



Art Direction for AAA UI

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Friendly Reminders



Welcome

Willkommen

Bienvenido

ようこそ

Arabic

أهلاً وسهلاً

English

German

Spanish

Japanese

More on this later... 1

Session Contents

1

Getting Your Bearings

- Console Wars
- Knowledge
- Data Gathering

2

The Process

- The Grid
- Typography
- Shape Language
- Iconography
- UI Representation
- 2D Artwork
- Engine Knowledge

3

It's Hammer Time

- Static Mockups
- Motion Mockups
- Interactive Mockups

4

Invisible Forces

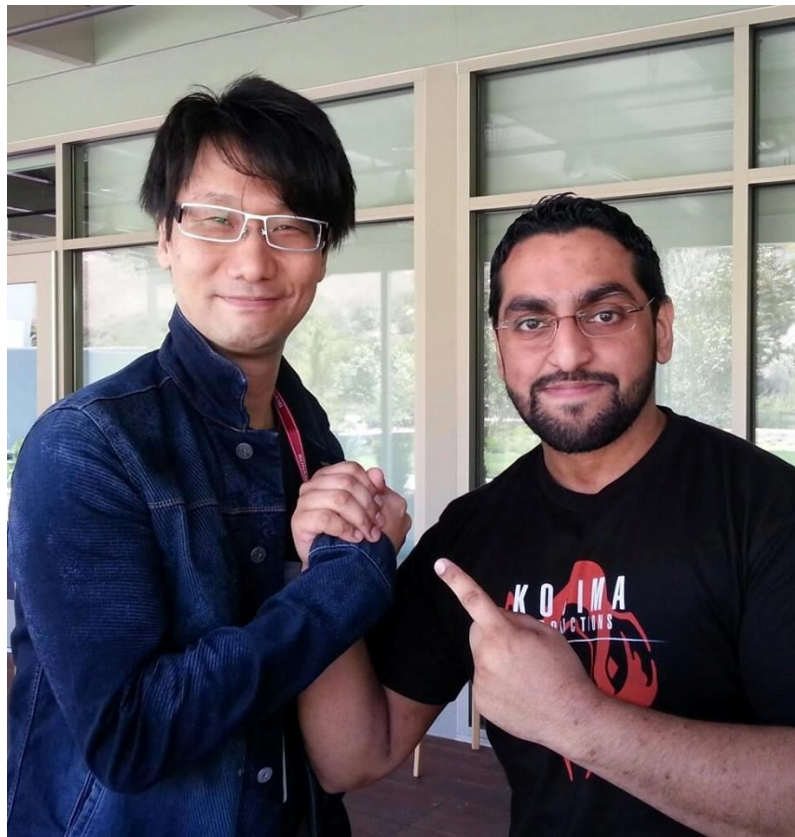
- Localization
- TRCs
- Non-UI, UI
- Pitfalls

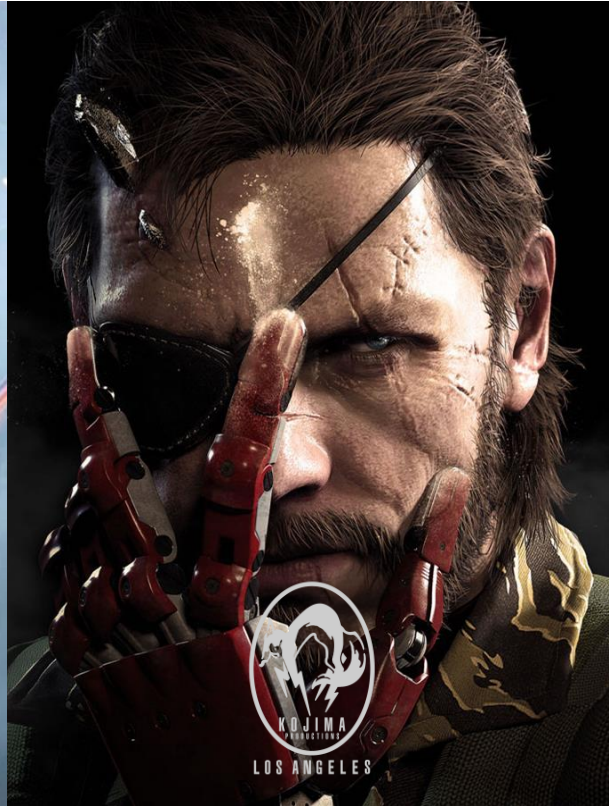
5

The Finish Line

- Summary









OMER YOUNAS

SHOWREEL

GRAPHIC DESIGNER

What is...

