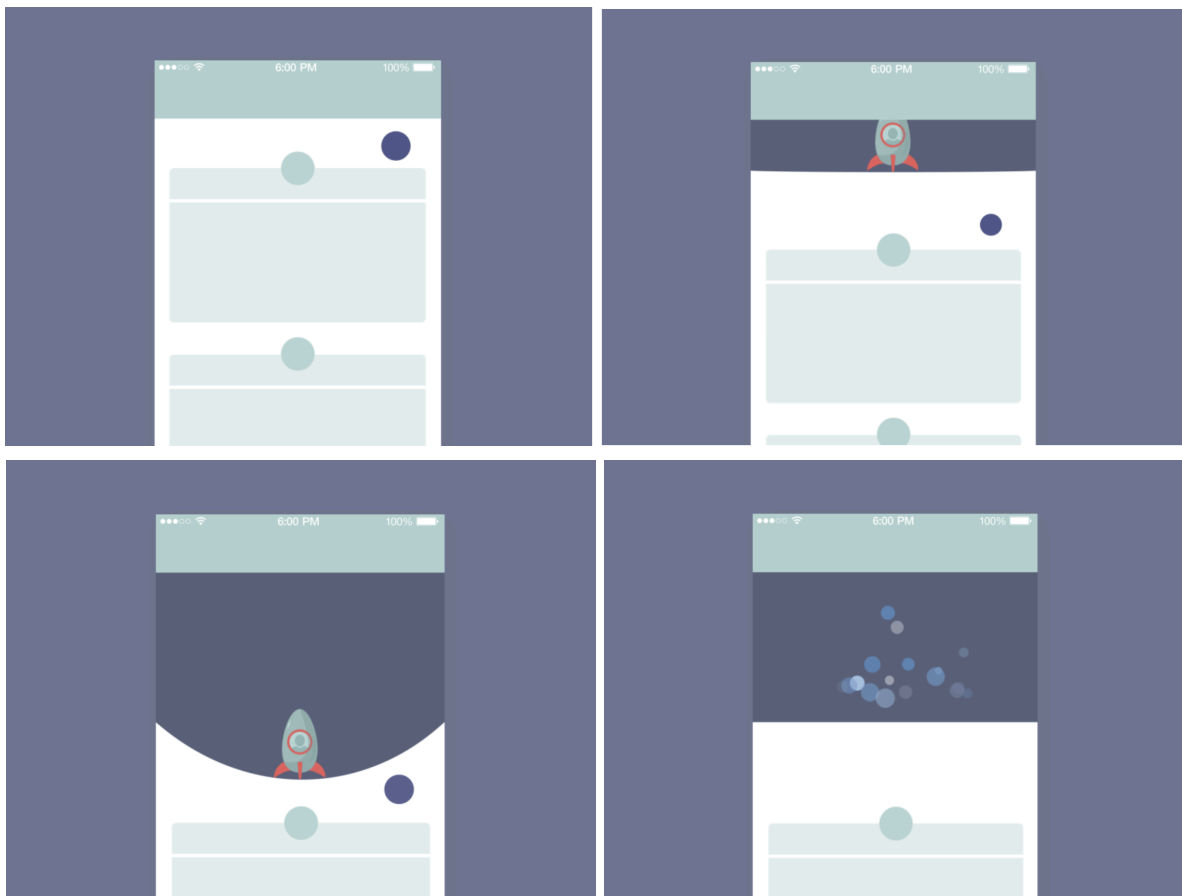
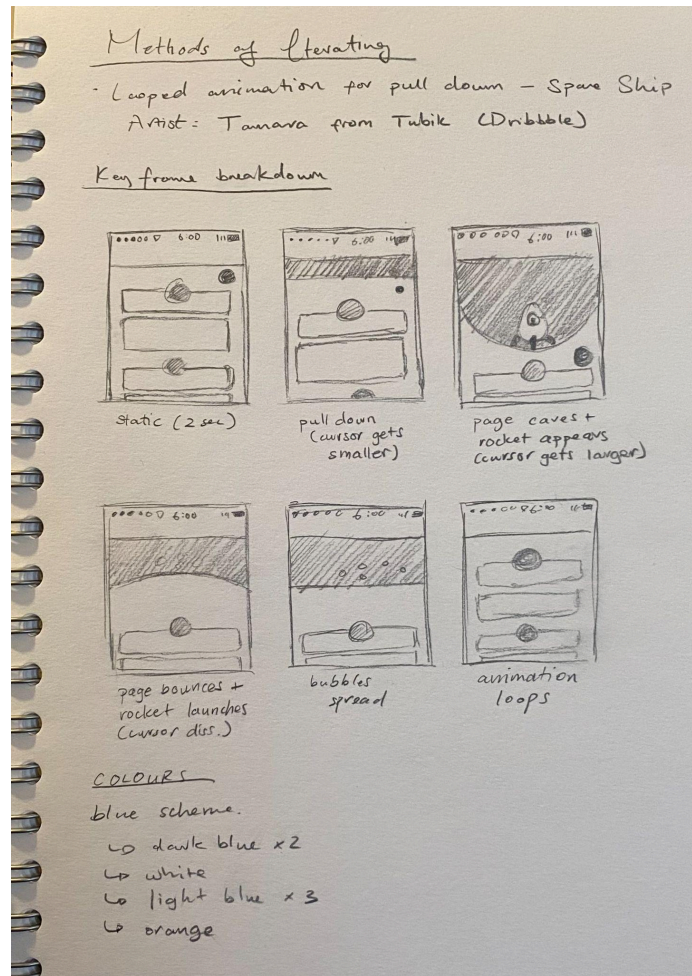
