



ANIMATION



Module Overview

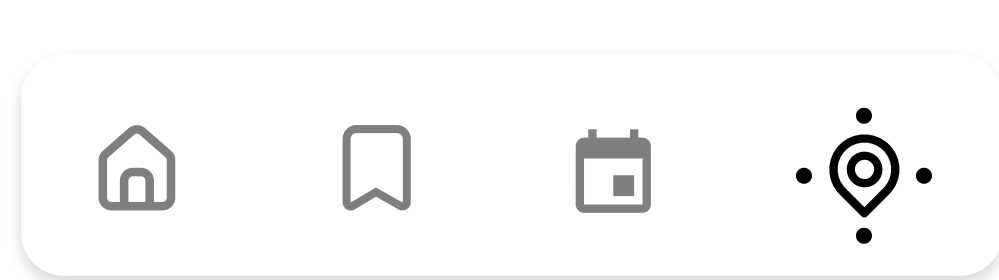
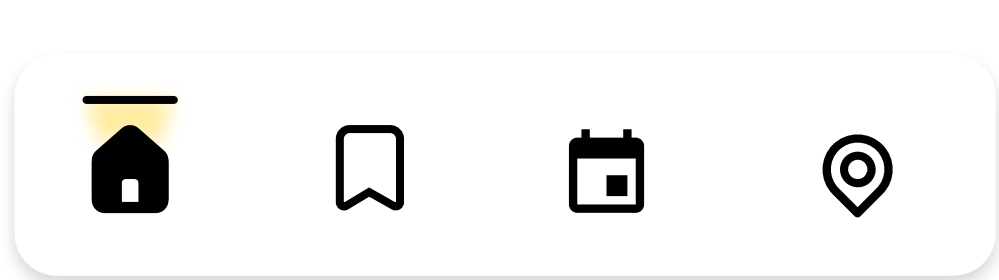
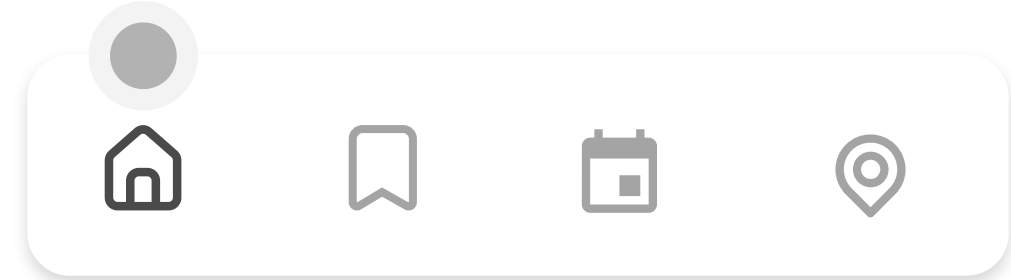
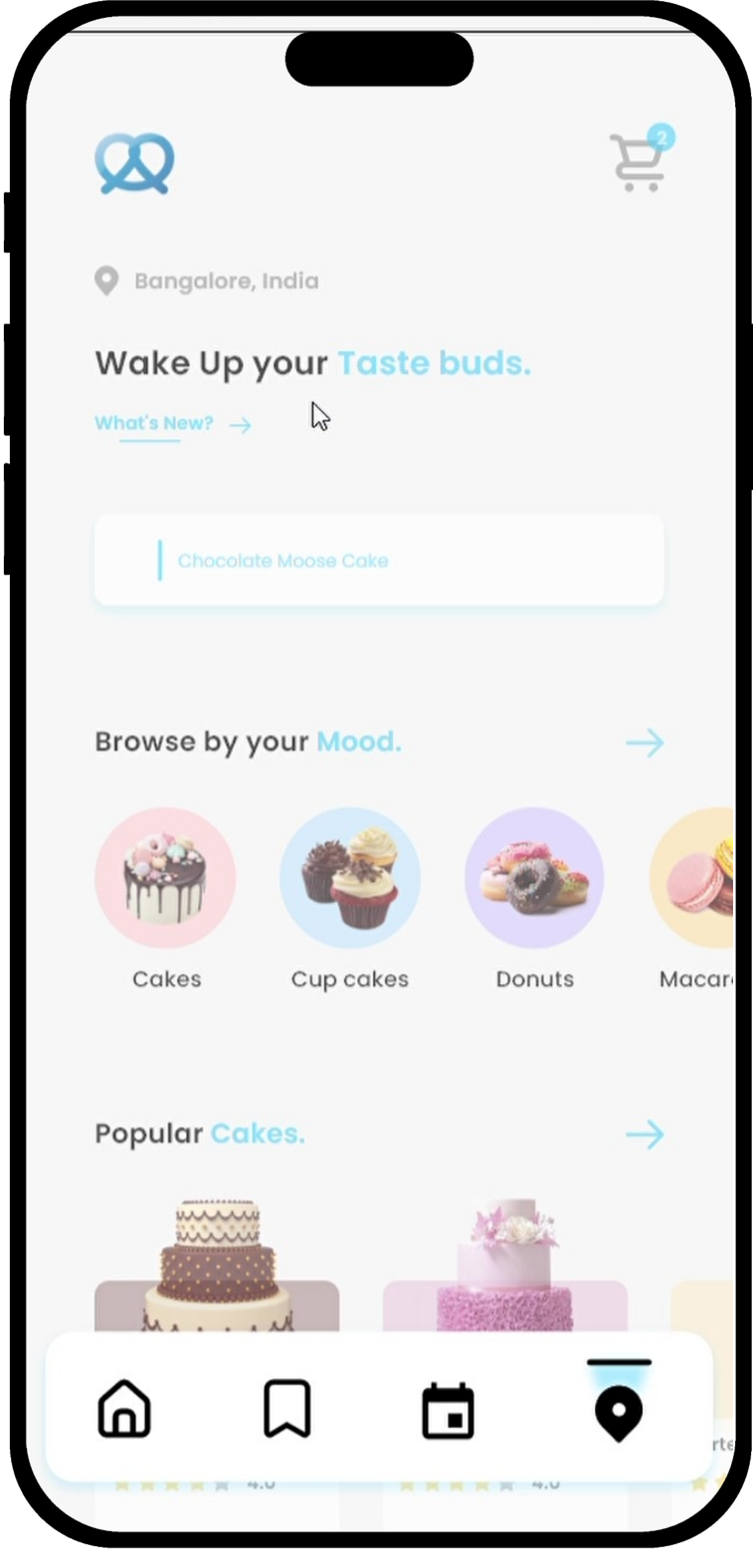
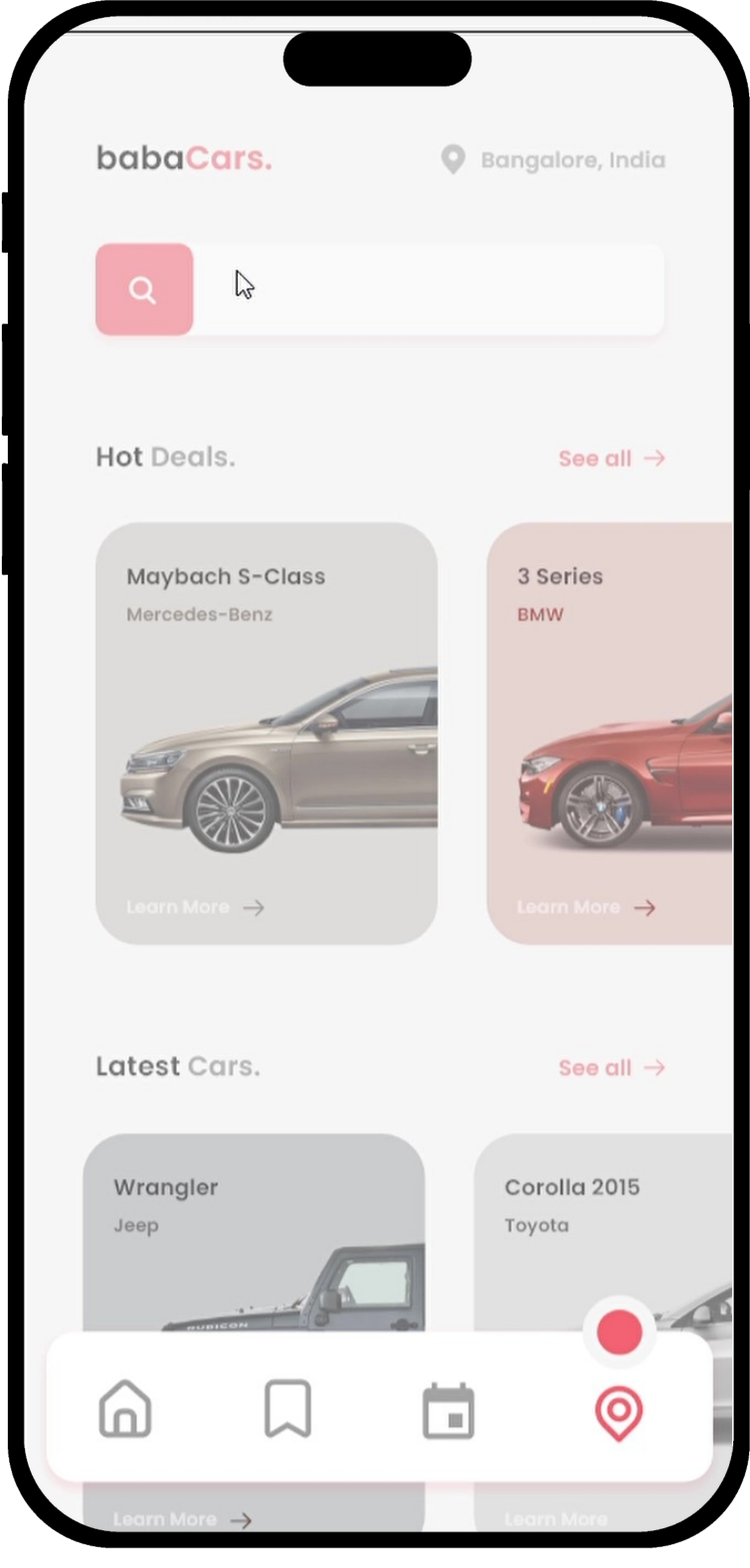
In this course the aim was to clarify the micro-interactions to the students and physics and concepts of movements, action, rhythms and pauses, staging and other elementary understandings related to motion. The basics of micro-interaction were taught to the students and how to implement them in their products and services.

