Type of Animation

Syntactical and semantic aspects of

typographical animations
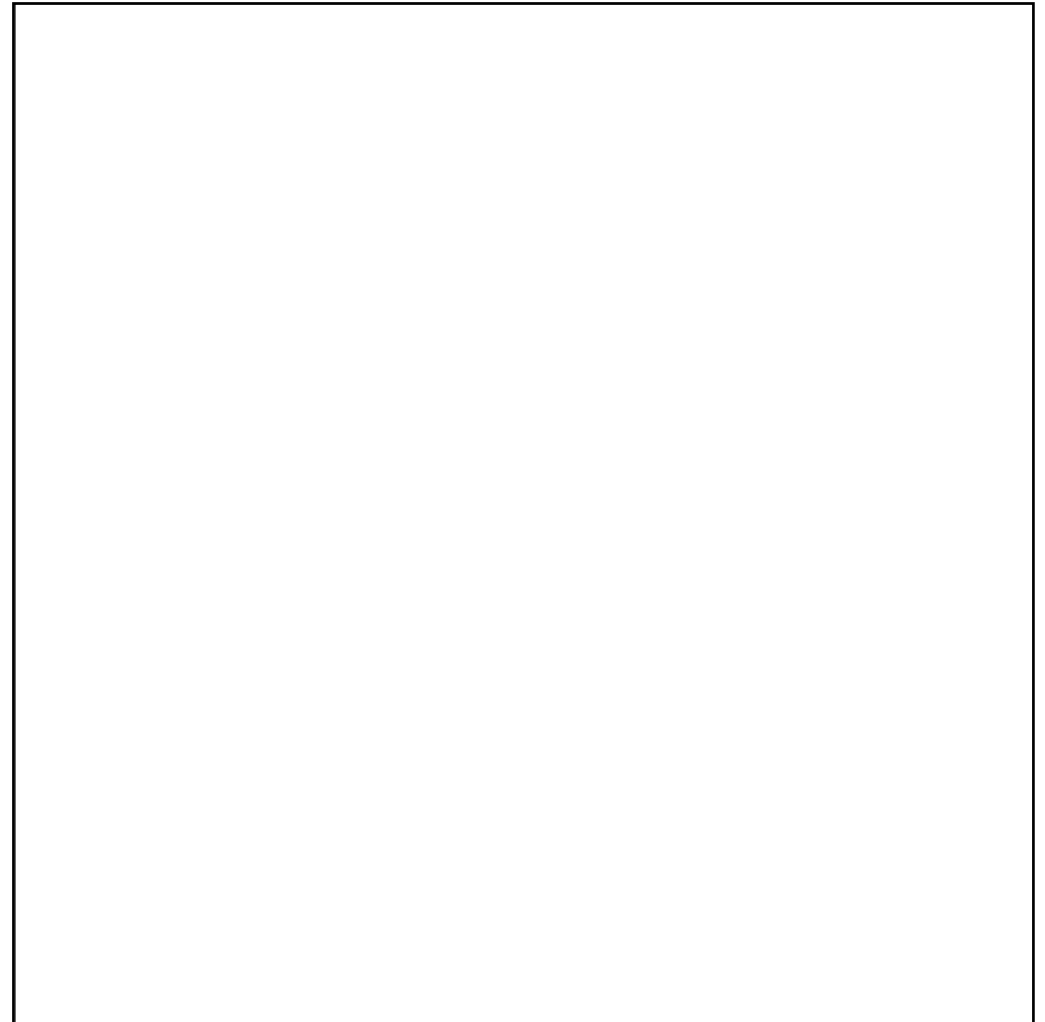
Syntactical and semantic aspects of typographical animations

