ART DIRECTING the LEAGUE CLIENT UPDATE

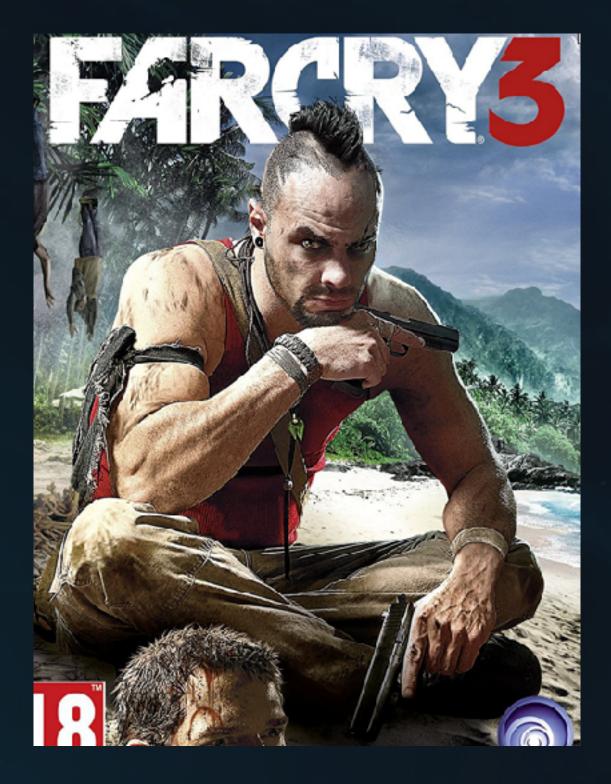


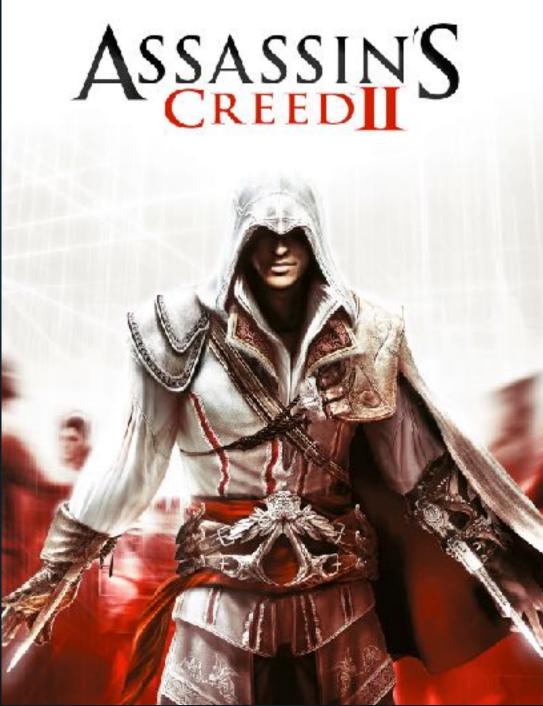
BUILDING A SCALABLE UI

GDC 2017 SAN FRANCISCO, CA

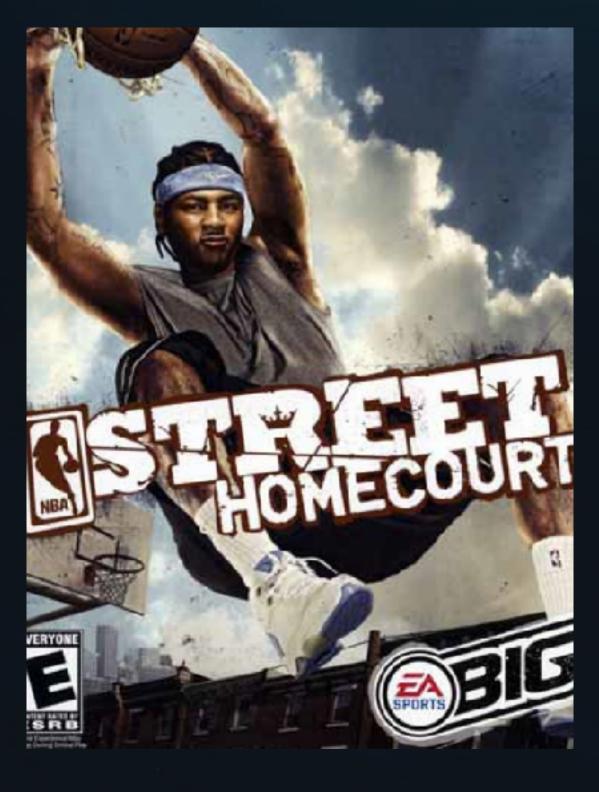


LAURA DeYOUNG











5v5 RANKED DRAFT

Declare your champion!