UX User Experience

UI User Interface

= Player Feedback

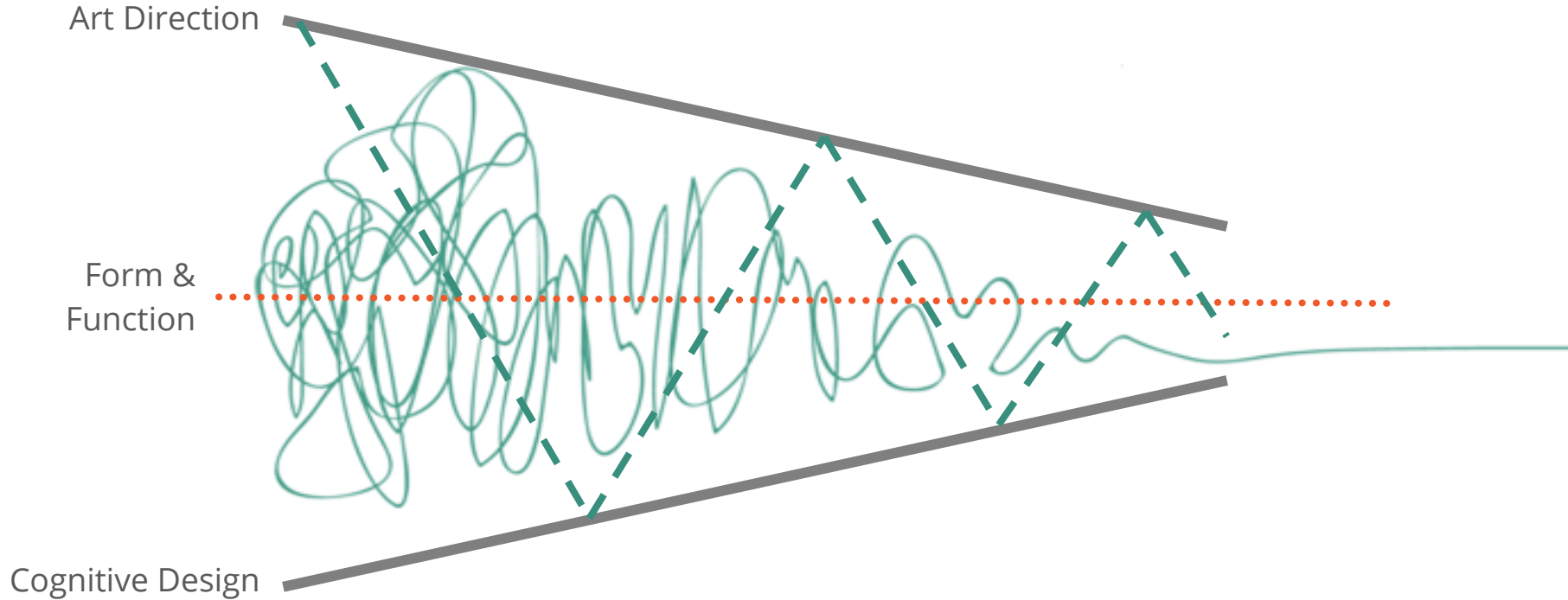
HUD

Core Gameplay

FE

Frontend, Menus

Design is not Linear



Yeah... but why?

15 OBJECTIVE: KILL HITLER

time remaining: 00:05:18

It looks like
your underwater.
Would you like
help ?

- Get help with swimming
- Get help with the plot

!! Warning !!
Returning to surface
too quickly, slow
ascent immediately !