_ Technical terms

_ Kinetics

_ Semantic Dimenstion

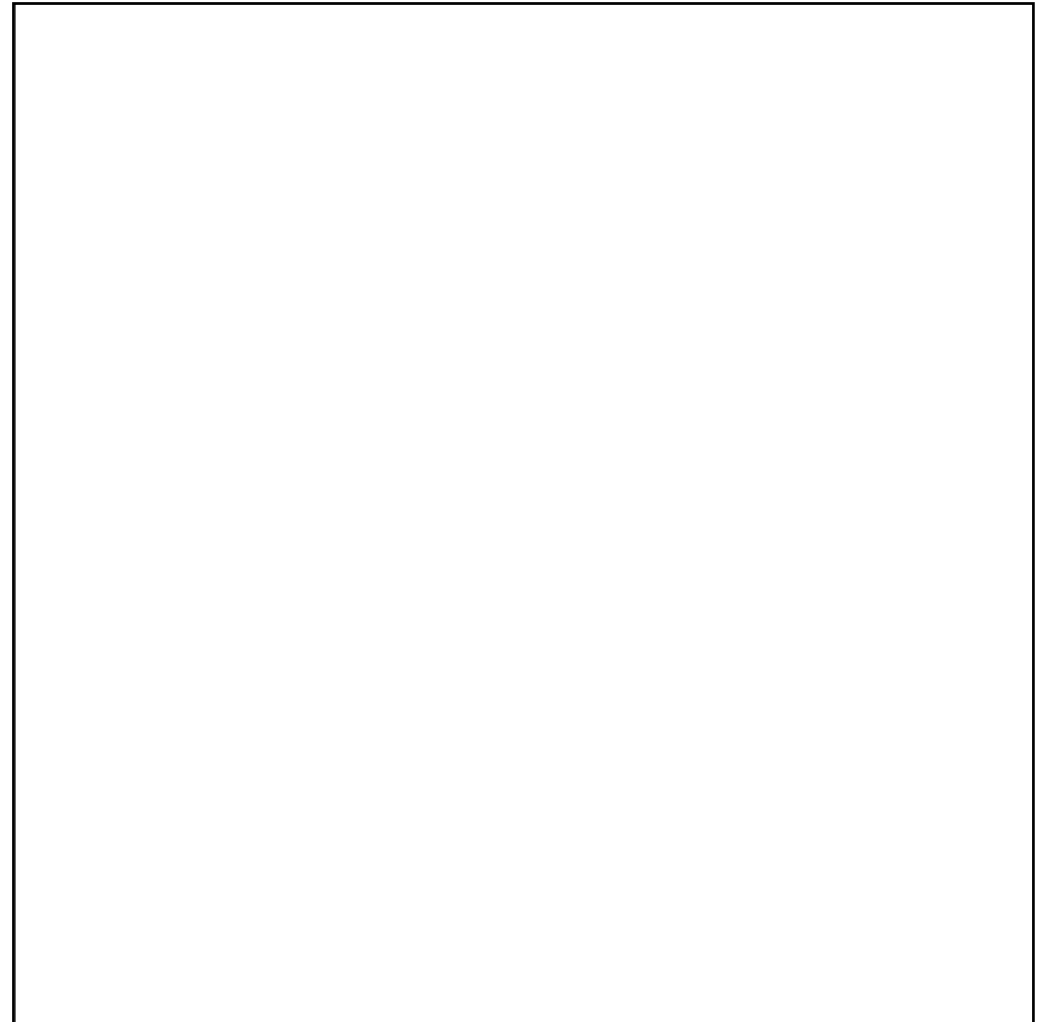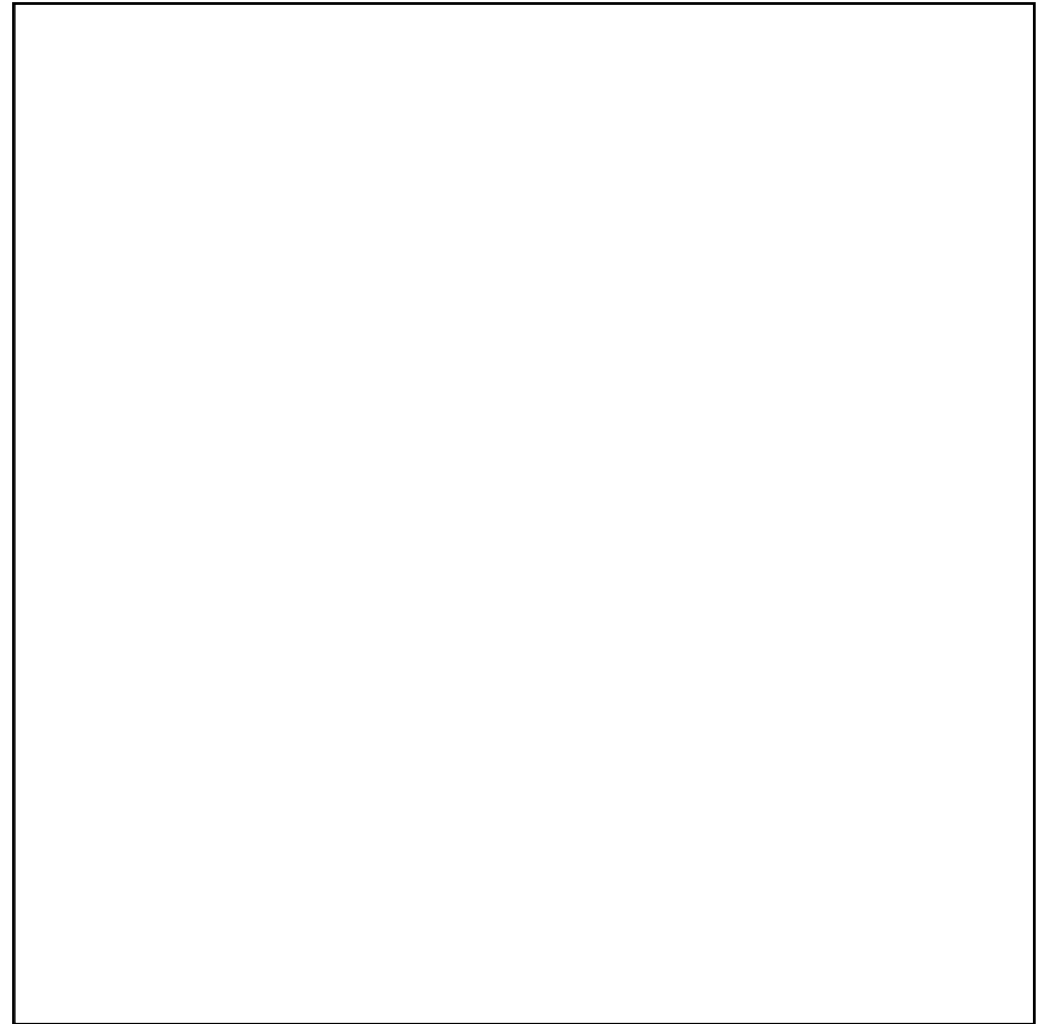