Topic: Micro-Interaction

Duration: 5 days

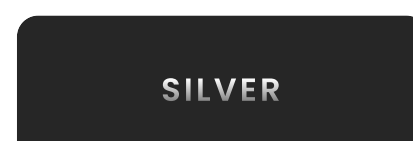
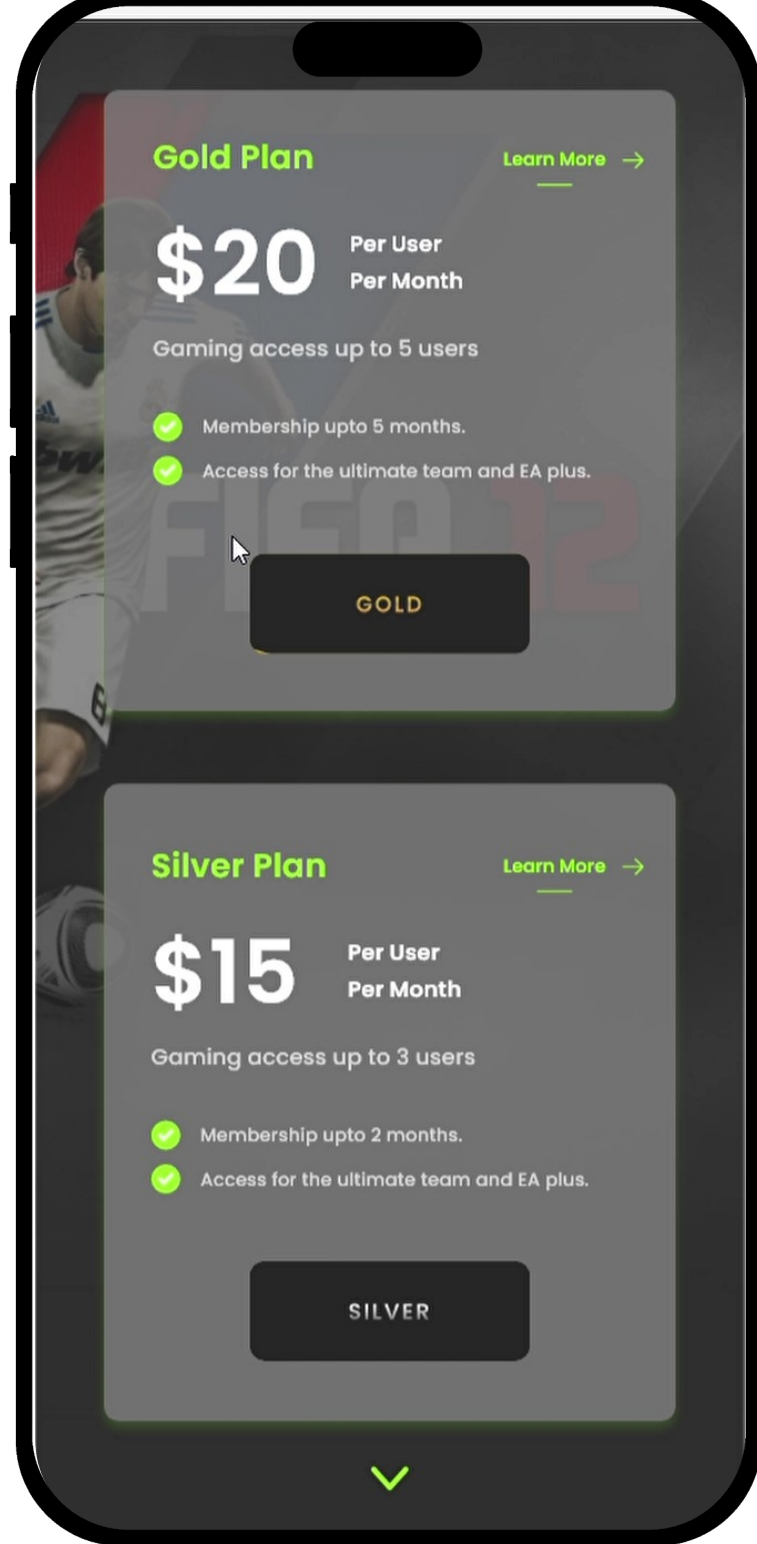
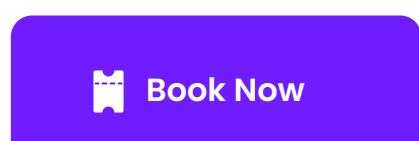
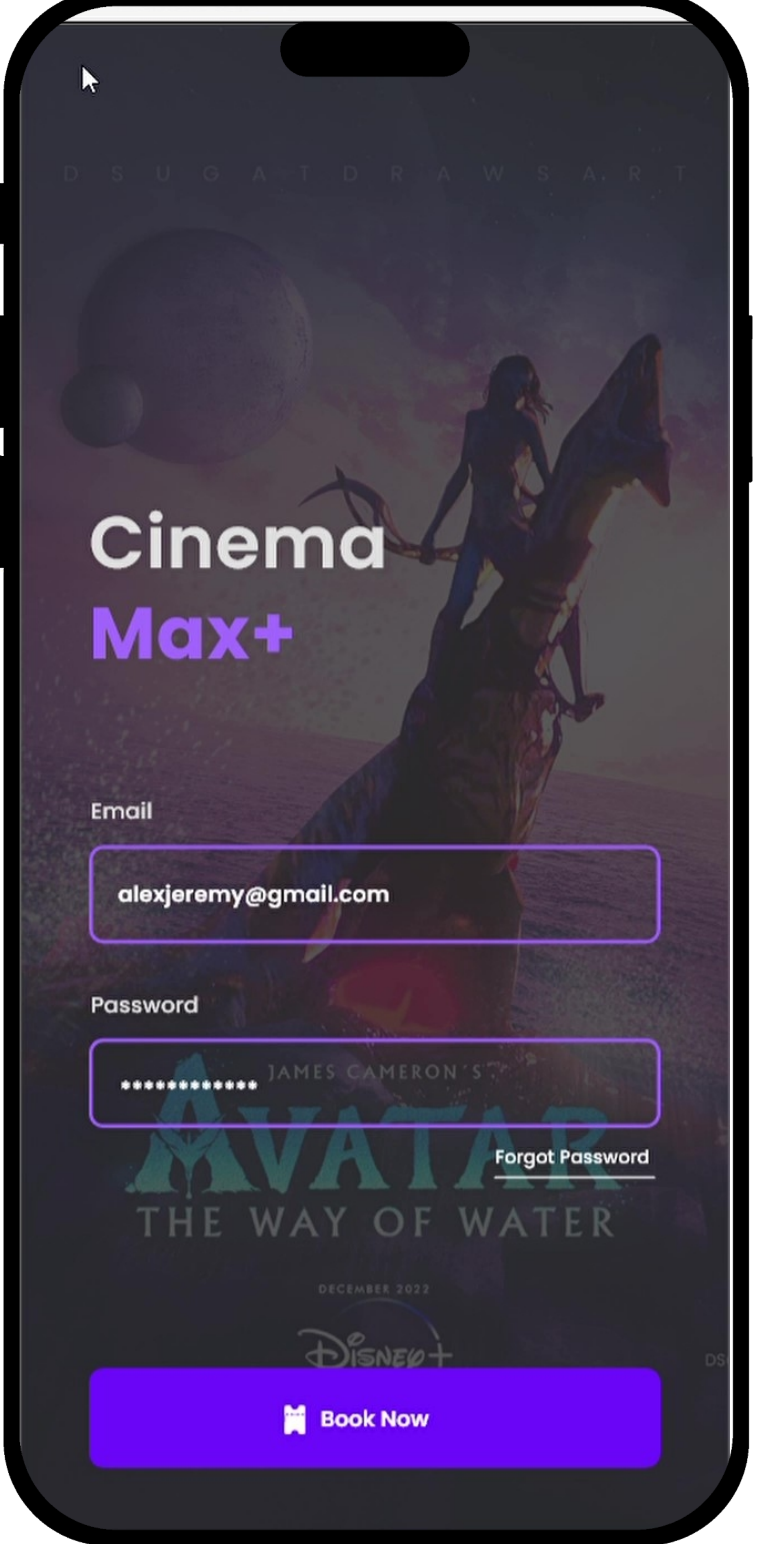
