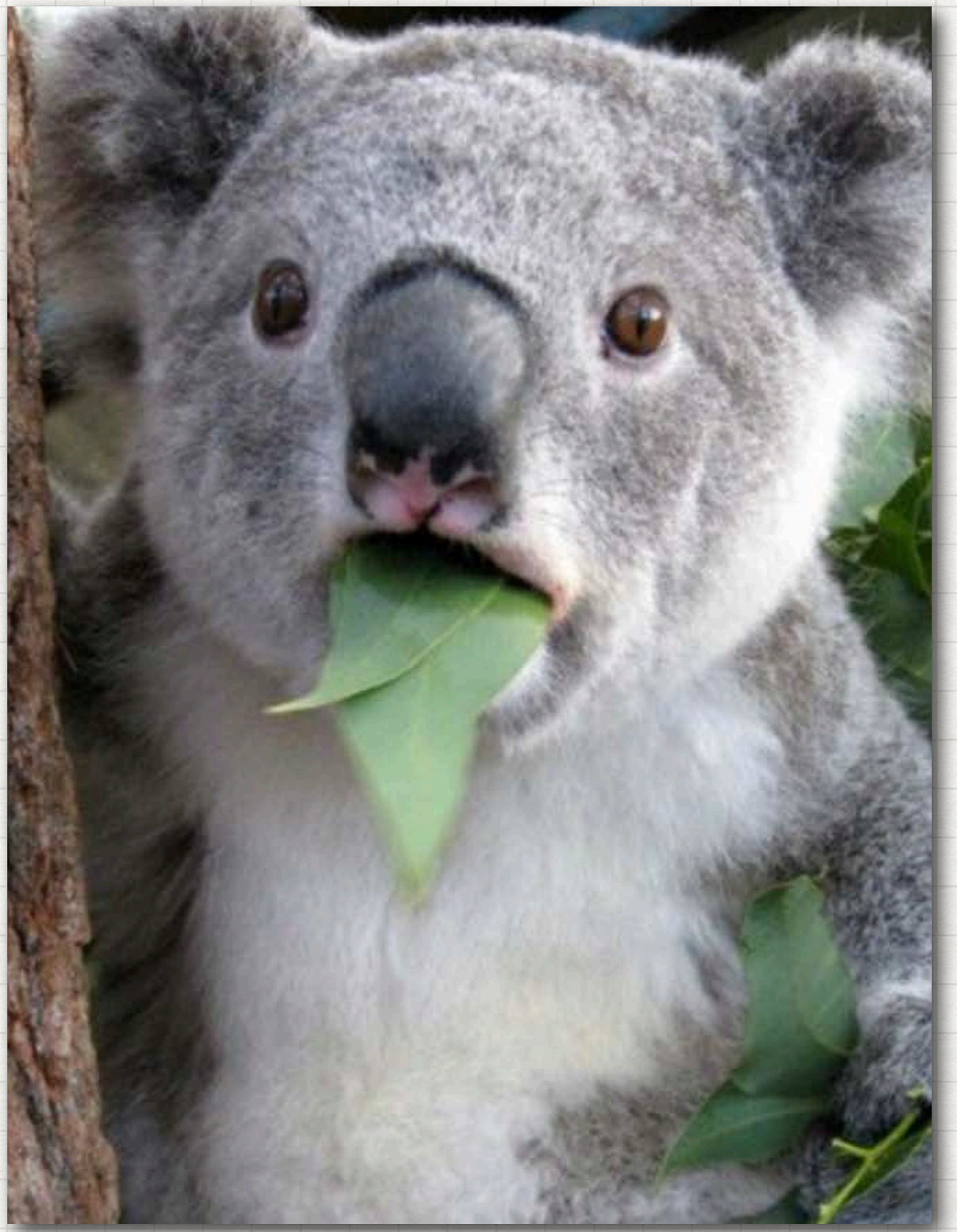
Chanson

BE BRAVE AND GO FOR IT



WAIT

WHAT?



OVERACTING ELEMENTS
LIGHTYEAR
EVERYWHERE

WHAT ABOUT ANIMATING WITH CONCEPT?

WHAT YOU NEED TO KNOW FIRST

WHAT YOU NEED TO KNOW FIRST

WHAT YOU NEED TO KNOW FIRST

- natural movements give comfort

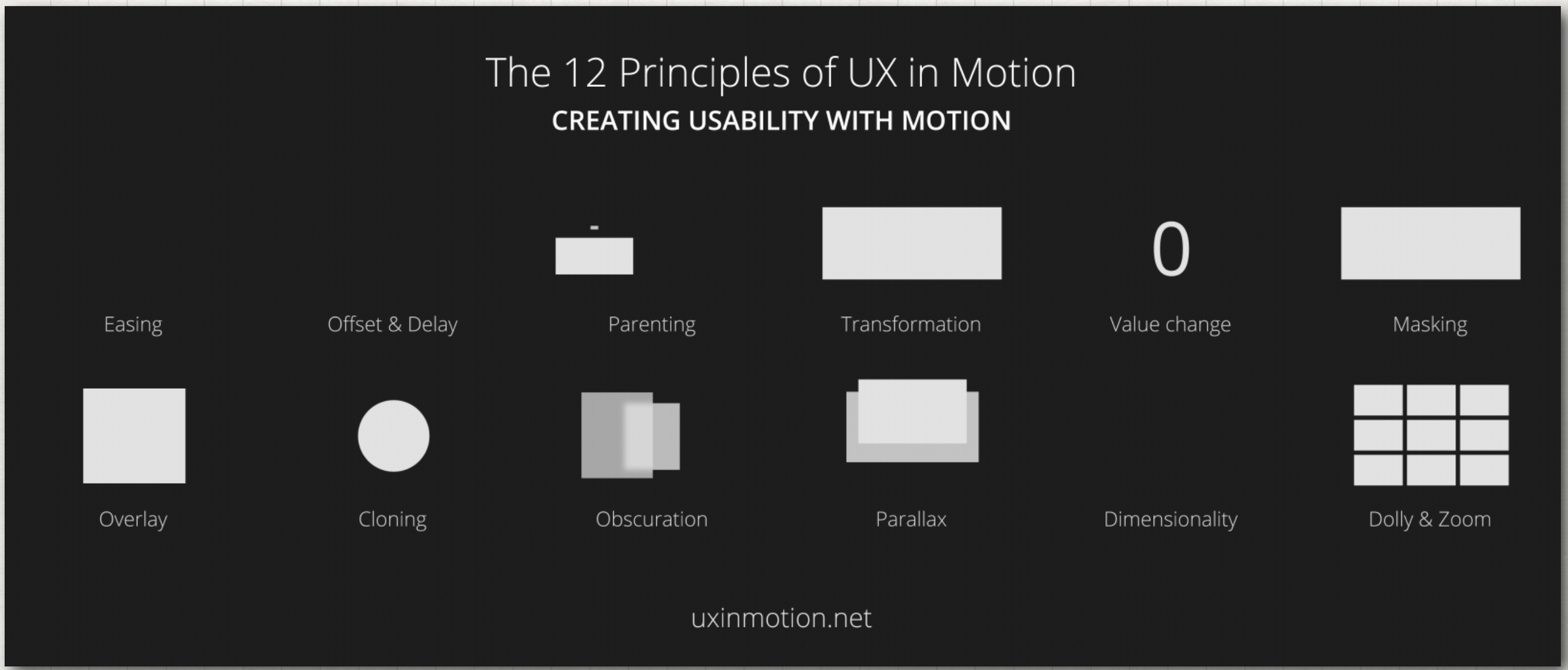
DON'T POP IN

THEY HAVE WEIGHT

WHAT YOU NEED TO KNOW FIRST

- natural movements give comfort
- there are 12 principles of animation

GET TO KNOW THE PRINCIPLES OF MOTION

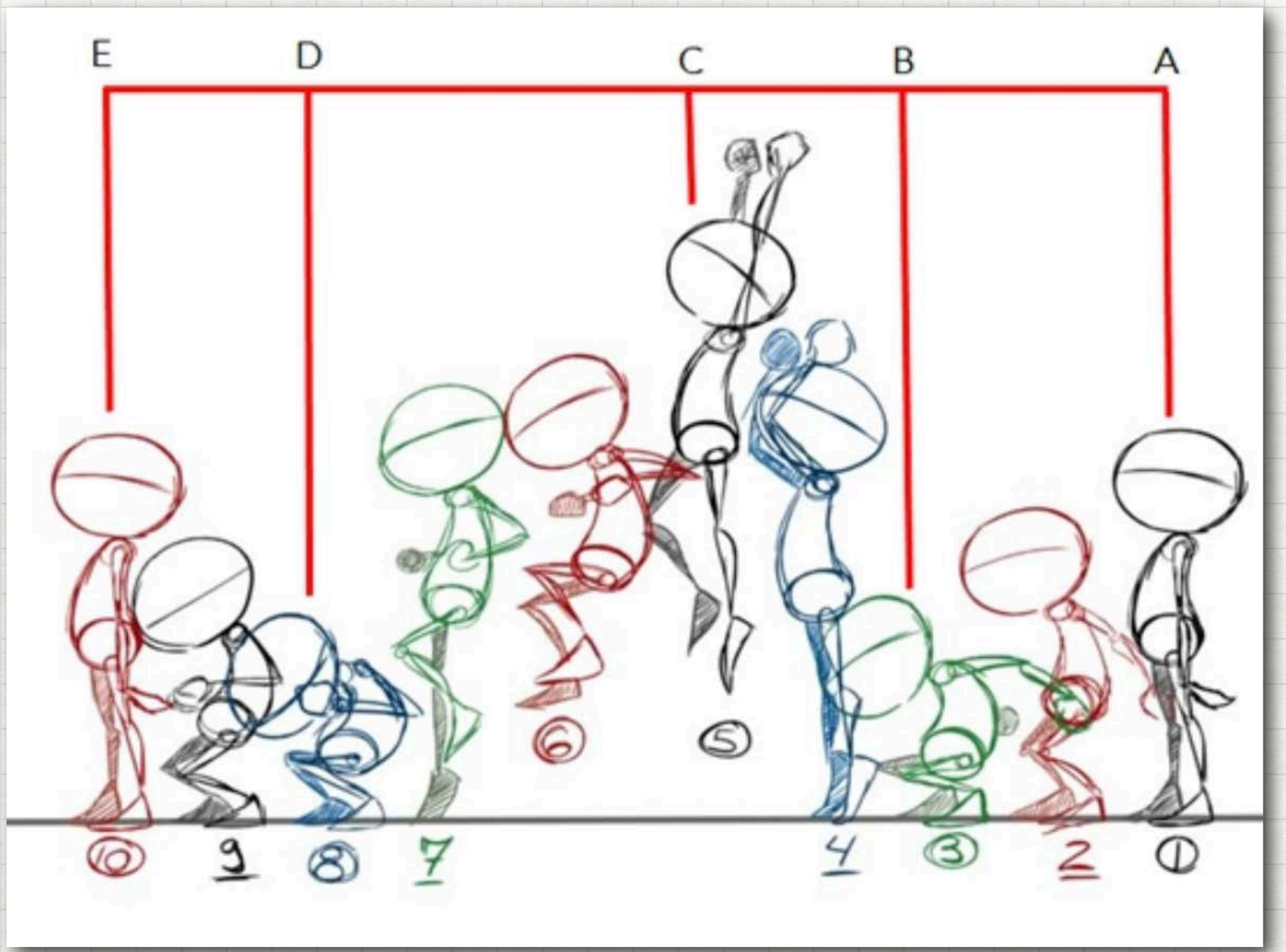


– *Issara Willenskomer*
"Creating Usability with Motion: The UX in Motion Manifesto"

WHAT YOU NEED TO KNOW FIRST

- natural movements give comfort
- there are 12 principles of animation
- you need minimum 2 poses and 1 tween