Decompression
sickness : 72%

Depth : 45.3 m

!! Warning !!
Depth too low !
Return to surface
immediately !

respects remaining

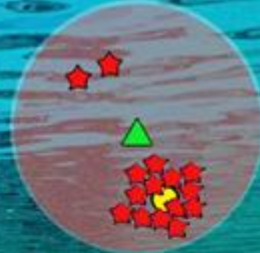


ACHIEVEMENT UNLOCKED
Go underwater with a gun



Alex Jacobson

Jake, we're picking up reading of some sort
of city, can you confirm ? Jake ? JAKE ??



Oxygen



CALL
PUSH SELECT



PRESS X TO NOT DIE

fingerless glove meter



15 OBJECTIVE: KILL HITLER

time remaining : 00:05:18

It looks like
your underwater.
Would you like
help ?

- Get help with
swimming
- Get help with
the plot



Alex Jacobson

Jake, we're picking up reading of some sort
of city, can you confirm ? Jake ? JAKE ??



ACHIEVEMENT UNLOCKED
Go underwater with a gun



!! Warning !!
Returning to surface
too quickly, slow
ascent immediately !

Decompression
sickness : 72%

Depth : 453m

!! Warning !!
Depth too low !
Return to surface
immediately !

Oxygen



CALL
PUSH SELECT



PRESS X TO NOT DIE

respects remaining



fingerless glove meter



!YOUR HEALTH IS LOW!

15 OBJECTIVE: KILL HITLER

It looks like
your underwater
Would you like
help?

- Get help with
swimming
- Get help with
the plot

!! Warning !!
Returning to surface
too quickly: slow
ascent immediately!

Decompression
sickness: 72%

Depth: 45.3 m

!! Warning !!
Depth too low!
Return to surface
immediately!

respects remaining

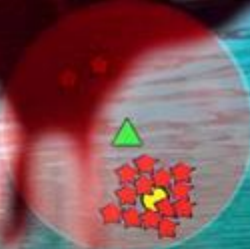


Allen Jacobson

Jake, we're p... reading of some sort
of city... Jake ? Jake ? JAKE ??



ACHIEVEMENT UNLOCKED
Go underwater with a gun



Oxygen



FAIL
PUSH SELECT



PRESS X TO NOT DIE

fingerless glove meter



LOOK HERE



TO CLEAR VISION

The background of the slide is a dark teal color with a faint, light-colored topographic map overlay. The map shows various contour lines, a river network, and a small town or village with a grid-like street pattern in the lower right quadrant. The title '1 Getting Your Bearings' is prominently displayed in the center-left area.

1 Getting Your Bearings



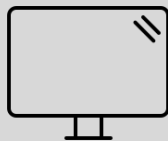
Design for the 5 Senses



Touch



Sound



Sight



Taste



Smell

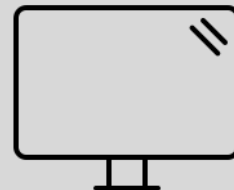
Common Sense(s)



Touch



Sound

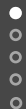


Sight

Console Wars

Knowledge

Data Gathering

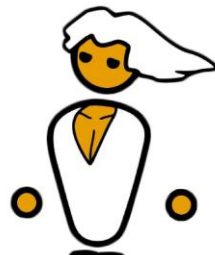
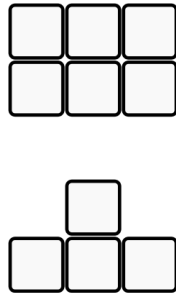
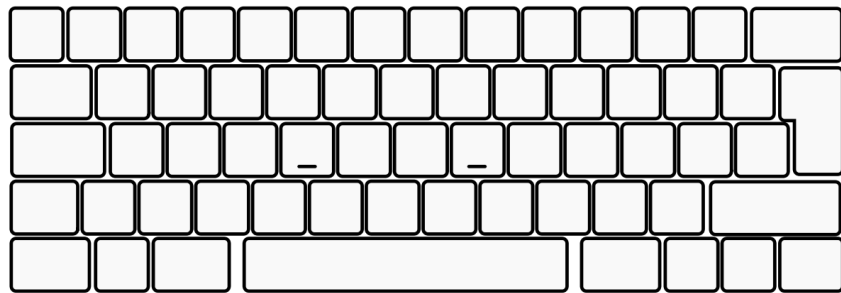


