An Event Apart 2017: Motion in Design Systems: Animation, Style Guides, and the Design Process with Val Head

Posted on **April 5, 2017**

Val Head's talk was about animation in interfaces. It covered what to animate, when to animate, and how to get those animations communicated to a team so that they would actually be built.

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reasons people think they can't animate: time, budget, ideas never get made, the evil developers never make it! ;) #AEASEA

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Is that a @wilto in @vlh's slides? #aeasea #hahahahahaha

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(Yes, yes it is a Mat Marquis.)

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Once upon a time designers create animations and then toss them over the wall to developers and go "go with it"… #AEASEA

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…then developers get annoyed and can't do what the designers want and everyone's annoyed. #AEASEA

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You "just" need to include your whole team to do good ui animation #AEASEA

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Need shared vocabulary
Establish animation values for the brand
Document so it's repeatable #aeasea

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Stephanie
@seaotta

Good UI animation takes the whole team. @vlh #aeasea

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travis fulton
@travis_fulton

Animation usually gets missed/overlooked in my office because of our designer's continued use of Photoshop for web design. @vlh #aeasea

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An important point. When I'm working flat I often forget to think about animation and its possibilities.

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"This website is a one-state thing that doesn't move" is a common situation #AEASEA

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Rebecca Watson
@RVivusArtDesign

Animation should not be a last minute revelation. Include everyone in the conversation, so we all can get animated - together! @vlh #aeasea

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Storyboards/sketching are a good start to sketching motion ideas #AEASEA
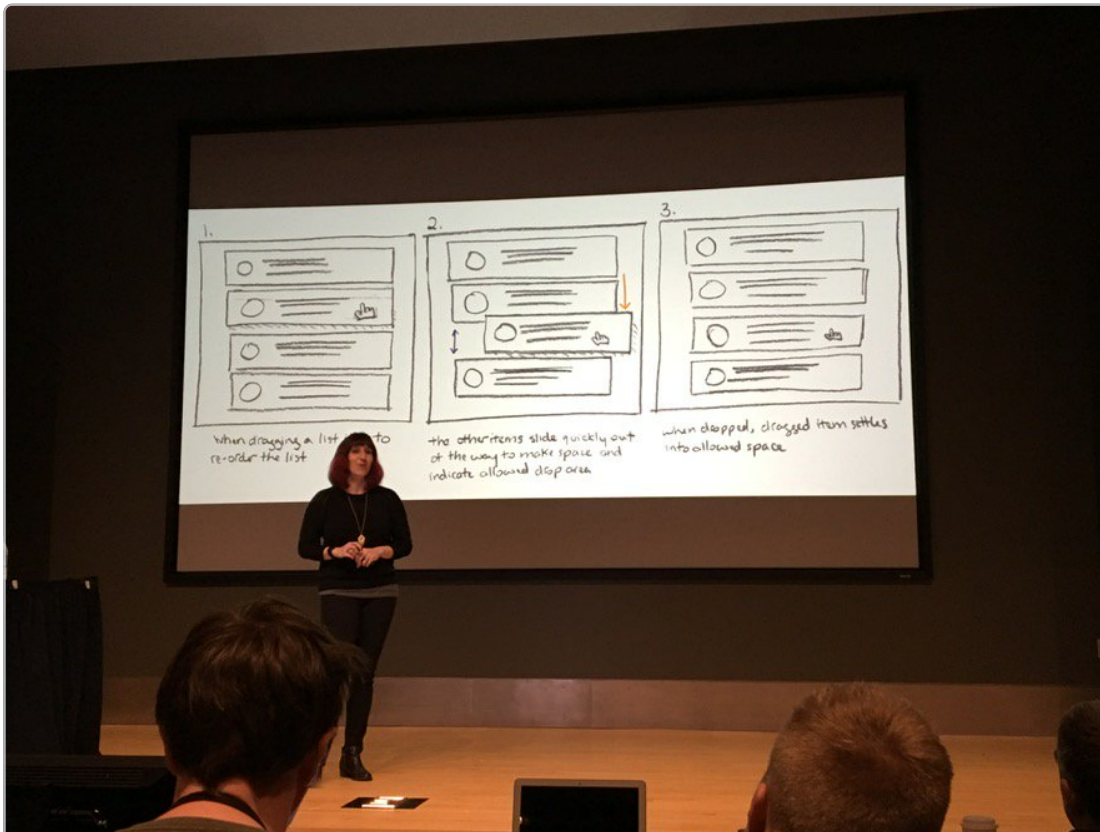
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We're not talking about Pixar's gorgeous storyboard frames here.
We're not making an animated film #AEASEA