そうややの



тор Flashtronaut



JUNGLE Corkijungmain



MID BestSorakaMidNA



вот xLordoftheLeashx



SUPPORT DefinitelyBlitzcrank <A>



Braum



Diana

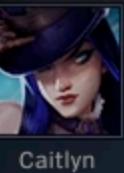


Ezreal



Gnar



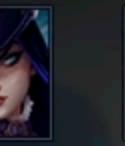


Draven

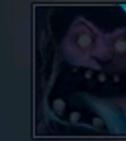
Fiddlesticks

((

Gragas



Cassiopeia





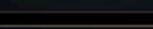
Fiora

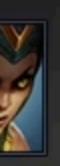


Graves

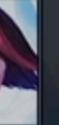




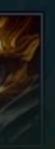






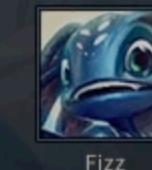






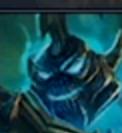
\$

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Fizz

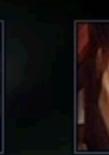
Ekko



Hecarim









Evelynn



Gangplank







q

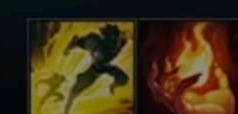
Darius



Summoner 2

Summoner 3









Galio

Heimerdinger







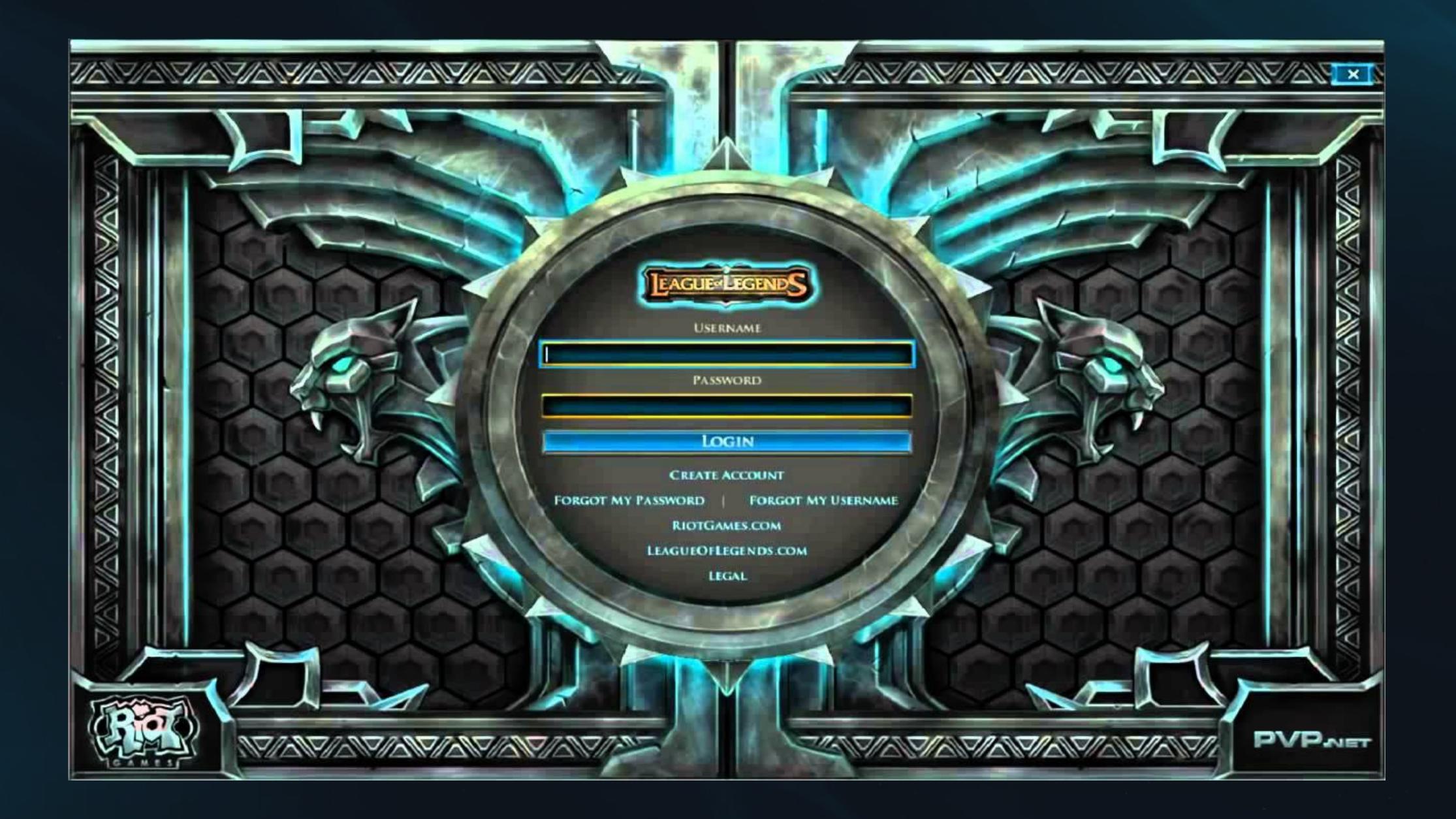
11 Lessons We Learned

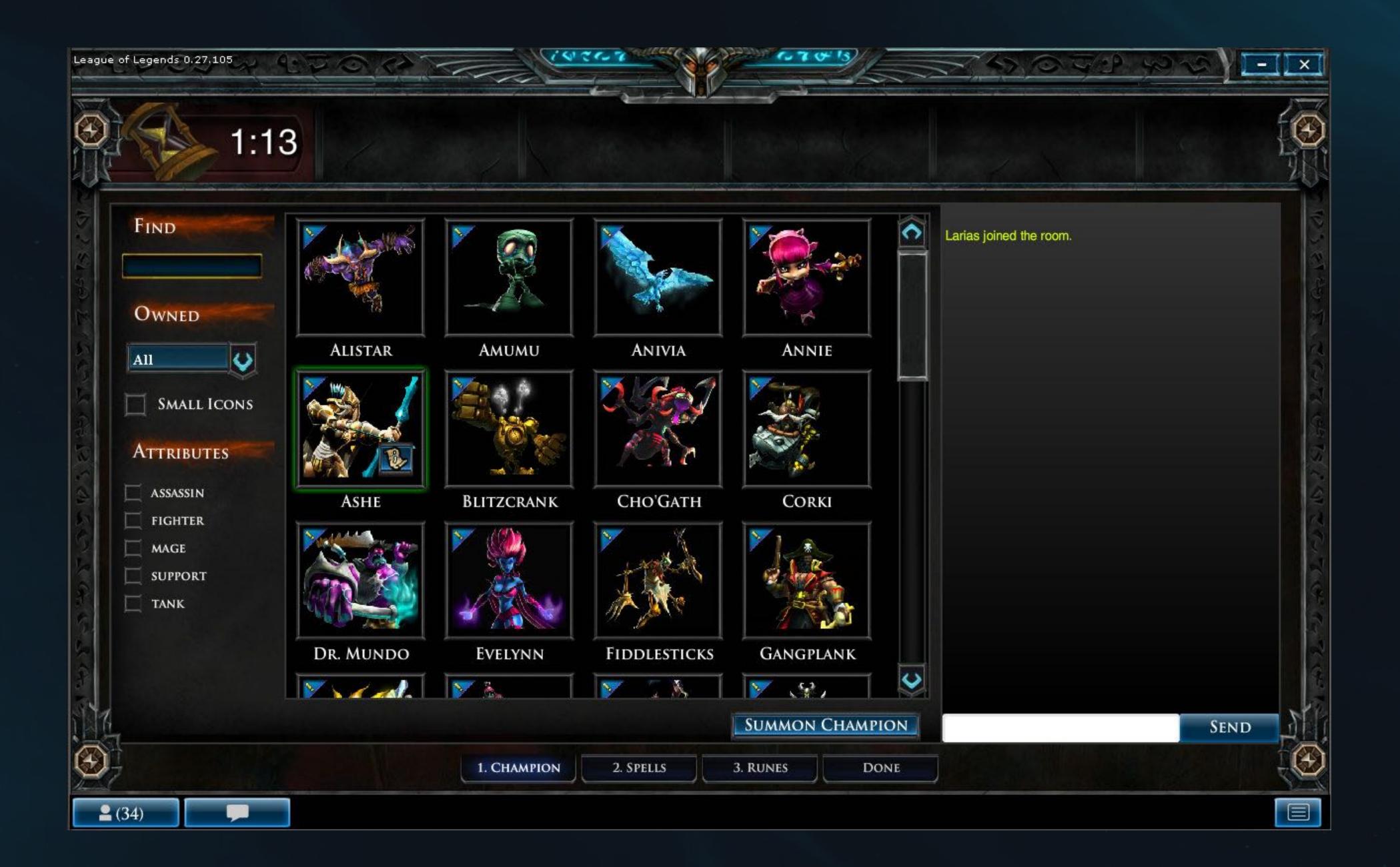
History of the Client

Current Status of the Client

HISTORY of the LEAGUE CLIENT

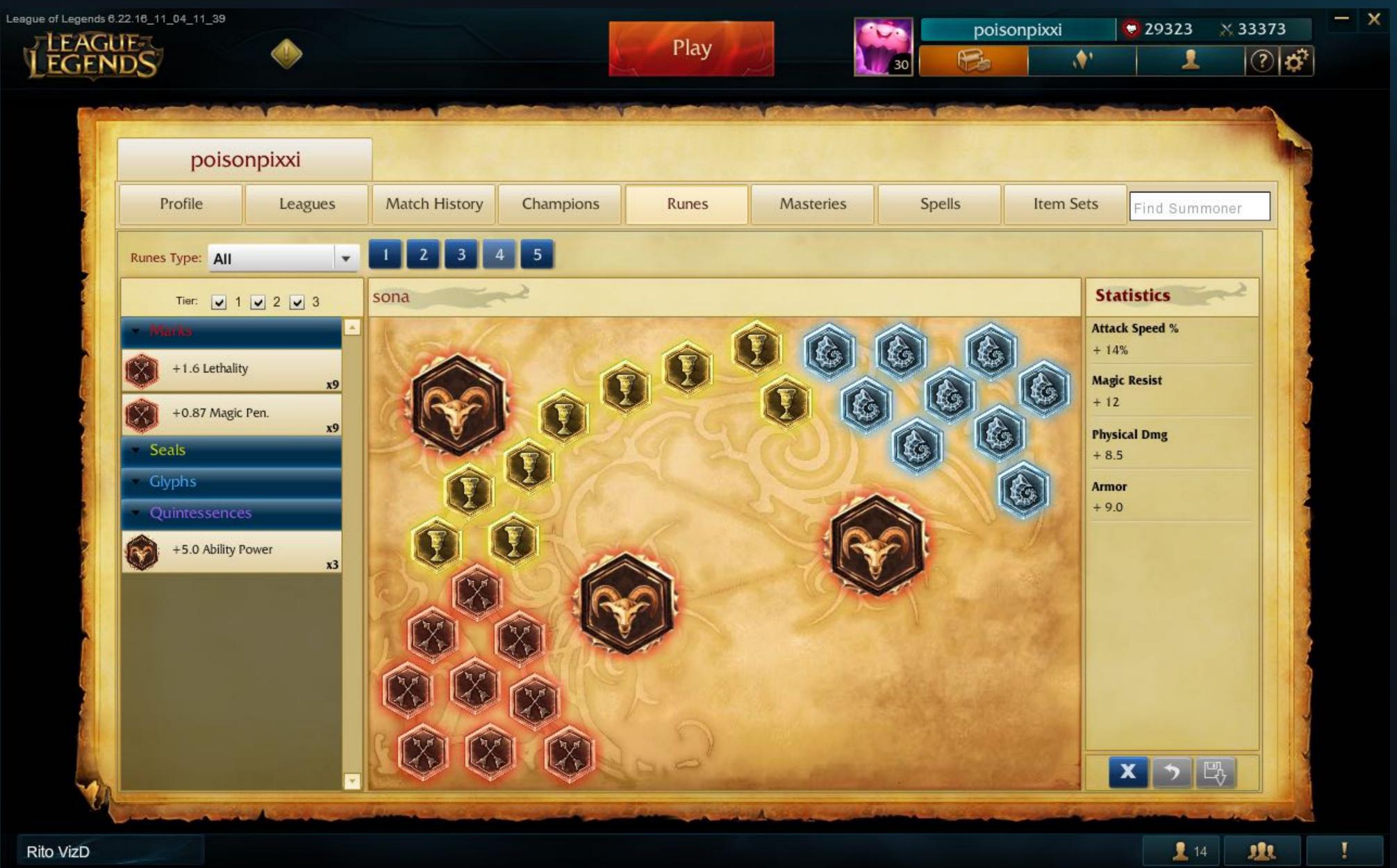




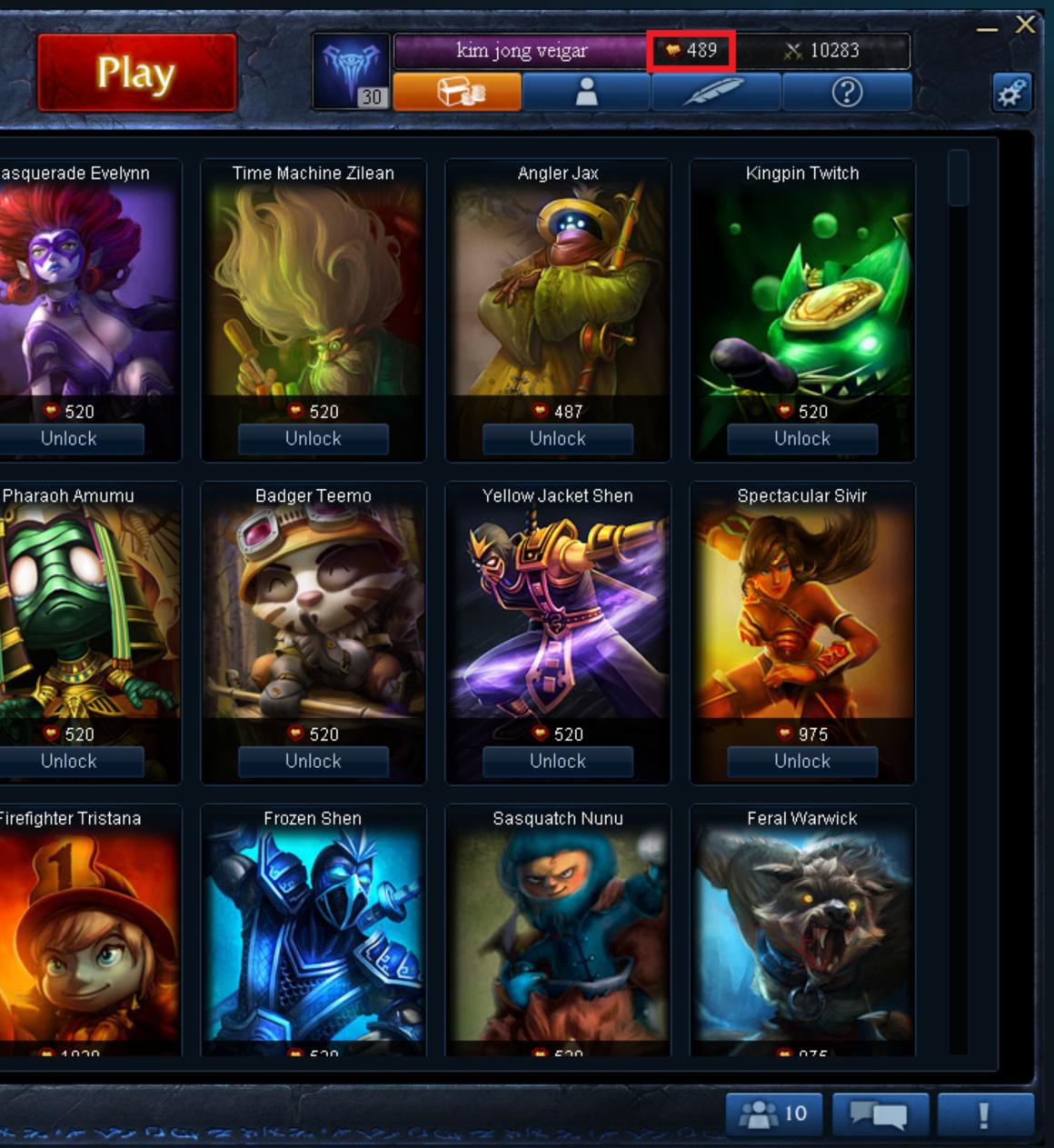


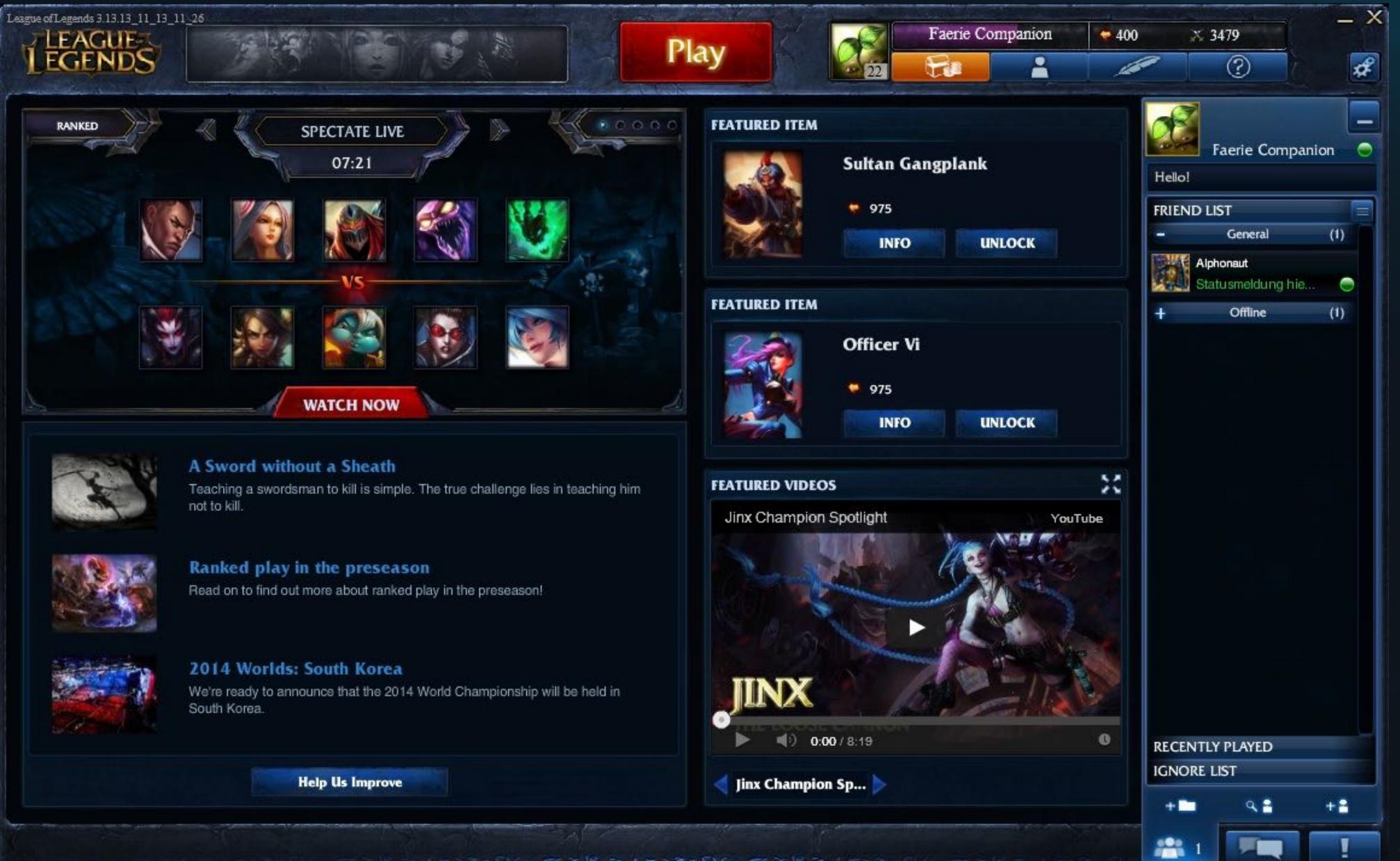






Purchase RP	Q Search	Mystery Skin	Masque
Gifting Center			
Featured	Filters		C
Champions	 On Sale Champion Owned Not Owned 	C 490 Unlock	
Skins	Limited Availability	Phantom Karthus	Phara
Ward Skins	Ultimate Show All		
Summoner Icons	イリ Sort By		
Runes	Release Date Price (RP)		
Boosts	Champions	C 460 Unlock	
Bundles		Hextech Sion	Firefig
Other		A Caller	
Codes		All and a	
Purchases		H	





