



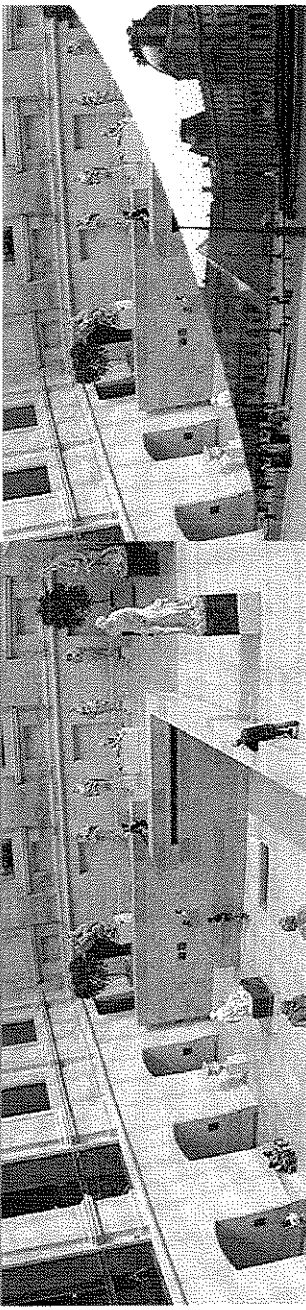


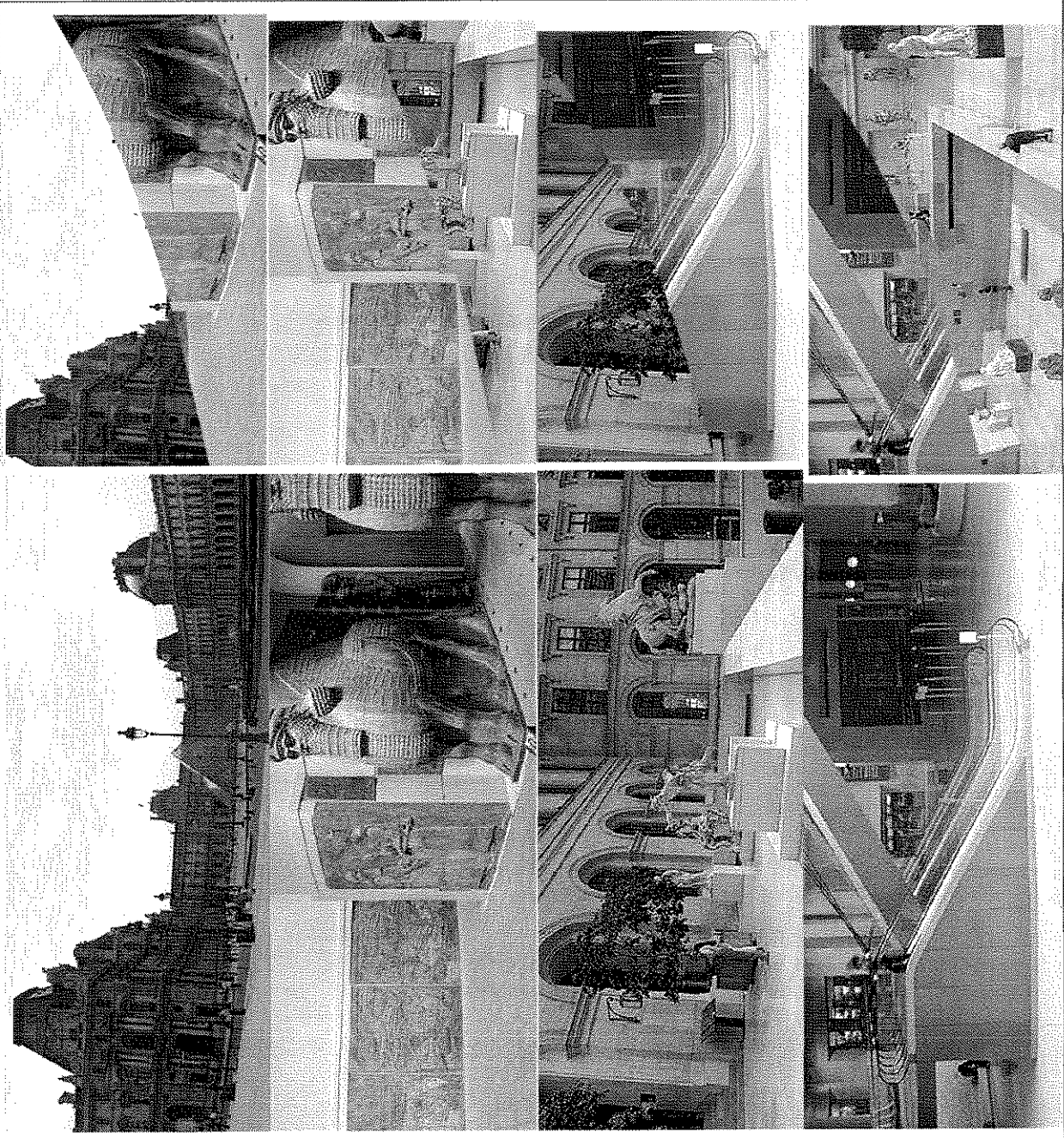
Evaluating web animations

Source of animation (give URL, name of CD ROM, etc)	www.animation-station.com/aliens (number 1)	
Target audience (Describe the typical user?)	This image is aimed at male teenagers or older because it contains 'scary' images.	
Purpose (When you have seen the animation what would the designer like you to do/know/feel?)	The purpose of this animation is to entertain and make people feel scared/ give a scary impression. The lifestyles of these people are: spend a lot of time on the computer and perhaps have their own website to put an animation like this on.	
Length of animation (in seconds)	It is looped and lasts around a second before repeating itself.	
On screen dimensions (in pixels, % or cm)	157w*159h (pixels), 13413 bytes. Image format is a gif.	
What are the key stages of the animation? (Insert screenshots if possible)	  <p>There are two main stages. The first is  and the second is . These two images alternate at a fast pace to give the illusion of movement.</p> <p>The colours used are not contrasted enough and this makes the features of the shape barely visible.</p>	
Colour How well do the colours work?	There is NO text.	
Text How effective is the text?	The images are appropriate to the purpose of the animation but it would be more effective if there are more images.	
Images How well do the images work?	There is NO sound.	
Sounds How well do the sounds work with the other elements of the product?	The length of the animation is very short and as it is looped it gets a bit repetitive.	
Animation Is the speed/size/position of the animation appropriate?		

