

Participant 11

1. How are the concepts for creating animations that we talked about today similar to tools that you design with? *Time in: 00:11*

Fairly similar. I mean for the most part I use these tools pretty regularly. I may not think necessarily ... on the whole ... I may not necessarily use the term keyframes all the time but it's how I think. I'm not going to. It's just how I parse that information. Honestly at this point and it's how I put things together now for the most part, most of my documents are formed logically so that they can actually enable those usually. So a lot of the concepts that we talked about today especially - with the timing aspects and creating different transitions. Um those are pretty standard in what we use. Yeah for most of the tools that we're taught in school.

2. What is missing in those tools for creating animated data visualizations? *Time in: 01:36*

Oh that's a hard question. Um the ability to link data. Clearly. Um because that would be really nice although I'm pretty sure After Effects has just added that. And I had a friend who might be good to interview but I don't know if she's out in San Francisco so I don't know if she'd be able to um if you'd be able to do it. But she's a motion designer at Google and she's just phenomenal. Um but she was playing around with it and that's how I know about it. Adding more ... the ability to. So one of the really nice things I think I like about D3 is the ability to not just the data binding but it's also the ability to have the nuance right? So with all your Adobe products you don't necessarily get - you can get some of the details in. But you can't fine tune it super well and the ability to go back after the fact and edit those. Isn't necessarily amazing. Right? So that would be, that's another really fantastic thing that I would love to have. Yeah. It's one of my biggest always biggest issues because then I just end up rebuilding it. Which is fine. Because they're hacks around that and that's easy. But um it would just be easier to edit it. And that's one of the things that I really like about Autodesk sometimes is the fact that you can go and it's more data driven. There are some there's some differences in that sense that I actually really love. In terms of visualization and animation side of things. So one of the things that I don't think is really hard from a user standpoint - from a beginner standpoint - is it's actually really hard to pick up these tools and know what to do with them right. So transparency is kind of a nice talking point. Yeah. Um what else? Um I'm trying to think of all the different. I may have many many more than I will think of and we'll just send you a list.

3. What information about the underlying data do you think should be exposed? *Time in: 04:54*

So the problem is I care about the data and I don't know how many people do. And actually no I take that back. Every designer cares about the data. Weirdly enough every designer I know is the most detail oriented human I've ever met. And having control over the data is really really important. They may not care what the data is or what it means but they do care about having control over it. And so the ability to fine tune and I think some of the things that that are kind of the differences between designers and engineers is that the engineers actually care about what the data means and what happens right. So I think there are. I think it's also important for designers to understand what their changes have an impact on. And I think they do normally care. It's just that no one's said

anything to them. And having the ability to see if they make a minute change what the repercussions of that is like what those are. So I think the implications would be a really good way to help facilitate designers to make sense.

4. Were there any concepts that you felt were too difficult to understand? *Time in: 06:43*

No they were all pretty straightforward. Yeah they're all Yeah.

5. What's hard about creating animations? *Time in: 07:02*

Getting the right transitions - easing functions are always a bitch. Um sorry. I'm cursing. Weirdly enough color palette are always like the bane of my existence. I don't know. Those are kind of the big ones in animations. It's more just trying to find the right way to say it. Say what I want to say right? So. What I really liked about that first one was the fact that and I think you highlighted on it the reason why I liked it so much was the fact that when it separated at the very end it was just that slow ease into it whereas just like bam in your face these are the things that are so different and these are. This is the R O I on this player. And it's like this is so great! And that subtle nuance. Right. So and it's the subtlety that small detail is so hard to get. And it's so hard to learn right? And it's that's, I think, the hardest part about design is getting that.

6. When do you consider using animations in a project? *Time in: 09:42*

So telling a story, providing information, having the user try and find their own story. Um exploration? So if I want the user to just explore different things. I mean. I'll do it for videos for any videos that I do. Which I guess is more on the explanations. Um and storytelling. Or evoking a response. Right. Those are the bigger reasons why I would use an animation.

7. From your experience, what makes a good animation? *Time in: 08:52*

The details. That's why I recommended that "Do you see this" video. Because there is just - it talks about how the devil is in the details and it's like those little details they transform your experience around how you perceive, how you play a game, how you interact with the game, whether you have a positive or negative experience, and just how small small things really revolutionize how you interact with something.