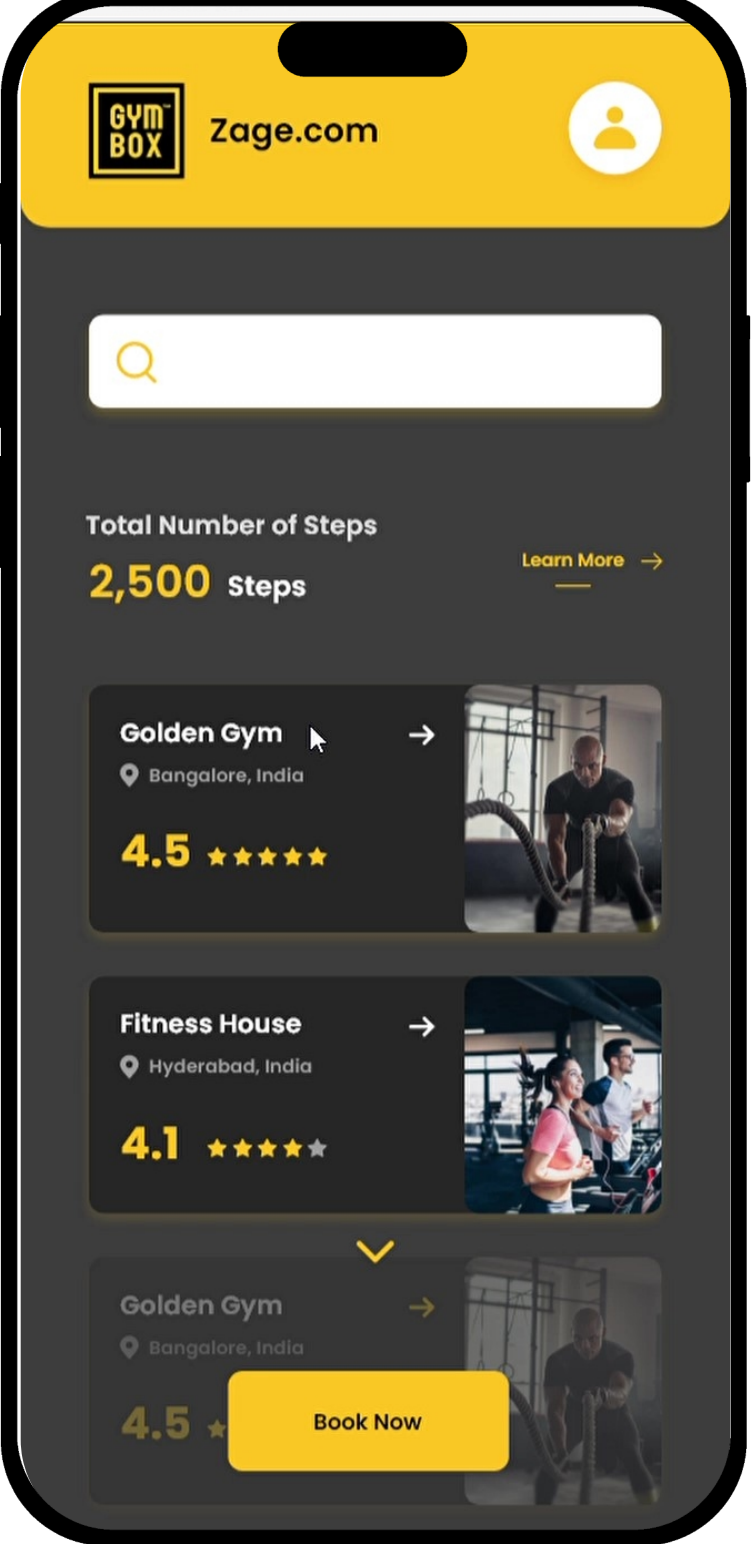
Icon Animation

In this assignment the aim was to learn the basics of micro interaction and on Day -1 we made micro interactions out of vector icons to explore the basics and the tools used by us.