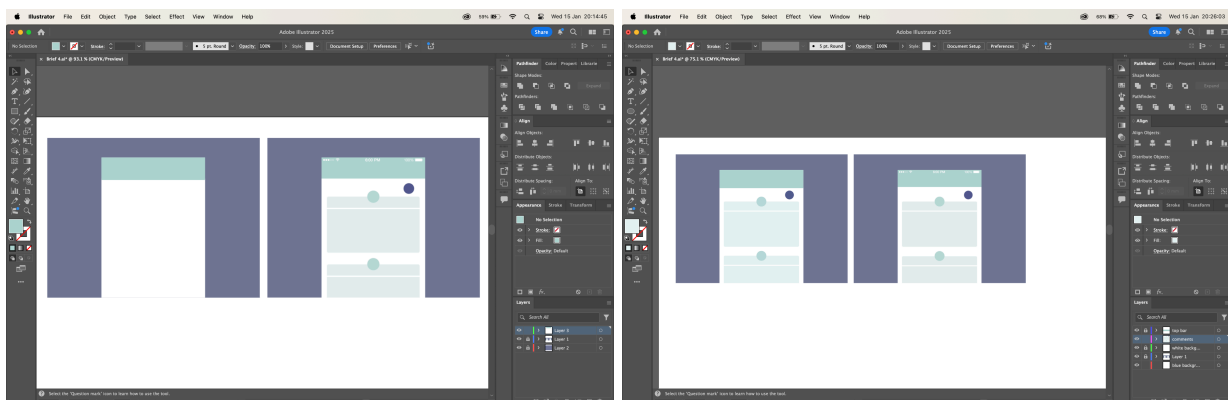