# Technical terms
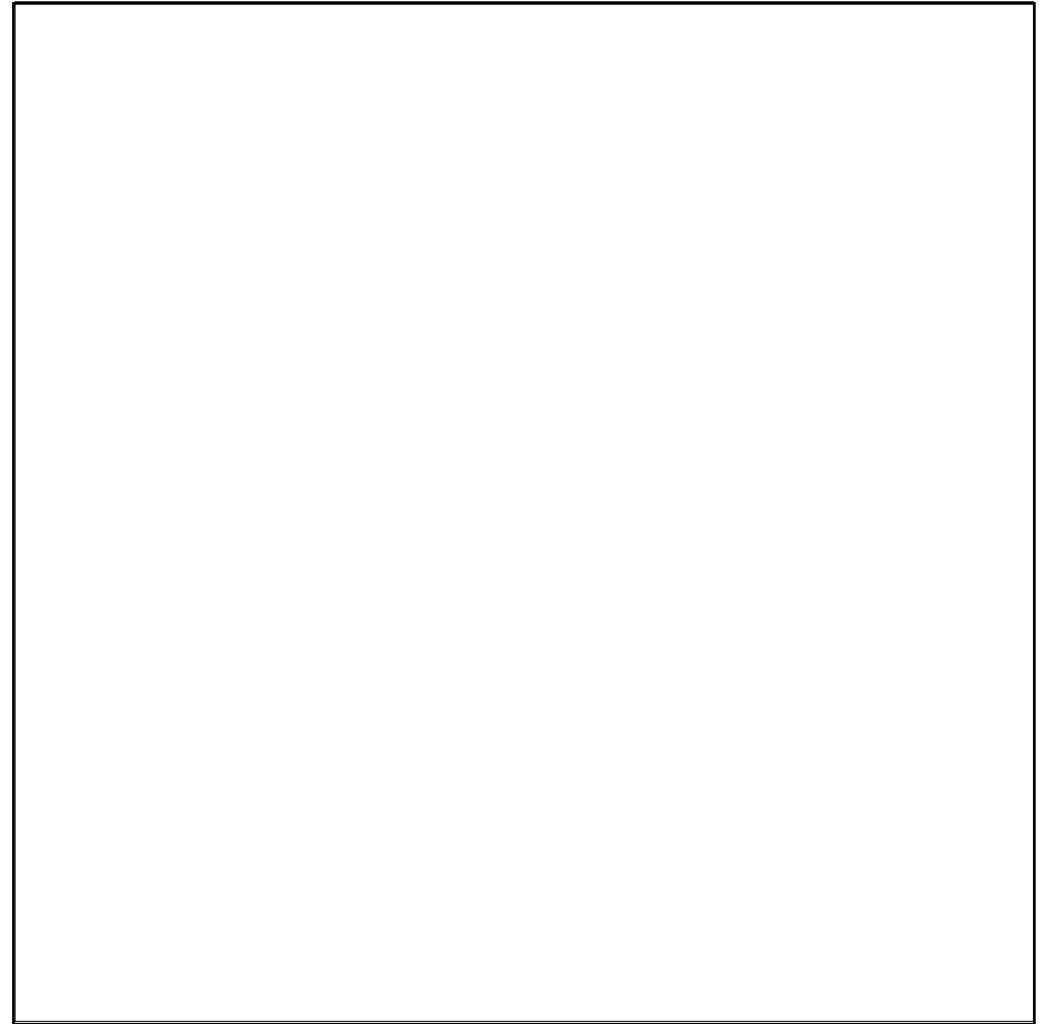
and how they are shown in an animation