1

Touch - Input Methods (for AAA)



Input Methods (for AAA)

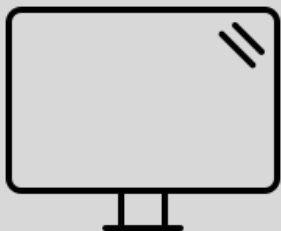


Sound



50% of the Experience

Sight / Vision



Our Focus...

1.1 Console Wars

Knowledge

Data Gathering

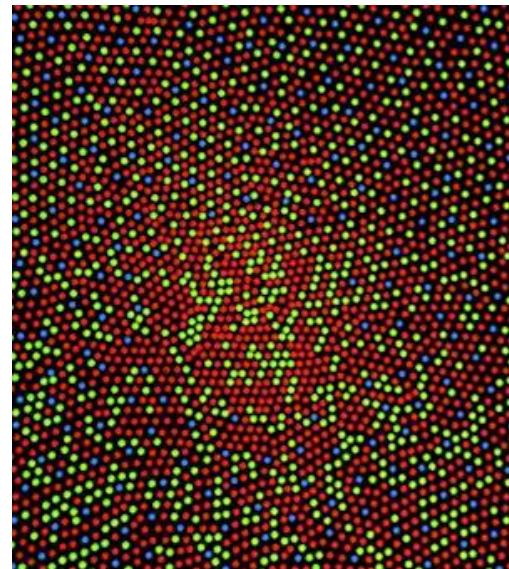
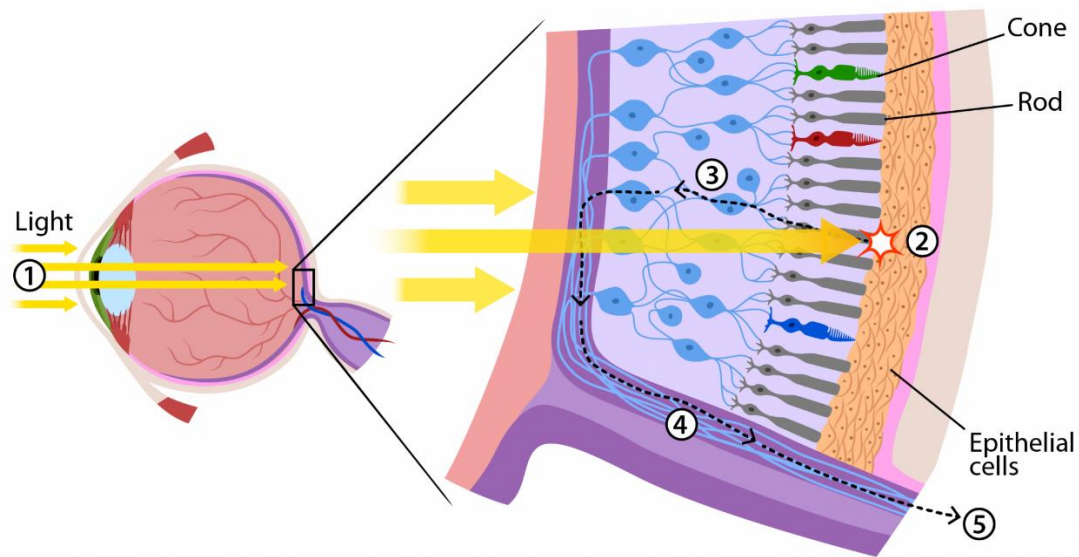
1





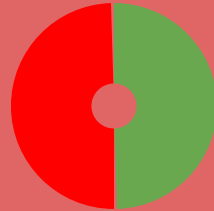


How our eyes work



Cone Distribution (Fovea)