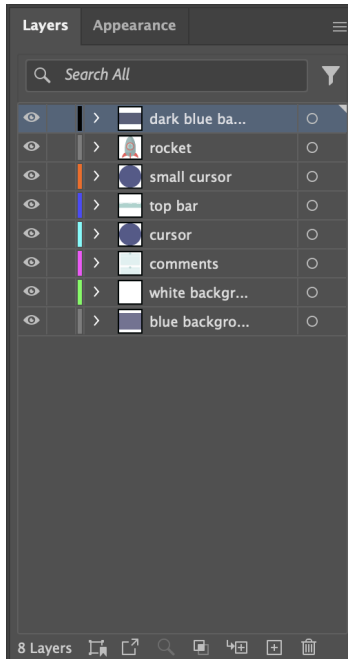
Keyframe screenshots of the original piece:
<https://uxplanet.org/pull-to-refresh-ui-pattern-42a85f671cdf>





My process 1: Adobe Illustrator





Tutorial for importing to adobe after effects from illustrator:

https://www.youtube.com/watch?v=U9J6pW0yg_c

Tutorial for mirroring handles on illustrator:

https://www.youtube.com/watch?v=qXpFTjo_aUc

Had issue with getting handles on my shape:

<https://community.adobe.com/t5/after-effects-discussions/can-not-show-handles-in-the-position/m-p/11846200>