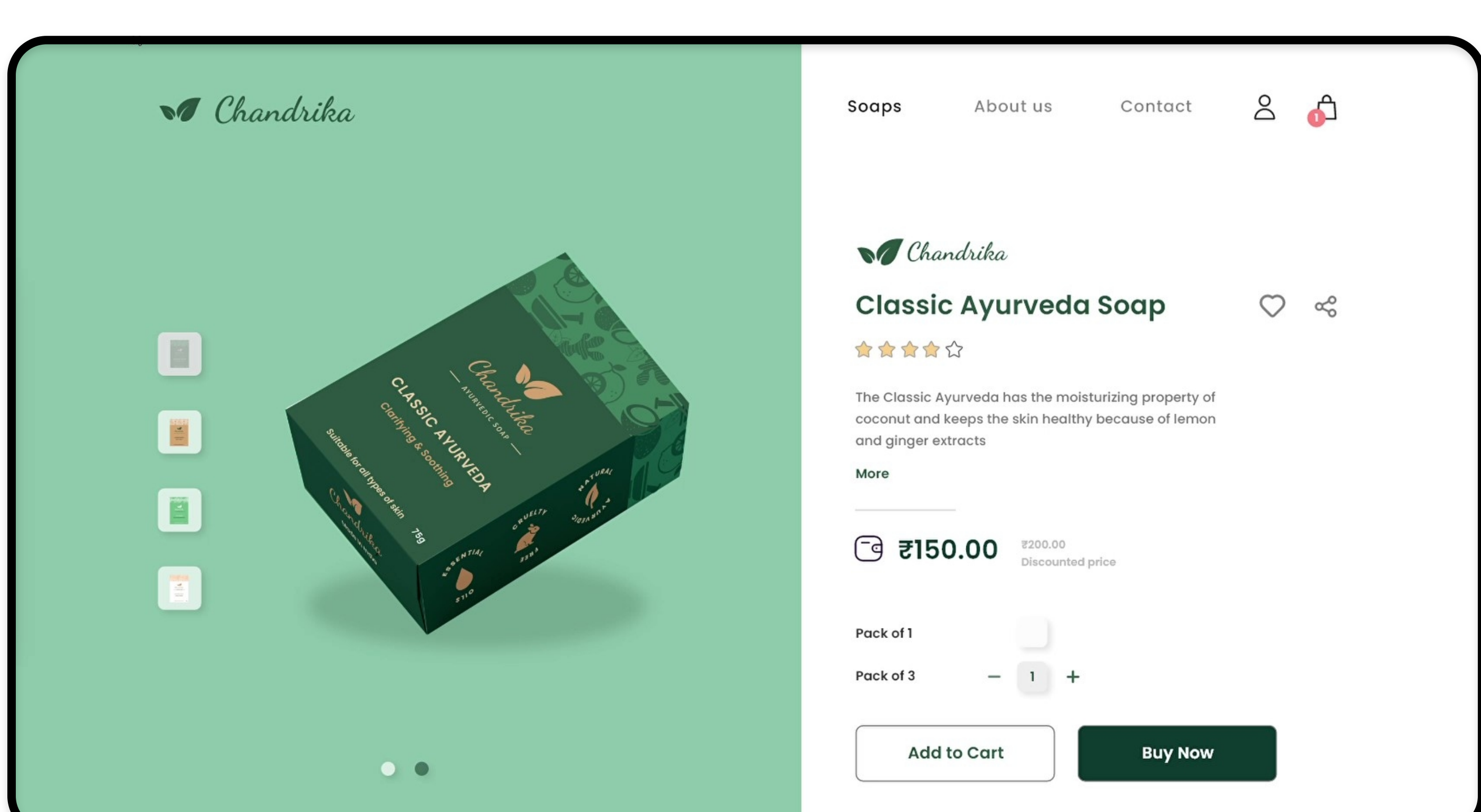
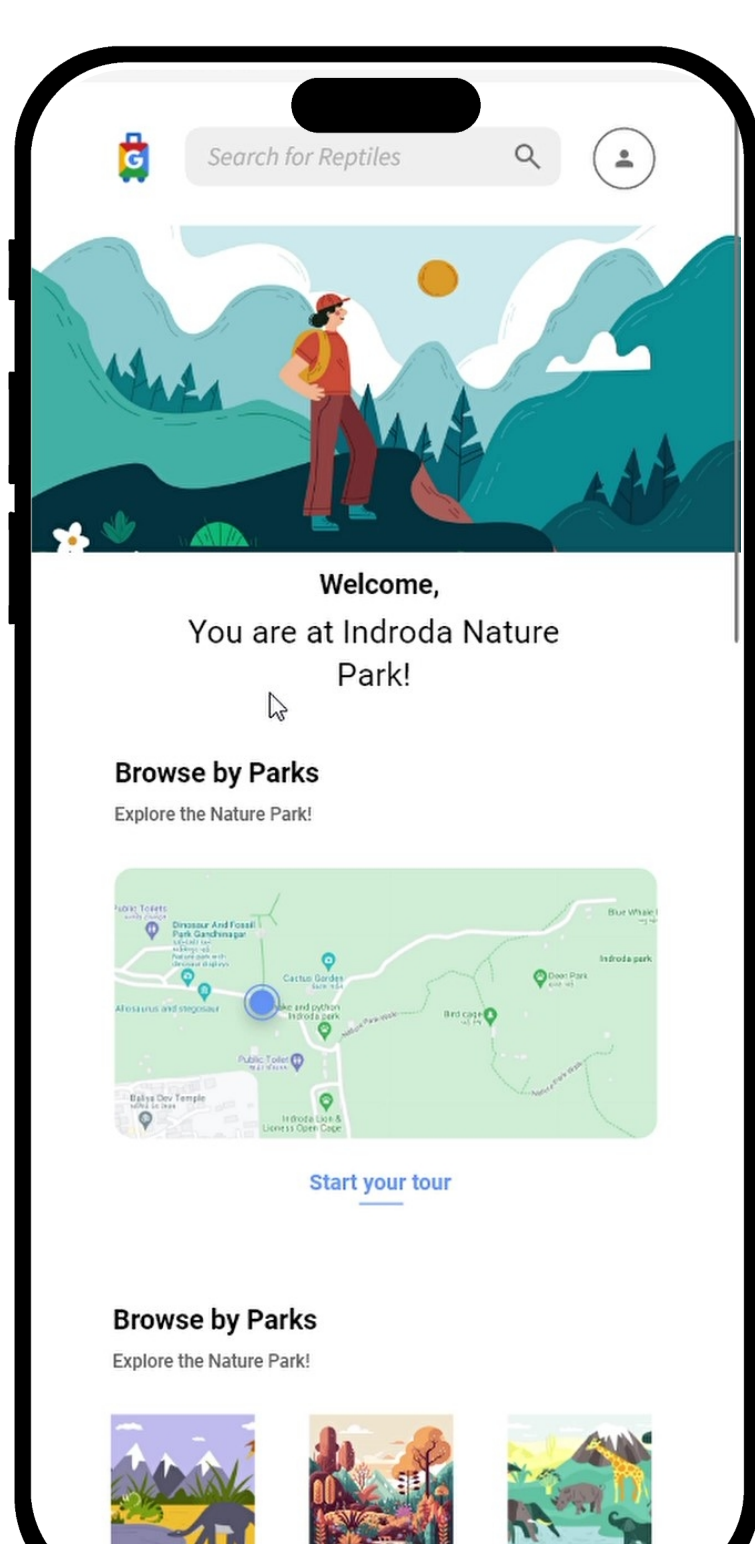
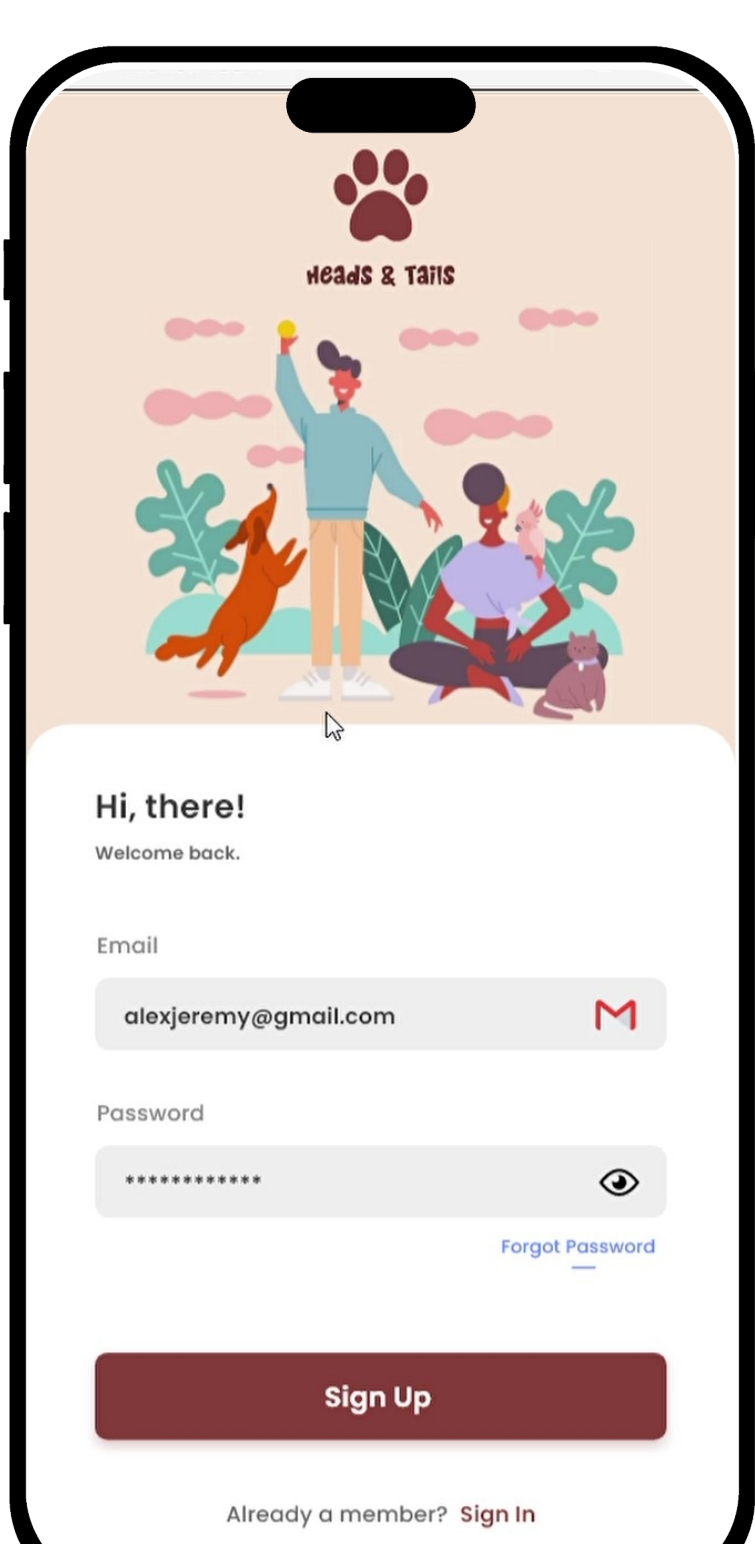
Button Animation