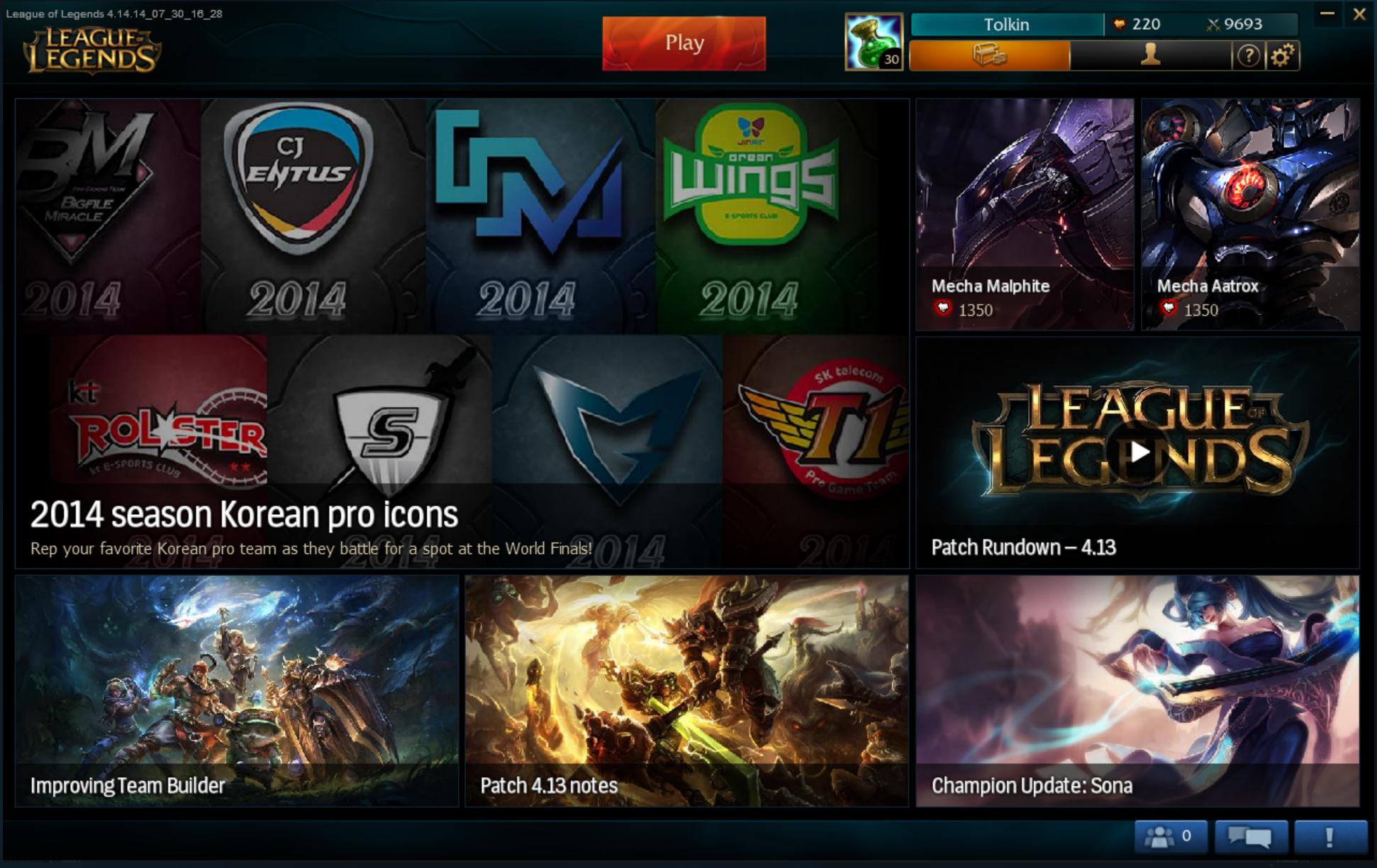






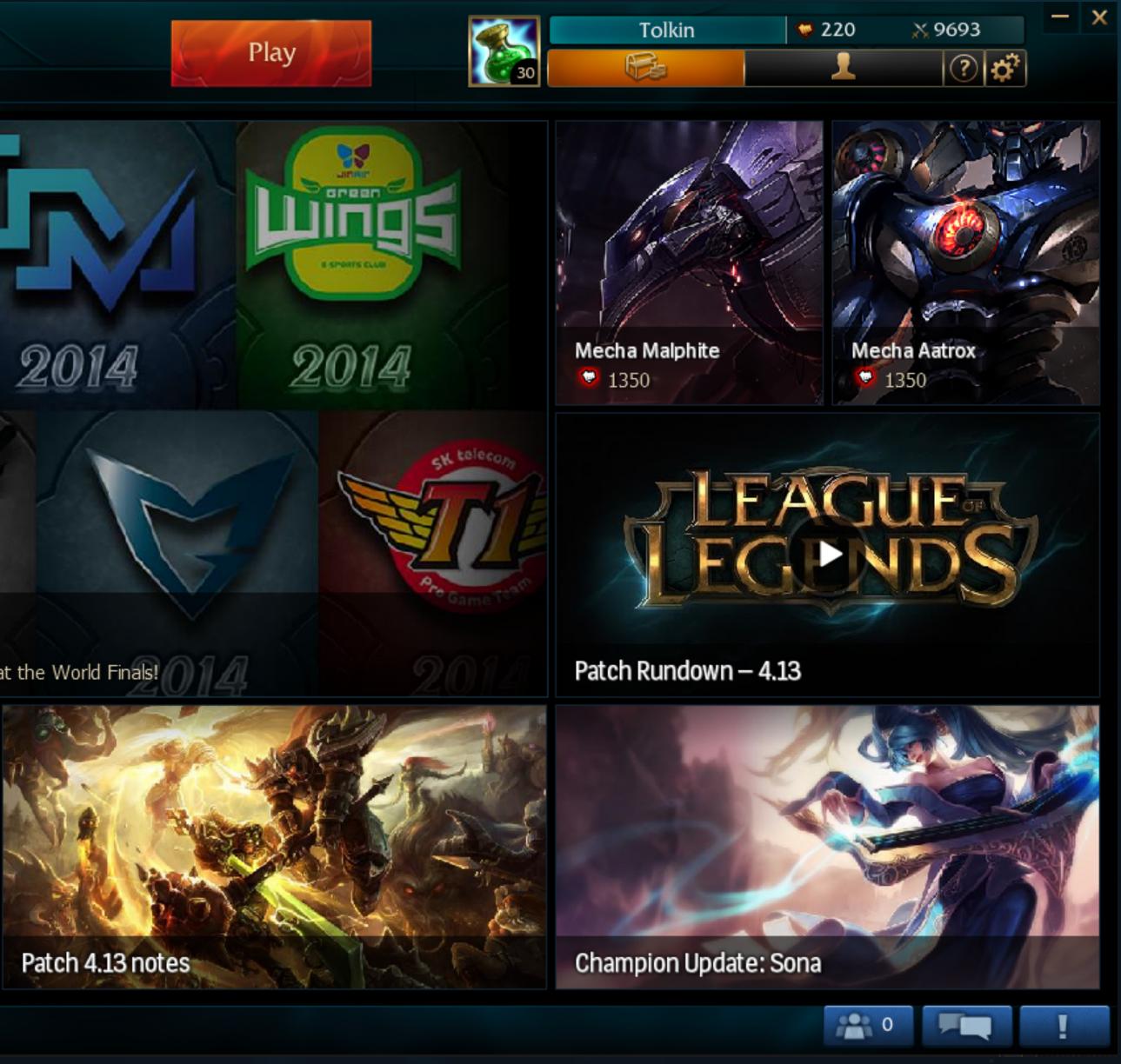


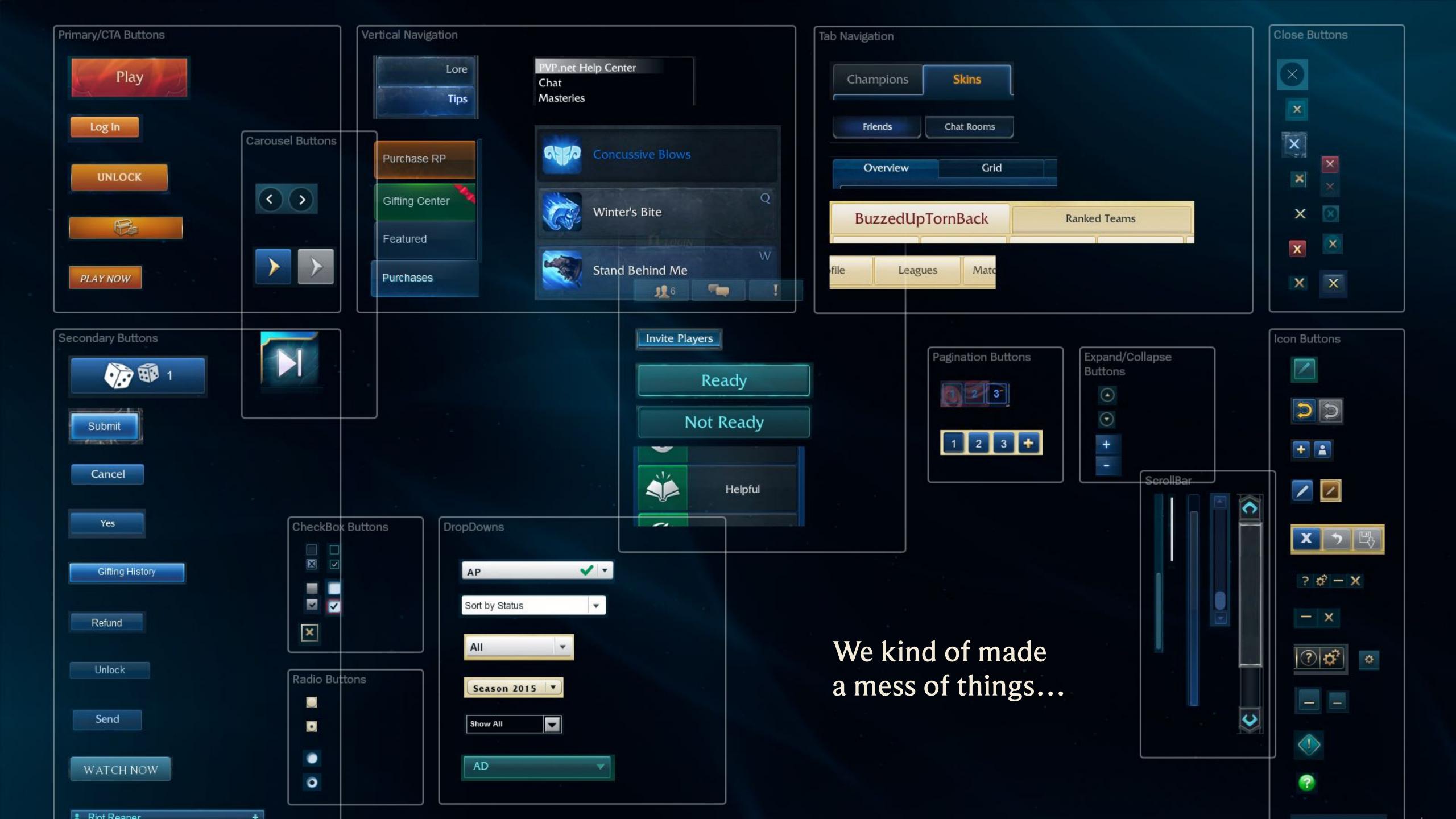














Instructions

Find Summoner

Combine these two runes to get another rune! Since these are Tier 3 runes you can only combine 2 of them, you can not combine 5 Tier 3 runes.