THE TWEEN IS THE KEY

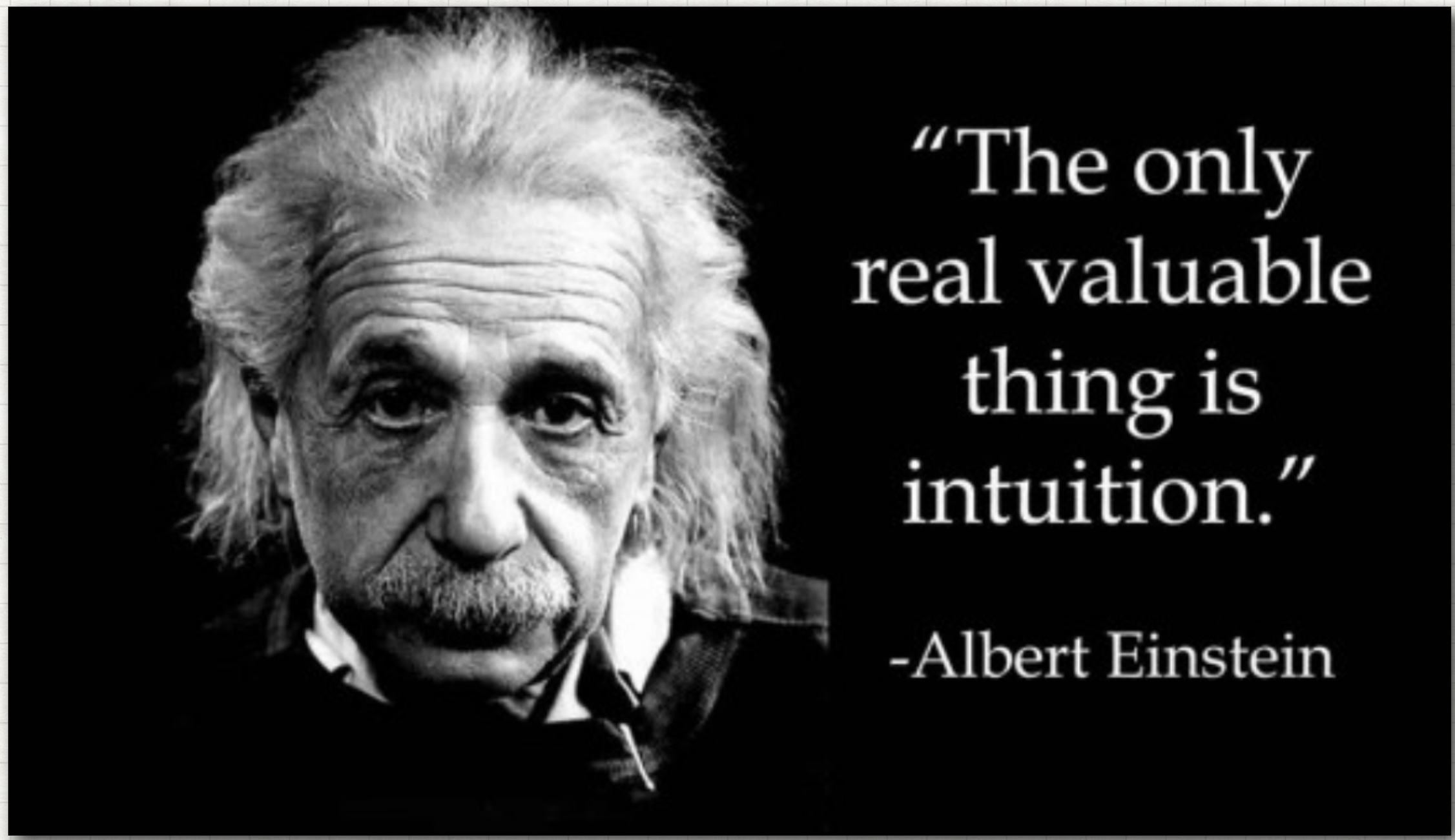


ANIMATION SUPERPOWERS

MAKING CONTEXT CLEAR

DISPLAYING HIERARCHIES

MAKING USAGE INTUITIVE



ARTIFICIAL SHORTENING OF WAITING TIME

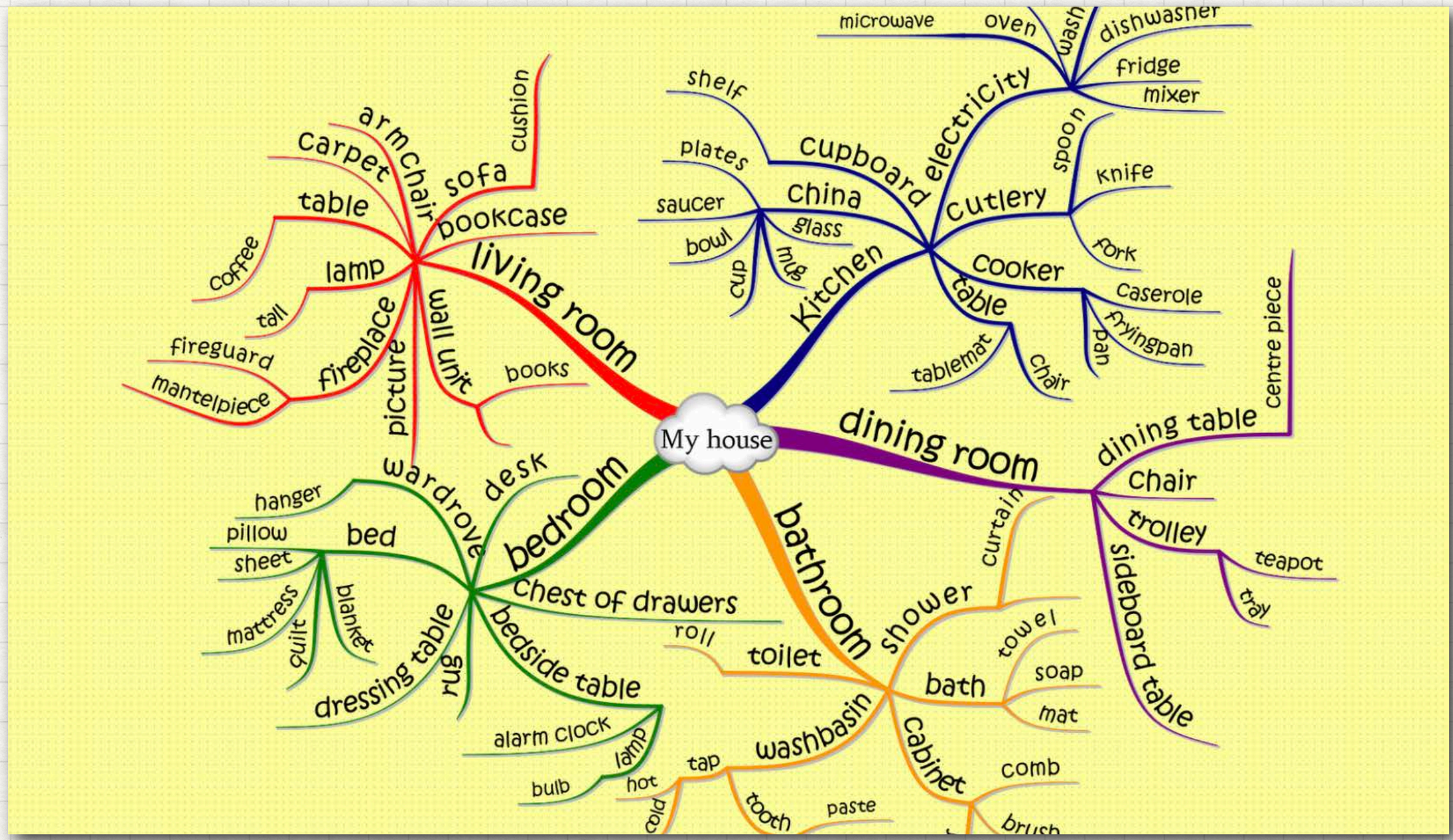
NATURAL

NATURAL

PREDICTABLE

NATURAL
PREDICTABLE
COMPREHENSIVE

CREATE A MIND MAP



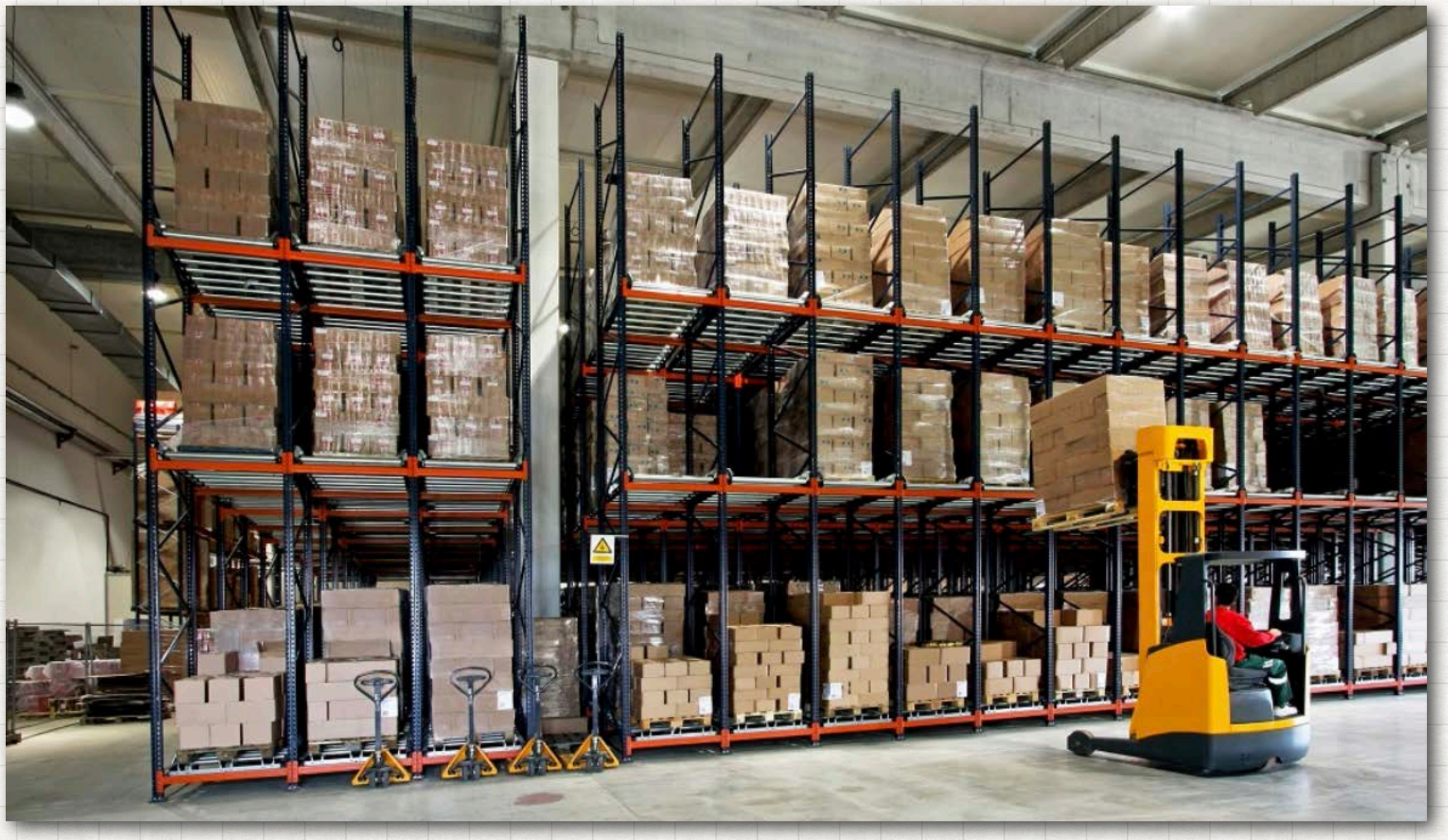
YOU ALREADY HAVE A LOT OF THEM

LET'S MAKE AN EXPERIMENT

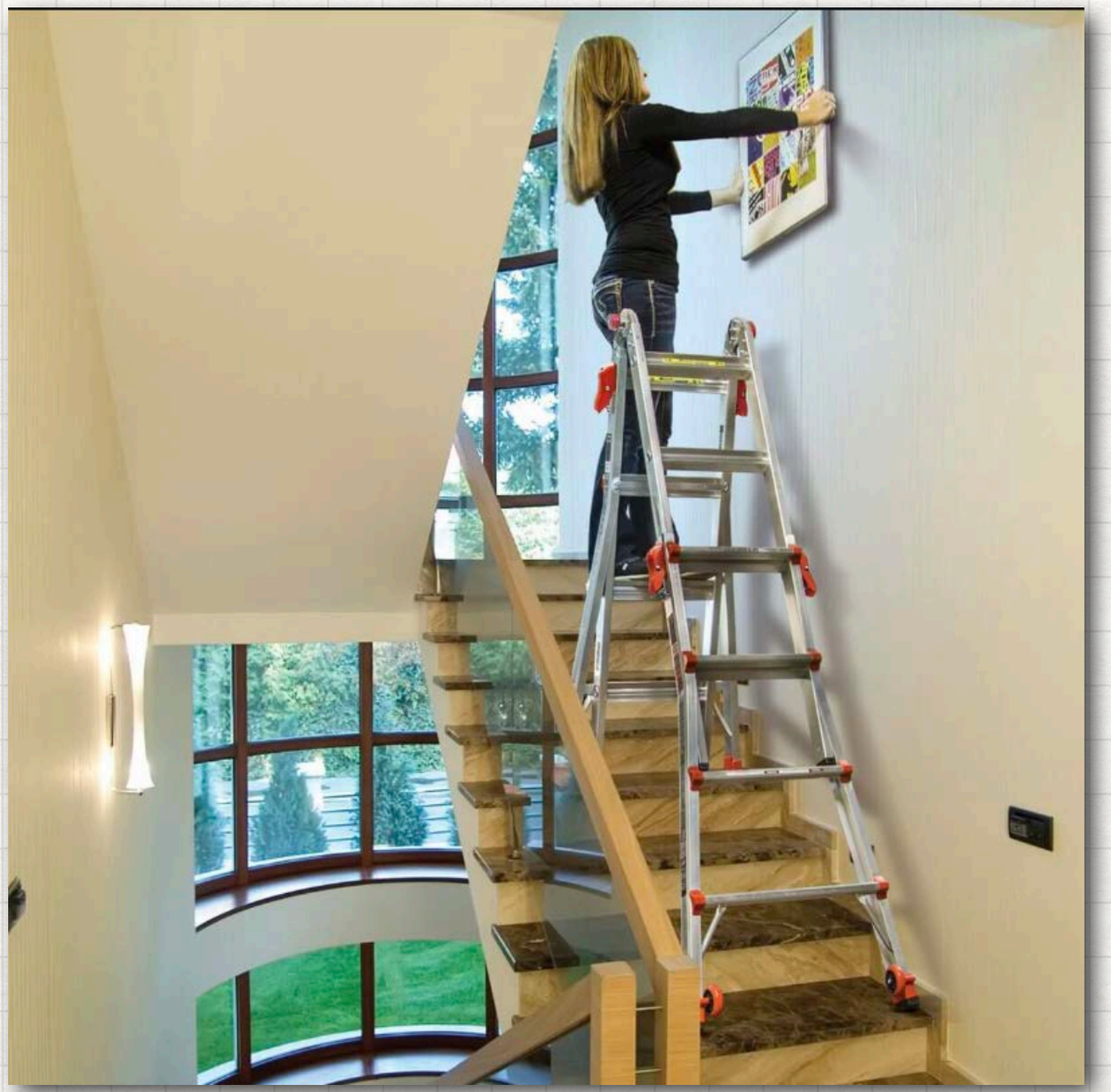
THINK ABOUT YOUR HOME

THINK ABOUT YOUR FAVORITE MUG

WHERE DO YOU STORE IT?



HOW DO YOU GET ACCESS TO IT?



JUST... WHY?!

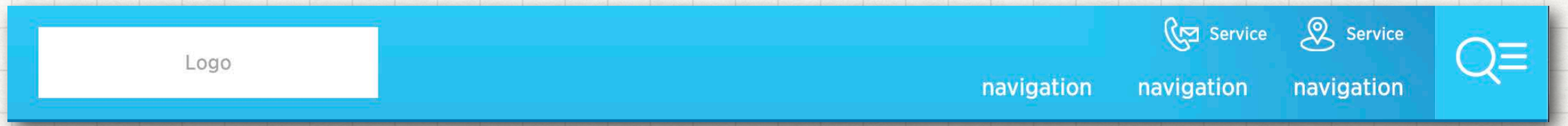
JUST... WHY?!

USERS
NEED A MIND MAP
TOO

USERS NEED A MIND MAP TOO ABOUT YOUR PROJECT

