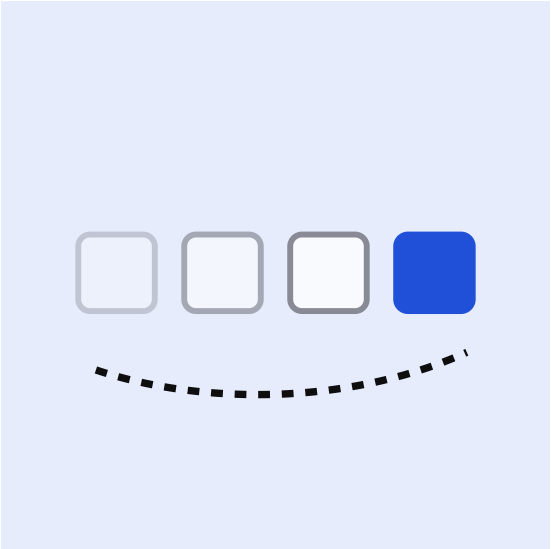
Specialty

UI motion design

Designs an interface's animations and transitions so that it is clear what is changing, where each element comes from and where it goes.



In Spanish
Motion design en interfaces

Origin
Chang and Ungar (1993)

What problem it addresses

If the screen changes abruptly, you have to work out what happened. Motion can explain it without words.

Principles

Continuity
Objects move; they don't disappear and reappear.

Anticipation
A small preceding gesture signals what is about to happen.

Smoothness
Start and stop gradually, like real objects.

Applications in design

✓ Use it like this

Use motion to show where an element comes from and where it goes.

✗ Avoid

Long animations that make people wait.

Don't fall for it

Respect the system setting to reduce motion: it makes some people dizzy.

Connections

Builds on

- Cognitive load
- Microinteractions

Related to

- Accessible design
- Interaction design
- Haptic design
- Motion branding

Authors and works

1993	**Bay-Wei Chang and David Ungar**	Brought principles of cartoon animation to interfaces so that changes are understood.

Sources

Original sources

- Chang, B.-W., & Ungar, D. (1993). Animation: From cartoons to the user interface. In Proceedings of the 6th Annual ACM Symposium on User Interface Software and Technology (UIST '93) (pp. 45–55). ACM. View source (https://bibliography.selflanguage.org/_static/animation.pdf)

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