

Project 4 Motion



Apple's infamous spinning beach ball of death is an example of a wait cursor. So is the Apple iMessage ellipsis.

Design an animated graphic that means “Wait.”

Week 9: Research and Sketch

How does your computer tell you the system is busy?

Start by collecting examples of *perceived responsiveness icons*, also called *wait cursors*. These can be found everywhere from websites to phone apps to video games to TVs. Consider each example:

- *How is it animated?
- *How would you describe its tempo?
- *How does it make you feel?
- *Which icons are you drawn to, and why?

Next, sketch at least 30 ideas for a new wait cursor. As you sketch, develop a concept for your graphic. Where would it be used? How would it make an audience feel while they are waiting—frustrated, bored, excited, amused?

Upload your sketches to Slack. In addition, be prepared to share the examples of wait cursors you found. Due Thursday, 11.5 by 6 p.m. CST.

Week 10: Animate

Move your best sketch to the computer. Using Photoshop's Timeline feature, start animating your graphic **at 400 x 400 pixels**.

At this stage, think about pacing and transitions. Should the graphic be faster? Slower? Smoother? Rougher? Does the pace vary or stay the same?

GIFs are viewed on a loop: also consider how the end of your GIF will relate to the beginning.

Export a rough draft of your graphic as a GIF and upload to Slack. Due Thursday, 11.12 by 6 p.m. CST.

Week 11: Refinement

Make any final adjustments to your graphic.

Week 12: Critique

The final project is due **on Thursday, 11.19 at 6 p.m. CST**.

Upload an exported GIF to Slack.