ORIENTATION

FROM A TO C


Logo
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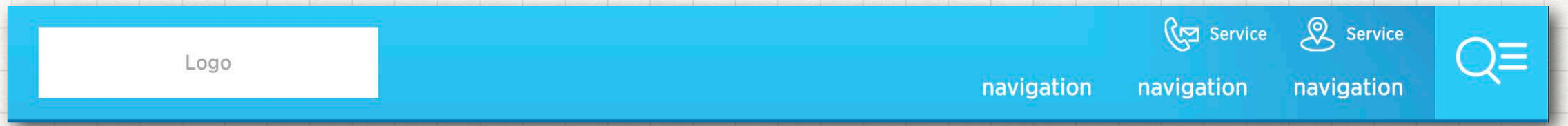
Was suchen Sie?

FROM A TO C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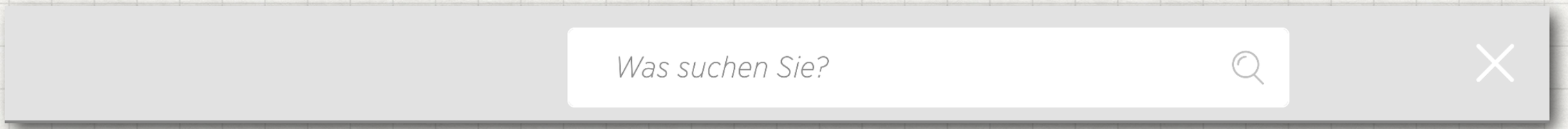
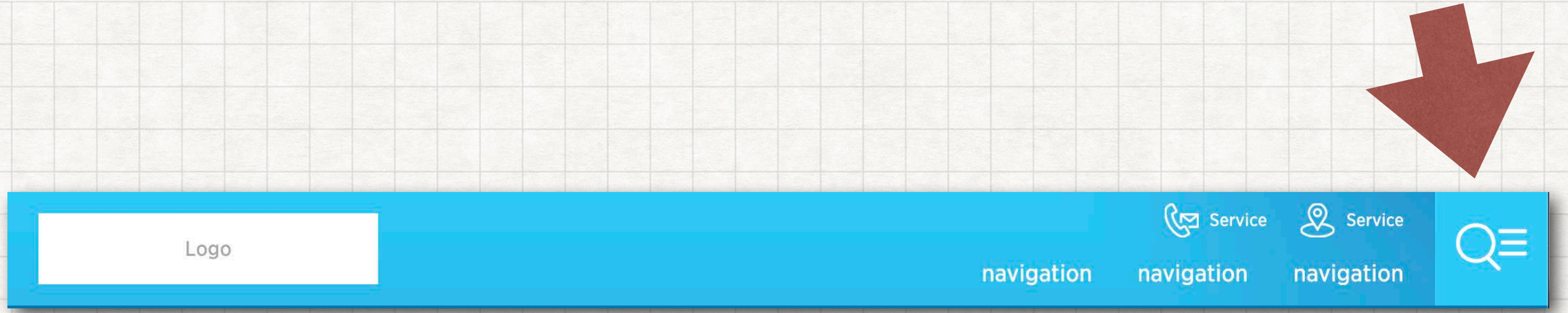

Was suchen Sie?

FROM A TO C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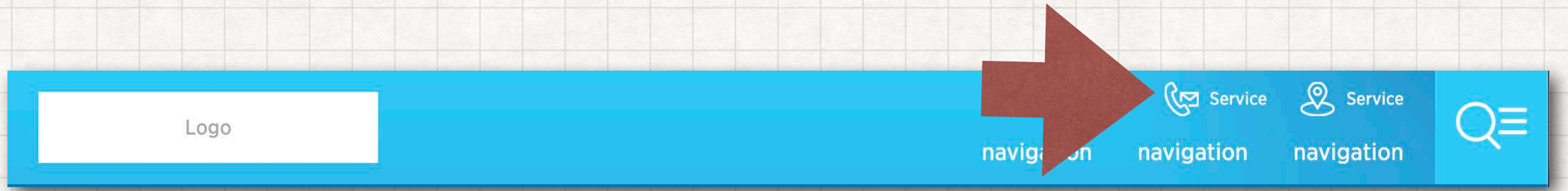
Was suchen Sie?

FROM A TO C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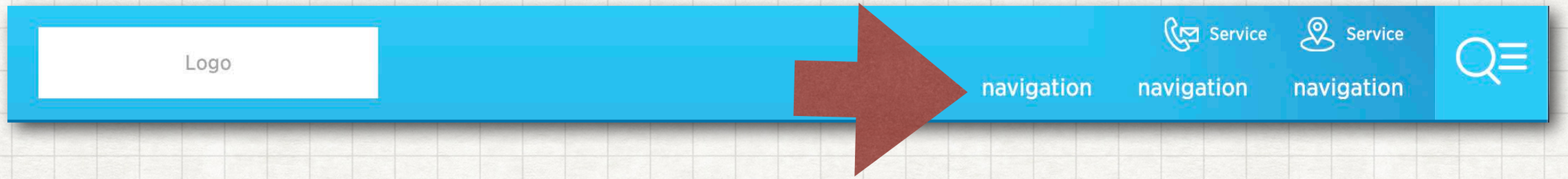
Was suchen Sie?

FROM A TO C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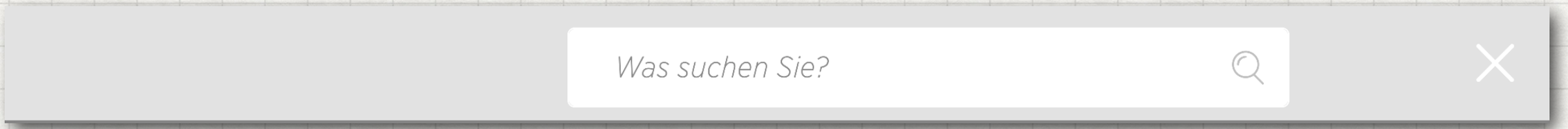
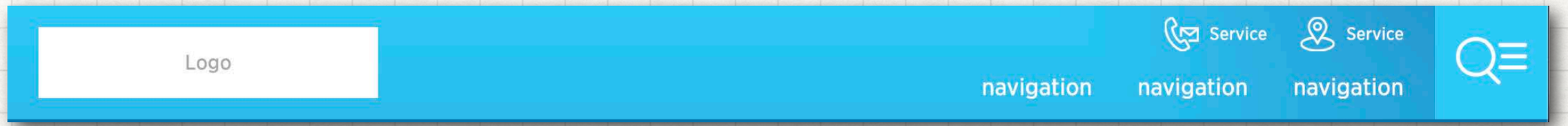

Was suchen Sie?

