Disney Animation: The Illusion of Life
Thomas and Johnston

The Principles of Animation

Squash and Stretch  
Anticipation  
Staging  
Pose to Pose  
Follow Through  
Slow in and Slow out

Arcs  
Secondary Action  
Timing  
Exaggeration  
Solid Drawing  
Appeal
The famous half-filled flour sack, guide to maintaining volume in any animatable shape, and proof that attitudes can be achieved with the simplest of shapes.
Squash and Stretch
Squash and Stretch

In moving the circle (representing the ball) down and back up, it was discovered that the ball would seem to have more weight if the drawings were closer together at the top and spaced farther apart at the bottom.

Then, if the bottom drawing was flattened, it gave the appearance of bouncing. Elongating the drawings on each side made it easier to follow and gave more snap to the action. Thus, the beginnings of Squash and Stretch.
Anticipation
Follow Through
Follow Through
Secondary Action