Evaluating web animations

Control How well is the animation controlled?	Movements are not smooth they are rigid.	
Source of animation (give URL, name of CD ROM, etc)	http://www.louvre.fr/llv/commun/home.jsp	
Target audience (Describe the typical user?)	The target audience is adults an interest in Art, typically older people.	
Purpose (When you have seen the animation what would the designer like you to do/know/feel?)	The purpose of this animation is to attract potential visitors and encourage them to visit by showing them a few pictures of the galleries.	
Length of animation (in seconds)	The animation lasts 30 seconds and it is looped.	
On screen dimensions (in pixels, % or cm)	31cm(w)*6.4cm (h) with a resolution of 1024 by 768	
What are the key stages of the animation? (Insert screenshots if possible)	<p>There are 5 main stages of the animation. Each of the 5 stages is a photo of part of the museum. Each of the pictures appears on screen for a few seconds then the next image is transitioned onto the screen. The 5 images are:</p> 	

Evaluating web animations

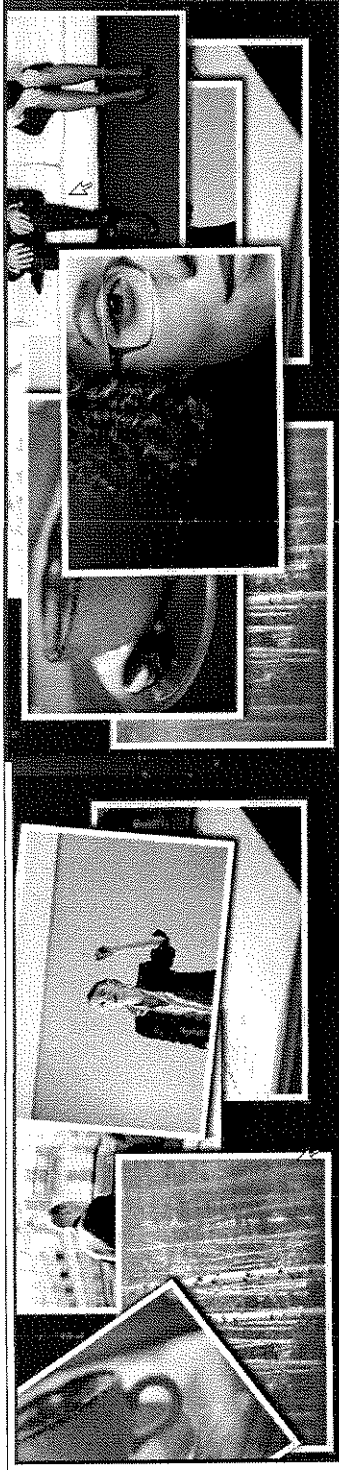


Evaluating web animations

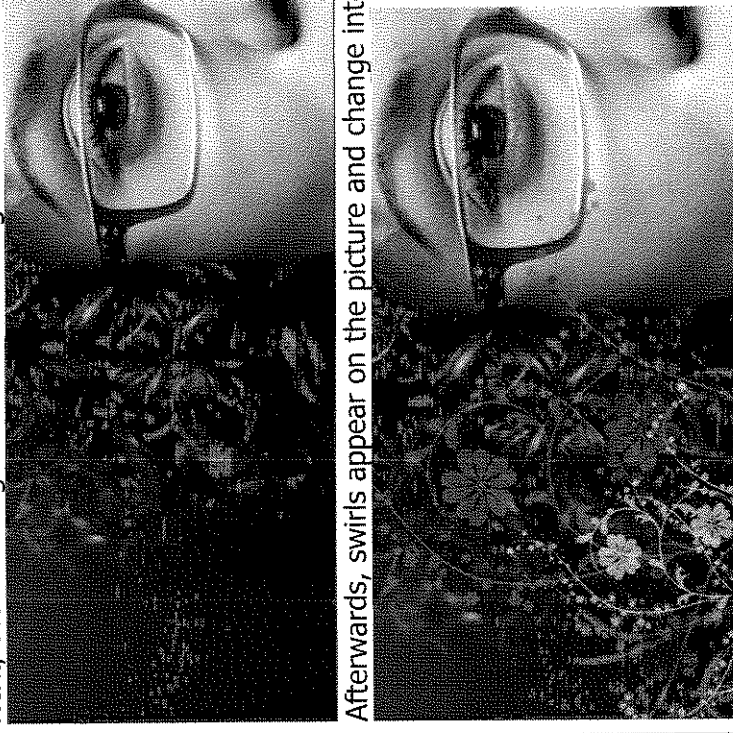
Colour How well do the colours work?	The colours in the pictures are similar and blend well together.
Text How effective is the text?	There is no text.
Images How well do the images work?	Images are clear and interesting because they contain a wide landscape.
Sounds How well do the sounds work with the other elements of the product?	There is no sound.
Animation Is the speed/size/position of the animation appropriate?	The speed of the transition and the size is appropriate. However, the position of the animation could be improved as it is overlapped and is underneath the navigation bar.
Control How well is the animation controlled?	The control is smooth and appropriate.