_ **weight**

_ weight + width

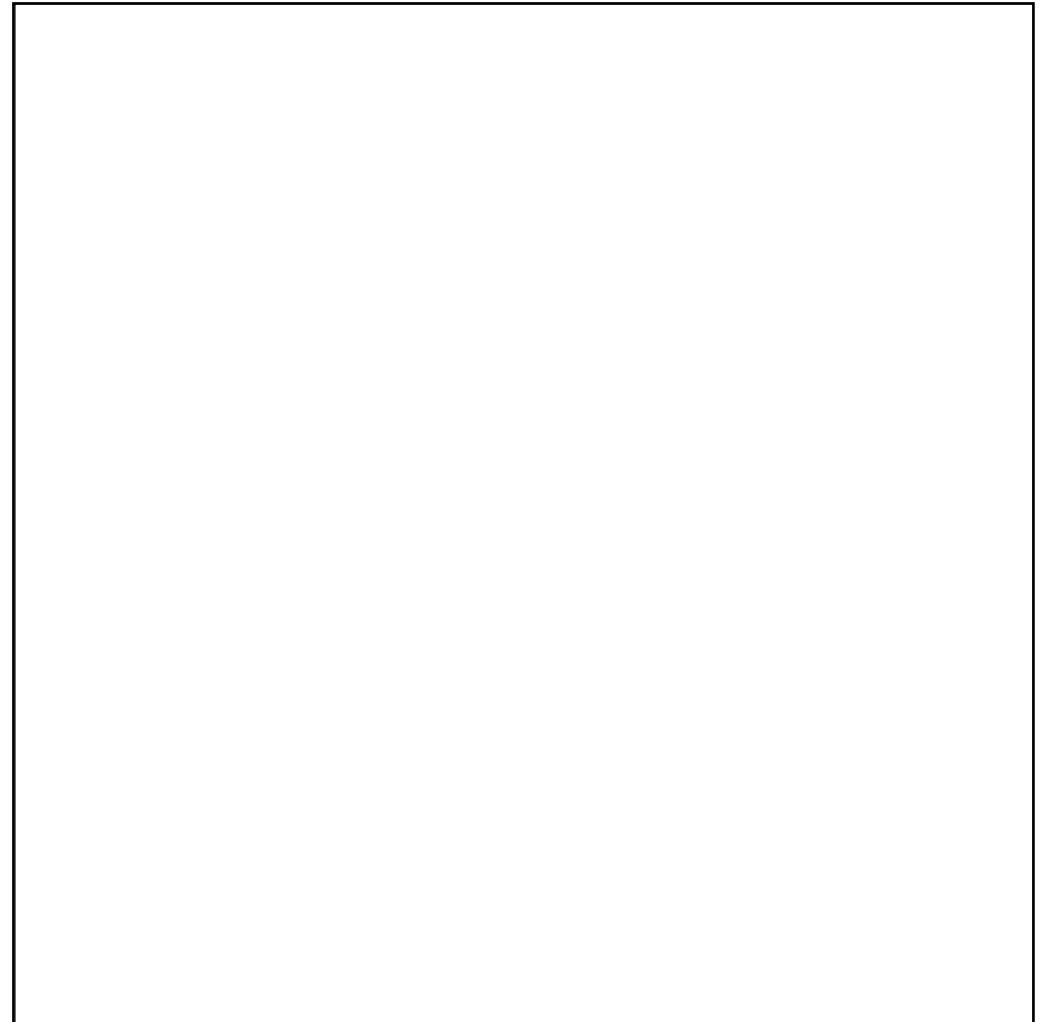# — point size

_ tracking

_ **successive motion**