0



" @riot, your client sucks "

" I do not know what I did in a past life to deserve this shitty client "

" gg riot with your terrible god awful client"

NUKE IT FROM ORBIT

IT'S THE ONLY WAY TO BE SURE





THE TEAM

 \diamond

10

-

IDENTIFY CLEAR GOALS

UNIQUE TO LEAGUE

FLEXIBLE

RESONANT



FLEXIBLE

Provide a flexible design for developer efficiency.



UNIQUE TO LEAGUE Represent League's unique and eclectic fantasy world.



RESONANT A design that speaks to our players.



EXPLORE THE IP



爲





THE DEVIL

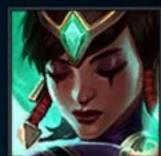








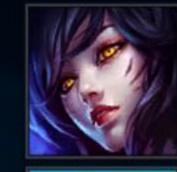


















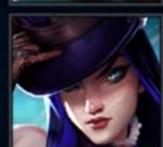
















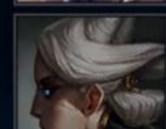




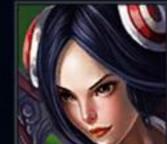


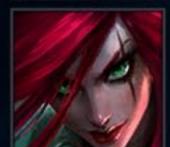












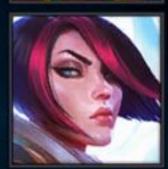


















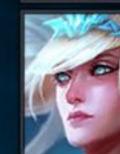




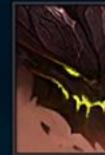






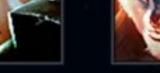






































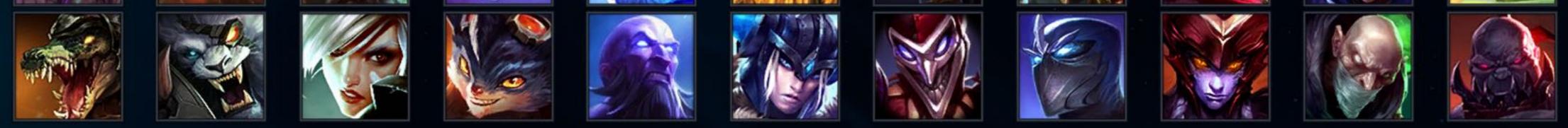








































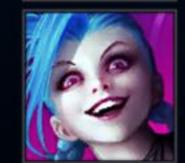




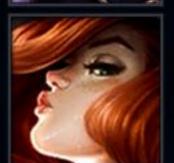








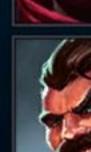










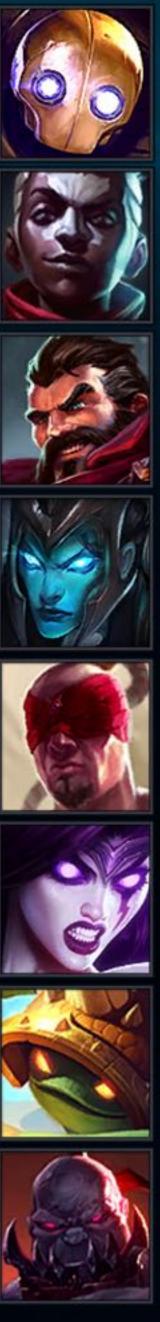












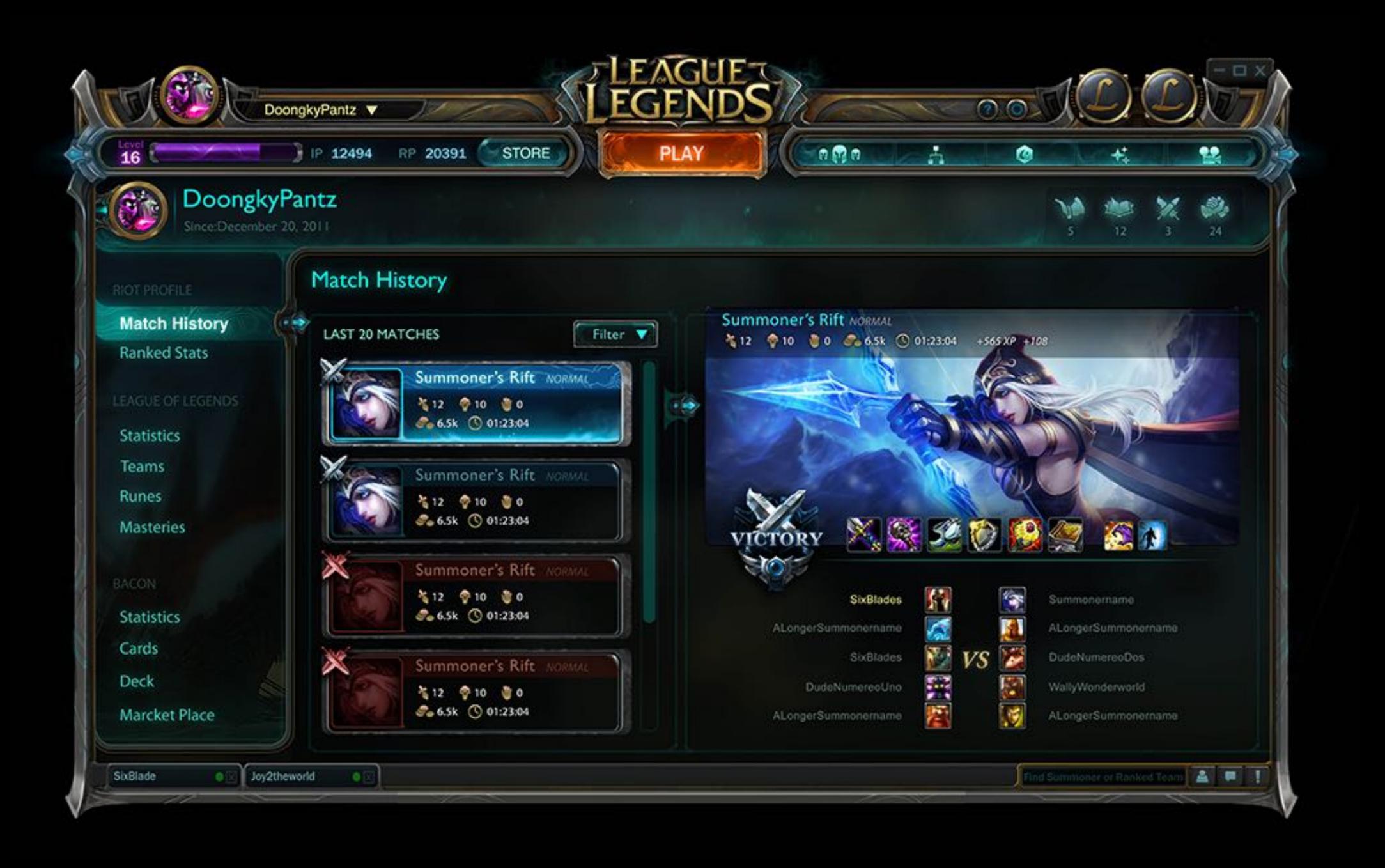








TRYING TO SAY EVERYTHING SAYS NOTHING







NEXUS CRYSTAL

1000

 $\langle \rangle$



LEAGUE

WHAT'S NEW

Debonair Jayce Now Available Build smart and carry hard as Debonair Jayce

Season 3 is Here! Hear about the new jungle and item shop

Ezreal Gets a Much Needed Nerf ...and millions of players rejoice

LAST WIN

DRAGONWING CORKI

18

X 12 🔗 3 👋 2

More Details









We needed a narrative.