In this assignment the aim was to animate the buttons and CTA's and to exaggerate the animation using gradient and vibrant colours.



Screen Transition Animation

In this assignment the aim was to animate the screens and show the transition between 2-3 flowing screens implementing the previous topics of animating buttons and icons



Learning outcome

In this course the aim was to clarify the micro-interactions to the students and physics and concepts of movements, action, rhythms and pauses, staging and other elementary understandings related to motion. The basics of micro-interaction were taught to the students and how to implement them in their products and services.

Animation

Faculty- Nipan Das

Viplav
Mane

UA21257
16

Microinteraction

S

What is micro

interactions?

Microinteractions convey system status, support error prevention, and communicate brand. They are initiated by a trigger, are single-purpose, and can make the experience engaging.

4 Parts



Triggers can be user-initiated or system initiated.

Rules determine what happens once a micro interaction is triggered.

Feedback lets people know what's happening. Anything a user sees, hears, or feels while a micro interaction is happening is feedback.

Loops and Modes determine the meta-rules of the micro interaction. What happens to a micro interaction when conditions change?

Activity 01

Vector

Icons

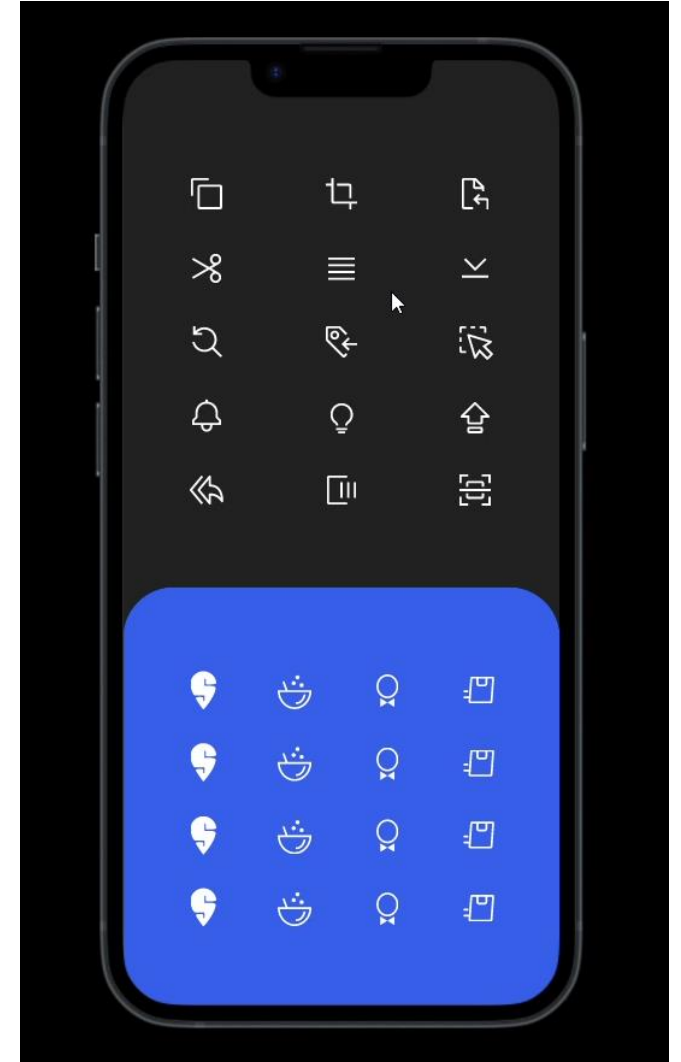
I took multiple icons from IBM's design system, carbon, and animated them using various interactions such as hover, click, swipe, and after delay.