FROM A TO C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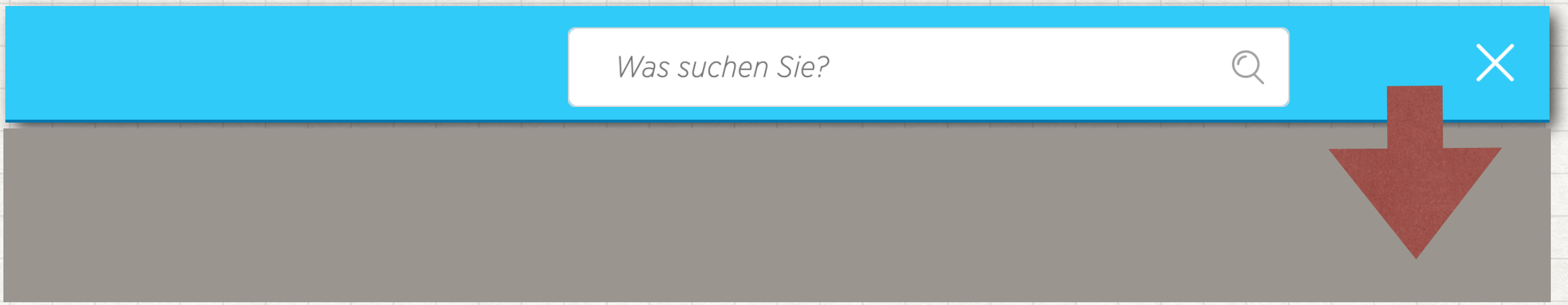
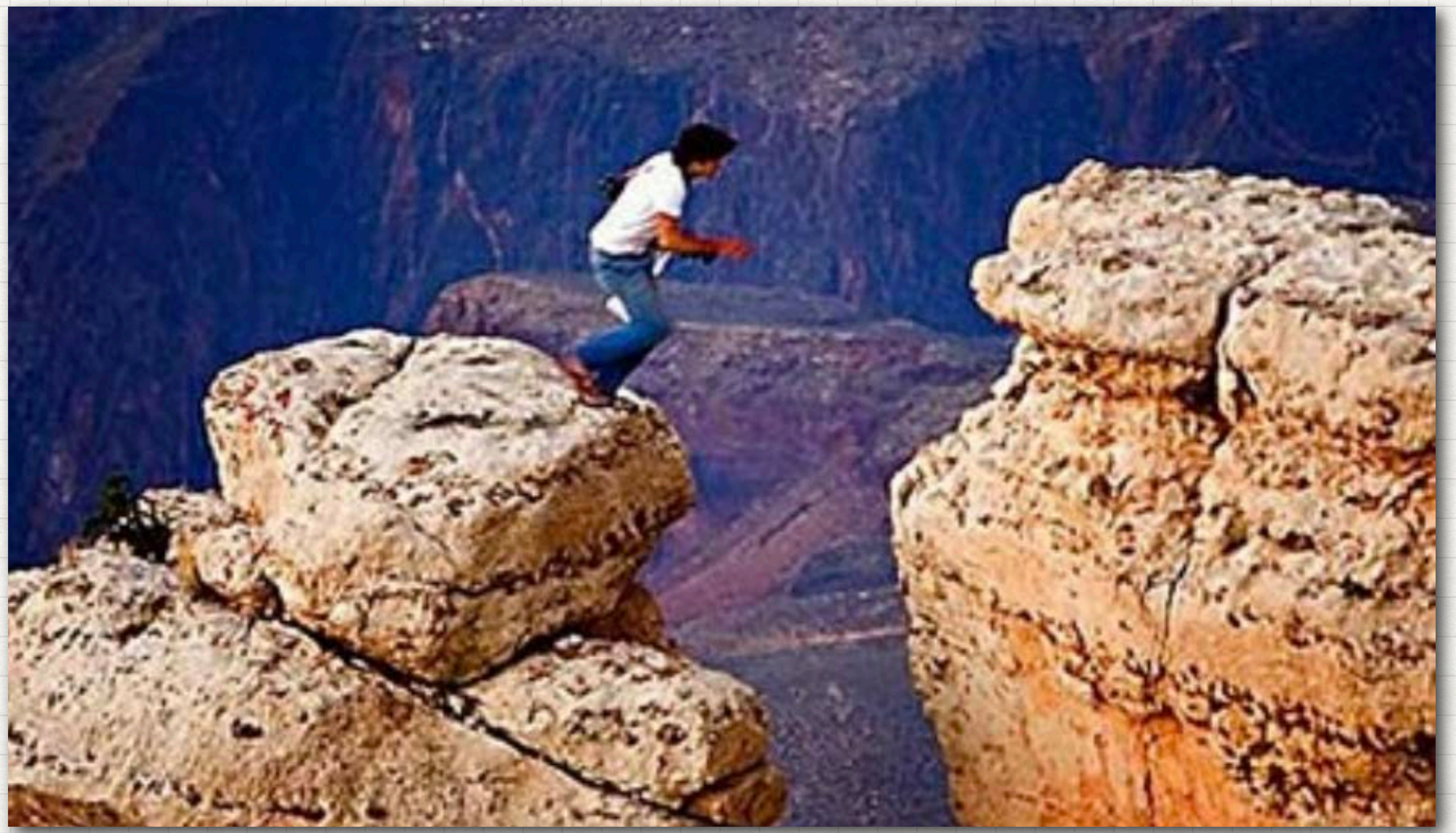
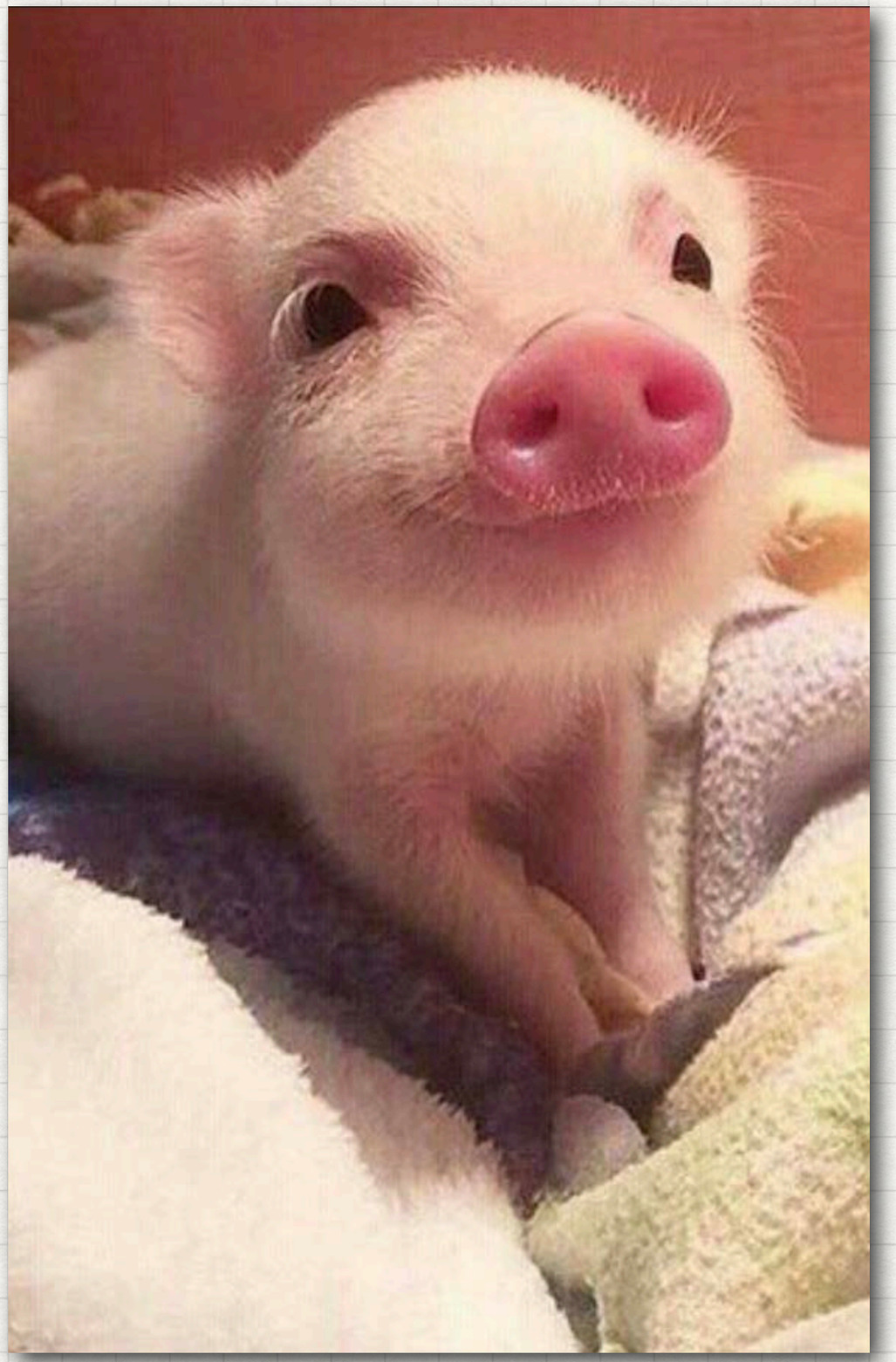

Was suchen Sie?

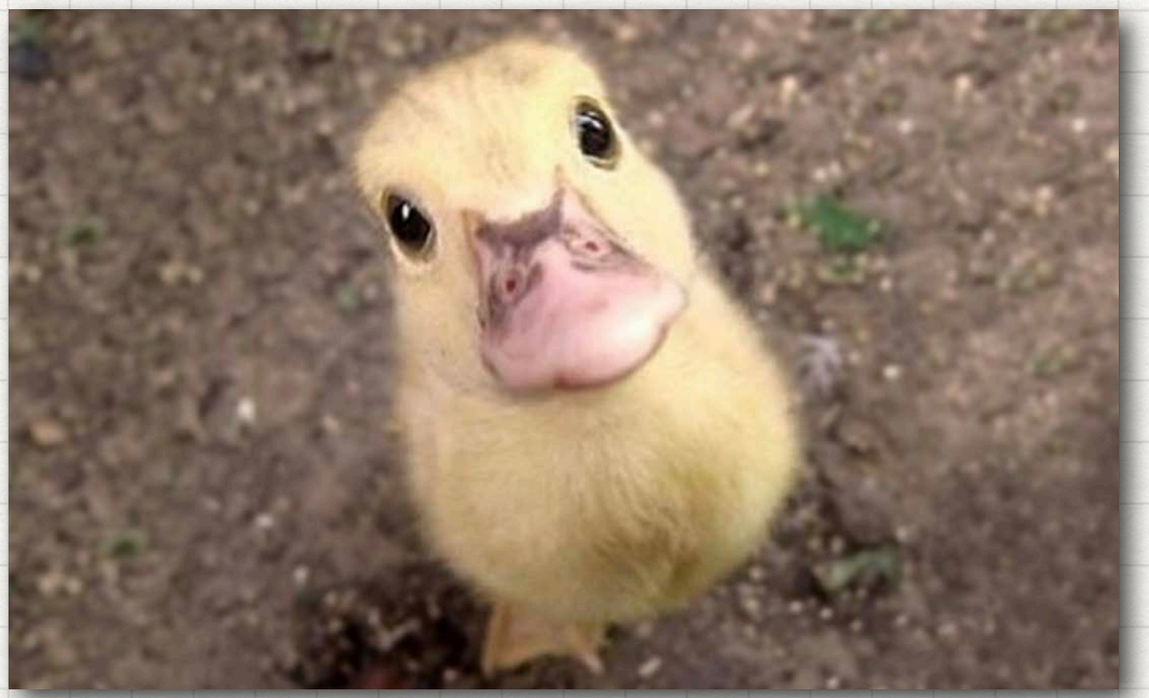
HOW TO GET THERE?