FIND A NARRATIVE

PILTOVER the City of Progress



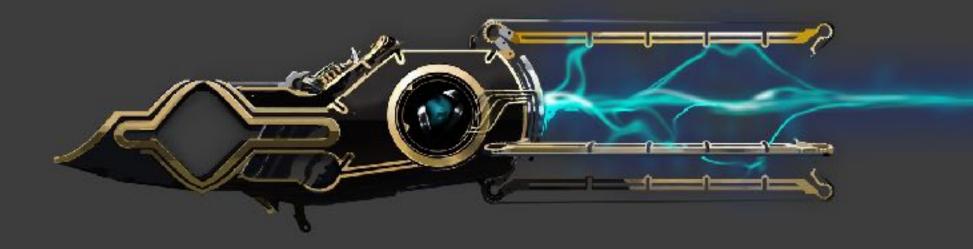
HEXTECH POWER CORE

 $\langle \diamond \rangle$

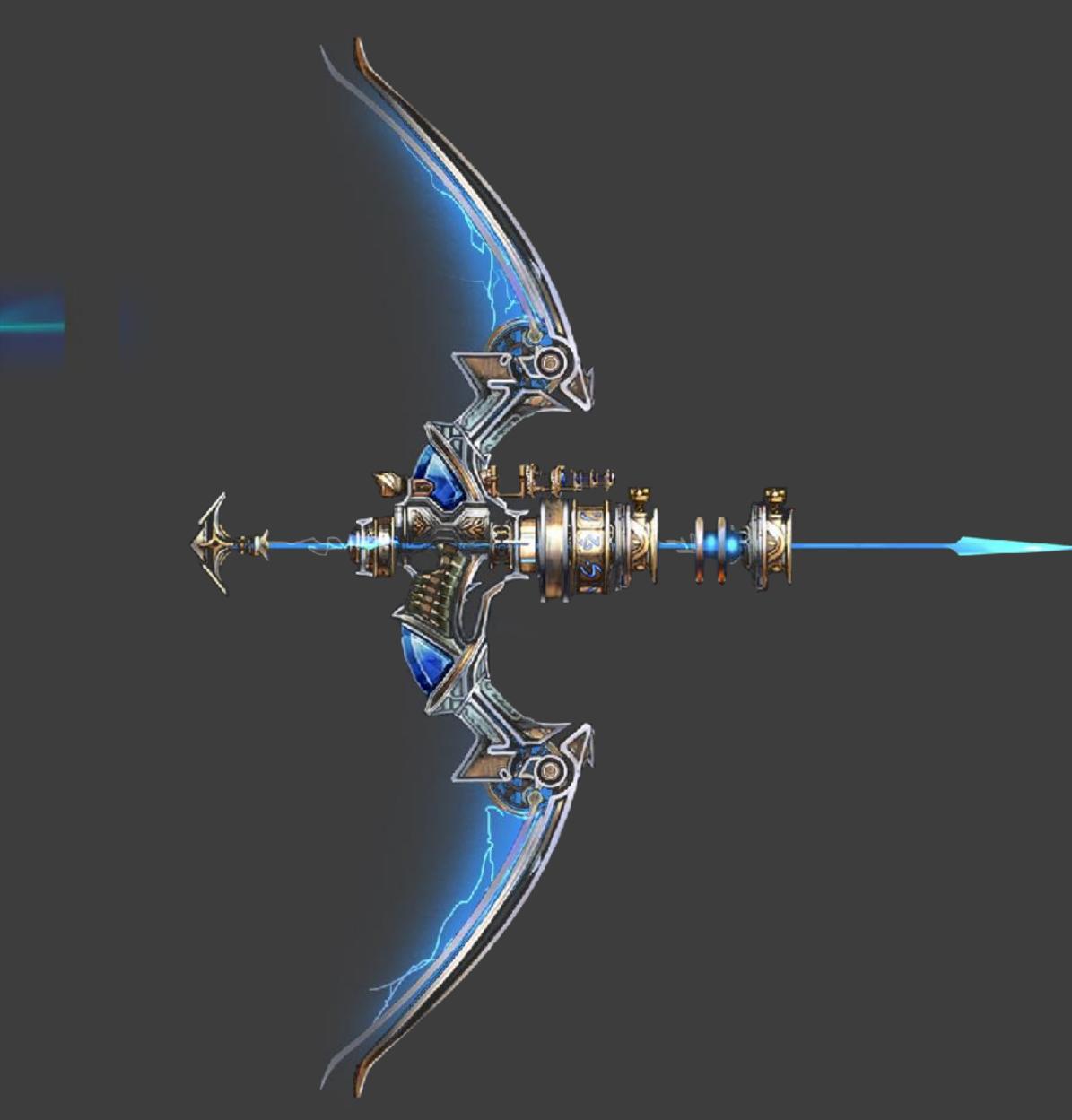


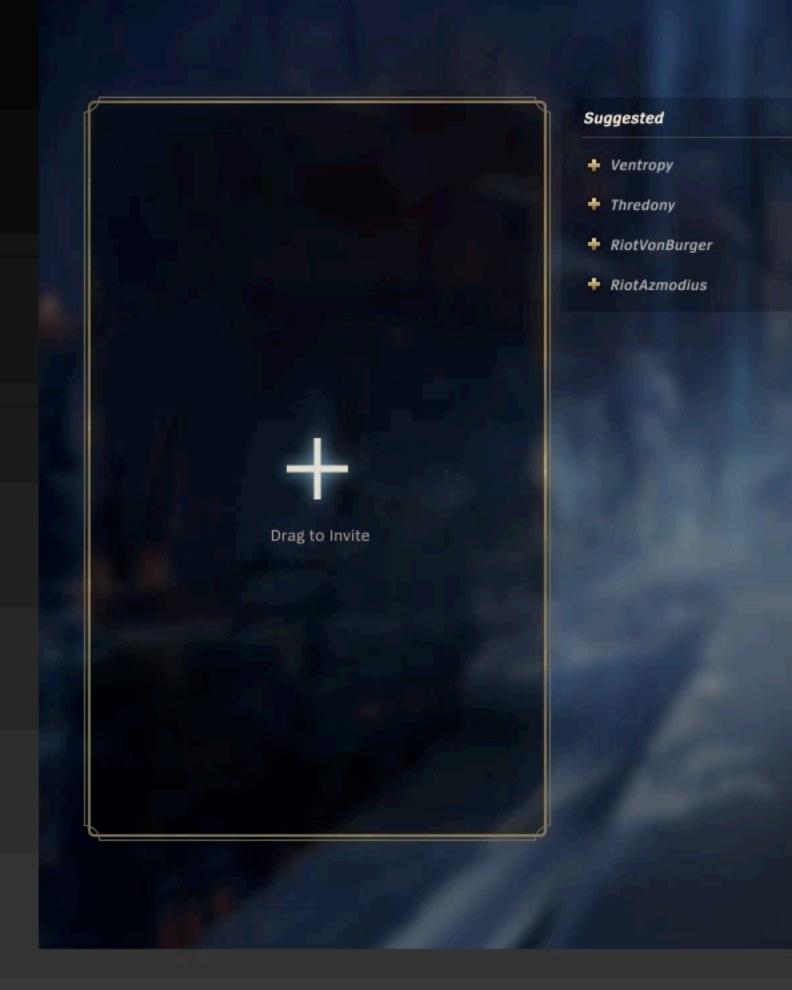
MAGIC FOR MUGGLES

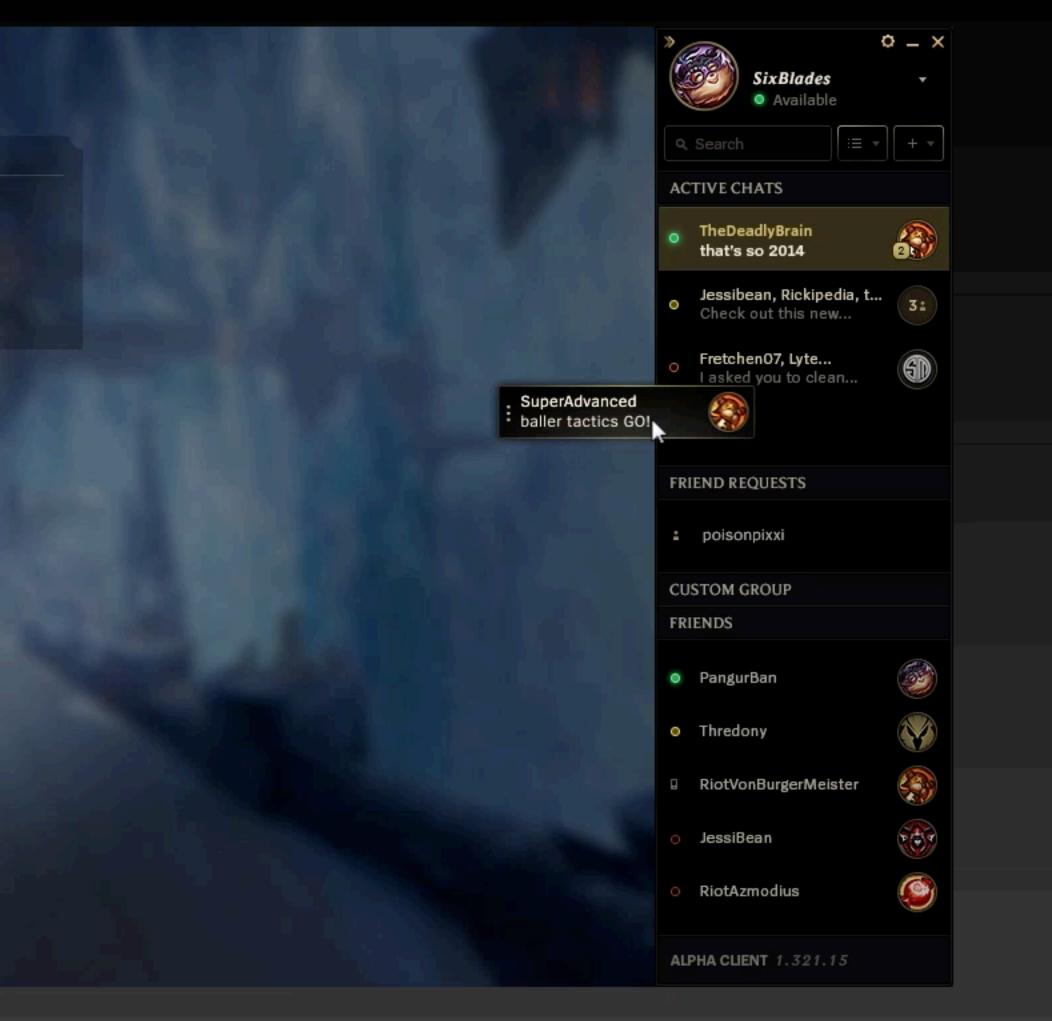
 $\langle \diamond \rangle$











EXAMPLE



UNIQUE TO LEAGUE

FLEXIBLE

RESONANT





MAIN NAVIGATION GOES HERE

NORMAL RANKED CO-OP VS. AI



SUMMONER'S RIFT

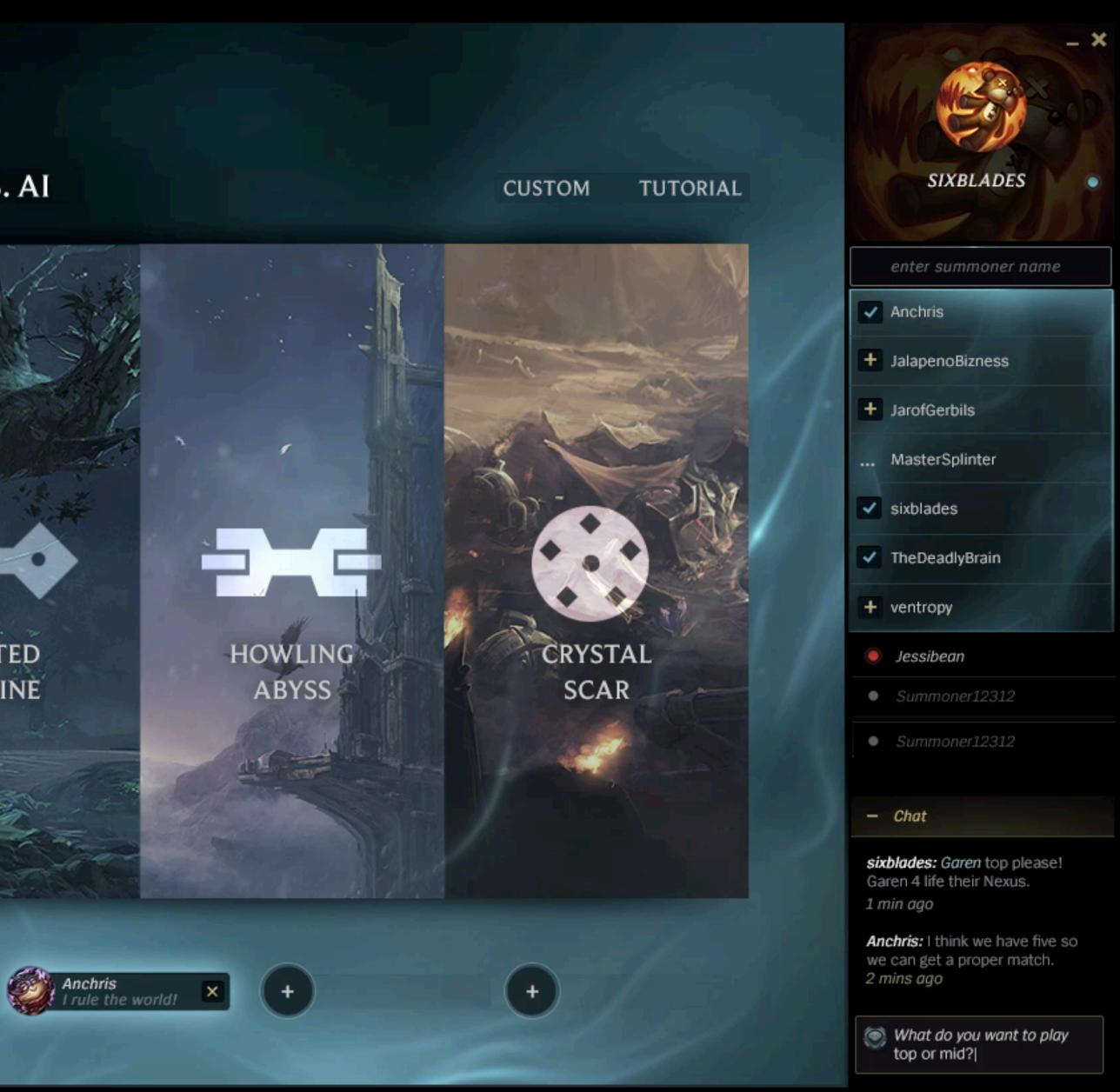
TWISTED TREELINE



sixblades First Pentakill

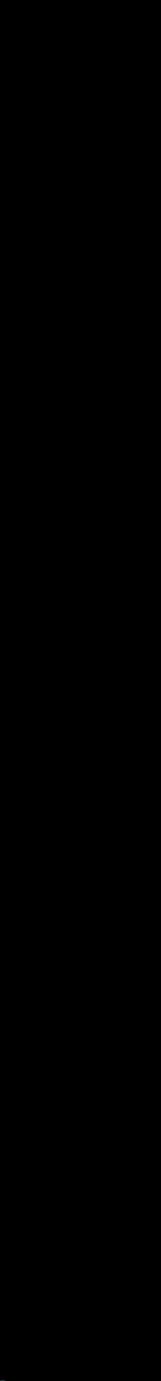


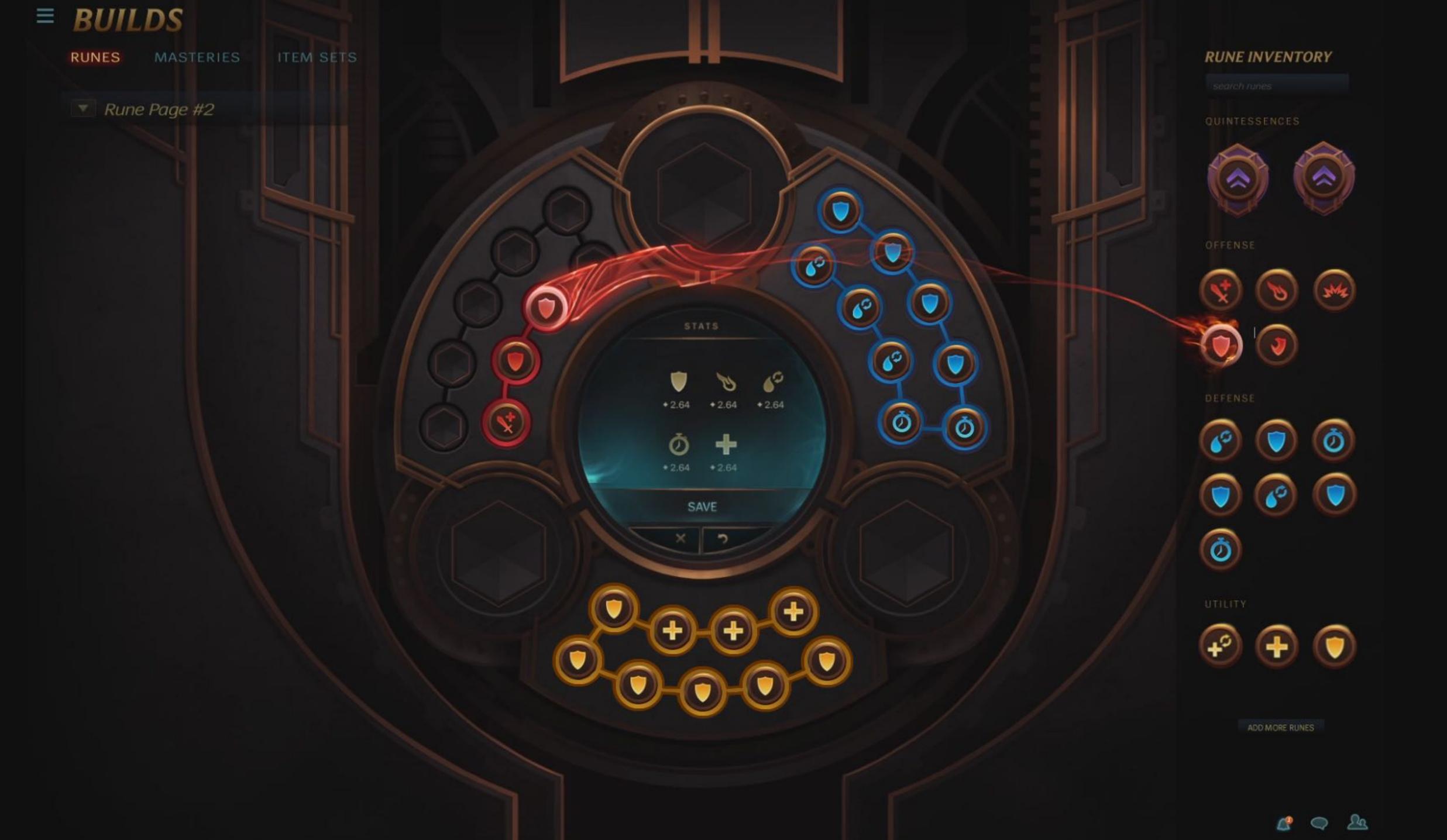
