# Animation
## for the Web

## Target

**Who:** is the target audience?

**Why:** What is the item's job?

**What:** Define the company's personality

| Business Type and Name: ~~Whatoffeeme~~ Endless Transitions | What is the company's personality? whimsical |
| --- | --- |
| Company Profile Make online button puzzles | Who is the target audience? Adventure seekers Puzzle masters |

## Plan

**Where** will the item be located?

**What** elements will the content item have?

**What** are the delivery specifications? examples: aspect ratio / dimensions

**How** will you create the item?

| What is this a prototype of? Button Puzzles | What actions will the prototype show? Transiding | What are your artboards? What screen / element changes on each one? |
| --- | --- | --- |
| What types screens will be made? None / from scratch | What UI Kits will be used? None / from scratch | What type of animation? fade, push, slide, pop? |

## Design

**Attach**
design thumbnails – graphic detail
animation storyboard
- tone / personality
- existing brand items
- color scheme
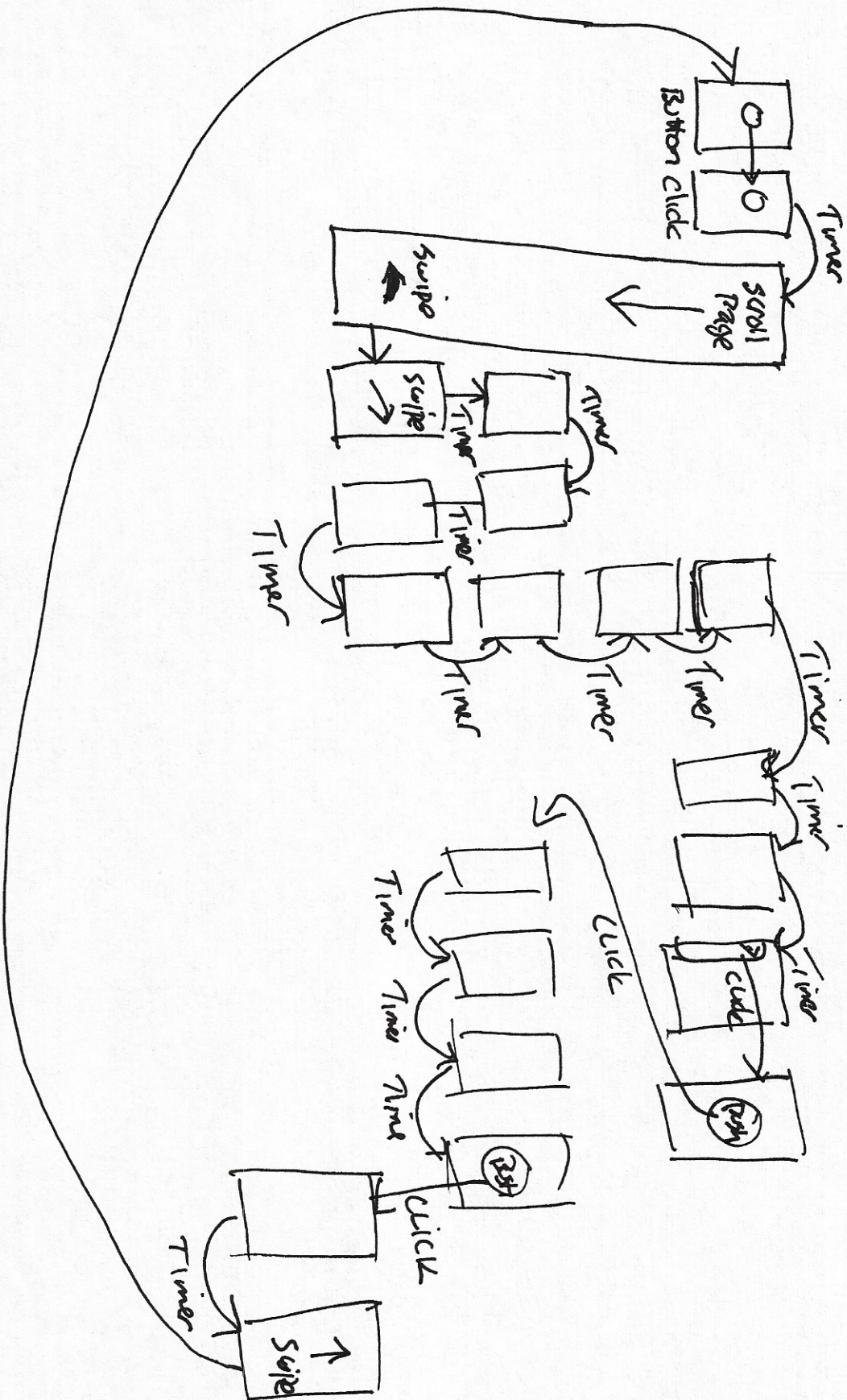- typography
- graphics
- images

| Styling: tone and personality? Fun, colorful | Color scheme? multi | |
| --- | --- | --- |
| What brand items will be used? none | Typography? Arial | |

**HOW WILL YOU CHANGE THE UI KIT TO YOUR STYLING / TONE?**

ENDLESS TRANSITIONS

06-A Assignment
User Interface Design Prototype

InVision Studio Artboard MAP

Wireframe each screen with an artboard and connect with transitions



Button Click

Timer

scroll page

swipe

swipe

Timer

Timer

Timer

Timer

Timer

Timer

Timer

Timer

Timer

Timer

Timer

Timer

click

click

click

Timer

Timer

Timer

swipe

# Animation
## for the Web

## 06-A Assignment
## User Interface Design Prototype

| Purpose | Animation Object | Interaction Type(s) primary and secondary | What Changed | Motion Type | consistent | learnable | predictable |
|---|---|---|---|---|---|---|---|
| **VISIBLE Cue / Indicator** | button | **VISIBLE Cue / Indicator** | Original item | fade in / fade out | | | |
| | background | on /off | switch content | slide | | | |
| What actions are available | graphic | on load | | bounce | | | |
| | Icon | mouse over / touch | state change: | jiggle | | | |
| Task sequence | shape | click / tap | position | rotation | | | |
| Lead through interaction | image | swipe | scale | flip | | | |
| | | drag | color | | | | |
| What is the situation | | | opacity | | | | |
| **FEEDBACK Reaction to Action** | | **Feedback-secondary 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:** _____

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: Motion Type | consistent | learnable | predictable |
|---|---|---|---|---|---|---|---|
| Lead 1 | button | click Time | | Slide up | | | |

**Interface item:** _____

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: Motion Type | consistent | learnable | predictable |
|---|---|---|---|---|---|---|---|
| Lead 2 | Scroll/Swipe | | | Scroll down | | | |

## 06-A Assignment
### User Interface Design Prototype

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 3 | icon | swipe | | swipe left | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 4 | icon | swipe | | swipe right | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 5 | Time | | | Fade in | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 6 | button | Click/tap | | Slide right | | | |

# Animation
for the Web

## User Interface Design Prototype

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 7 | button | Click Timer | | Slide up | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 8 | button | click | | Fade in | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| Lead 9 | Icon | Swipe | | Slide up | | | |

**Interface item:**

| Interaction Purpose | Animation Object | Interaction Type(s) primary or secondary | What Changed | Studio Artboard Name: | | |
|---|---|---|---|---|---|---|
| | | | | Motion Type | consistent | learnable | predictable |
| | | | | | | | |