LET ME TELL YOU MY STORY

IT STARTS WITH A SECRET



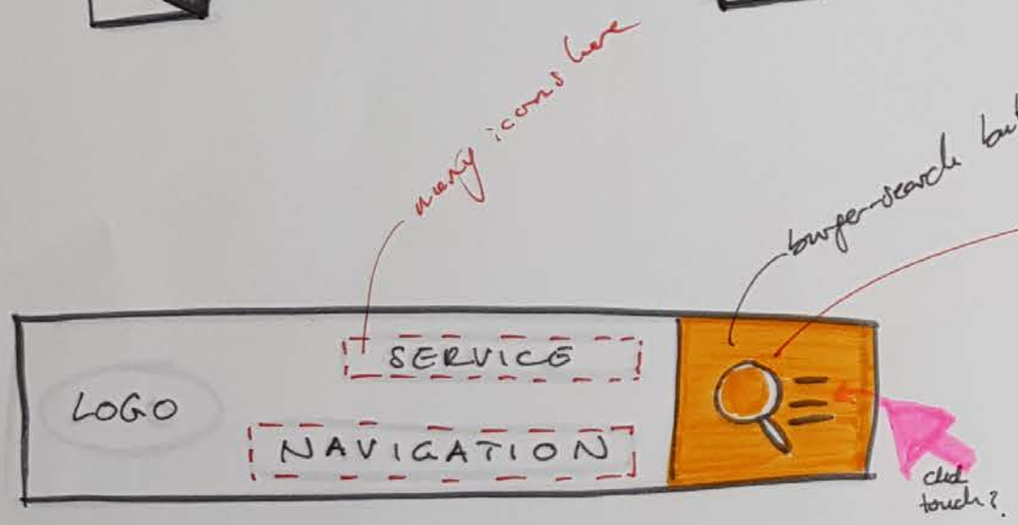


PRETTY IMPORTANT HERE!

RESTRAINT

- NARRATIVE → three items are moving away while two others get in → WHAT IS THE STORY?
- SINGLE MOVEMENT → be aware of many elements moving on:hover and stuff in header
- ANIMATION WILL NOT SAVE YOU
- DETAILS ARE OPPORTUNITIES

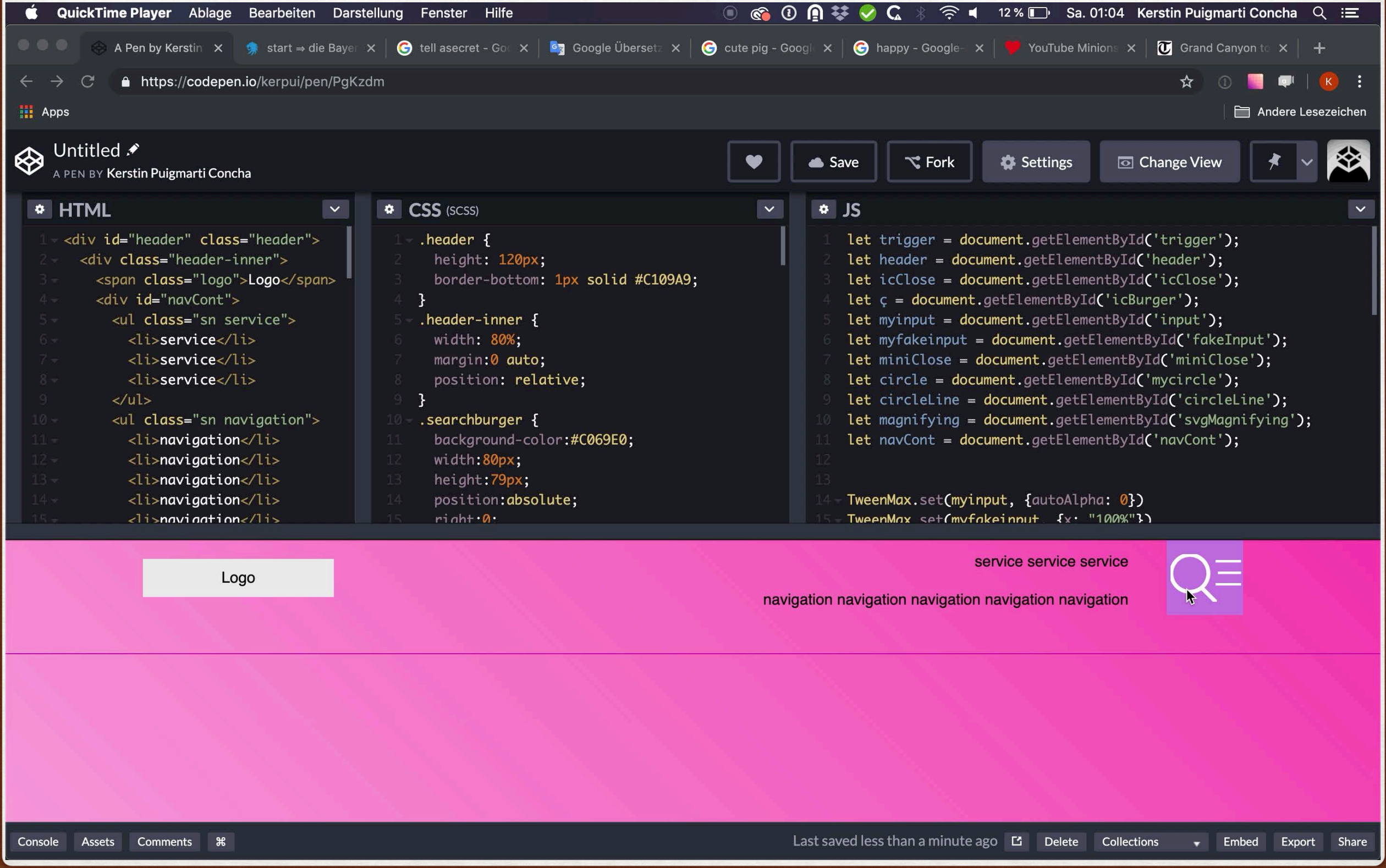
HEADER - SEARCH



- click burger search button
- service dissappears
- navigation - items dissappear
- close - search button appears
- input type search appears