TheDeadlyBrain





2 🖓





DECONSTRUCT YOUR ITERATIONS

Directional Magic

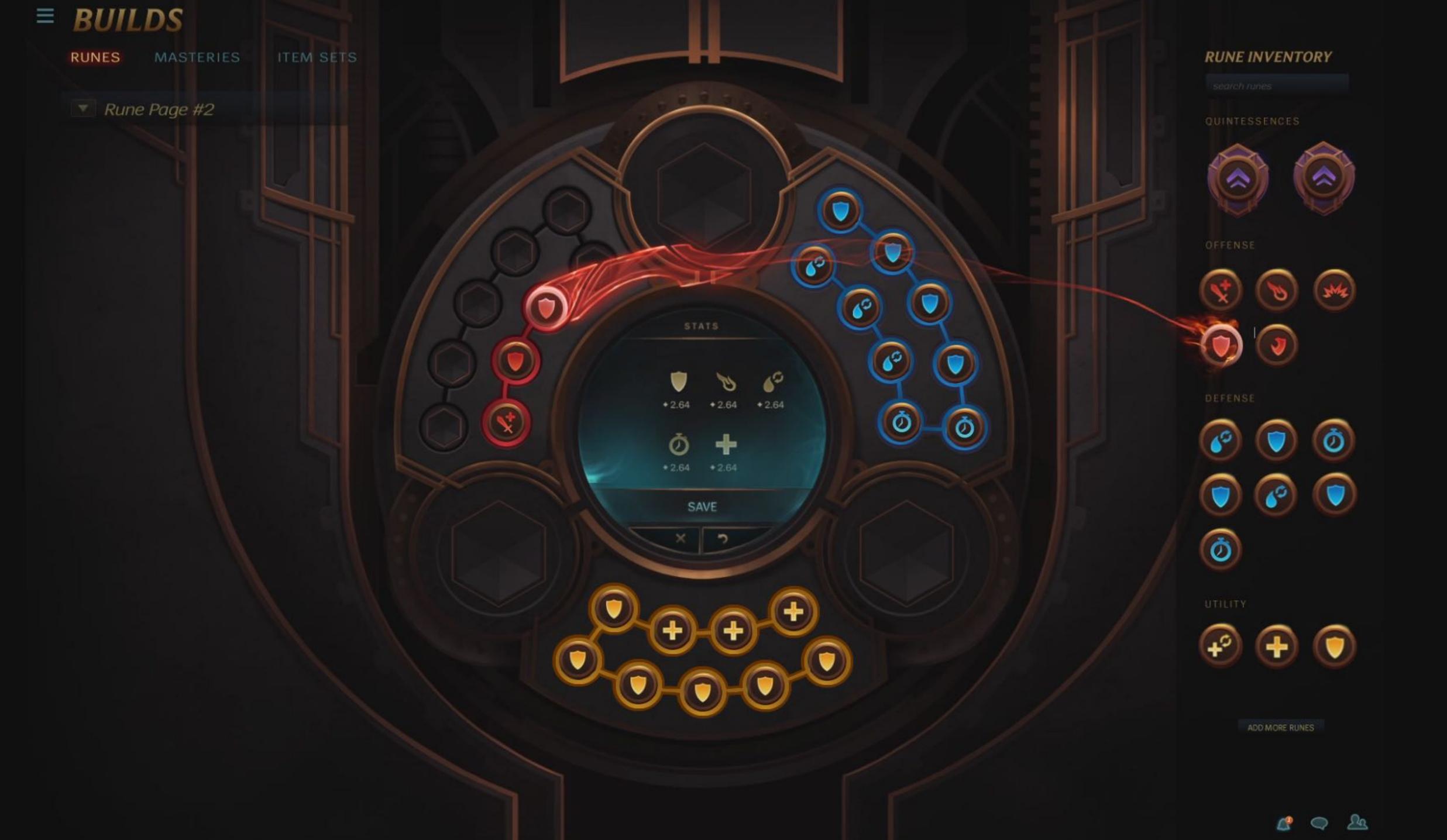


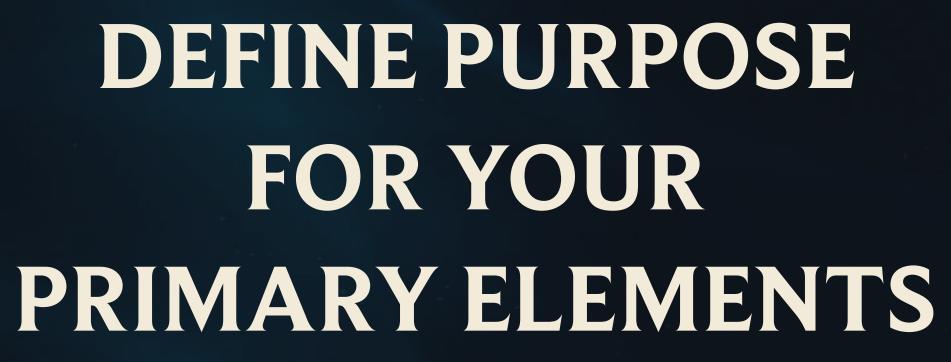
Sharp, Crafted Technology



+2.64

Responsive Behavoirs

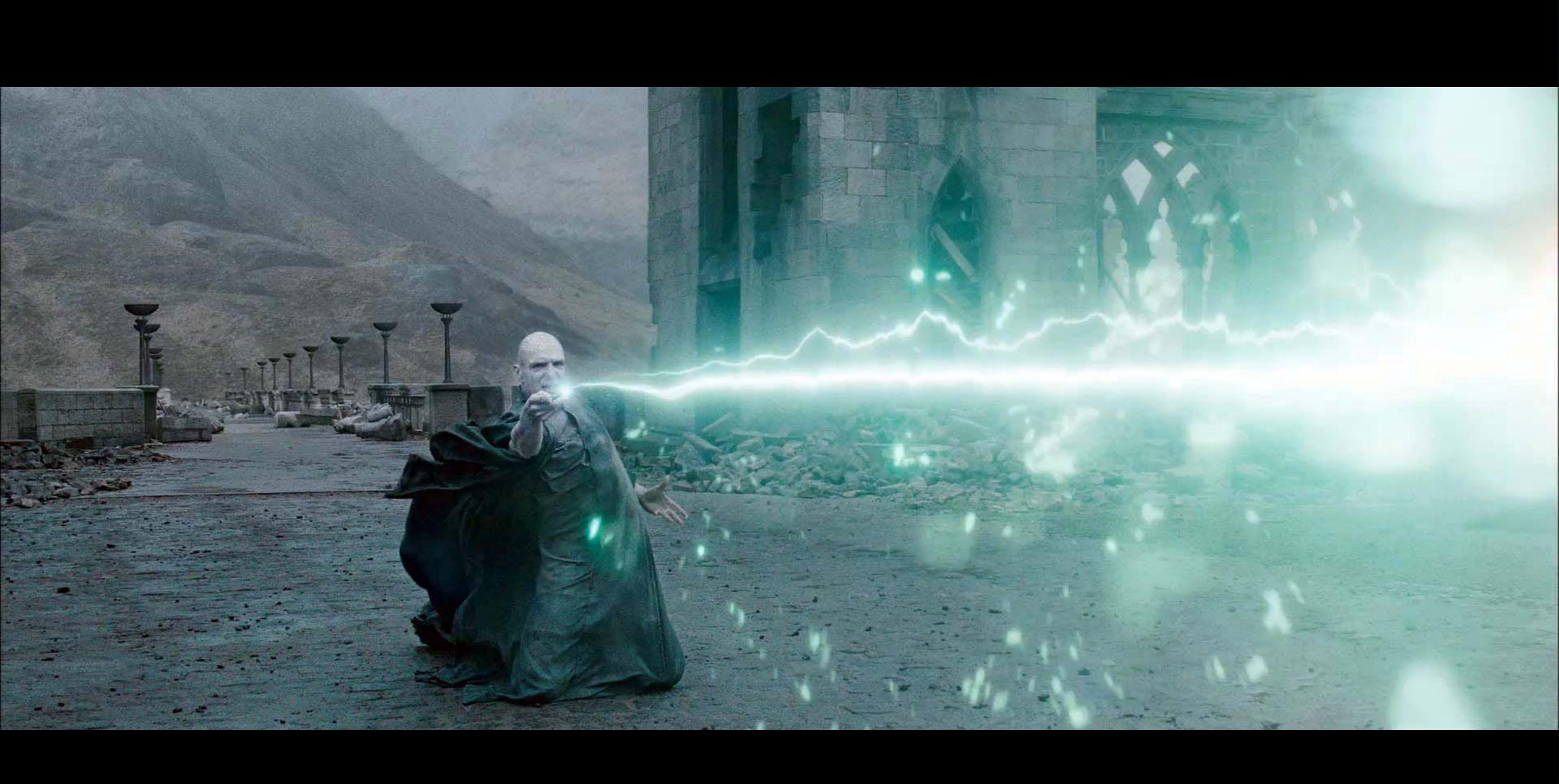






 \diamond









Viscous, Directional and Focused



PVP

CO-OP VS. AI

CREATE CUSTOM

HOME

TRAINING

PROFILE

COLLECTION

JOIN CUSTOM



CLASSIC 5v5 SUMMONER'S RIFT



ARAM 5v5 ARAM

CLASSIC 3v3 TWISTED TREELINE

Crush your lane, dive into epic five-on-five team fights, and destroy the enemy nexus in League's premier competitive mode.