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A sketch storyboard #aeasea

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Where is the potential for animation in this flow? Where would it help? How could motion make this easier to understand? #AEASEA

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How do we go from place A to place B and can animation help that? #AEASEA

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"I have this crazy idea…" is also totally cool, and you should storyboard it #AEASEA

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Anyone can make a storyboard & storyboards allow for quick iterations with little commitment. #aeasea

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But what do i draw?
1. Trigger: what starts the action? Draw or describe in words
#AEASEA

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2. Action: what takes place? Draw in as many frames as needed.
3. Quality: how does it happen? Describe in words #AEASEA

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You can be terrible at drawing and write words and still do storyboards. (And vice versa!) #AEASEA

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Storyboards are great for early stages, you can get input from people who aren't designers. #aeasea

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Motion comps: quick animations of changes that actually are animated #AEASEA

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Motion comps answer questions like:
Exactly how should this animation look?
How should it move?
Which items should move? #AEASEA

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Where should things move? When do they move?
Dot he animation qualities reflect our brand? #AEASEA

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Tools for motion comps:
Adobe AfterEffects or Flash or Animate CC
Hype - for making HTML 5 stuff #AEASEA

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Motion comps give a definitive feel to how an animation will feel. These are high fidelity, almost like a motion style tile. #aeasea

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Motion comps also answer the question: Do the animation qualities reflect our brand? Important to consider when adding animation. #aeasea

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Motion Comp hand-offs: make sure to include…
- duration and delay values
- details of easing
- repeat values, iteration counts#AEASEA

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Interactive prototypes: allows the user to interact with the comp #AEASEA

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What will the interaction feel like to use? Will it feel responsive, seem like it's timed well? #AEASEA

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Does the animation feel right in context? Once it's built into the rest of the page does it make sense? #AEASEA

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How does it work with real input and real data? Your 3-thing animation blows up on 20 items #AEASEA

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Tools: Framer, Principal, Atomic: Smart defaults to customize. HTML, Framer, Codepen: wide open canvas #AEASEA

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Framer does great things, but you can't transfer it to production code easily. #AEASEA

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Atomic doesn't have much carryover…. otoh it's a browser-based app with detailed timeline tools for building #AEASEA

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Atomic makes it easy to share a library with your team too #AEASEA

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HTML, CSS, and js prototypes are easy tools. Take a screenshot with a button in front of it. #AEASEA

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Green sock animation platform is also handy for creating prototypes #AEASEA

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"If you ask someone if they want to see something in slow motion, they will never say no." #AEASEA

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You don't have to use all these tools or all these tools in a specific order. Do what works for you #AEASEA

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share internally or externally depending on goals
Make as few or as many as you need to answer a question
#AEASEA

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Get feedback and input along the way - better chance of getting buy-in at the end #AEASEA

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Define your brand in motion. Art direction, tone of voice come through in motion just like in color and type #AEASEA

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1. Brand personality and point of view. (Brand guideline might help.)
2. Prototype, explore iterate #AEASEA

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3. Extract animation design decisions. #AEASEA

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Use design principles to inform motion decisions. "Clear" or "uncluttered"
Use brand pillars, voice & tone, experience pillars #AEASEA

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Use design principles to inform motion decisions when it comes to defining motion for your brand. #aeasea