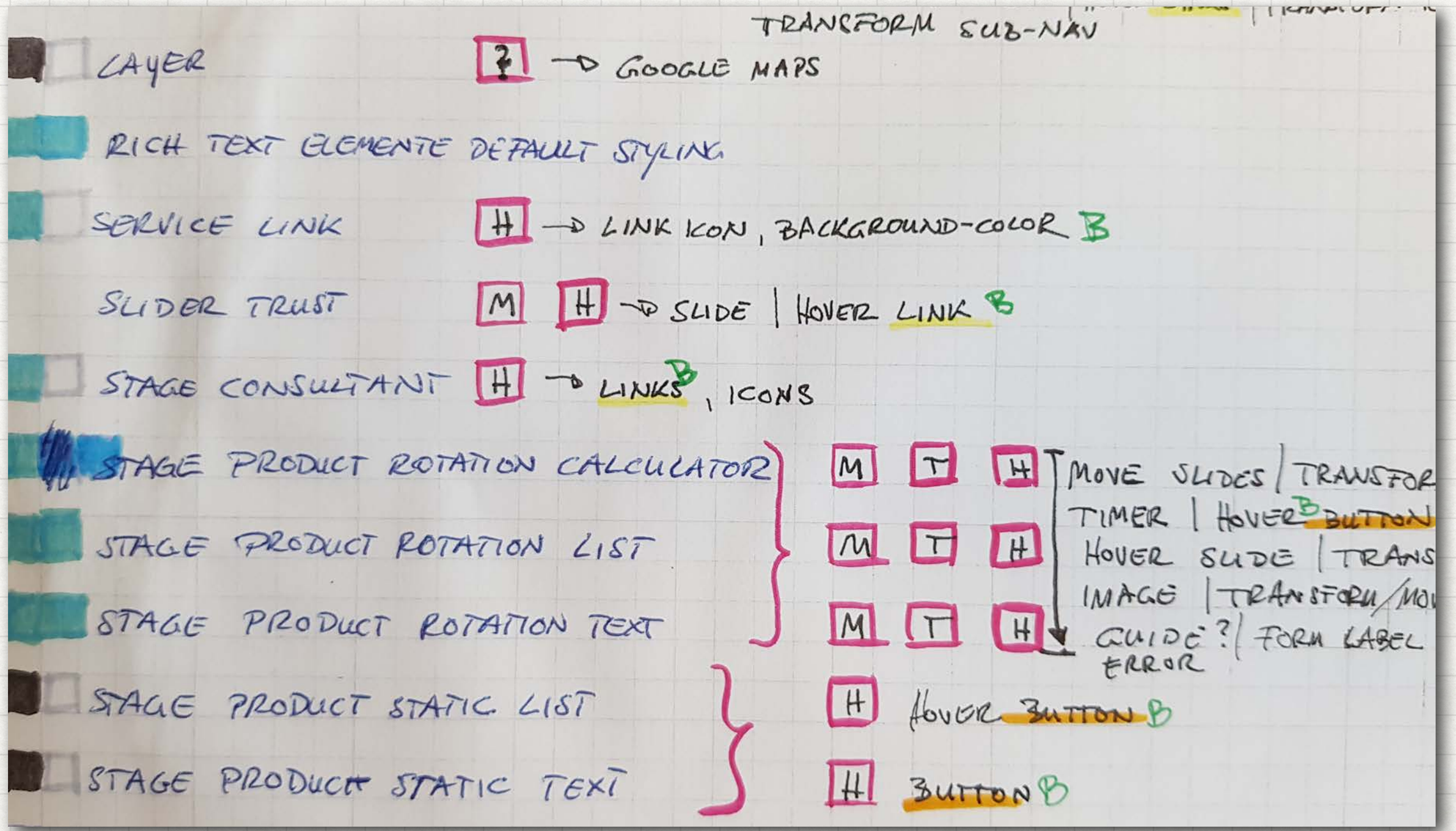
FROM A TO C

PROTOTYPING

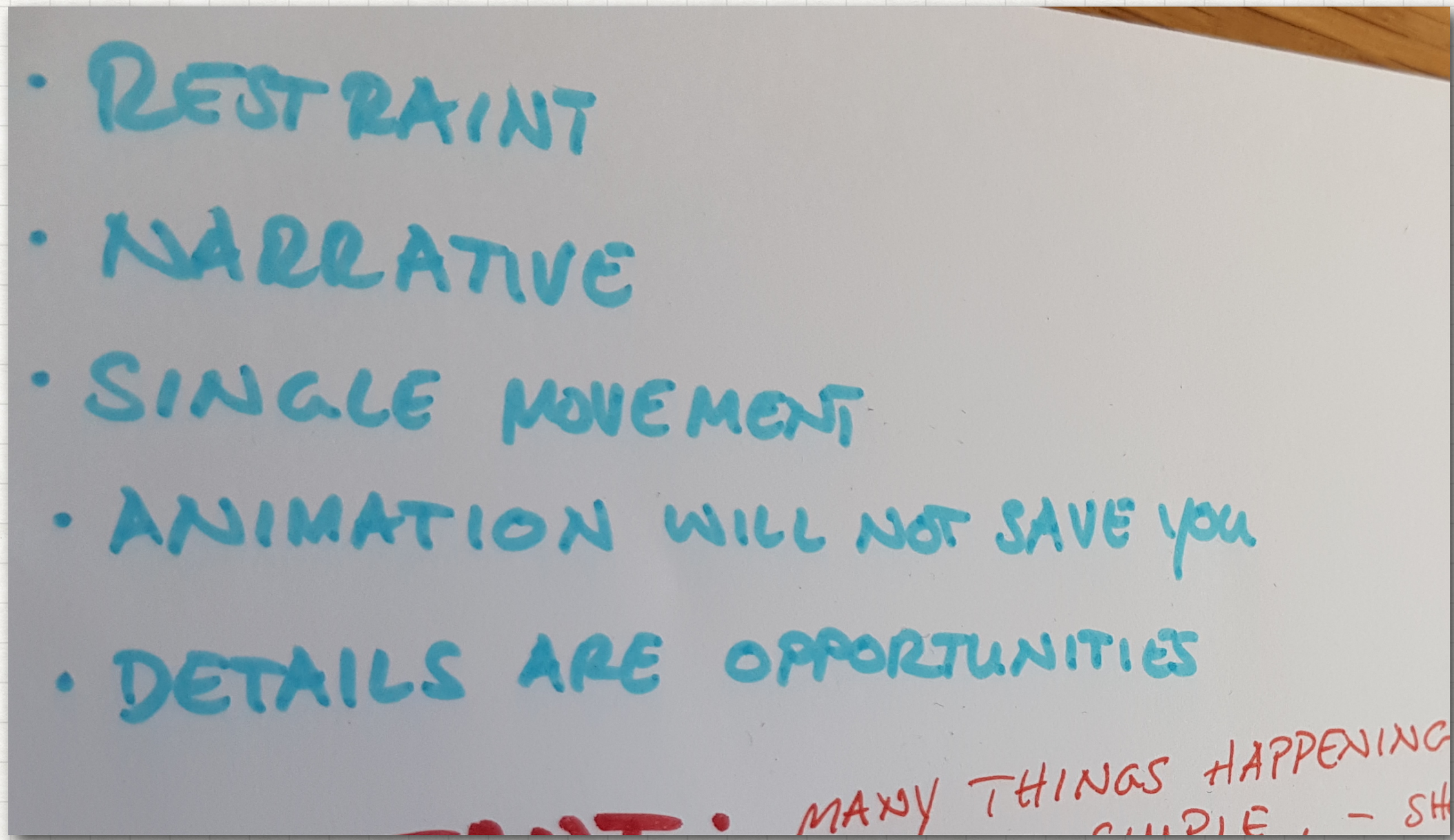


THEN I COULD NOT RESIST ANYMORE

ANALYZING EVERYTHING

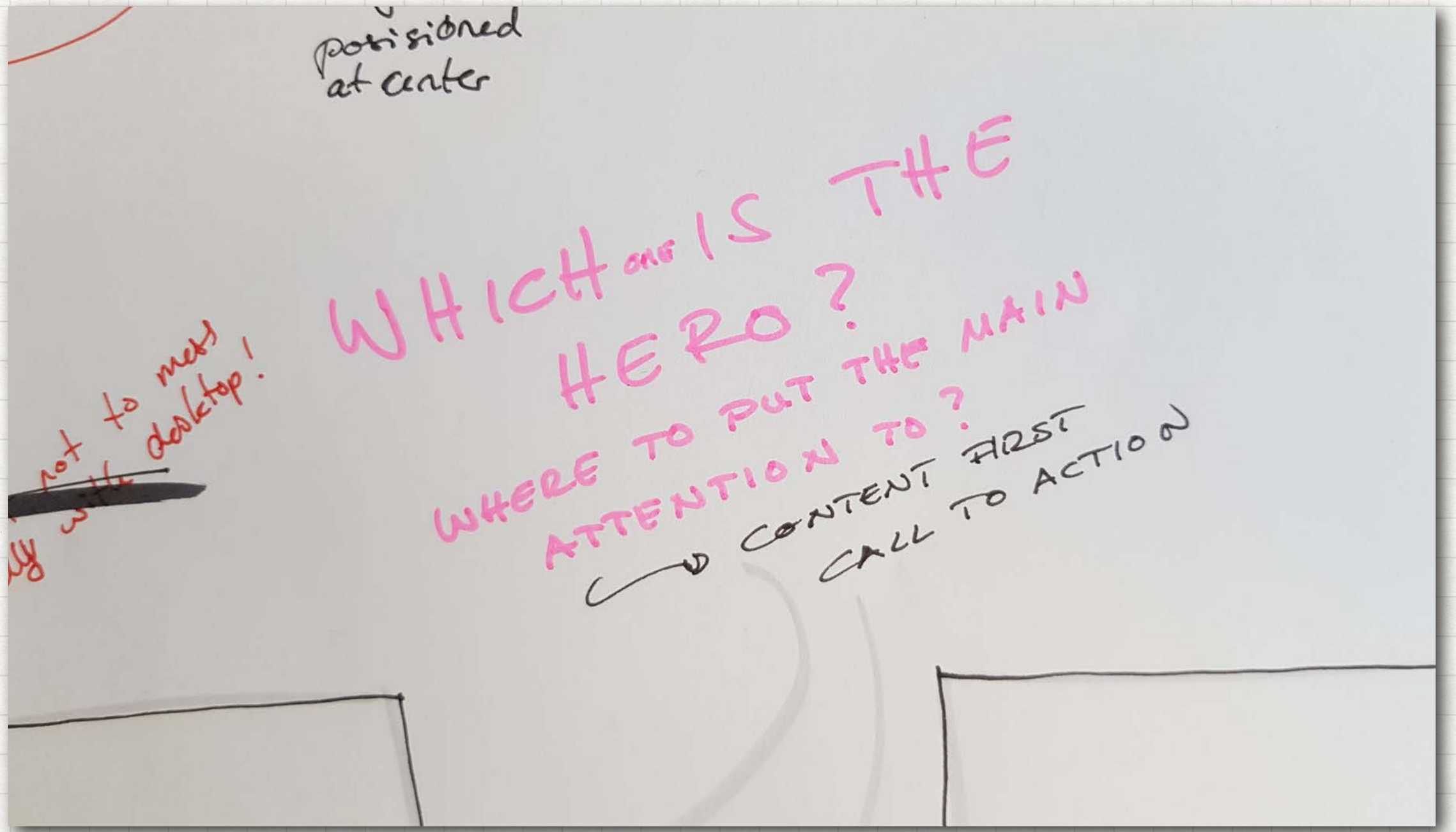


WRITING DOWN PRINCIPLES



GOING INTERDISCIPLINARY

ASKING THE REAL QUESTIONS

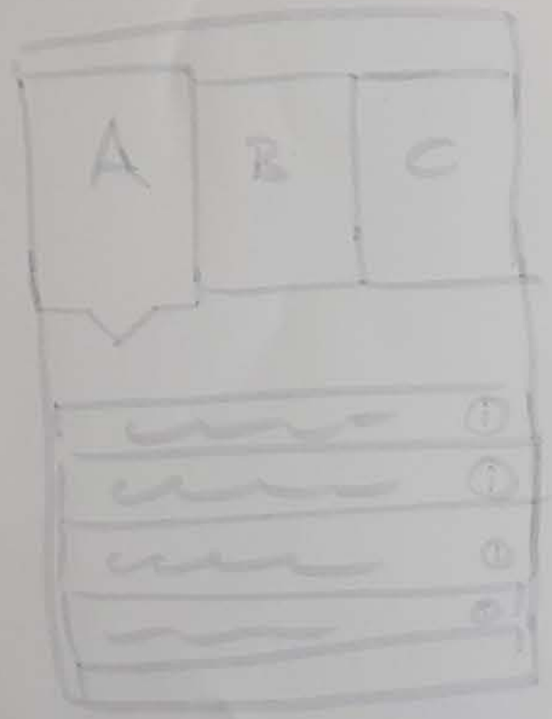


- RESTRAINT
- NARRATIVE
- SINGLE MOVEMENT
- ANIMATION WILL NOT SAVE YOU
- DETAILS ARE OPPORTUNITIES

TARIFF

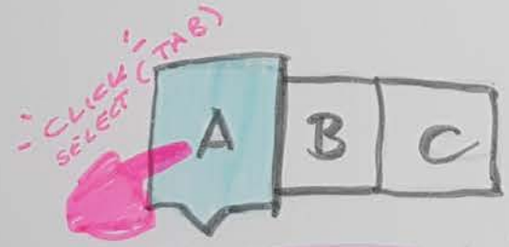
MOBILE

IMPORTANT: MANY THINGS HAPPENING HERE.
KEEP IT SIMPLE. - SHORT DISTANCE ANIMATION REQUIRED TO FOCUS ATTENTION ON CONTENT CHANGE



SELECTING AN OTHER TARIFF MEANS A DIFFERENT AMOUNT OF BENEFITS (+) DIFFERENT VALUES OF BENEFITS!

→ MAKE THIS NOTICABLE



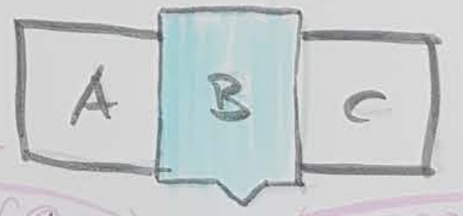
- ✓ TEXT ONE A
- ✓ TEXT TWO A
- ✗ TEXT THREE A

ICONS

FADE-OUT FAST

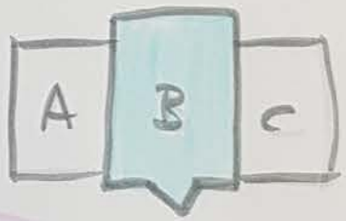
→ MOVE DOWN 5PX?

FADE FAST



- ✓ TEXT ONE B
- ✗ TEXT TWO B
- ✗ TEXT THREE B

FADE FAST



- ✓ TEXT ONE B
- ✗ TEXT TWO B
- ✗ TEXT THREE B

→ FADE-IN FAST
MOVE FROM TOP 5PX

VISIBILITY OF SYSTEM STATUS

→ the system should always keep the user informed about what is going on, through appropriate feedback within reasonable time

RECOGNITION RATHER THAN RECALL

→ Minimize the user's memory load by making objects, actions and options visible

PROJECT BENEFITS OF AN ANIMATION CONCEPT

PROJECT BENEFITS

- more structure => every animation has a meaning

PROJECT BENEFITS

- more structure => every animation has a meaning
- usability test => are there hidden doublettes?

PROJECT BENEFITS

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- more “organic” feeling => components behave naturaly

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- user centered

PROJECT BENEFITS

- more structure => every animation has a meaning
- usability test => are there hidden doublettes?
- more “organic” feeling => components behave naturaly
- user centered
- more interdisciplinary exchange