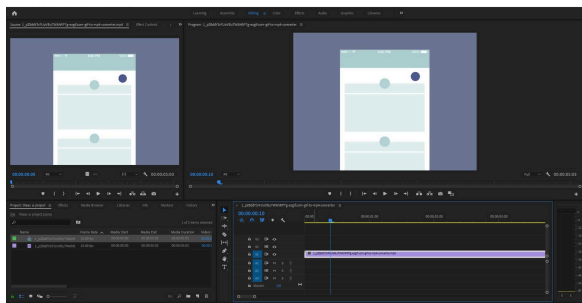
Tutorial on how to move an anchor point in order to change scale of rectangle:

<https://www.youtube.com/watch?v=QXQZPcSEImI&t=70s>

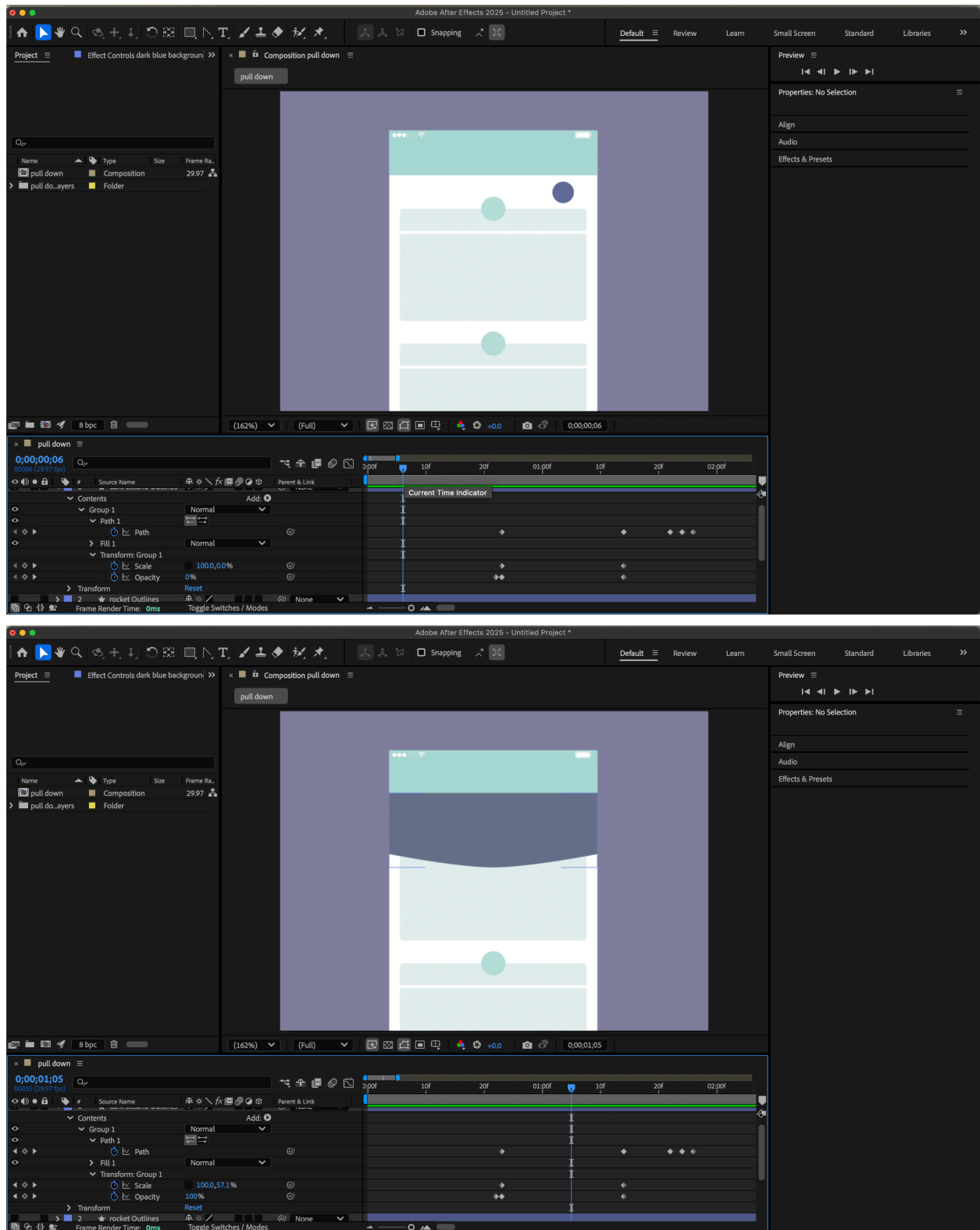
Adding motion blur effect to an object:

