CLAIMS

What is claimed is:

1. A method comprising:

presenting first and second panels of a graphical user interface on a display,

the first panel showing a set of menu items that include a menu item highlighted by a shape that surrounds the menu item;

the second panel being adjacent to the first panel and showing a set of sub-menu items that correspond to the highlighted menu item in the first panel;

using a processor of a machine and in response to selection of the highlighted menu item in the first panel, presenting a simulated transition in which:

the first panel appears to fold out of view behind the second panel, the simulated transition including simulation of a reduction in an interior concave first angle at which the first and second panels intersect,

a third panel of the graphical user interface appears to unfold into view from behind the second panel, the simulated transition including simulation of an increase in an interior concave second angle at which the second and third panels intersect, and

the shape transitions from surrounding the menu item in the first panel to surrounding a sub-menu item among the set of sub-menu items in the second panel; and

causing presentation of the second and third panels on the display after the simulated transition, the second panel showing the sub-menu item highlighted by the shape.

2. The method of claim 1, wherein:

the third panel is adjacent to the second panel and shows a set of sub-sub-menu items that correspond to the sub-menu item highlighted in the second panel.

3. The method of claim 1or 2 further comprising:

causing the graphical user interface to be superimposed over media content; and wherein the presenting of the simulated transition presents the simulated transition superimposed over the media content.

4. The method of claim 3, wherein:

the graphical user interface is translucent; and

the simulated transition depicts the third panel translucently as the third panel appears to unfold into view and darken a portion of the media content.

14. The method of claim 13, wherein:

the presenting of the simulated transition moves the second panel to the edge of the display as the first panel appears to fold out of view.

15. The method of claim 13, wherein:

the presenting of the simulated transition maintains the third panel adjacent to the second panel and moves the second and third panels together toward the edge of the display as the first panel appears to fold out of view.

16. The method of claim 13, wherein:

the presenting of the simulated transition presents an edge of the second panel equal in length to the edge of the display.

17. The method of any of the claims 1 to 16, wherein:

the first panel of the graphical user interface includes a first polygonal graphical object presented on the display; and

the second panel of the graphical user interface includes a second polygonal graphical object presented on the display.

18. A non-transitory machine-readable storage medium comprising instructions that, when executed by one or more processors of a machine, cause the machine to perform operations comprising:

presenting first and second panels of a graphical user interface on a display,

the first panel showing a set of menu items that include a menu item highlighted by a shape that surrounds the menu item;

the second panel being adjacent to the first panel and showing a set of sub-menu items that correspond to the highlighted menu item in the first panel;

in response to selection of the highlighted menu item in the first panel, presenting a simulated transition in which:

the first panel appears to fold out of view behind the second panel, the simulated transition including simulation of a reduction in an interior concave first angle at which the first and second panels intersect,

a third panel of the graphical user interface appears to unfold into view from behind the second panel, the simulated transition including simulation of an increase in an interior concave second angle at which the second and third panels intersect, and

the shape transitions from surrounding the menu item in the first panel to surrounding a sub-menu item among the set of sub-menu items in the second panel; and

causing presentation of the second and third panels on the display after the simulated transition, the second panel showing the sub-menu item highlighted by the shape.

19. The non-transitory machine-readable storage medium of claim 18, wherein:

the presenting of the first and second panels presents the first panel adjacent to an edge of the display; and

the presenting of the simulated transition presents the shape with a first vertical edge that is nonadjacent to the edge of the display and remains unmoved relative to the display during the simulated transition.

20. A system comprising:

one or more processors; and

a user interface module that configures the one or more processors to:

present first and second panels of a graphical user interface on a display,

the first panel showing a set of menu items that include a menu item highlighted by a shape that surrounds the menu item;

the second panel being adjacent to the first panel and showing a set of sub-menu items that correspond to the highlighted menu item in the first panel;

in response to selection of the highlighted menu item in the first panel, present a simulated transition in which:

the first panel appears to fold out of view behind the second panel, the simulated transition including simulation of a reduction in an interior concave first angle at which the first and second panels intersect,

a third panel of the graphical user interface appears to unfold into view from behind the second panel, the simulated transition including simulation of an increase in an interior concave second angle at which the second and third panels intersect, and

the shape transitions from surrounding the menu item in the first panel to surrounding a sub-menu item among the set of sub-menu items in the second panel; and

cause presentation of the second and third panels on the display after the simulated transition, the second panel showing the sub-menu item highlighted by the shape.

21. The system of claim 20 further comprising:

a media presentation module that configures the one or more processors to present media content on the display; and wherein the user interface module configures the one or more processors to cause the graphical user interface to be superimposed over the media content presented on the display.