Designing Interface Animation: Meaningful Motion for User Experience

Val Head

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Effective interface animation deftly combines form and function to improve feedback, aid in orientation, direct attention, show causality, and express your brand's personality. *Designing Interface Animation* shows you how to create web animation that balances purpose and style while blending seamlessly into the user s experience. This book is a crash course in motion design theory and practice for web designers, UX professionals, and front-end developers alike.

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