Source of animation (give URL, name of CD ROM, etc)	http://www.interaria.com/
Target audience (Describe the typical user?)	The target audience for this animation is corporate businesses.
Purpose (When you have seen the animation what would the designer like you to do/know/feel?)	The purpose of this animation is to show an example of the sort of animations that this business can produce for the websites of corporate businesses.
Length of animation (in seconds)	Lasts around 20 seconds. It is not looped.
On screen dimensions (in pixels, % or cm)	173(w) * 77mm (h) 1024 by 768
What are the key stages of the animation? (Insert screenshots if possible)	At the beginning of the animation several different pictures transition in from different directions.

Evaluating web animations



Next, the last image to slide in is enlarged and turned into the background.



Afterwards, swirls appear on the picture and change into different colours.



Then the animation ends. It is not looped.

Evaluating web animations

Colour How well do the colours work?	The colours contrast each other well and are bright so they capture our attention.
Text How effective is the text?	No text
Images How well do the images work?	The images are clear but not all seem to be pertinent, as they are of seemingly random objects and people.
Sounds How well do the sounds work with the other elements of the product?	No sound.
Animation Is the speed/size/position of the animation appropriate?	The speed of the animation is appropriate at the beginning but as the animation continues it gets slower and it would be better if the pace was continual. The position of the animation is appropriate as it is the first thing you see when you enter the website. It captures your attention.
Control How well is the animation controlled?	The control is smooth and complicated but it makes the animation interesting.

Evaluating web animations

	Good features	Not so good features	Improvements
Animation 1	It is a suitable size for the website so it will not take ages for the web page containing this animation to load.	This animation is looped and it gets boring and repetitive as it is very short.	It could be improved by only repeating the animation a few times rather than looping or have a pause between the loops and also make the animation last longer.
	Creates a mysterious, scary illusion for the viewer.	Cannot see features of the image because there is not enough contrast and it is too dark so you cannot get the full impact of the animation.	Contrast the images used more so that detail can be seen to build up the scary impression.
		There is no sound.	Add sound to it but don't loop it, this will also build-up the 'scary' impression.
Animation 2	It suits target audience and fulfils its purpose.	There is no sound.	Add sound to make the end user feel relaxed and to make them think that this is a relaxing place which will make them want to visit.
	It is repeated which is good because you don't have to keep pressing a button again and as it lasts so long and the pictures are detailed it does not get too repetitive.	Uses the same transitions to change to another photo.	Use different transitions to make the web banner more interesting and different. Although, this may make it look less professional.
	Captures people's attention with the wide variety of pictures. They contain lots of detail to captivate our attention.	There is only images and no text.	Include some text to keep the reader captivated and also this would be a great opportunity to give the end user some information about the museum.
Animation 3	Interesting layout of images. The range of different transitions and images capture and sustain the viewers development.	The purpose of this animation is not very clear.	Make sure the purpose of the animation is evident by using more KEY images and key information that portray the purpose of the animation.
	Bright colours have been used to capture our attention.	There is no sound or text.	Include sound and text to make the animation more interesting. This will also help to make the animations purpose more evident and therefore will have a bigger effect on the end user.



Evaluating web animations

		Not all components of the animation are relevant.	
--	--	---	--

4 features I could use in my own designs:

- I could use real images in my animation.
- Make sure my animation is small enough to prevent the website taking a long time to load.
- Use suitable sound to help complete the purpose of my animation.
- Use bright colour to capture the end users attention.

3 features I should avoid using:

- I should avoid using just images or just text a combination of text, images, sound and animation is best.
- I should use different transitions rather than just using the same one.
- I should avoid looping my animation if it is less than 15 seconds.

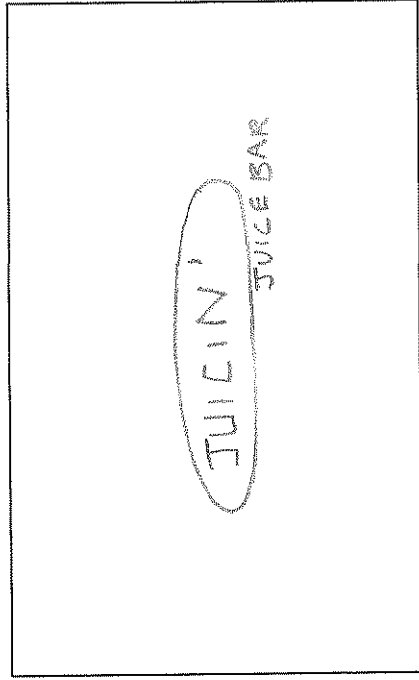
Design sheet for animation sequence

Client Name	Juicin'
Purpose of the animation sequence	The purpose of this animation is to market and portray the image of freshly-squeezed, fruit packed, healthy drinks that will make the target audience feel good and look good.
Final location of the sequence e.g. web, presentation, etc	The final location is the company website; it could be a banner or a splash page.
Target audience	The animation is targeted at young, health-conscious people (male and female), who need a quick, healthy drink in between work or for a quick lunch. Or for women who are on a diet.
Length of sequence (in seconds)	At least 15 seconds. 30 seconds would be more appropriate.
Screen dimensions of animation (in pixels or cm)	560 * 385
Features to be included e.g. logo, colours, sounds, etc	The company logo needs to be included as well as images of fruit.
Features to be avoided	Although the logo is lime green do not use it as the main colour.
Other information useful to the designer	Bright colours are necessary to give the animation a 'fresh', 'clean' and contemporary feel. However, they do not want to be to overpowering.