- **BLIND PICK** ٢
- DRAFT PICK \diamond
- ANKED
- RANKED TEAMS \diamond



xLordoftheLeashx 🔘 Online

SOCIAL





TAG Rito VizD Designers, make it work! :D



AAFWB AAFWB Club message of the...

▼ GENERAL (4/7)



allchatcombat Online



CrAzYaSjInX Online



NerfScuttler Online



MagicalBrad In Game



ImKindredLamar 📕 Mobile



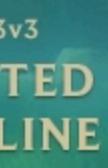
Corkijungmain Away



DefinitelyBlitzcrank Offline









FEATURED 6v6 HEXAKILL















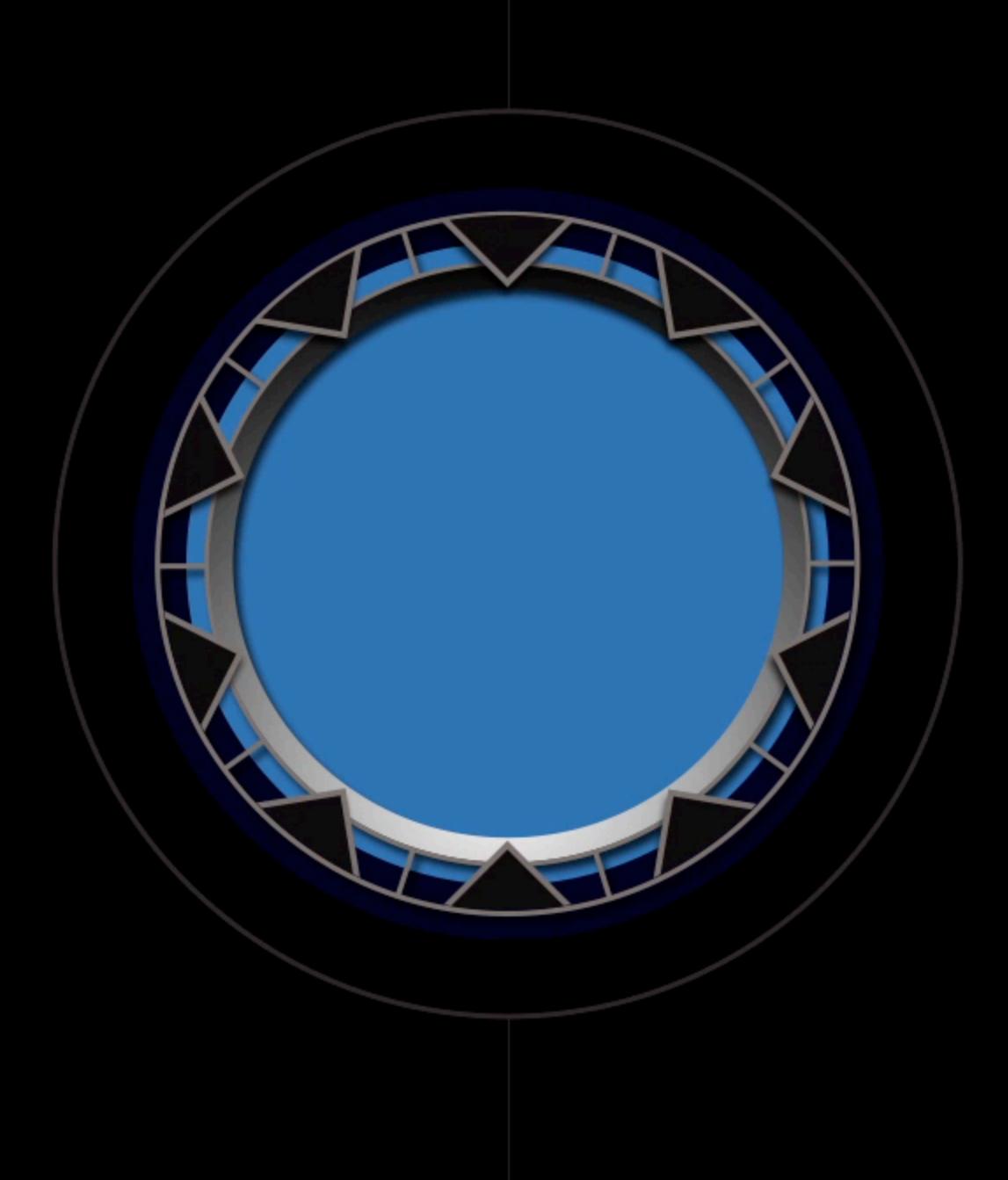


1. BASE COLOR

The metalwork starts as a flat vector shape with #d9b445 as the color.

2. GRADIENT

Apply the above gradient from lower left to upper right (dark to light) using the vector shape as a mask.



5v5 RANKED DRAFT



TOP Flashtronaut



JUNGLE Corkijungmain



MID BestSorakaMidNA



вот xLordoftheLeashx



SUPPORT DefinitelyBlitzcrank <A>

Rune Page 4

Mastery Page 21

1_

Summoner 1

Summoner 2

Summoner 3

Summoner 4

Summoner 5

BAN PHASE



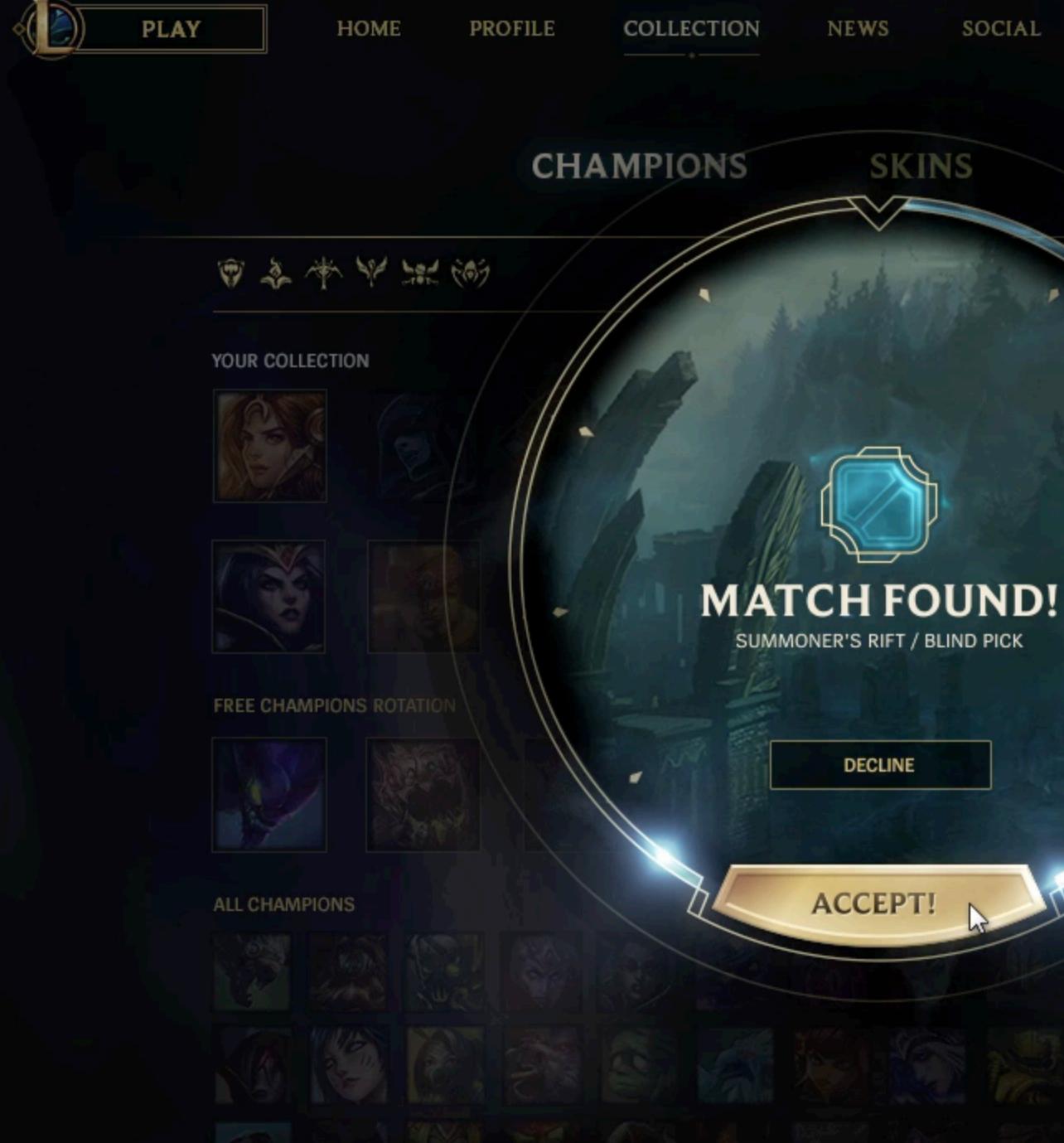
k





BRING EVERYONE TO THE TABLE





SOCIAL

BUILDS

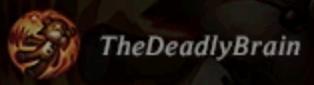
Search

State V

× 2722 122

Q





Finding Match - 0:49 Summoner's Rift - Ranked Search Lobby Chat 99 Party SixBlades 1 Reddit <u>, 11</u>1 xXSuperMom1956Xx Fretchen . JessiBean • Thredony

LOBBY CHAT

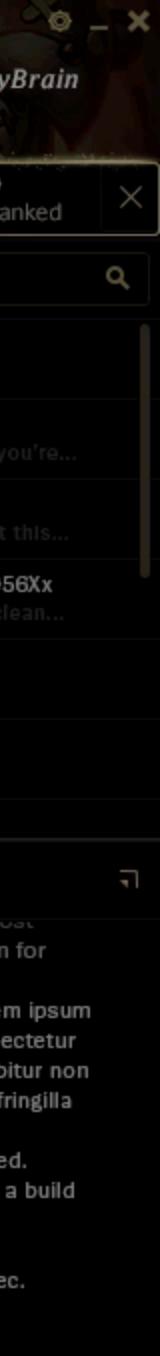
Jessibean: Turn down for what?

TheDeadlyBrain: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non sapien gravida nibh fringilla rutrum.