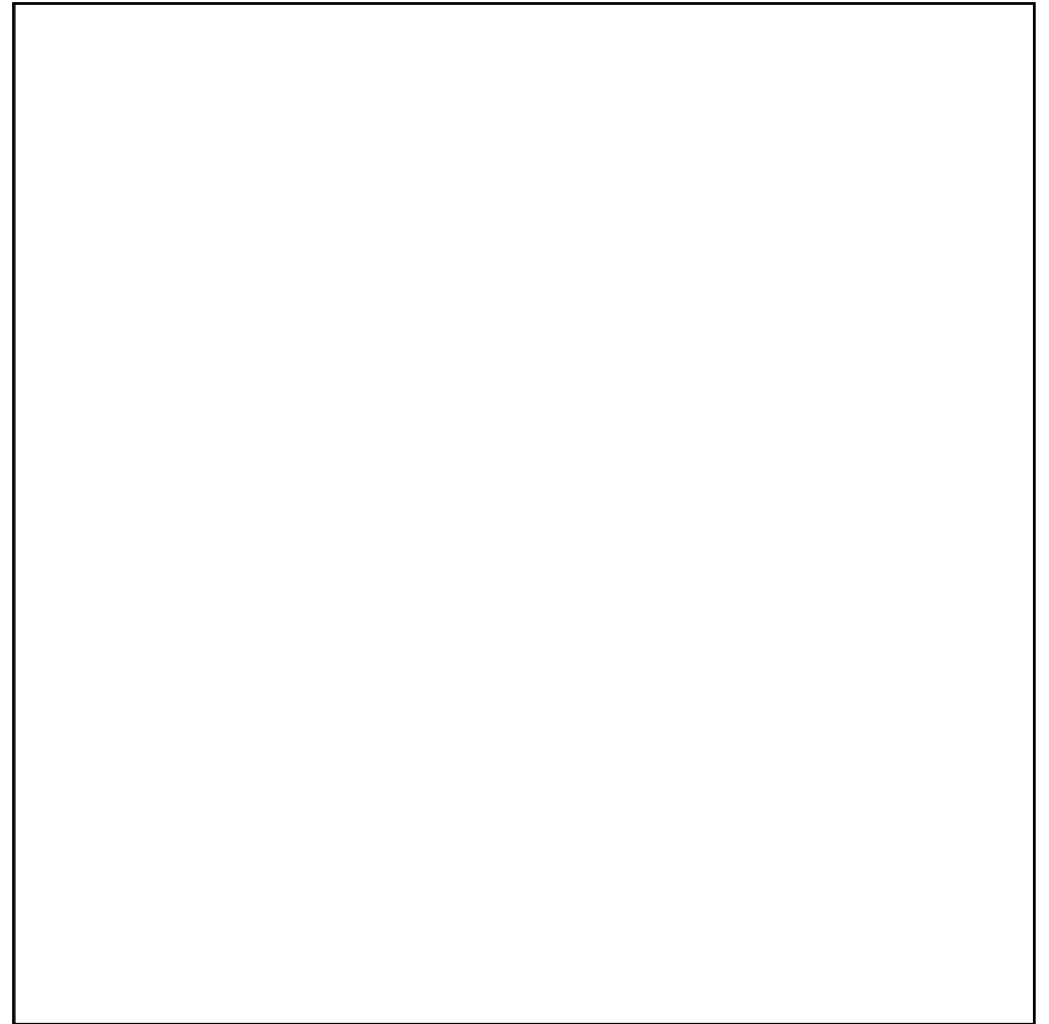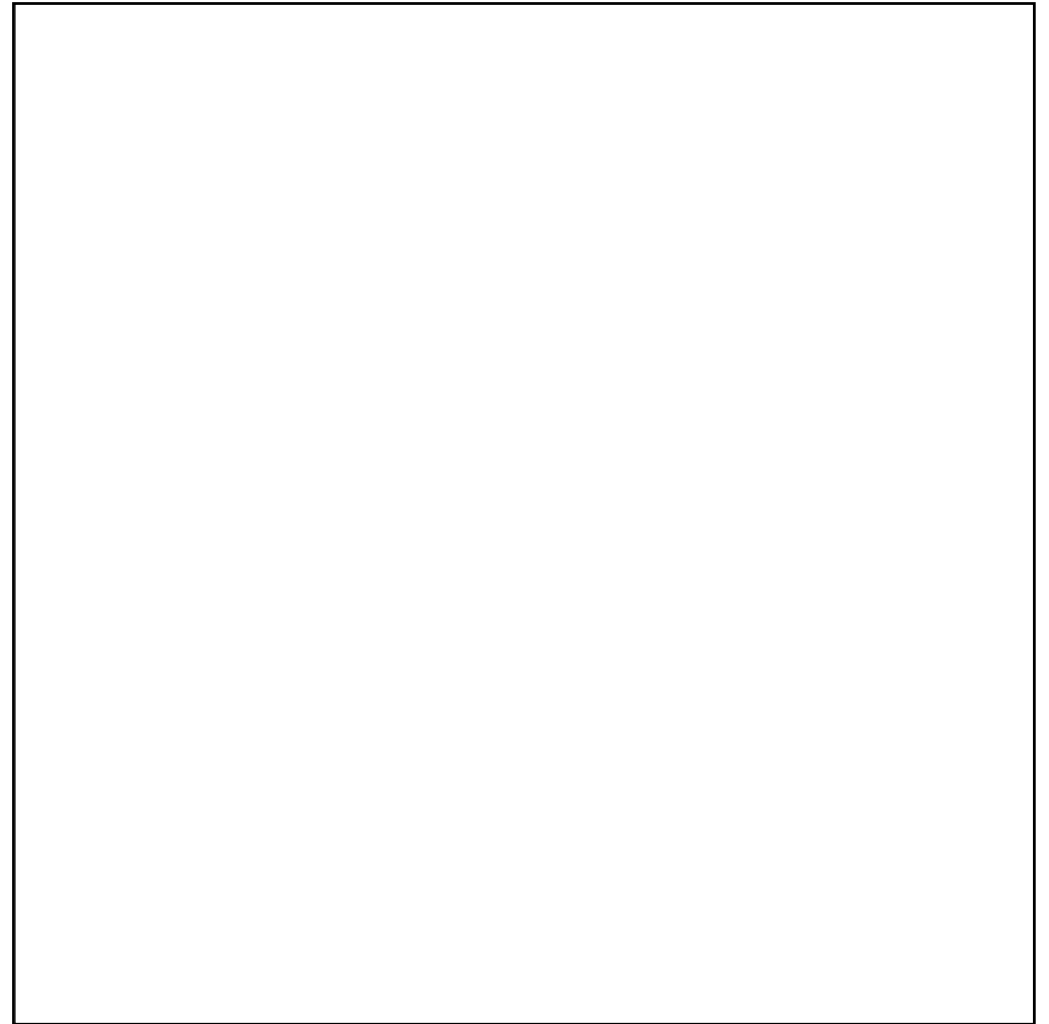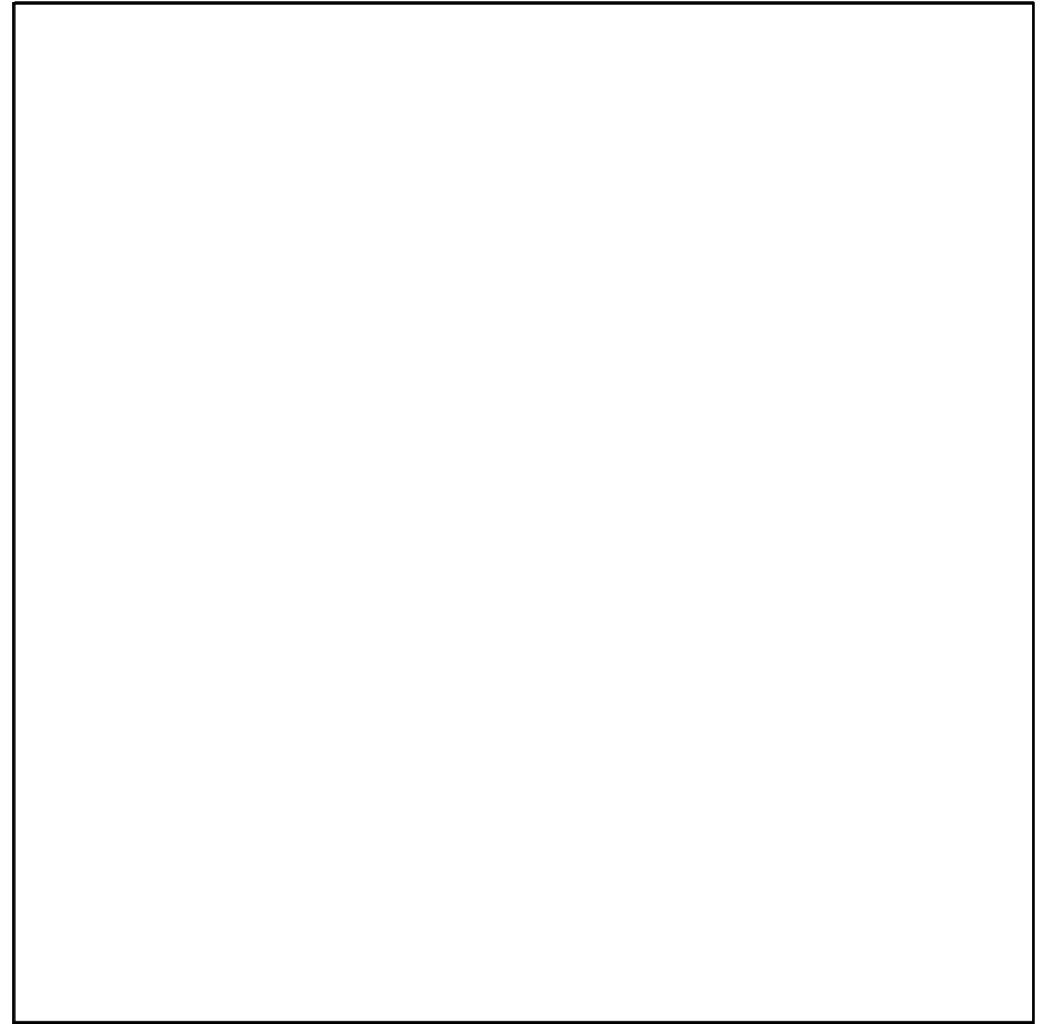
_ falling motion

