

# Project 5B Icons in Motion

## overview

Animated GIFs have been a popular option for integrating motion on websites. They can be used to communicate a brand's personality, show off a product, explain a process, animate data, provide sneak peaks, animate interfaces, or communicate a narrative. Created into a single file, sequential images are displayed in succession like traditional animation frames. The GIF file is supported by all browsers and do not require specialized programming skills. The size and browser download requirements are below those of noncompressed RGB images since they are color indexed from an 8-bit (256 color) palette. Reducing the number of colors results in smaller file sizes and faster download times. The number of frames and frame dimensions also impact the size of the final animation. GIF animations can play back at a specified number of times; alternatively, looping offers the capability for the images to play continuously. When creating GIFs, flat shapes, geometric forms, and single colors render better than color blends, feathered shadows, and vertical patterns. *Source: Motion Graphic Design: Applied History and Aesthetics, 3rd Edition, Jon Krasner*

Utilizing your completed icon set, you will design three animated icons that communicate more narrative information regarding their meaning. Consider the key moments of the animation and how the frames will fill in the gaps to create the illusion of smooth motion. All GIFs should loop continuously.

## objectives

- to understand order and sequencings of images in the creation of animation icons
- to develop a storyboard of animation to visualize key moments, transitions, and form for a motion-based ideas
- to render the icons as animated GIFS using Illustrator and Photoshop

## terminology

- |                 |                      |              |                 |
|-----------------|----------------------|--------------|-----------------|
| • motion design | • keyframes          | • storyboard | • looping video |
| • transition    | • interaction design | • timing     | • sequence      |

## phase I: Sketches + Storyboards

due \_\_\_\_\_

Begin initial sketches to explore movement for animated icons. For each of your 3 selected icons, storyboard (8–12 frames) the movement for each icon on 8" x 11" in approximately 2" x 3" squares. Create 3 final storyboards (one for each icon) and bring to next class.

## phase IV: Initial Renders

critique \_\_\_\_\_

Create your illustrations in Illustrator. Copy and paste onto separate layers in 3" x 3" document in Photoshop. Export your animated GIFs using Photoshop. After critique, make revisions to your final GIFs. Refine your timing and transitions.

## phase V: Final Design

final presentation \_\_\_\_\_

**Final work:** Render your final GIFS for presentation. Upload your final work to D2L before our final class.

## Animated Icons resources

<https://airbnb.design/modern-pictograms-for-lottie/>

<https://medium.com/inspiration-supply/icons-animations-8e0539f8857e>

<http://motionographer.com/2014/09/09/anicons/>

<https://designmodo.com/gif-icons/>

**written self-assessment**

On the form provided, describe your conceptual meaning(s) behind this project. Explain your process (including sketching and storyboarding) for arriving at the concept(s).

**readings**

chapter 11: Interaction and Motion Design

**supplementary pearson videos****Experience the Media Assignments:**

Watch Designer Profile Video: Interview with Hillman Curtis

[http://media.pearsoncmg.com/ph/hss/SSA\\_SHARED\\_MEDIA\\_1/art/santoroVideos/G2GD\\_Hillman\\_Curtis\\_Tablet.html](http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/art/santoroVideos/G2GD_Hillman_Curtis_Tablet.html)

Closer Look: Mediums Unified in One Site

<http://closerlook.pearsoncmg.com/view.php?type=closerlook&id=486>