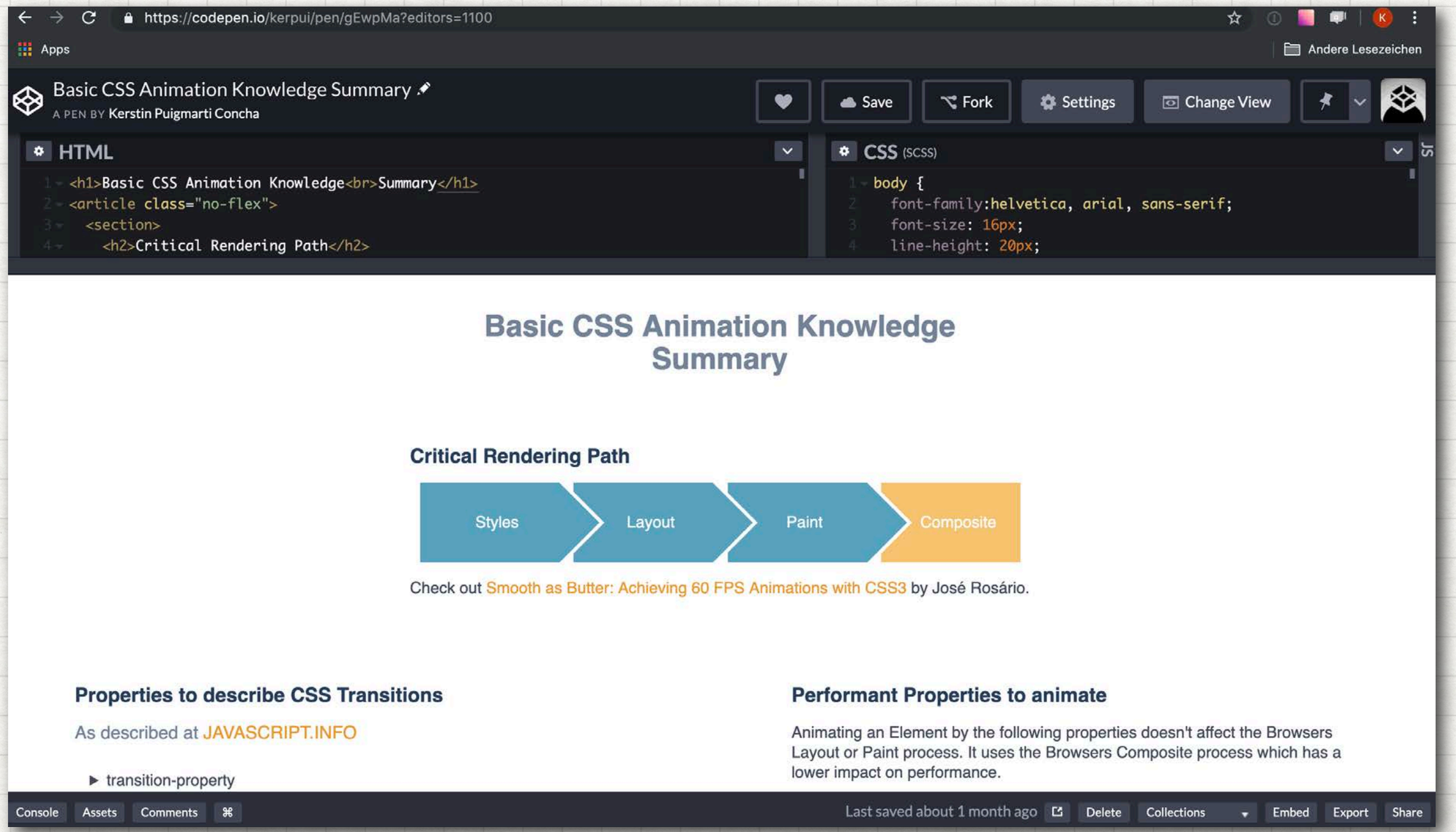
DEVELOPER PITFALLS

WITH GREAT POWER

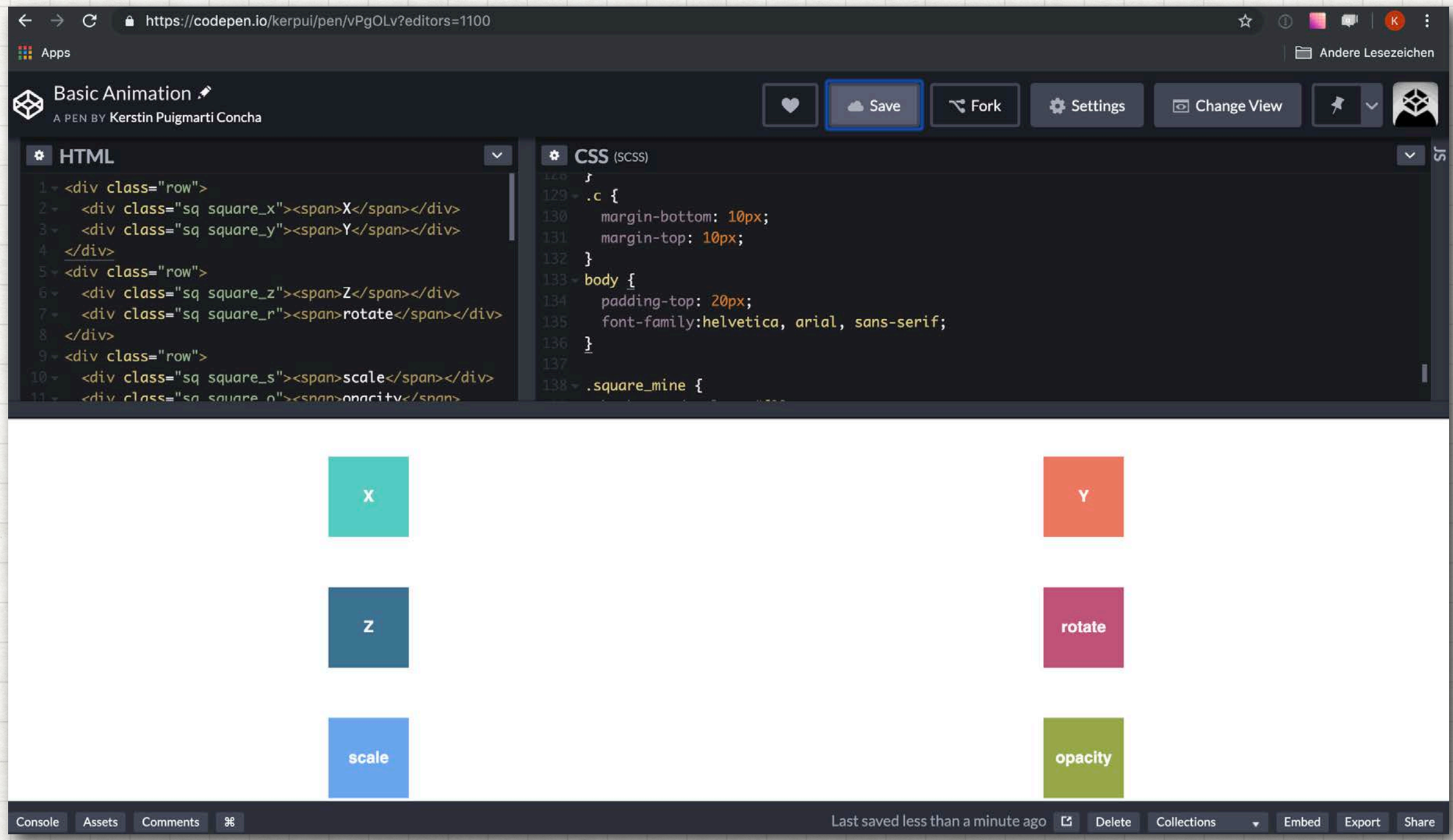
COMES GREAT RESPONSIBILITY

PERFORMANCE PERFORMANCE PERFORMANCE PERFORMANCE PERFORMANCE PERFORMANCE

CRITICAL RENDERING PATH



PROPERTIES TO ANIMATE



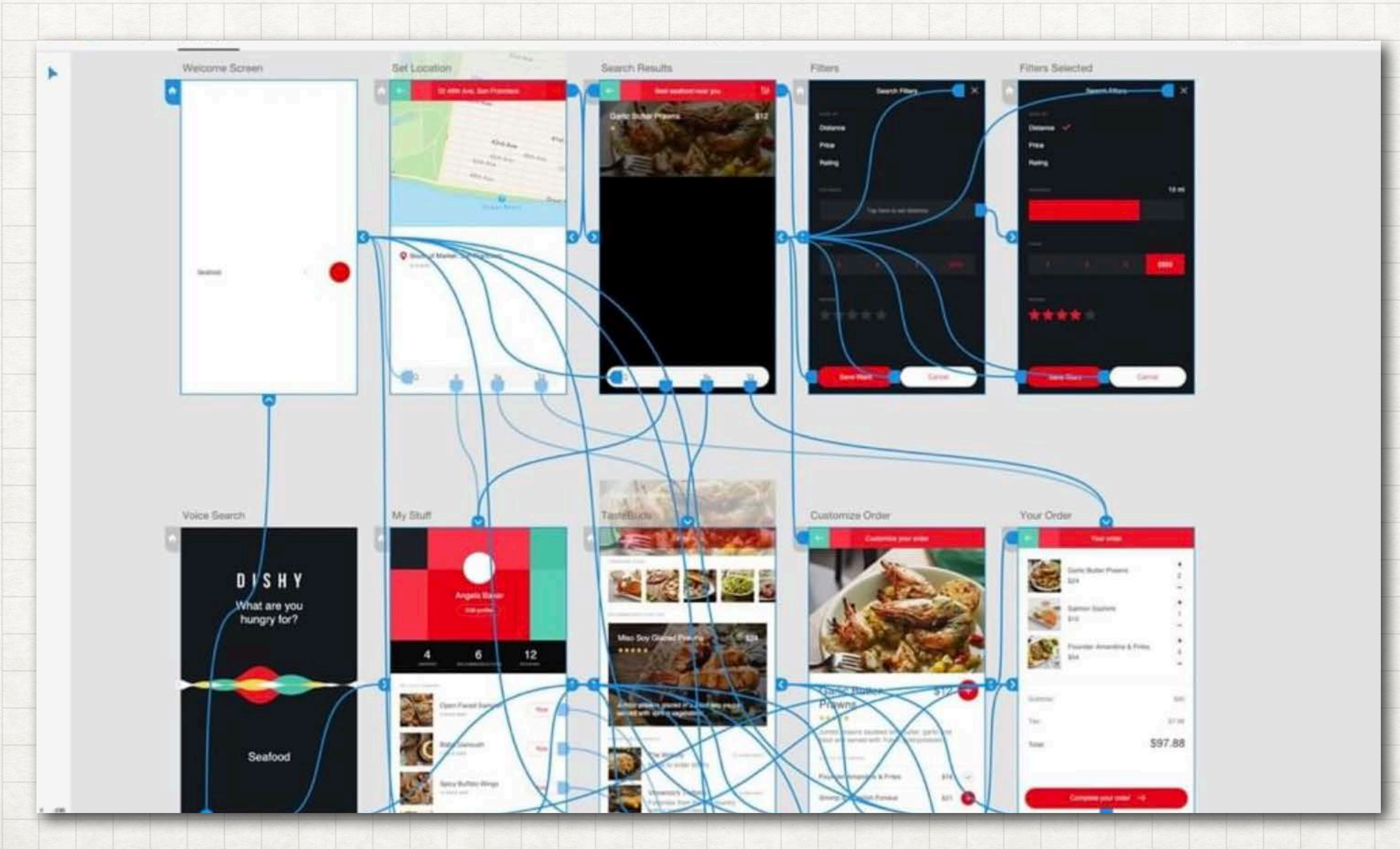
BASIC ANIMATION

ADVANCED ANIMATION

DEVELOPER

SUPPORT

ADOBE XD



Welcome Screen
Set Location
Search Results
Filters
Filters Selected
Voice Search
My Stuff
Customize Order
Your Order
DISHY
What are you hungry for?
Seafood
4
6
12
$97.88

CODEPEN

Snowing Pixels second edition

A PEN BY Kerstin Puigmarti Concha

Save | Fork | Settings | Change View

HTML

```
<div id="container">
  <div class="snowflake">
</div>
  <div class="snowflake">
</div>
  <div class="snowflake">
</div>
  <div class="snowflake">
</div>
  <div class="snowflake">
</div>
  <div class="snowflake">
</div>
```

CSS (SCSS)