_ upward motion

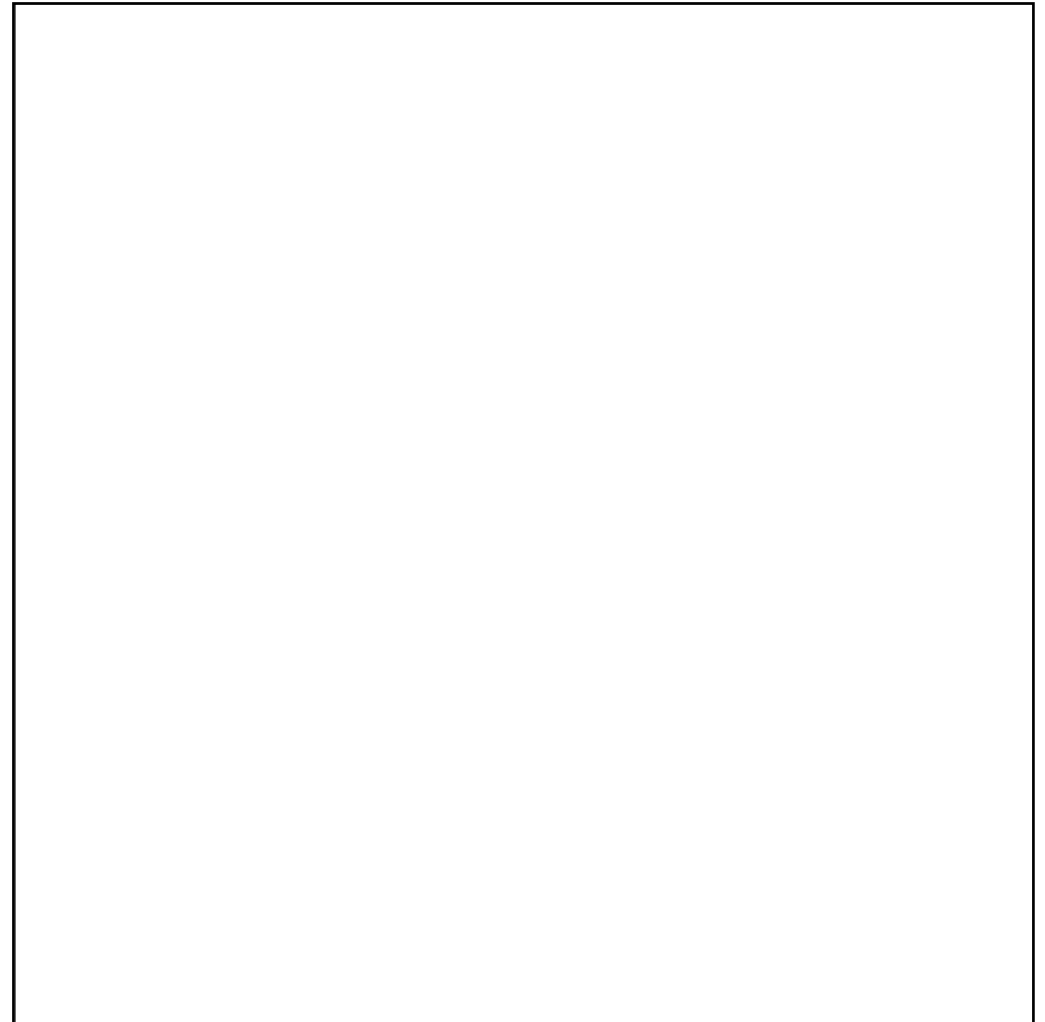## _ motion from right to left

