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Introduction to Motion Design

Unlock the Power of Motion in UI/UX Design!

DEFINITION

> Motion design involves creating animated graphics to enhance user experience and engagement. It helps guide users and convey information effectively.

KEY CONCEPTS

Purpose of Motion

Motion serves to attract attention, provide feedback, and create a sense of continuity.

Types of Motion

Common types include transitions, animations, and micro-interactions that enhance usability.

Timing and Easing

Timing affects how motion feels; easing techniques make animations appear more natural.

Consistency

Consistent motion styles across a design create a cohesive and professional look.

User-Centered Design

Motion design should prioritize user needs and enhance their interaction with the product.

EXAMPLES

→ A button that subtly enlarges when hovered over.

→ A loading spinner that rotates smoothly while content loads.

→ A transition that fades in new content while the old fades out.

MEMORY TIPS

★ Think of motion as a 'guide' that leads users through their journey.

★ Remember 'EASE' for Timing: Ease in, Ease out, and Smooth transitions.

★ Use the acronym 'PCTU' for Purpose, Consistency, Timing, and User-focus.

COMMON MISTAKES

✗ Overusing motion, making it distracting rather than helpful.

✗ Ignoring the importance of timing, leading to jarring animations.

✗ Neglecting user feedback on motion design choices.

QUICK RECAP

Motion design enhances user experience by guiding and engaging users through animations. Focus on purpose, timing, and consistency to create effective motion elements.