

# Animation for the Web

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## User Interface Design Worksheet

| Purpose                        | Animation Object     | Interaction Type(s)<br>primary and secondary | What Changed              | Motion Type                 | consistent | learnable | predictable |
|--------------------------------|----------------------|--|---------------------------|-----------------------------|------------|-----------|-------------|
| VISIBLE<br>Cue / Indicator     | button<br>background | VISIBLE<br>Cue / Indicator                   | Original item<br>on / off | fade in / fade out<br>slide |            |           |             |
| What actions are available     | graphic              | on load                                      | switch content            | bounce                      |            |           |             |
|                                | Icon                 | mouse over / touch                           | state change:             | jiggle                      |            |           |             |
| Task sequence                  | shape                | click / tap                                  | position                  | rotation                    |            |           |             |
| Lead through interaction       | image                | swipe<br>drag                                | scale<br>color            | flip                        |            |           |             |
| What is the situation          |                      |  | opacity                   |                             |            |           |             |
| FEEDBACK<br>Reaction to Action |                      | Feedback-secondary<br>Reaction to Action     | shape                     |                             |            |           |             |
| Where I am                     |                      | Activation happened                          | Secondary item added      |                             |            |           |             |
| What is happening              |                      | Something is Loading                         | Secondary item change     |                             |            |           |             |
| What just happened             |                      | Error  |                           |                             |            |           |             |
| outcome/result                 |                      | Correct                                      |                           |                             |            |           |             |
| What is next?                  |                      | Done   |                           |                             |            |           |             |
|                                |                      |  |                           |                             |            |           |             |

| Interface item: <i>PopUp - Sign up</i> |                  |   | Studio Artboard Name: <i>PopUp</i> |                      |            |           |             |
|--|------------------|---|------------------------------------|----------------------|------------|-----------|-------------|
| Interaction Purpose                    | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed                       | Motion Type          | consistent | learnable | predictable |
| sign up                                | button           | Hover/<br>Click                             | Color change                       | Move to<br>Next page |            |           |             |

| Interface item: <i>PopUP - Submit Email</i> |                  |   | Studio Artboard Name: |               |            |           |             |
|---|------------------|---|-----------------------|---------------|------------|-----------|-------------|
| Interaction Purpose                         | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed          | Motion Type   | consistent | learnable | predictable |
| submit email                                | button           | Click                                       | Congrats!             | Slide<br>down |            |           |             |

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Interface item: *Cookie - directions*

Studio Artboard Name:

| Interaction Purpose | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed                 | Motion Type    | consistent | learnable | predictable |
|---------------------|------------------|---|------------------------------|----------------|------------|-----------|-------------|
| Directions          | Buttons          | Click/<br>Hover                             | Goes to<br>different<br>page | Moves<br>pages |            |           |             |

Interface item: *exit "X" in corner*

Studio Artboard Name:

| Interaction Purpose | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed              | Motion Type | consistent | learnable | predictable |
|---------------------|------------------|---|---------------------------|-------------|------------|-----------|-------------|
| goes back<br>home   | X<br>graphic     | click                                       | goes to<br>home<br>screen | Click       |            |           |             |

Interface item:

Studio Artboard Name:

| Interaction Purpose | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed | Motion Type | consistent | learnable | predictable |
|---------------------|------------------|---|--------------|-------------|------------|-----------|-------------|
|                     |                  |   |              |             |            |           |             |

Interface item:

Studio Artboard Name:

| Interaction Purpose | Animation Object | Interaction Type(s)<br>primary or secondary | What Changed | Motion Type | consistent | learnable | predictable |
|---------------------|------------------|---|--------------|-------------|------------|-----------|-------------|
|                     |                  |   |              |             |            |           |             |