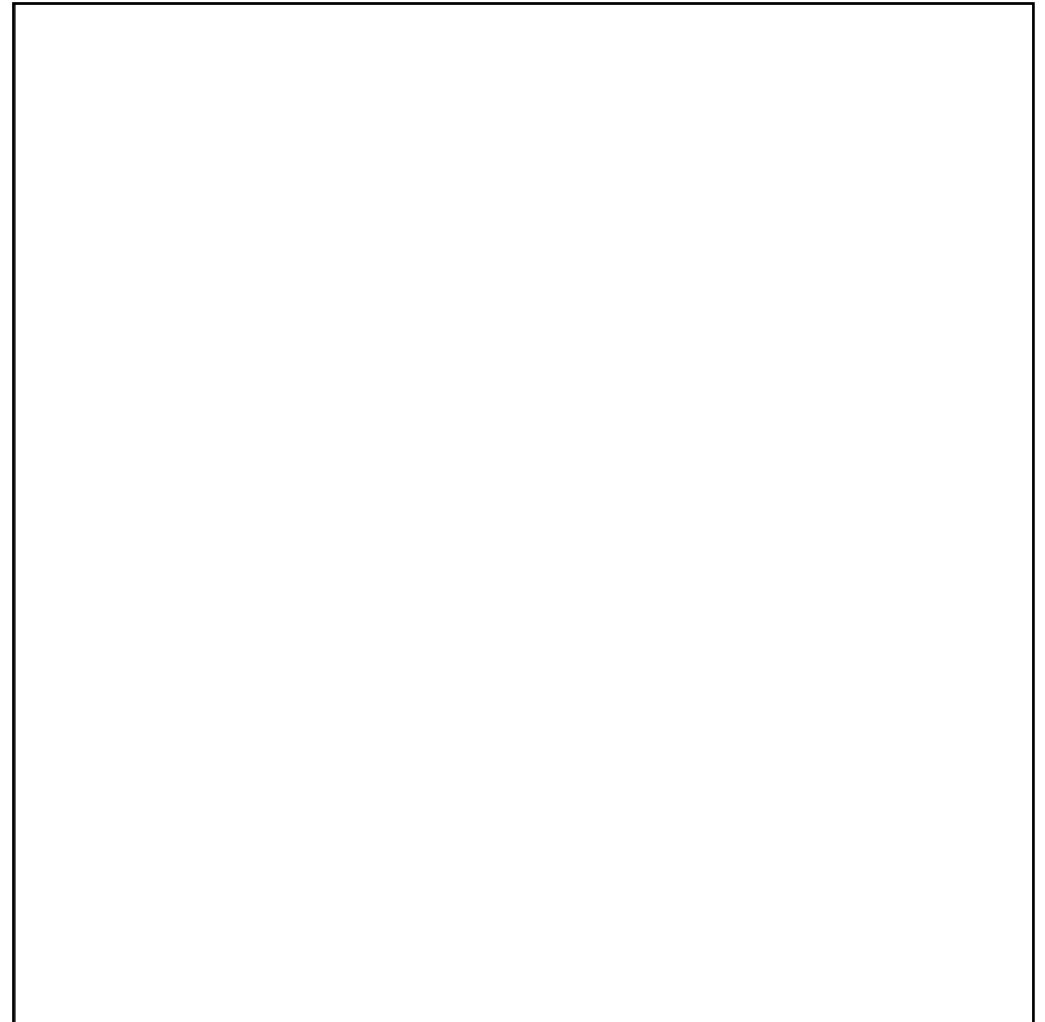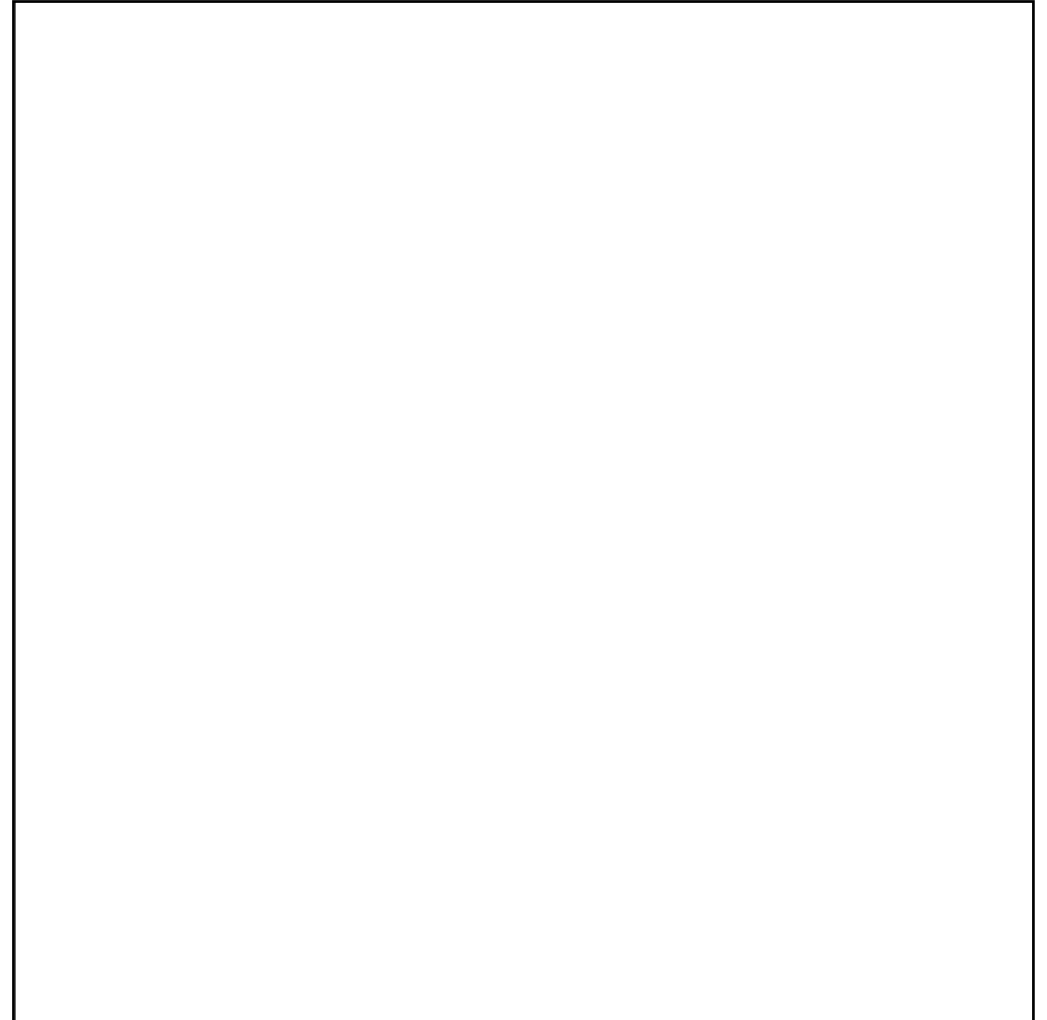# _ motion from left to right