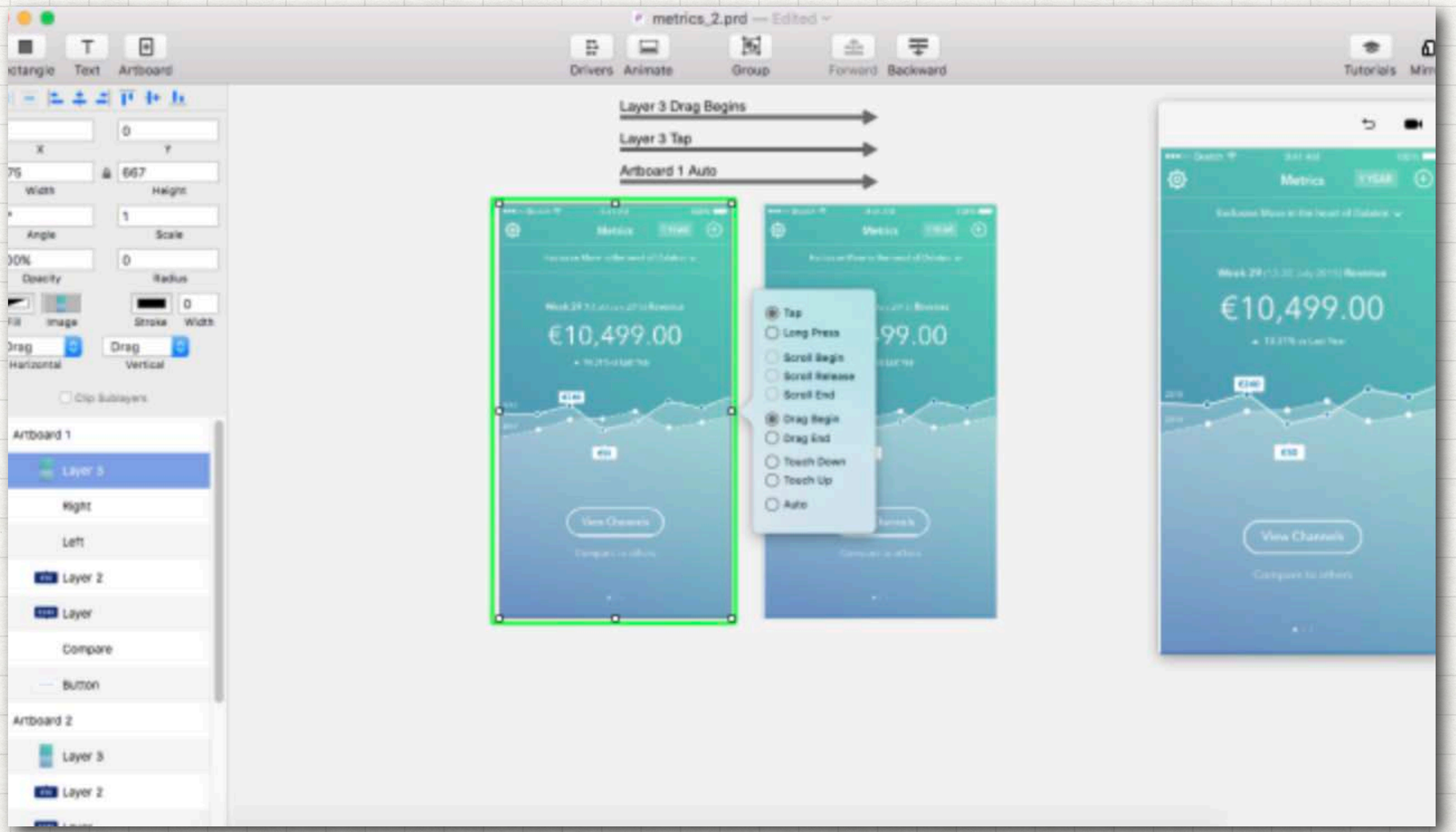
```
body{
  background-color: #12203c;
  font-family: Signika Negative, Asap, sans-serif;
  color:white;
  overflow:hidden;
}
.snowflake{
  width:10px;
  height:10px;
  position:absolute;
  background: #fff;
  z-index:2;
  &::before{
    content:'';
```

JS

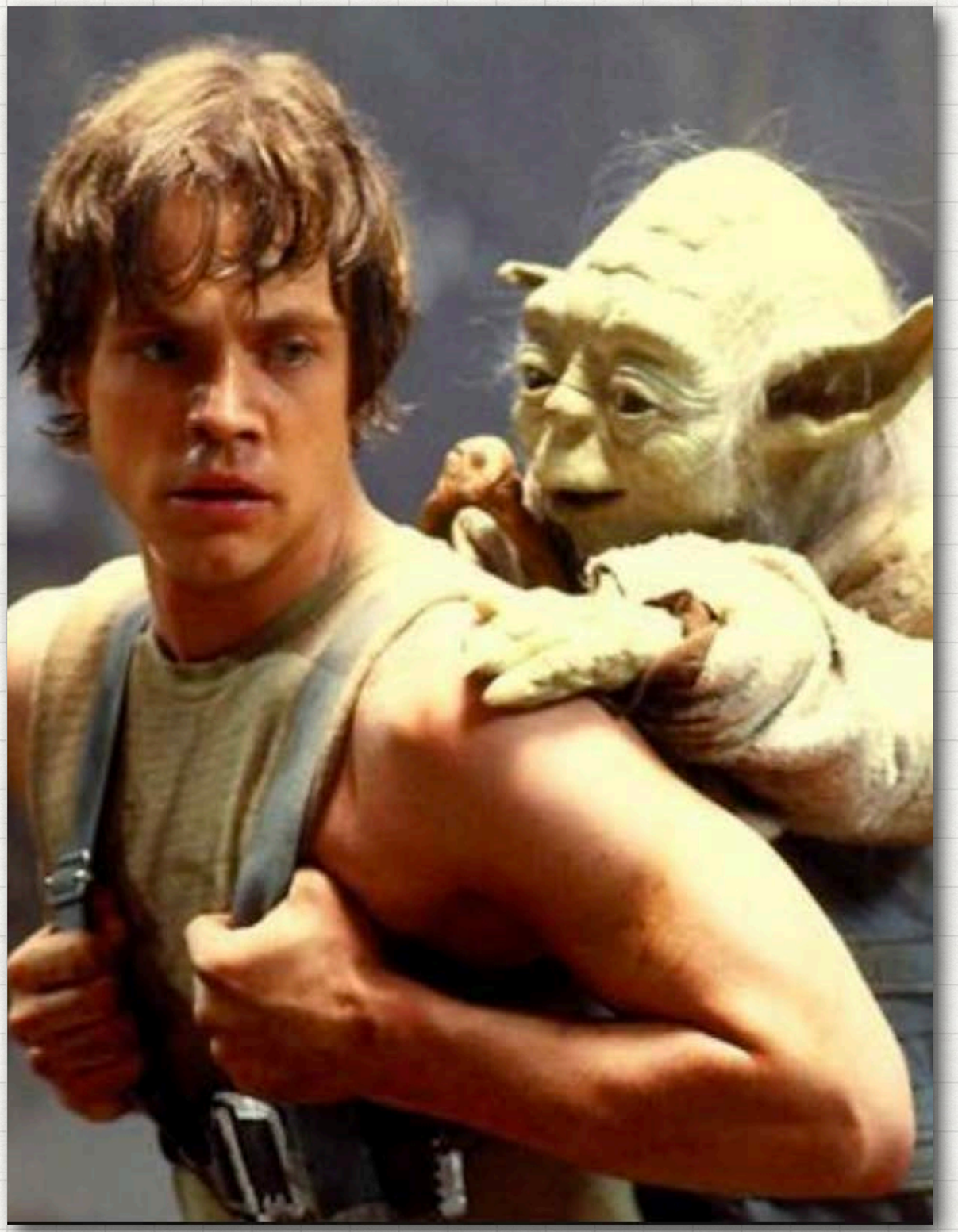
```
TweenLite.set("#container",{perspective:800})

var snowflakes =
document.getElementsByClassName('snowflake');
var snowflakesFarAway =
document.getElementsByClassName('snowflakeFarAway');
var container = document.getElementById("container"), w =
window.innerWidth , h = window.innerHeight;

for (var i=0; i<snowflakes.length; i++) {
  TweenLite.set(snowflakes[i],
{x:R(0,w),y:R(-200,-150),autoAlpha:0.8});
  letItSnow(snowflakes[i]);
}
```

Assets | Comments | ⌘ | Last saved 5 months ago | Delete | Collections | Embed | Export

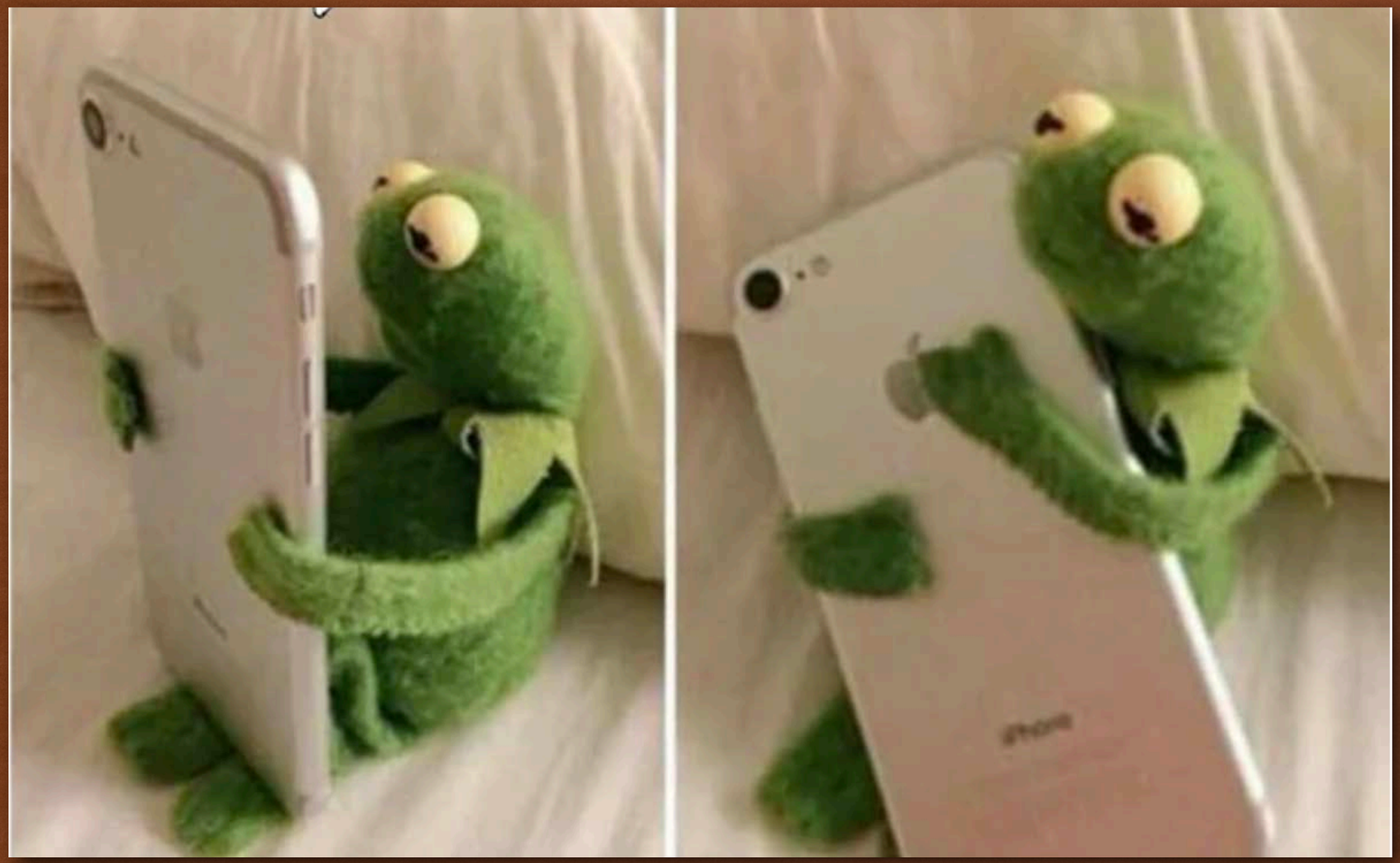
PRINCIPLE


metrics_2.prd — Edited
Text
Artboard
Drivers
Animate
Group
Forward
Backward
Tutorials
Layer 3 Drag Begins
Layer 3 Tap
Artboard 1 Auto
Tap
Long Press
Scroll Begin
Scroll Release
Scroll End
Drag Begin
Drag End
Touch Down
Touch Up
Auto
Artboard 1
Layer 3
Right
Left
Layer 2
Layer
Compare
Button
Artboard 2
Layer 3
Layer 2
€10,499.00
Metrics
View Channels

GO
FOR IT!



EMBRACE YOUR PROJECT



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