Design sheet for animation sequence

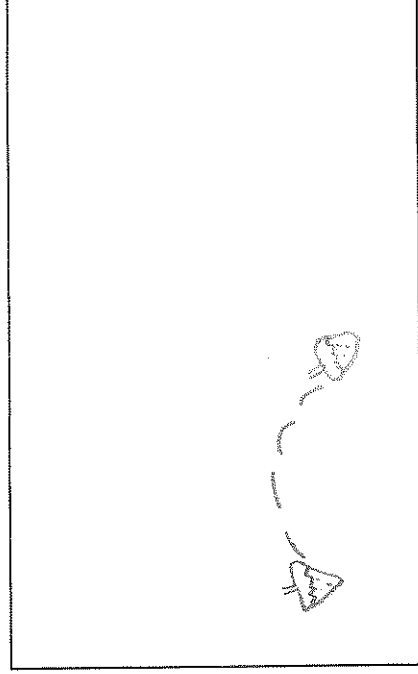
STORYBOARD

SCREEN #



Dialogue/audio

SCREEN #



Dialogue/audio

SCREEN #



Dialogue/audio

Action

The juicin' logo starts on screen. Next the words 'juice bar' slide in from the right. Then both fade out.

Action

Afterwards a strawberry ^{then} bounces in slowly. ~~an~~ image of several strawberries fades in.

Action Next, the words

'Fruit packed', transition in.

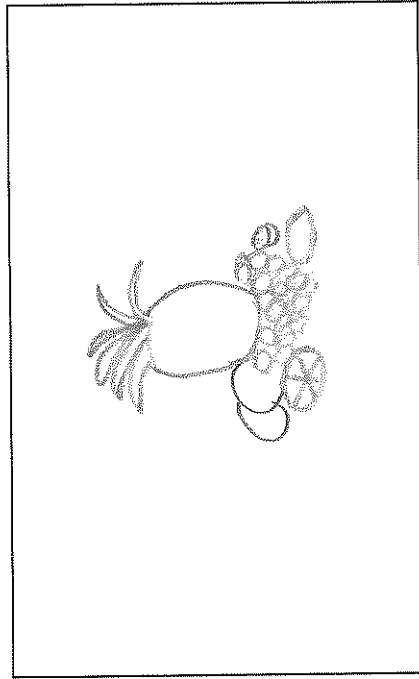
Afterwards an image of several ^{fruits} fades in and the words 'transition in. This occurs

again, twice, but with different fruit.

Design sheet for animation sequence

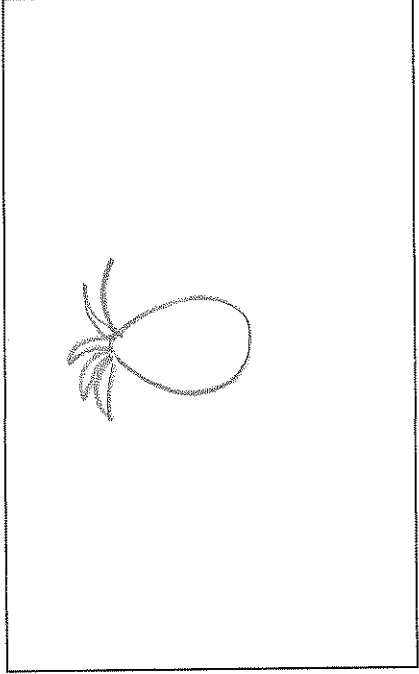
STORYBOARD

SCREEN #



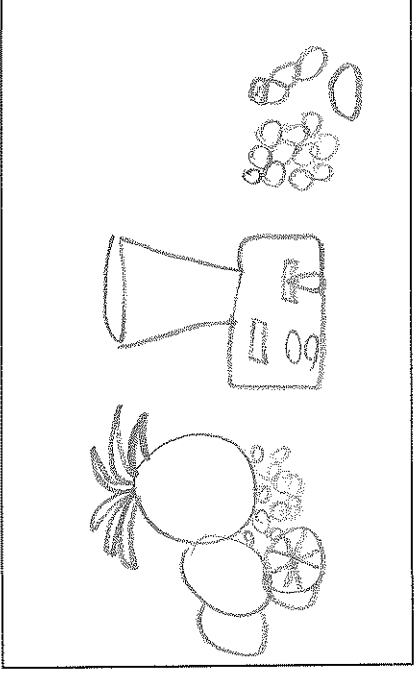
Dialogue/audio

SCREEN #



Dialogue/audio

SCREEN #



Dialogue/audio

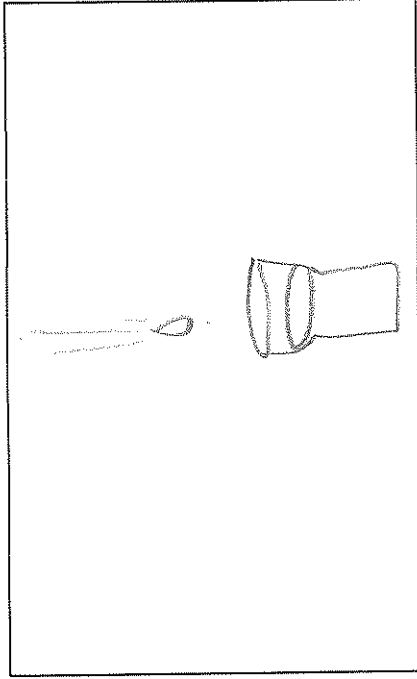
Action The last words and image fades into a background image of a bunch of fruit.

Action Afterwards, the bunches of fruit part in half and a blender drops down in between them.

Action Next, the blender shakes and a liquid droplet comes out.