_ Disadvantage: decreased readability

_ change of focus
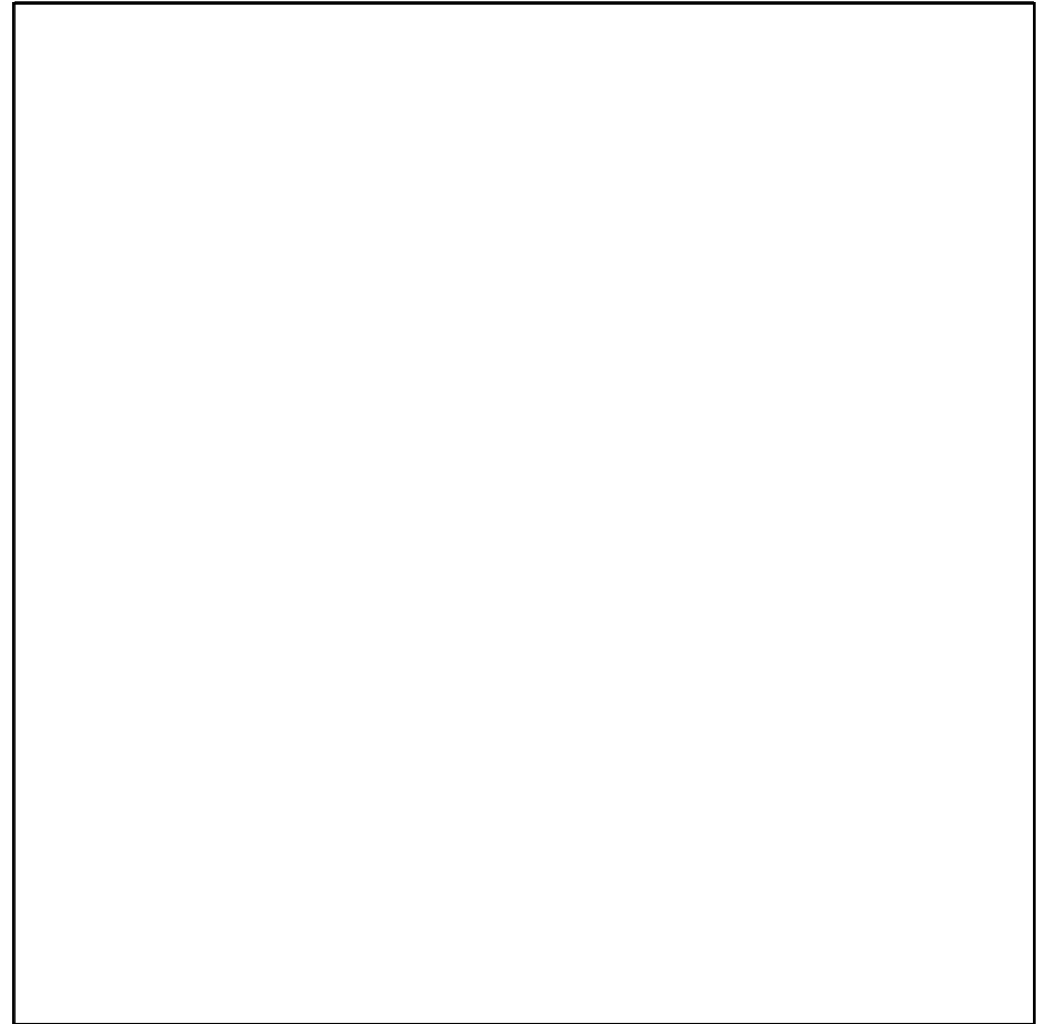
_ Foreground or background blurred or
  made fuzzy

_ Changes in depth of field
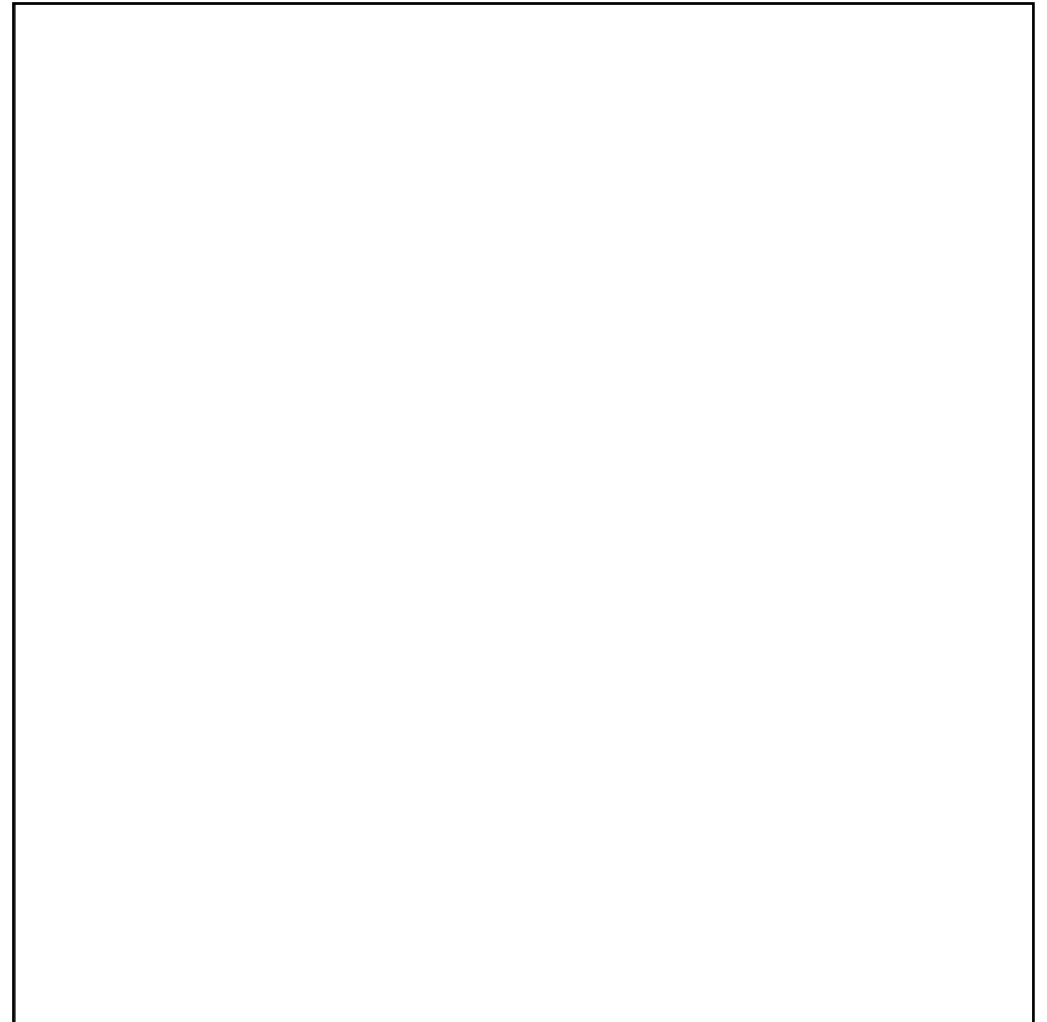
_ Emphasis achieved by keeping main element
  in focus

_ Accentuation through uppercasing

— **Accentuation based on size**

— **Emphasis
through size
and formatting**

Summary of the showed animations

_ weight

_ weight + width

_ point size

_ tracking

_ successive motion

_ falling motion

_ upward motion

_ motion from right to left

_ motion from left to right

_ change of focus

_ Accentuation through
  uppercasing

_ Accentuation based on size

_ Emphasis through size and
  formatting