Swiggy

Icons

Swiggy uses a variety of icons in their application to simplify user navigation. These were the four icons used in the application's global navigation. I experimented with several animation styles for each set, such as hover, click, and bounce.

Day-
01



Activity 02

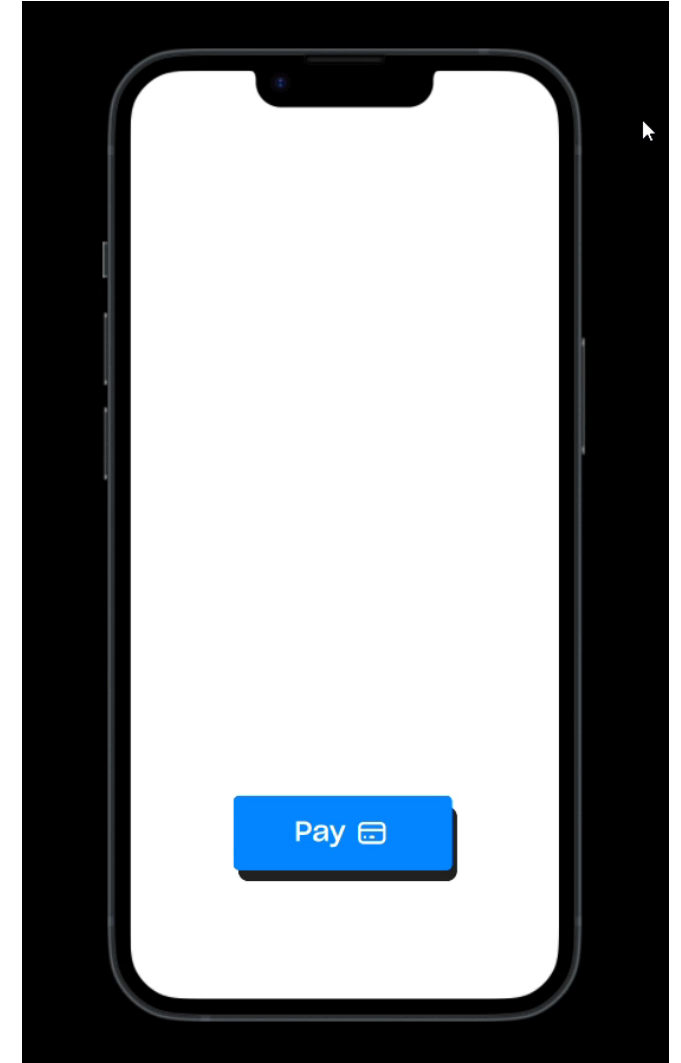
Button

Animations

The task was to design various designs of cta (call to action) buttons and add intriguing animations to them. Buttons of any form, such as toggle, flat, or text, could be used.

Using various animations, I animated numerous button styles. I designed gaming buttons with microinteractions and a hoverover effect for a gradient button.

Day-
02



Activity 03

Screen

Animations

The assignment was to develop a loading animation or a splash screen utilising several animation techniques.

1. Valorant

Valorant is a free to play FPS (first person shooter) game with many characters and their distinct powers. I created a number of animated screens while keeping their design language and branding components in mind.

The initial screen features an animated logo and a text button that says "learn more" and takes you to the homepage, which includes a gif of the character and a hamburger menu.

Day-
03

1



Activity 03

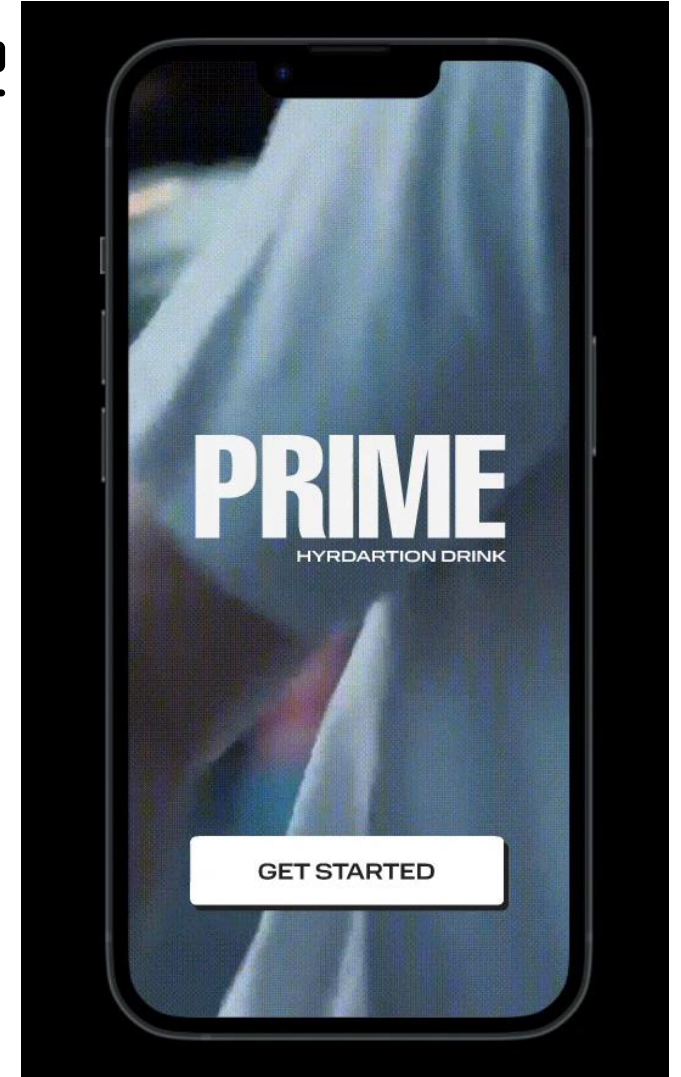
2. Prime

Prime is a beverage company owned by KSI and Logan Paul. Prime gained a quick popularity due their founders who are 2 of the most famous YouTube personalities.

The first screen features a gif playing in the background, followed by a text button that says "Get Started." The following screen features a hover over animation that highlights the many bottles of prime before moving on to the next screen, which contains company information. A product page is the final page.