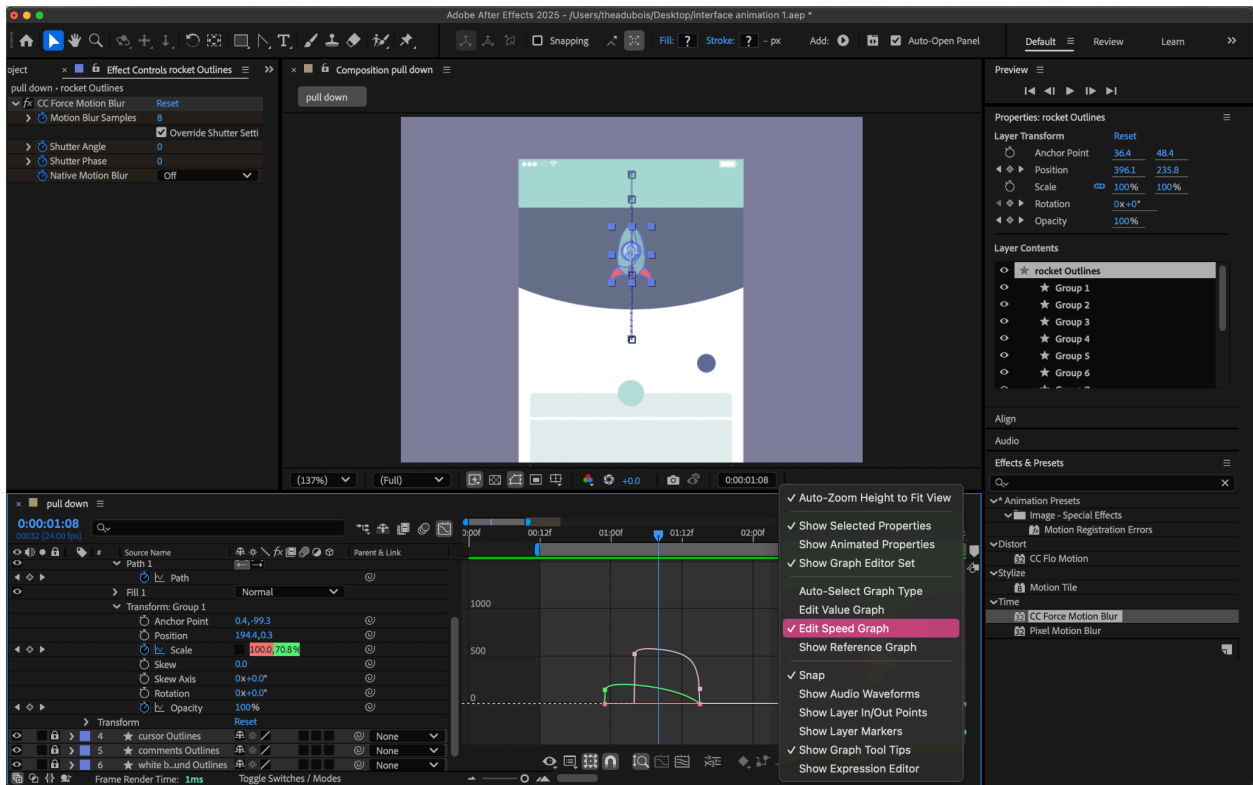
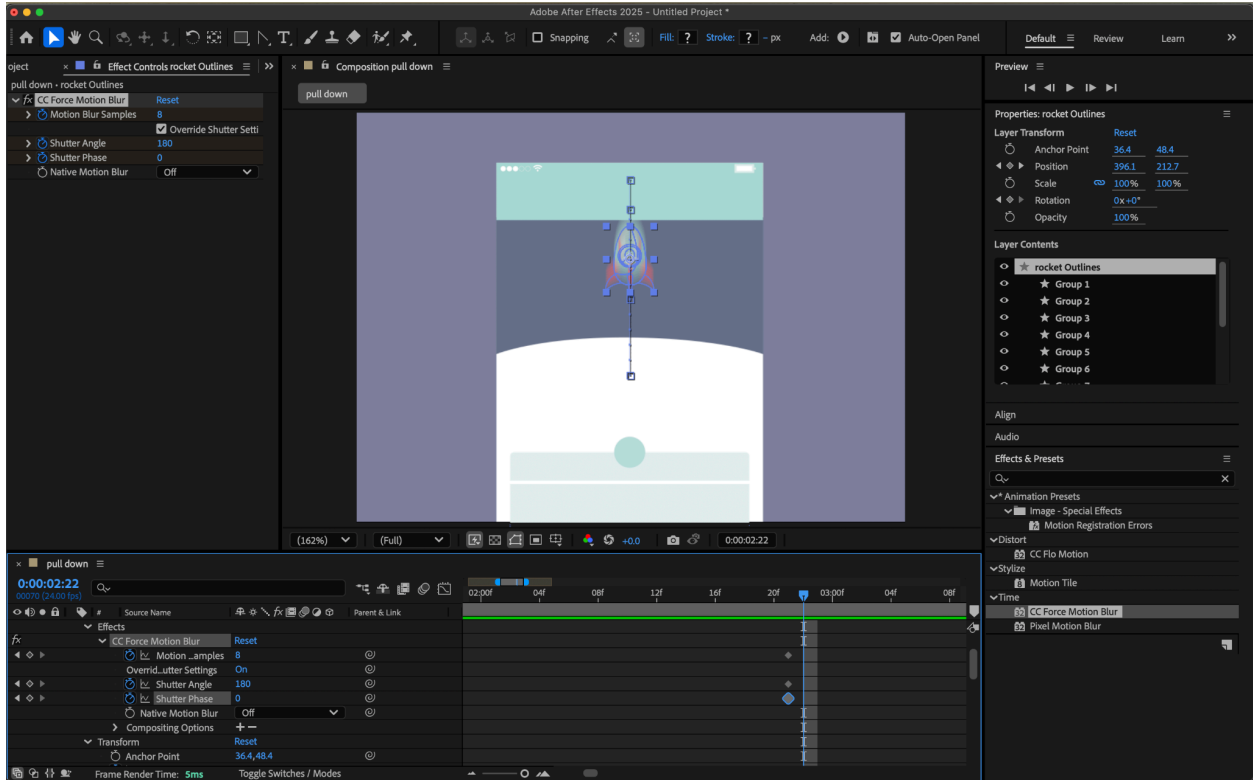
<https://borisfx.com/blog/how-to-add-motion-blur-in-after-effects-3-simple-methods/>