STORYBOARD

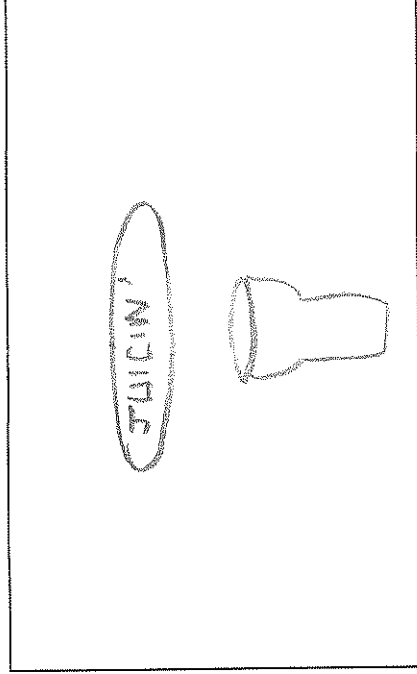
SCREEN #



Dialogue/audio

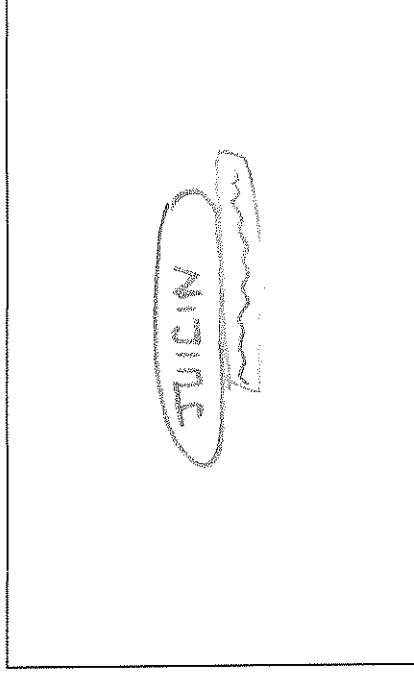
Design sheet for animation sequence

SCREEN #



Dialogue/audio

SCREEN #



Dialogue/audio

Action Next, the liquid droplet falls and lands in a cup.

Action Then, the 'juicin' logo bounces in and afterwards the cup disappears.

Action Afterwards, the logo appears from a side.

Name: Thomas Telford

01/04/2008

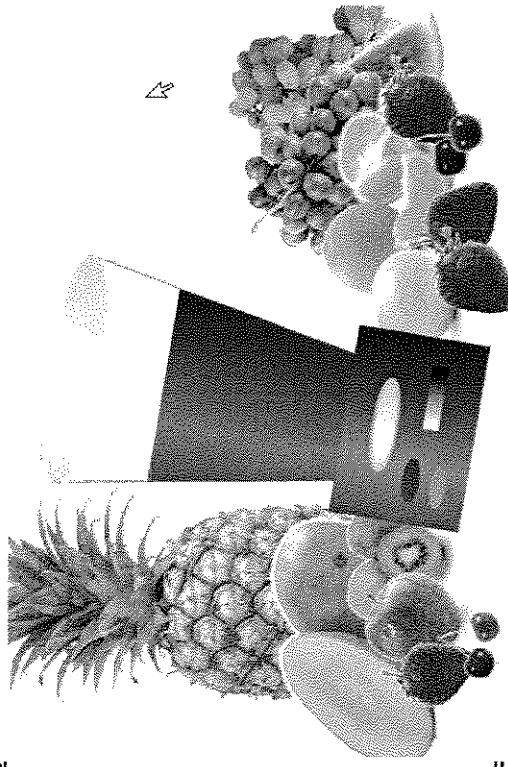
Thomas Telford School Online Ltd®

Test plan for animation

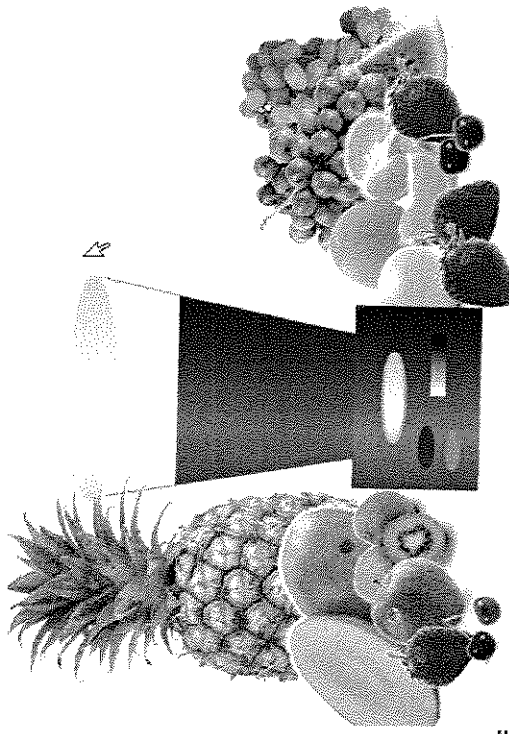
Test		Result	Action needed	Done?
Technical testing (functionality)				
Loading	Does the banner automatically run when you enter the site?	Yes.		
Size	Is the banner the planned width and height?	Yes.		
Sequence	Do the elements load as planned? Do all elements work as planned?	The element loads as planned. It does not loop as I have tried it looped and not looped and I decided when it is not looped there is more emphasis on the brand and the Logo stands out more. However, during the animation there are some cases where the sequence overlaps.	I need to edit the timing so sequence does not overlap.	✓
Text	Is all the text readable?	Yes. Text is distinguishable and easy to read. However, sometimes the last letter of the world goes outside the field of vision sometimes.	Move text so it is all visible at all times.	✓
Movement	Is movement smooth?	All movements are smooth. Except when the banana's change to a bunch of fruit.	I will make the transition of bananas to the bunches of fruit less jerky.	✓
Effectiveness				
Size	Appearance on different screen resolutions: 1024*768 1152*864 1280*1024	Suits 1024*768 best, it is clearer and fits screen better.		
Sound	Would sound make the banner more interesting?	Sound would probably make the animation more interesting but unfortunately there is no appropriate sound for the topic.		
Impact	Does it captivate attention and impact the viewer?	Yes. The bright colours attract attention.		
Speed	Do you have enough time to read all the text and look at all the images?	Yes. Speed setting is appropriate and all pictures can be seen and there is enough time to read all text.		
Colours	Are colours appropriate?	Colours are bright to capture attention.		
Images	Do all the images appear correctly and blend in?	All the images appear correctly. Although, the edges of some of the images are very blunt.		