Day-
03

2



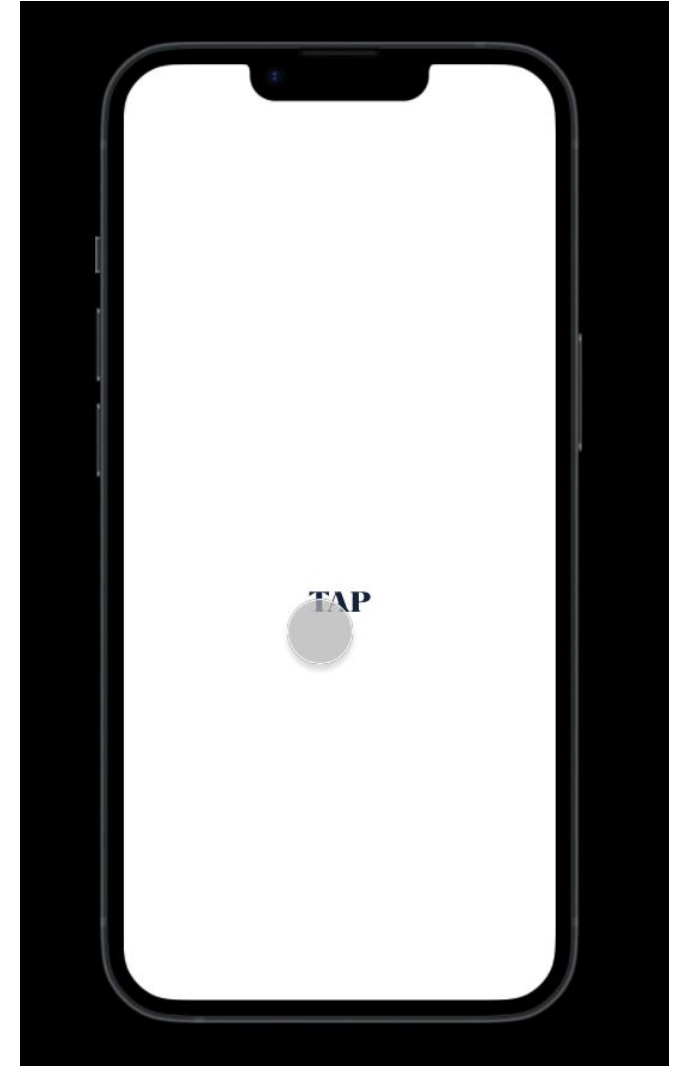
Activity

03

Day-
03

3. What is Micro interactions

A simple bounce animation that ends with a coloured screen displaying information about micro interactions and the four processes involved in micro interactions.



Link

Figma File

<https://www.figma.com/file/CR1PrqgZFnQPlDTPeBG5aL/Animation?nodeid=3%3A44&t=2G0K3iKzvgdWmNnq-1>

Animation

Ragini Bidnur

UA2125485

Interaction Design

Semester 4

Animation & Interaction

Animation is an important aspect of interaction design as it can improve the user experience by providing visual feedback, creating a sense of continuity, and enhancing the overall flow and usability of the interface.

It adds to the functionality of UI elements and also makes the interface more engaging and intuitive by providing feedback, guidance and context to the user.

Task Brief

1. To design micro-interactions in icons
2. To design micro-interactions in buttons
3. To design UI animations with micro-interactions

Task 1: Microinteractions in icons

Learning Outcome

Microinteractions can make icons more interactive and engaging.

Animated icons can provide feedback to the users when they interact with it, for example, to indicate that the action has been done.

They can also be used to provide contextual cues to show the user what it represents or does.



Task 1: Micro interactions in icons



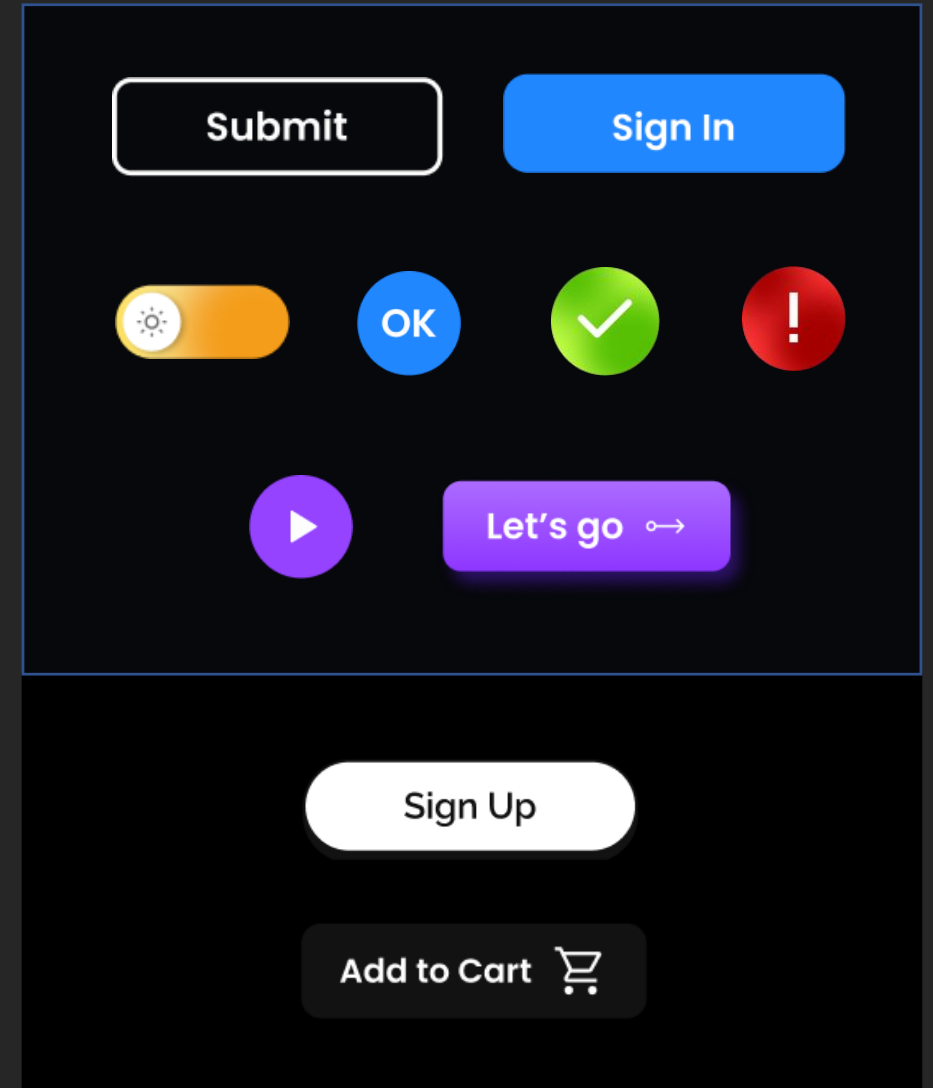
Press to play

Task 2: Microinteractions in buttons

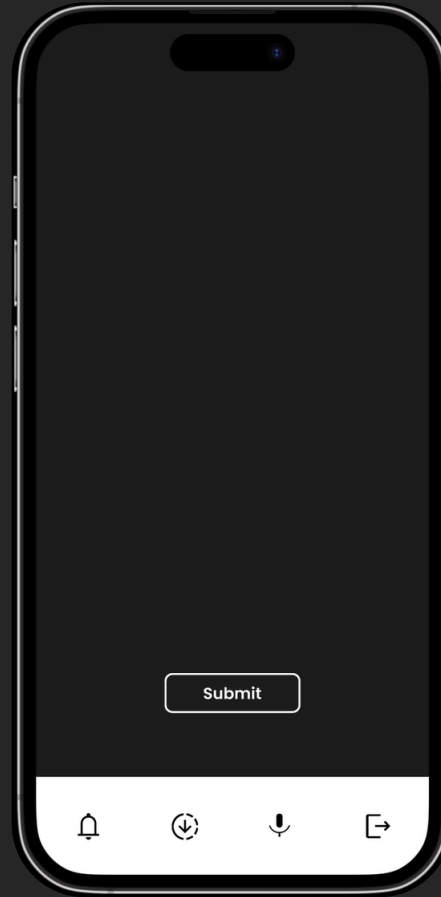
Learning Outcome

Microinteractions add context and functionality to buttons.