Red-Green
sensitivity



Blue-Yellow
& Luminance
sensitivity

FOCUS AREA

PERIPHERY

SECONDARY
INFORMATION

CRUCIAL
INFORMATION

SECONDARY
INFORMATION

Perception Sequence



Shape

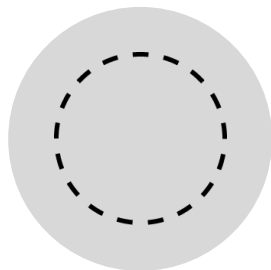


Color

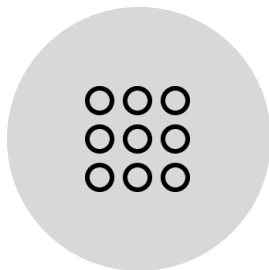


Form

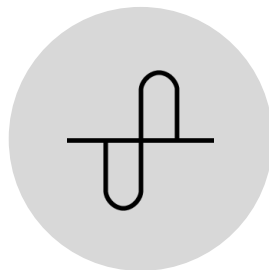
First, Gestalt Theory...



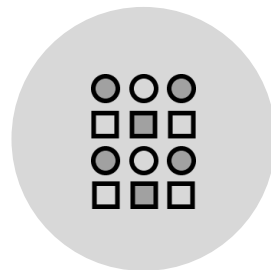
Closure



Proximity



Continuity



Similarity

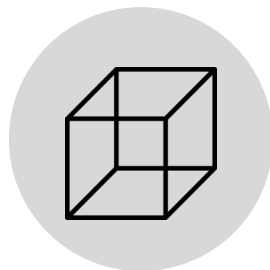
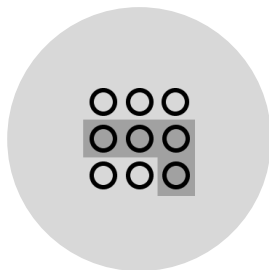


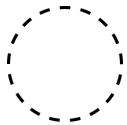
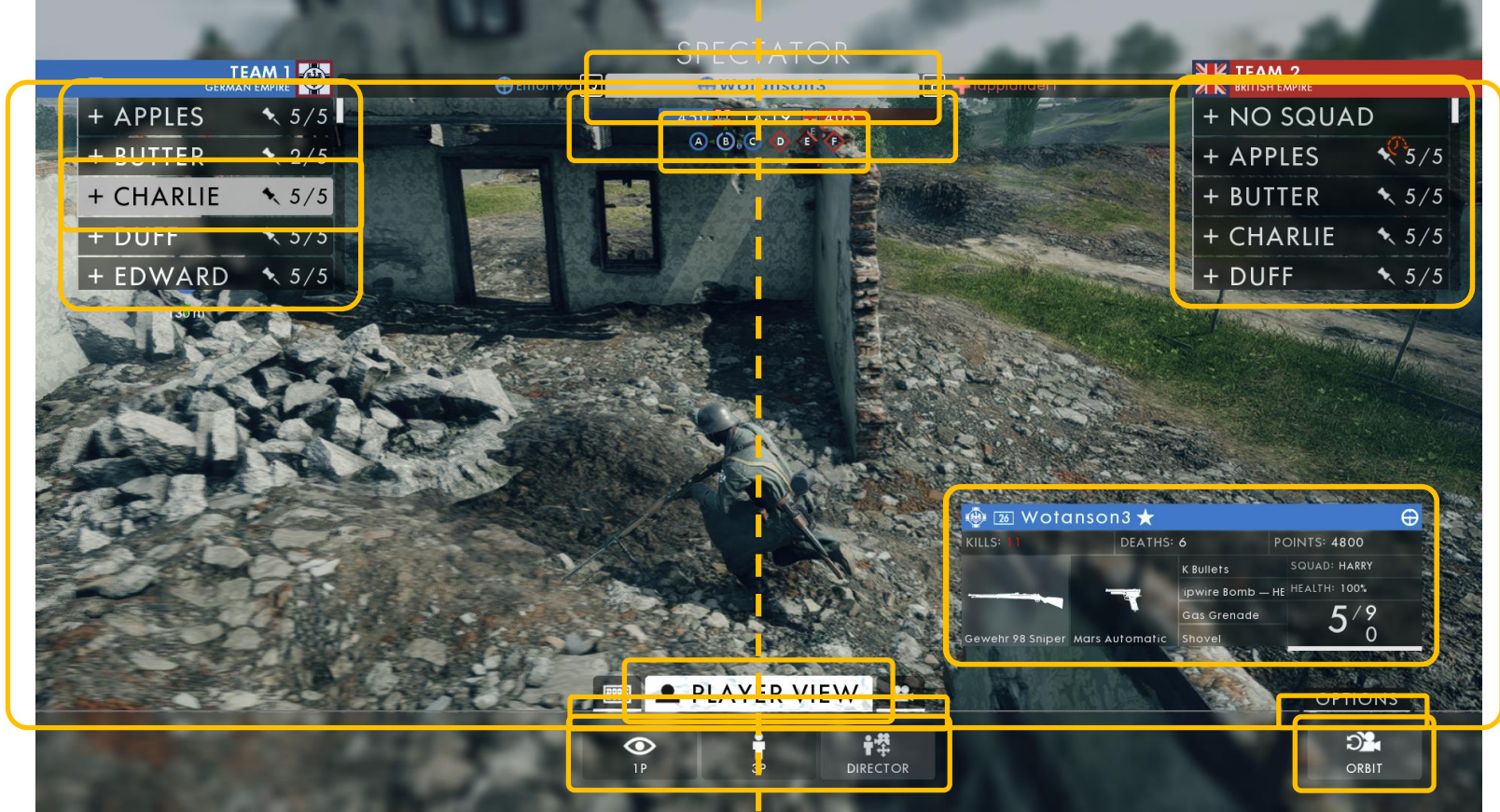
Figure-Ground