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Build animation guidelines from brand and design principles. #AEASEA

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Intuit has a really great concise style guide online harmony.intuit.com/voice-tone #AEASEA

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Intuit:
Lead the way
Keep it simple
Have fun#AEASEA

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1 maps to Human, reassuring, friendly
2 maps to crisp, minimal, concise
3 maps to lively, charming, cheerful#AEASEA

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Entrance animation to be friendly and charming: a little overshoot and bounce #AEASEA

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Concise to reassuring could be comes in to location and then zooms forward a notch. Knows what it's doing #AEASEA

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Minimal - maybe pops in quick and doesn't come in from the bottom #AEASEA

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Something doesn't have to come in all the way from the bottom to give impression that it came in from the bottom #AEASEA

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Not all animation will fit best in every place, so context will count #AEASEA

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Documenting animation decisions:
Durations - ranges, rhythm. How long? How fast?
Properties - what's animated? All at once? #AEASEA

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Easing values that are used - document them. (You can't tell what they are by looking at them.) #AEASEA

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Document physical space - weight and mass, depth and layers. #AEASEA

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Shorter durations for simple animations like fades or color changes #AEASEA

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Longer durations for large movements like page transitions, drag and drop, drawers, etc. #aeasea

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Optimal timing may change based on viewport - big screens and small screens may need different durations #AEASEA

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Can set classes for durations, can set limits. You can be strict or general (with why) #AEASEA

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Easing values: you can really have a point of view. Select custom easing values for the basics #AEASEA

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Just creating custom easings to use give your product a different feel and animation equity #AEASEA

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Different content/objects need different curves depending on whether interactive or not #AEASEA

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Establish an easing palette for hierarchy and expressiveness. #AEASEA

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Ways to document: probably needs to be interactive, so designers can play with the demo #AEASEA

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Sales force does a very declarative description "Use this for this and that for that." #AEASEA

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People really love Material Design's motion guidelines - but it's also *Google's* brand. #AEASEA

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If you follow Material Design to the letter when it's their brand, that's weird. Take what works for you *as a starting point* #AEASEA

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Consistent forces of gravity - apply them
How many layers to your interface?
Distance between layers? #AEASEA

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If you document depth, you can use it consistently and everything looks like it's coming from the same place #AEASEA

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Which properties do you animate? Why and when? Only 2D? 3D? #AEASEA

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Scale, position, rotation, and opacity are the most performant and common. Use the combo that works for you #AEASEA

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Named Animations can be good to put in your style guide
Names can be anything that is meaningful to you #AEASEA

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Show examples and descriptions to define named animations in your docs. #AEASEA

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Call out and define classic principles of animation that you use. (Follow through, squash & stretch, etc.) #AEASEA

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Create the animations you need, not every possible animation #AEASEA

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You probably will never need the 180 degree flip, for example #AEASEA

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Purpose-based animation for repetitive but negative. Subtle and personality for frequent but good#AEASEA

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Attention on the fix for negative unique issues.
Bigger personality for room for rare but very positive
These all merge#AEASEA

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Stephanie
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Don't try and use fun animations when there's an error. User is probably frustrated and won't be amused. #AEASEA

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share what you're working on and why so that it's easier to get buy in and get everyone's mark on it #AEASEA

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Even when it's final, provide an easy channel for questions and input #AEASEA
Style guides are living things!

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Encourage your team/stakeholders to see the value in animation Share examples, model discussion#AEASEA

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Be prepared for small changes over time to your animation. Don't launch 50 animations all at one shot #AEASEA

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Don't wait for permission. If you think you have a great idea, make a prototype, comp, etc. #AEASEA

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For animation, having a thing to show is the best way to get buy-in #AEASEA

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Designinginterfaceanimation.com for Val's book on designing interface animation #AEASEA

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Designing Interface Animation - Rosenfeld Media

Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your

rosenfeldmedia.com

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Sketchnotes from Krystal Higgins

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