SixBlades: Mid or feed. Jessibean: yo I need a build up in hur. TheDeadlyBrain: 0_o

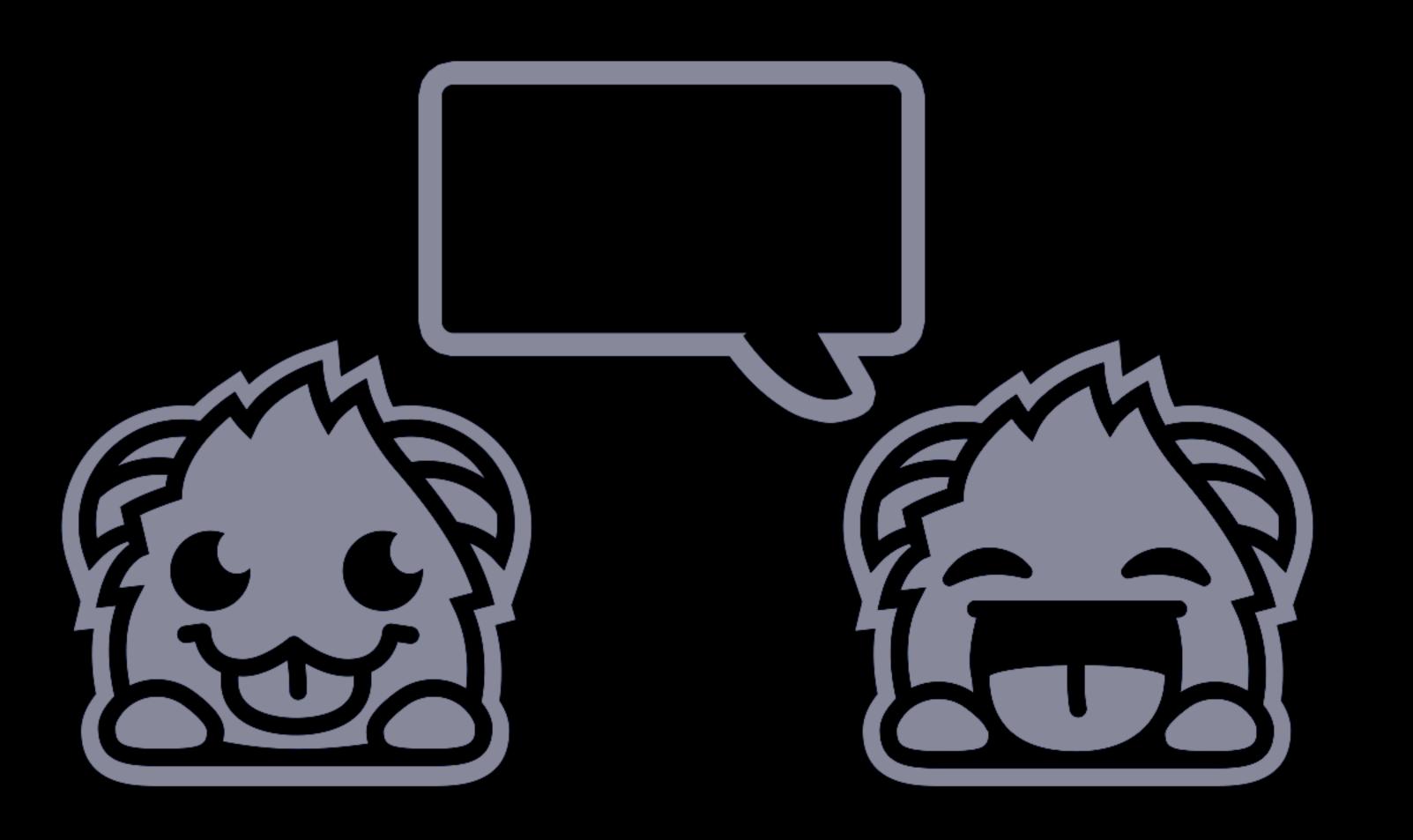
JalepenoBizness: 2 sec. Jessibean: k thx

Lorem ips



CONSTANTLY COME BACK TO THE TABLE





CURRENT STATUS of the LEAGUE CLIENT

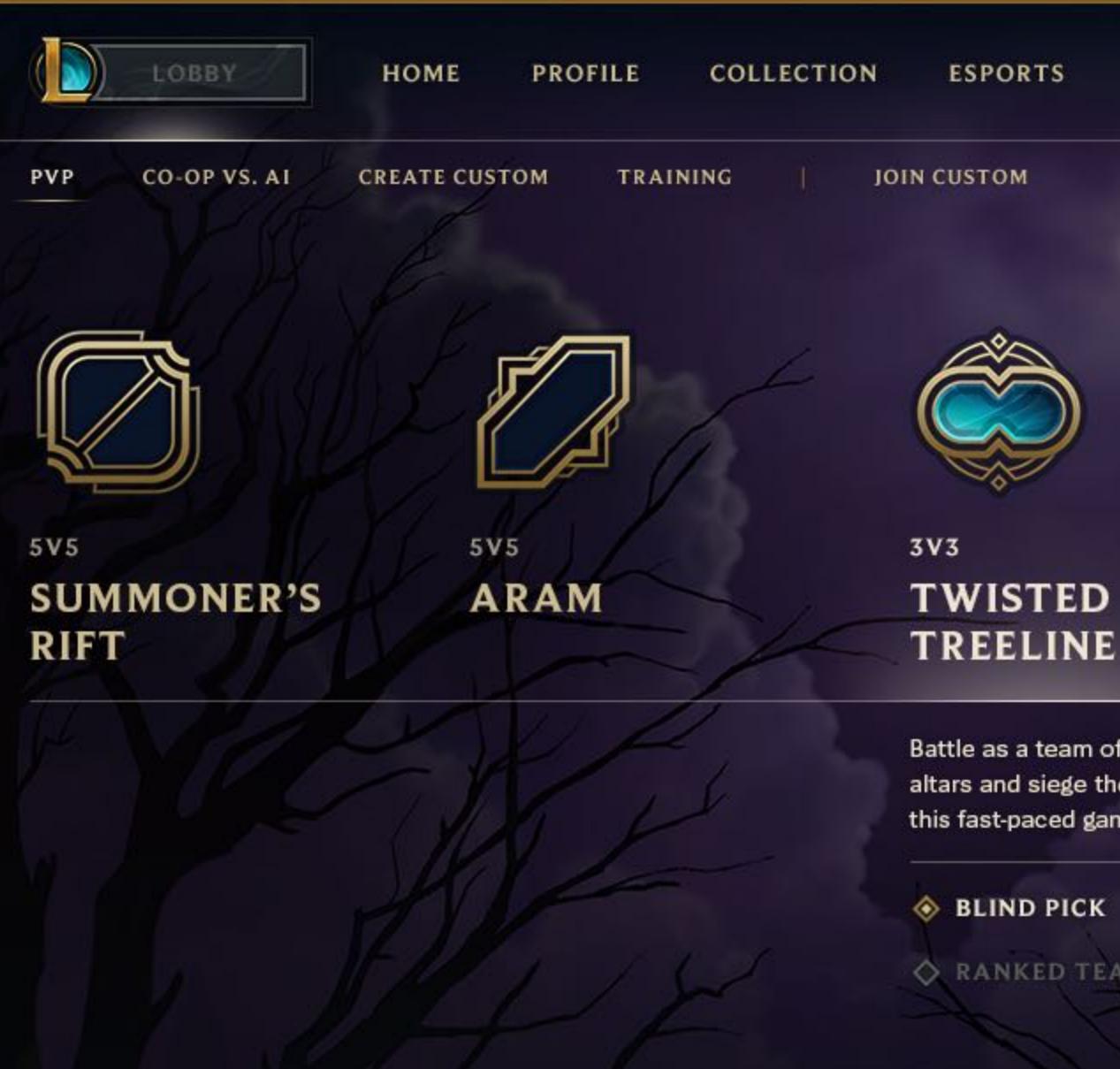


FLEXIBLE

Provide a flexible design for developer efficiency.









LOBBY



Normal (4/5) Summoner's Rift



2+ 6



TAG Rito VizD Designers, make it work! :D



AAFWB AAFWB Club message of the...



allchatcombat Online

CrAzYaSjInX Online



NerfScuttler Online



MagicalBrad In Game



ImKindredLamar Mobile



Corkijungmain Away



DefinitelyBlitzcrank



Offline

Battle as a team of three to capture altars and siege the enemy nexus in this fast-paced game mode.

RANKED TEAMS

ROTATING GAME MODE HEXAKILL

Available 7/1 - 7/4





UNIQUE TO LEAGUE Represent League's unique and eclectic fantasy world.



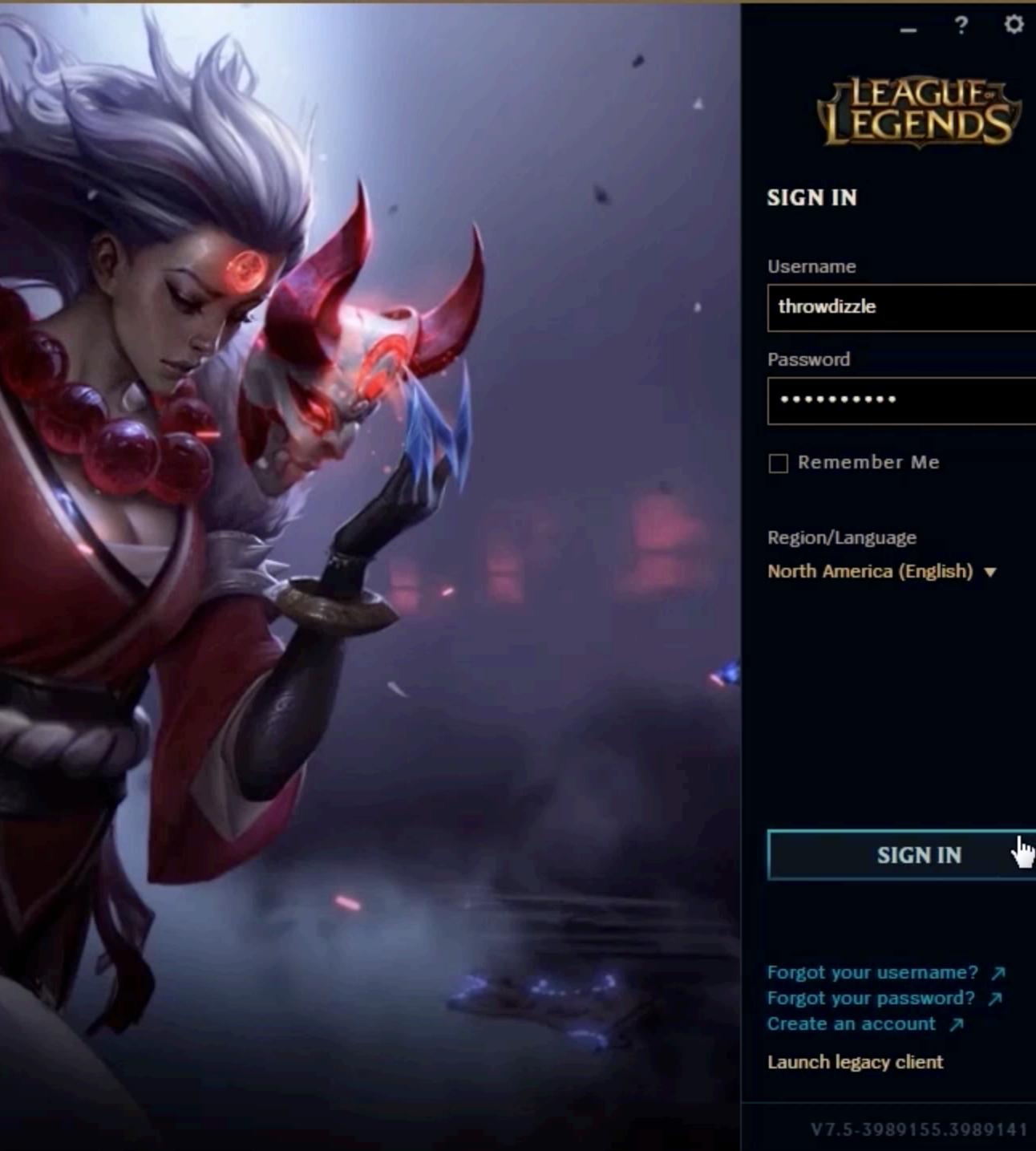
RESONANT A design that speaks to our players.





Disable Login Animations 🗹 Disable Login Music

.







PACKAGING

BOOK DESIGN

THE ART OF LEAGUE





QUESTIONS



ART DIRECTING the LEAGUE CLIENT UPDATE



BUILDING A SCALABLE UI

GDC 2017 SAN FRANCISCO, CA