Screenshot evidence of tests:

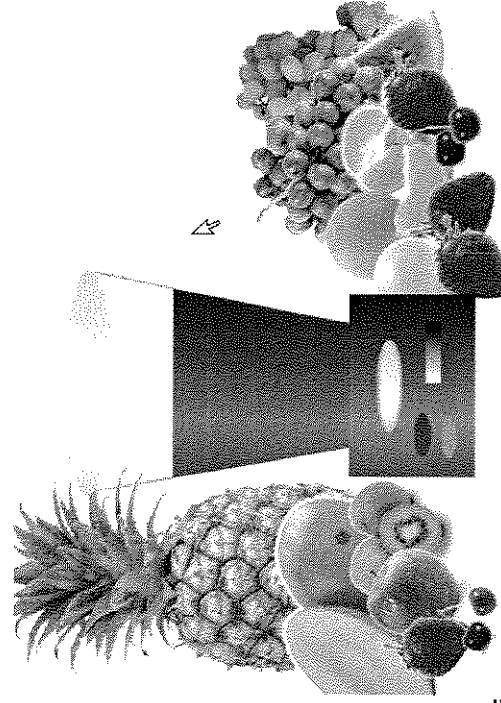
Resolution:



1024*768=

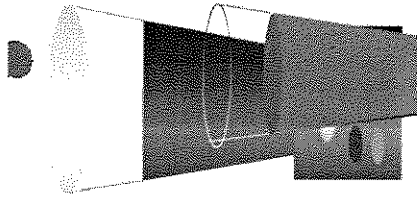


1152*864=



1280*1024=

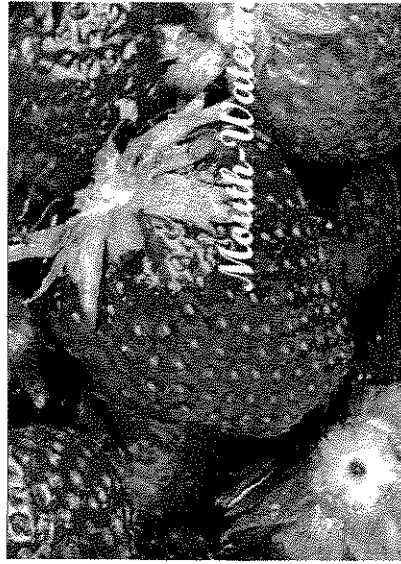
Overlapping:



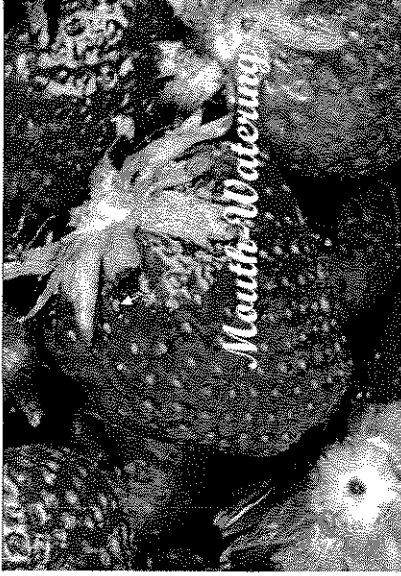
BEFORE

Visibility of text:

BEFORE:



AFTER:

