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# BEYOND THE FRAME

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Title:  
Animation in Graphic User Interface Design

Keywords  
Graphic User Interface Design; Human Computer Interaction; Industrial Animation; User Experience

Abstract: Graphic User Interface (GUI) designers have used animation in order to support human computer interaction for decades, either as a way to give feedback to users or to convey visual information, therefore enhancing the user experience. Today faster processors allow computers and digital devices to use even more sophisticated animation as an integral part of the interfaces that allow us to operate these devices.

Animation may help explicit metaphors: such as the animated iris on the Apple iPhone's camera, or the ubiquitous emptying trash that confirming that files have been deleted from your desktop. More recently, with the introduction of Tangible User Interfaces (TUIs), such as the ones used on tablets and that utilize gestures for interaction, animation has become an essential aspect in this sort of User Experience (UX).

Using animation as a means to facilitate human computer interaction seems to be an effective way to make computers friendlier and more fun to use. All these gimmicks do not come without a cost: animation can dramatically reduce the performance of these systems or distract users from their tasks.

This presentation will provide a historical overview of the use of animation in human-computer interface design, survey the state of the art today and explore future uses of animation in novel computer technologies being introduced.

Biography: João Paulo Schlittler was born in New York City in 1964. He is a designer working in film, television and digital media since 1987, creating show opens, on-air identity, title sequences for cable, broadcast television and feature films in the United States and Brazil. He holds a PhD in Design from Universidade de São Paulo and a Masters degree in Interactive Telecommunications from the Tisch School of Arts at New York University. Since 2004, he is a Professor at the School of Communication and Arts of Universidade de São Paulo. He was awarded the Rumos Itau Cultural prize in 2009 for his research in User Interface Design for Digital TV. João Paulo headed the Design department at TV Cultura in Brazil, was the Director of Broadcast and Interactive Design at Discovery Communications and Director of Graphics and Visual Effects at HBO. He has received several awards in the field.