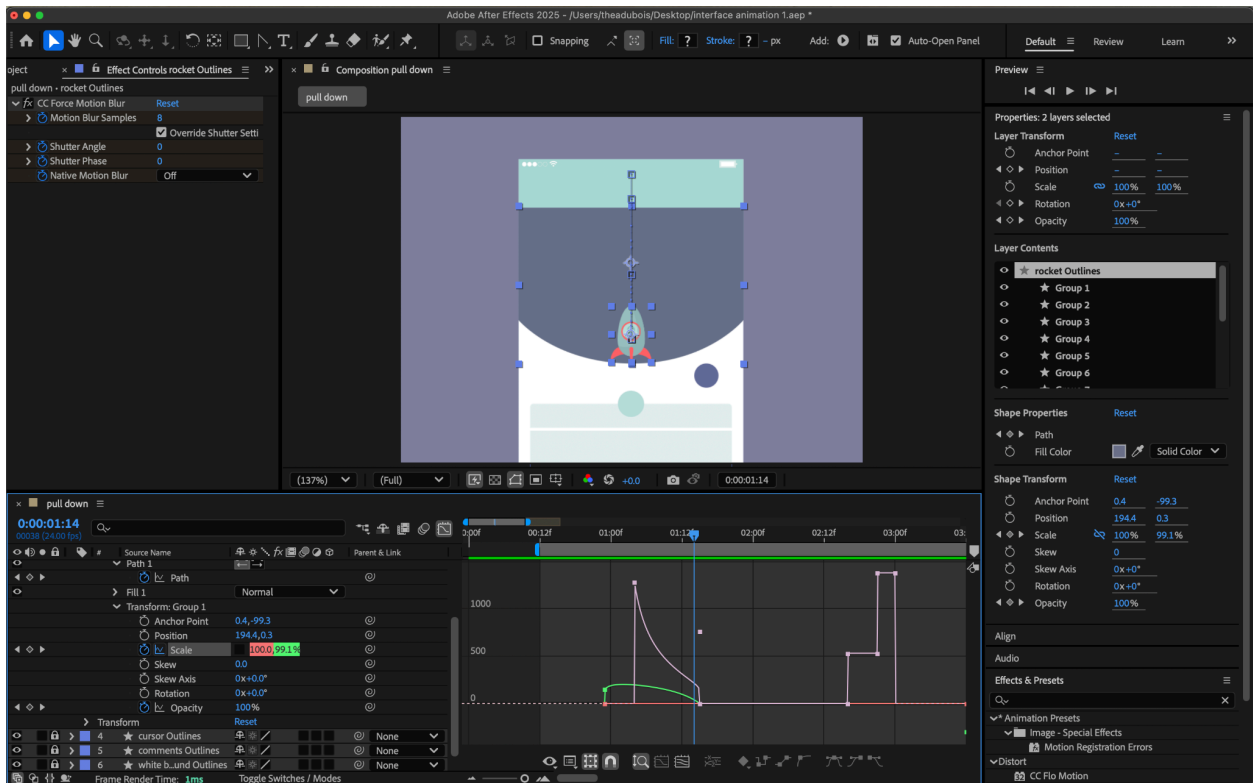
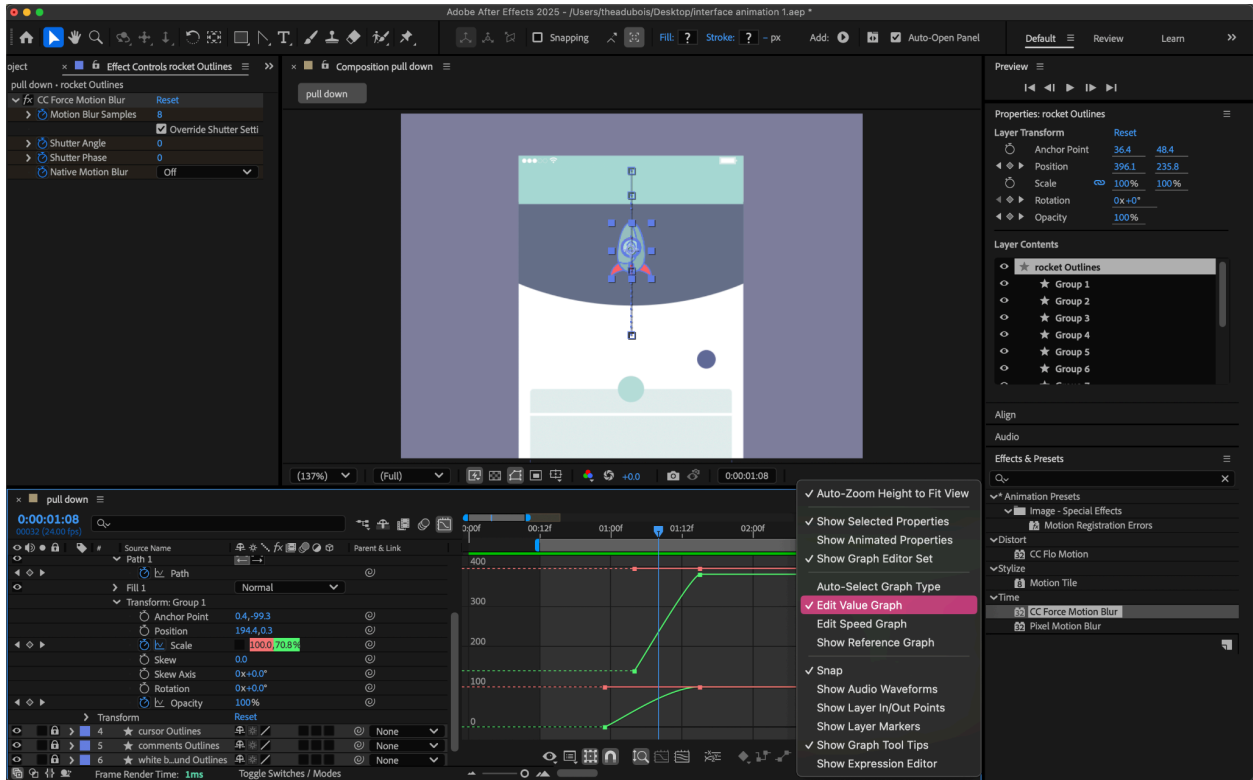
Converted gif to Mp4 to get keyframes (help with timing of animation in after effects)