They provide contextual indicators to the users to indicate actions and what to do next. It can also be used to give feedback of their actions and provide guidance which helps make the usability of the interface more comprehensive.



Task 2: Micro interactions in buttons



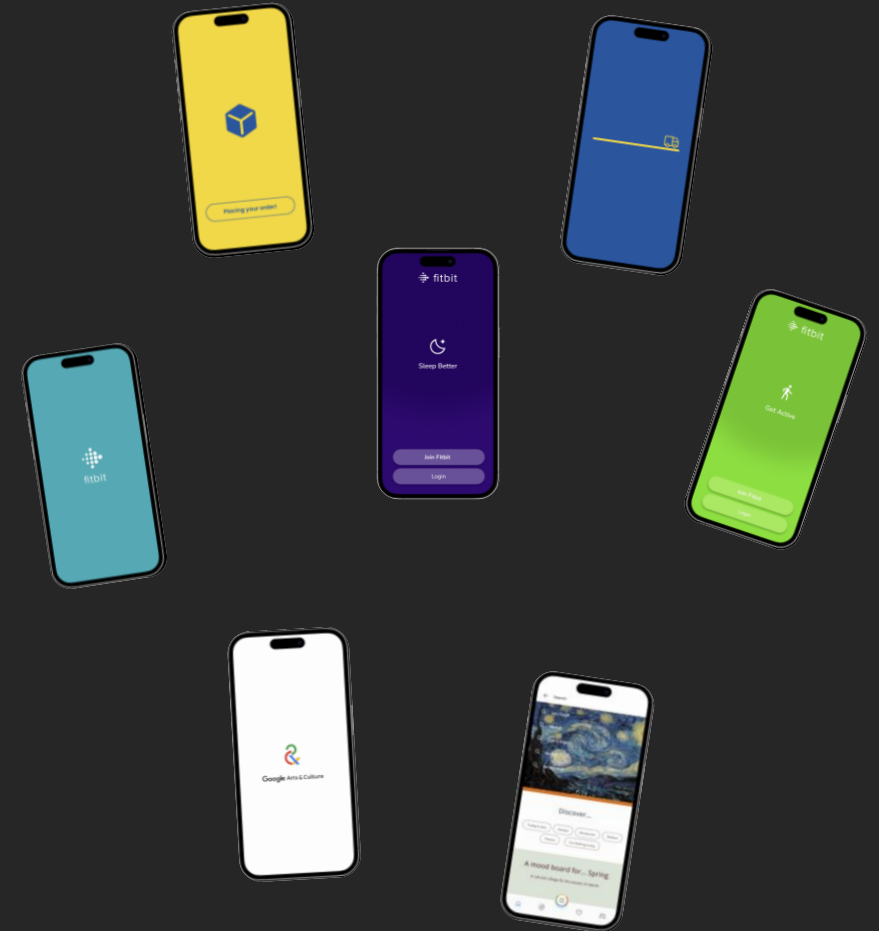
Press to play

Task 3: Complete UI Animation

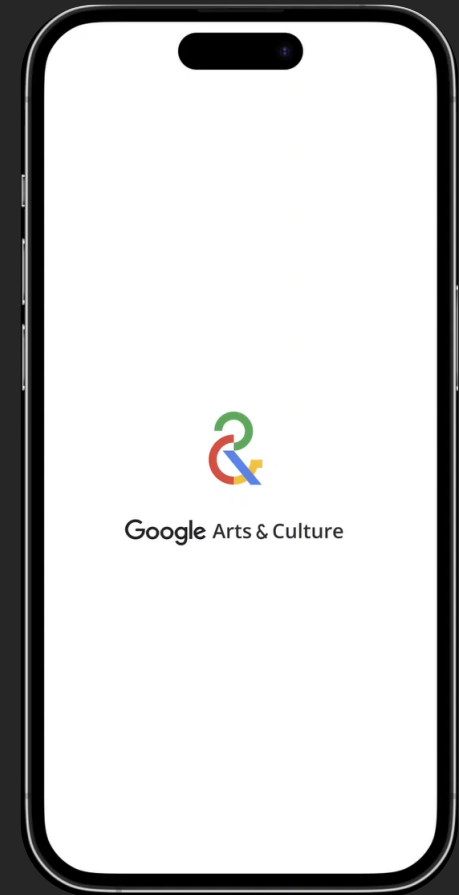
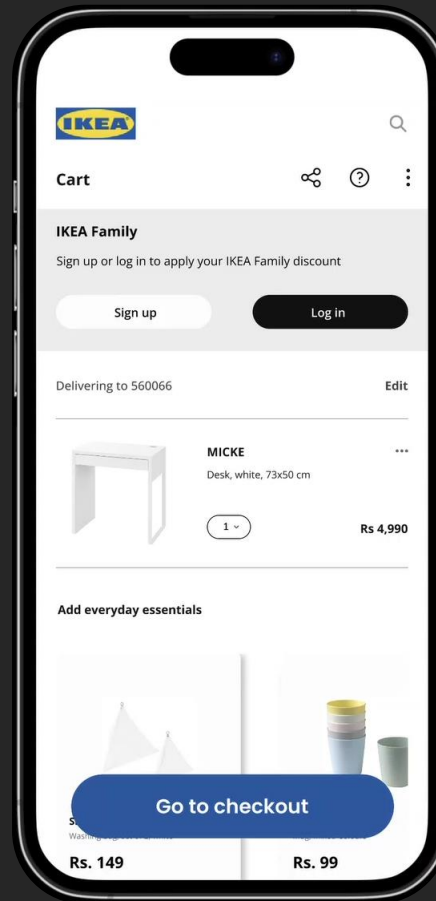
Learning Outcome

Animations can make interfaces feel more dynamic and engaging and microinteractions in design elements help provide feedback, guidance and context to the user.

Together, they help create a seamless user experience and helps the users achieve their tasks more efficiently and helps make them more enjoyable and also keeps them engaged by adding interest to splash screens, loading screens etc.



Task 3: Complete UI Animation



Press to play

Module Learning Outcome

This module helped in understanding the right use of animation in interaction design through microinteractions to create more intuitive and engaging experiences for the users. It helped gain a sensitivity towards the optimal use of motion and visuals to engage the users and not confuse them. It helped understand how microinteractions are a powerful tool to make interfaces for intuitive and efficient by using it to provide users with the right feedback, guidance and context in an engaging way.

Thank You