

# animation on the web

Two methods: *Animated GIF or Flash.*



# animation on the web | *GIFS*

## Animated GIF

- Used for simple animations.
- Can be created in photoshop.
- Frame based, “flip book style” animation.
- Embedded on a web as an image (no plugin required).
- Considered somewhat dated but can be done effectively.



# animation on the web | *GIFS*

## Animated GIF

**Not good:** <http://www.animatedgif.net/animals/birds/birds.shtml>

**OK:** <http://www.nonstopgifs.com/cool-animated-gifs.html>

**Nice:** <http://mr-gif.com/>

**Cinemagraphs:** <http://www.fastcodesign.com/1663683/far-better-than-3-d-animated-gifs-that-savor-a-passing-moment>



# animation on the web | *GIFS*

## Animated GIF

<http://www.wired.com/underwire/2012/04/breaking-bad-gifs/?pid=6618&viewall=true>

<http://sobadsogood.com/2012/08/21/14-dazzling-animated-gifs-designed-to-mesmerise-you-by-40-licks-tumblr/>

<http://milkandhoneybaltimore.com/>



# animation on the web | *Flash*

## Flash

- Adobe program for creating *motion graphics* (web, TV, commercials, films).
- Create complex animation.
- Smooth timeline based animation.
- Create specific elements or whole websites.
- Requires programming, plugins.
- Can create an interactive, immersive user experience.
- Should be used with caution on the web--high bandwidth, SEO concerns.



# animation on the web | *Flash*

Use flash to create an *immersive experience*.

<http://www.mono-1.com/monoface/main.html>

<http://moodstream.gettyimages.com/>

<http://www.monet2010.com/>

<http://wechoosethemoon.org/>



web design | *interactive graphics / data viz*

*Interactive graphics and data visualizations*  
provide readers with context for news stories and a  
greater understanding of their world.

Tell stories in a more visual and interactive manner.

Help readers understand, digest and visualize large data sets.

<http://www.nytimes.com/interactive/2011/03/13/world/asia/satellite-photos-japan-before-and-after-tsunami.html>

<http://www.baltimoresun.com/news/data/bal-fantasy-orioles-lineup-20130327,0,1835101.htmlpage>

<http://data.baltimoresun.com/food-truck-finder/>

<http://www.nytimes.com/interactive/2011/03/06/weekinreview/20110306-happiness.html?ref=multimedia%5C>

<http://data.baltimoresun.com/maps/robberies/2012/index.html>



animation on the web | *HTML5 / CSS3*

*HTML5/CSS3* offer exciting new possibilities for interaction, animation and presentation.

<http://www.nytimes.com/projects/2012/snow-fall/>

<http://sports.espn.go.com/espn/eticket/story?page=Dock-Ellis>

<http://pitchfork.com/features/cover-story/reader/bat-for-lashes/>

<http://www.thewildernessdowntown.com/>





# animation on the web

## Best practices.

- Use animation sparingly and only where appropriate.
- Make sure animation is not annoying.
- Use animation to create an immerse user experience.
- Keep looping to a maximum of three loops.
- No flashing or strobing effects.
- Focus on art first, animation second.

*Good art with simple, smooth animation is always a good bet.*