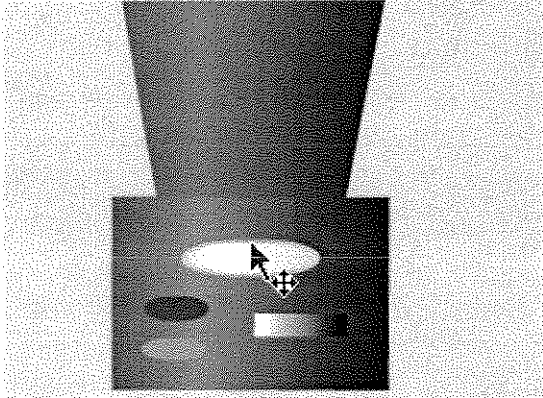


AFTER

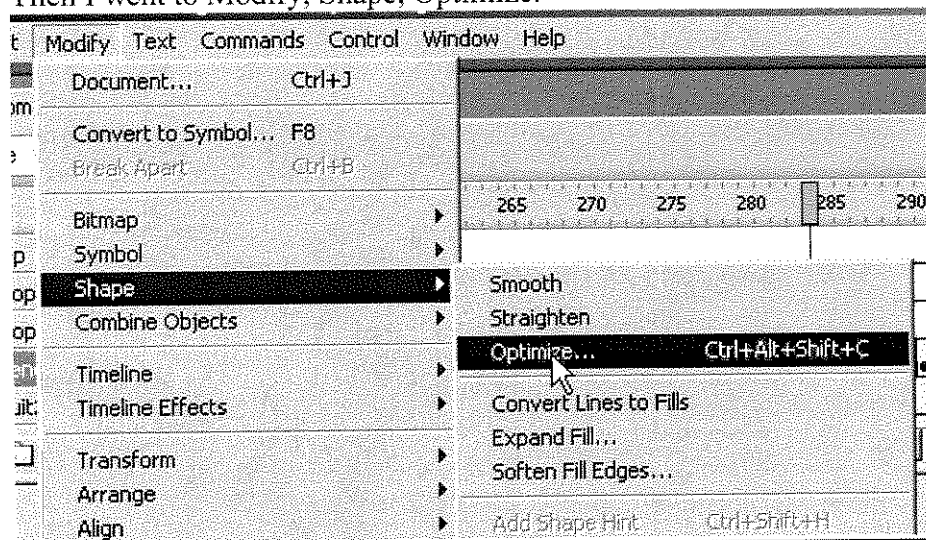


Optimising and Exporting my animation

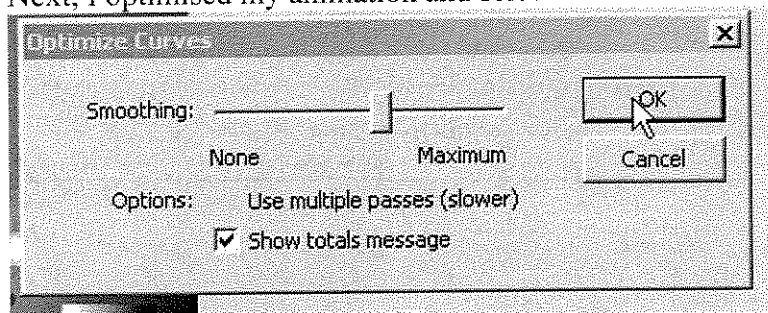
In order for my animation to load as quickly as possible when the web page is downloaded I must optimise and then export my animation. Firstly, I selected one of the shapes I drew.



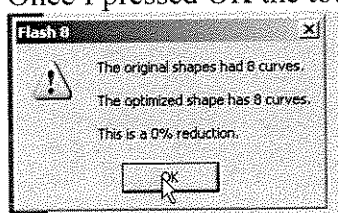
Then I went to Modify, Shape, Optimize.



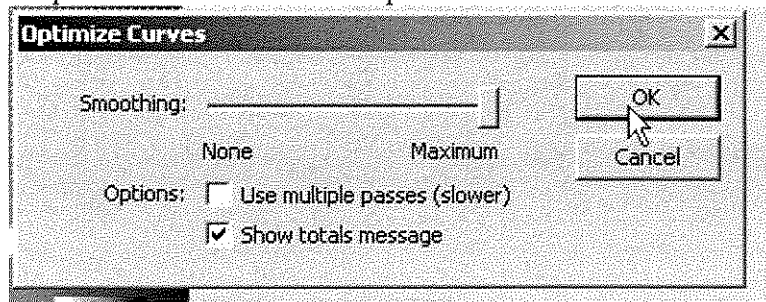
Next, I optimised my animation and selected OK.



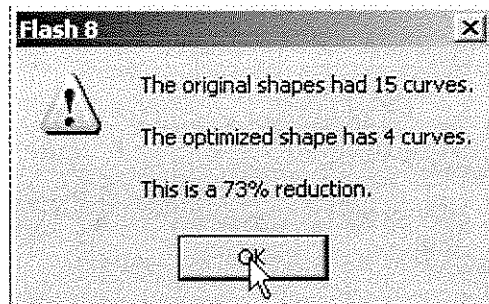
Once I pressed OK the totals message appeared.



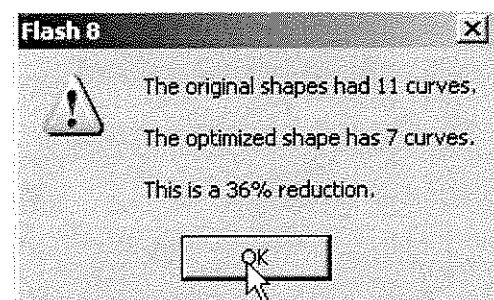
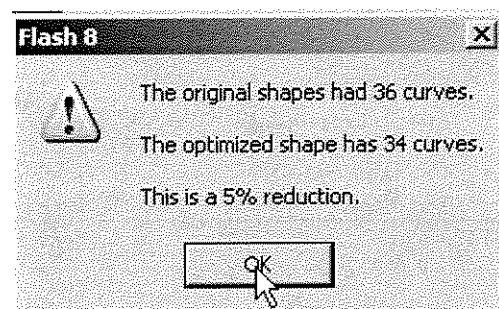
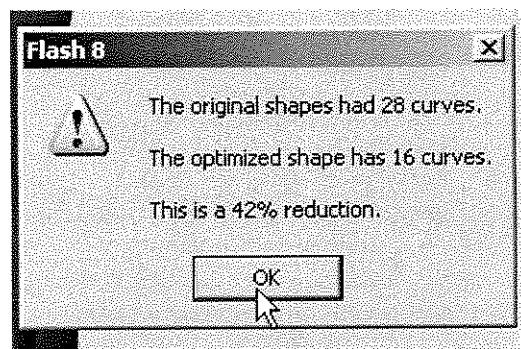
I repeated this on another shape.

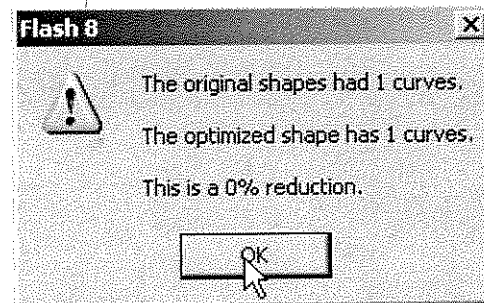
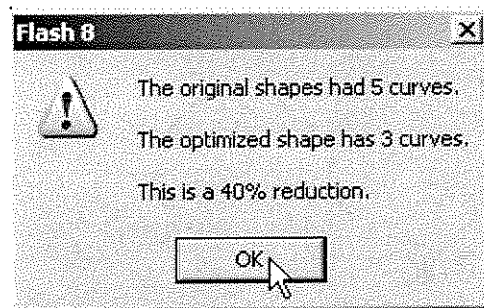
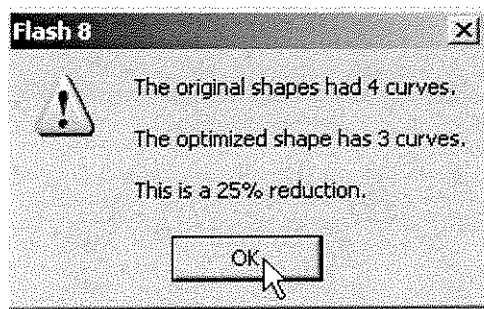


This time there was a 73% reduction.