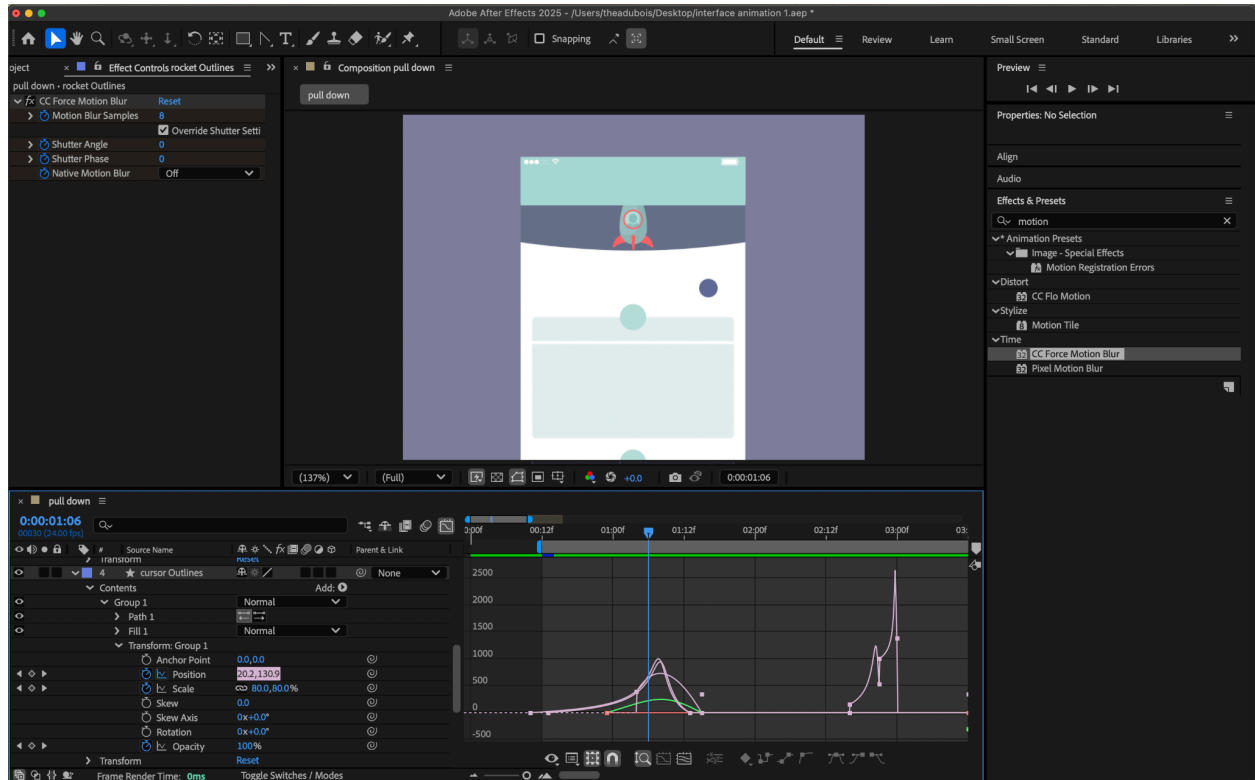


Process photos:









Reflective notes

1. What's unexpected about this thing you just made?

- Personal insights:** I was surprised at how intuitive the keyframe part of the animation process was - I didn't need to watch any tutorials for the main animation. However, I struggled with things like adjusting the shapes for animation and this had a steeper learning curve. I found that the workspace for illustrator and after effects was quite different and impacted how I used the tools.
- Design-related insights:** There were things I explored with such as easing and timing which were in the original piece I was copying, however this was quite tricky and hard to get an understanding of. I found the speed of the objects in the animation influenced the perception of the UI, such as how fast the rocket eased into the screen. There were also elements such as the bubbles at the end that were too complicated to replicate in only a week.

2. What do you understand better or differently about your tool or medium now?

- After Effects:** Working with after effects deepened my understanding of motion graphics as I found its simpler than I thought, but there are certain styles and animations that are a lot harder to make, which has created a deeper respect from me. It also allowed me to

understand layer management better as I used to group everything together into a single layer in illustrator.