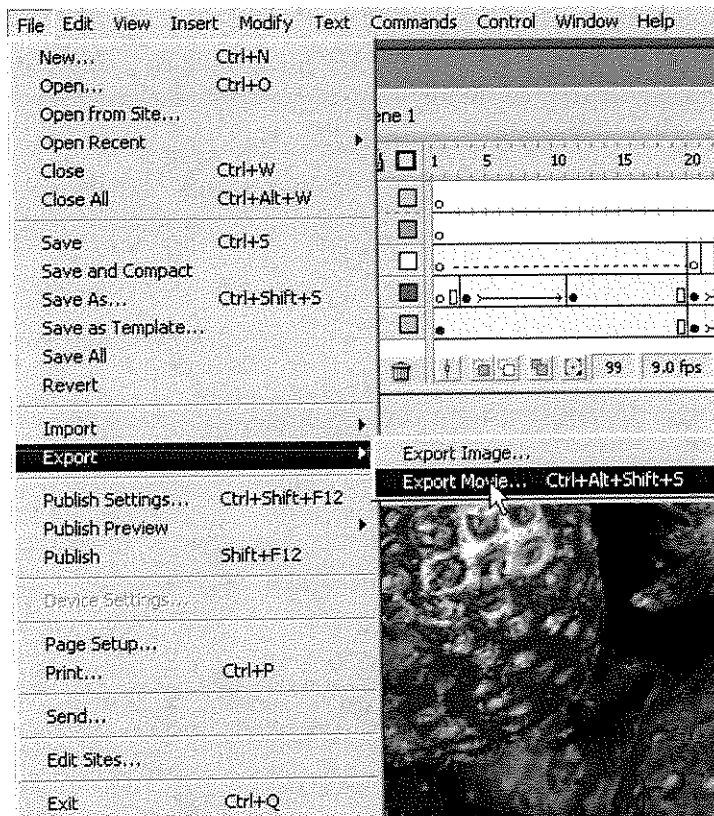


I repeated this for the remaining shapes.

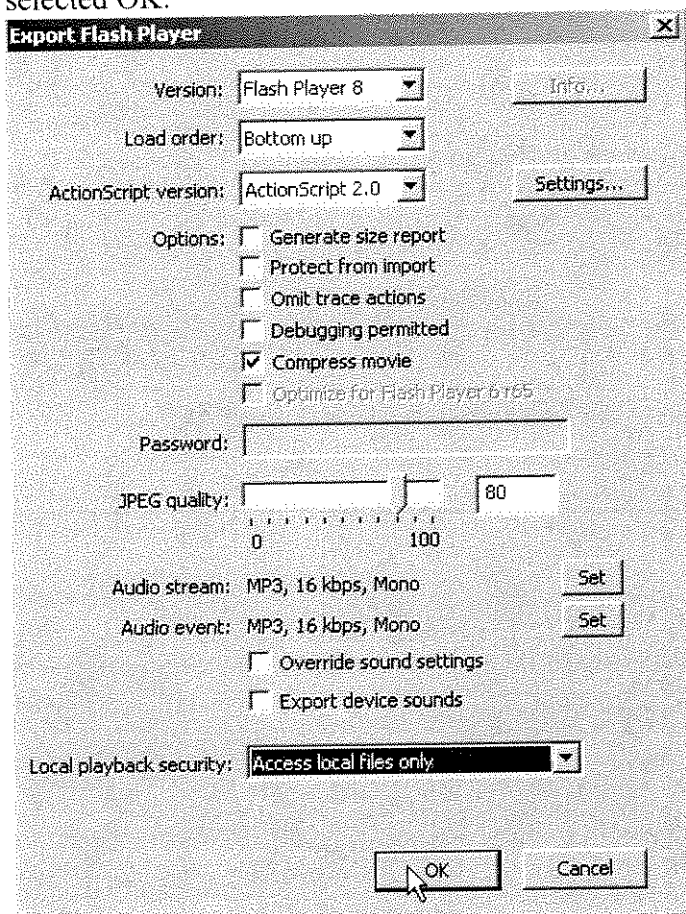




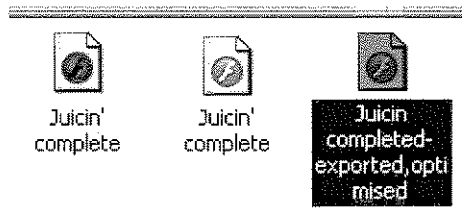
Afterwards I exported my animation. First, I went export, Export movie.



Then, I saved the optimised and exported animation in my network space. Then I selected OK.

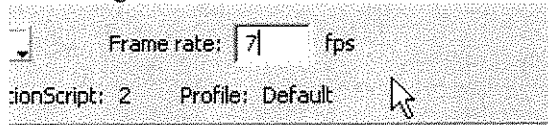


Now the complete animation –exported and optimised is saved in my network space.



Changing the frame rate

I decided to find the most appropriate frame rate for my animation. I did this by entering in different frame rates and watching the animation to see which one is best.



I decided to go with 9 frames per second as I found this was the right balance between how fast/slow I wanted my animation to be.