- **Illustrator:** I learnt that certain things had to be done in illustrator before-hand, such as making separate layers, changing corner points to have handles if I wanted to create curves in after effects, and also that text could not be transferred to after effects and had to be expanded before-hand.
- **Integration:** I gained a better sense of how a static design in illustrator can evolve into an interactive design through animation in after effects, which I think is important when thinking about UI/UX design to bring life to work.

3. Did it pose a particular technical challenge?

- **Technical challenges:** I encountered issues with scale and creating bends and curves initially due to how I had created the assets in illustrator. I also had issues with the speed of the objects moving and having to adjust that to look natural posed a challenge.
- **Animation specifics:** It was difficult to match the timing and movement of the original piece as I had only realised halfway through the animation process that the original piece was set at 24 frames per second and mine was at 30 frames per second, which resulted in an outcome that wasn't quite matched up.

4. What kind of output or knowledge does this tool or medium favor?

- **After Effects:** The output from after effects typically favors time-based, dynamic, and motion-rich experiences and is great in creating fluid animations, transitions, and effects. It's heavily used in UI design, game design, or any platform requiring interactive animations or micro-interactions.
- **Illustrator:** Illustrator is a vector-based tool, which means it favors clean, scalable, and well-defined graphics. For UI design, this works well as assets can be resized without loss of quality. However, its role in animation is more as a preparatory tool (for assets) than for motion itself.

5. What relationship does it have to graphic or communication design?

- **Graphic Design:** In graphic design, you're focused on visual communication - how design elements (typography, color, shapes) communicate meaning. By using animation, you're adding another layer to this. Motion graphics become part of the communication strategy, guiding users through interactions and reinforcing the experience for a better understanding.
- **Communication Design:** The goal of UI animations like the pull-down refresh is to communicate to the user that the app is working or refreshing. It reassures them that the interaction was successful, enhancing the overall experience. Through this, I've gained insight into how graphic design principles can extend beyond static visuals into interactive environments.

Key Critical Questions:

1. **How does the integration of motion design (through after effects) influence the user's understanding of UI elements in comparison to static designs (Illustrator)?**
 - **Context:** In the project I'm replicating, the pull-down refresh animation communicates a dynamic action to the user. I want to explore how this motion adds meaning or enhances the experience, compared to static visuals alone. Does the movement actually improve usability, or is it just an aesthetic addition?
2. **What is the role of animation in enhancing user feedback within UI design?**
 - **Context:** The refresh animation provides instant visual feedback to users, confirming that their action (pulling to refresh) has been recognized. How does this feedback mechanism help users understand their interaction with the interface? Is it necessary, or could other design elements (e.g., color changes, sounds) achieve the same result?
3. **How does the process of adapting assets from Illustrator into after effects affect the design process and final output?**
 - **Context:** In this project, Illustrator serves as a tool for creating the visual components, while After Effects handles the animation. What are the strengths and limitations of each program in this workflow? How do the two tools interact to produce an effective animation?
4. **What technical challenges arise when transitioning from static design (Illustrator) to motion design (after effects)?**
 - **Context:** Importing vector graphics from Illustrator into After Effects can present challenges, such as adjusting the scale of elements or having objects on the right layers to maximise flexibility in after effects animations. What are the technical considerations when working across two different types of design software? How can these challenges be mitigated to maintain a seamless workflow?

Proposal for a Studio-Based Experiment:

I propose to experiment with the dynamic feedback mechanisms in UI animations, focusing on how different forms of motion impact user understanding and emotional response. For this experiment, I will:

- Create alternative versions of the pull-down refresh animation, testing variations such as subtle animations versus more exaggerated movements, or incorporating different visual cues like color changes or icon morphing.
- Test user interaction by observing how users engage with the different versions of the animation. I'll compare metrics like speed, accuracy of interaction, and user satisfaction.
- Experiment with asset integration, exploring how static vector elements can be animated in After Effects while keeping the design integrity intact. I'll test different techniques for importing Illustrator files into After Effects (such as using smart objects or layer

adjustments) to see which methods result in smoother transitions and more refined animations.

Through this studio-based experiment, I aim to better understand the role of motion in UI design and to refine my ability to work across design software to produce effective, engaging user interfaces.