Enclosure



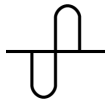
Symmetry



Closure



Proximity



Continuity



Similarity

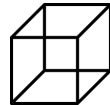


Figure-Ground



Enclosure



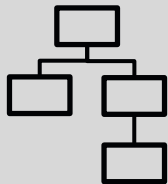
Symmetry

& Some Usability Principles



7

Unique Items



3 Levels Deep



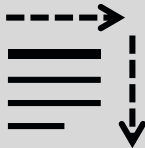
Affordances



Focus Area



State Changes



Page Flow

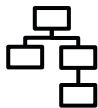


Help / Hints

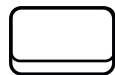


7

Items



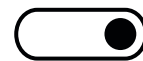
3 Levels Deep



Affordances



Focus



States



Flow



Help

Cheat Sheets

GESTALT



Closure



Proximity



Continuity



Similarity



Figure-Ground



Enclosure



Symmetry

USABILITY



Items



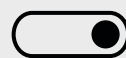
3 Levels Deep



Affordances



Focus



States



Flow



Help

Design for...

Effective Perception

Visual Harmony

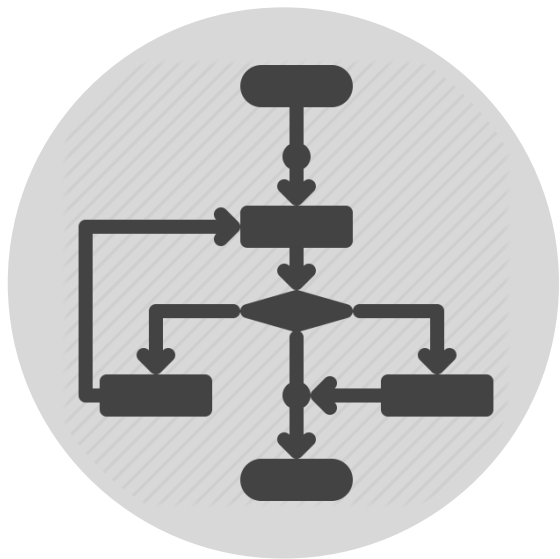
Hardware

Knowledge

Data Gathering

1

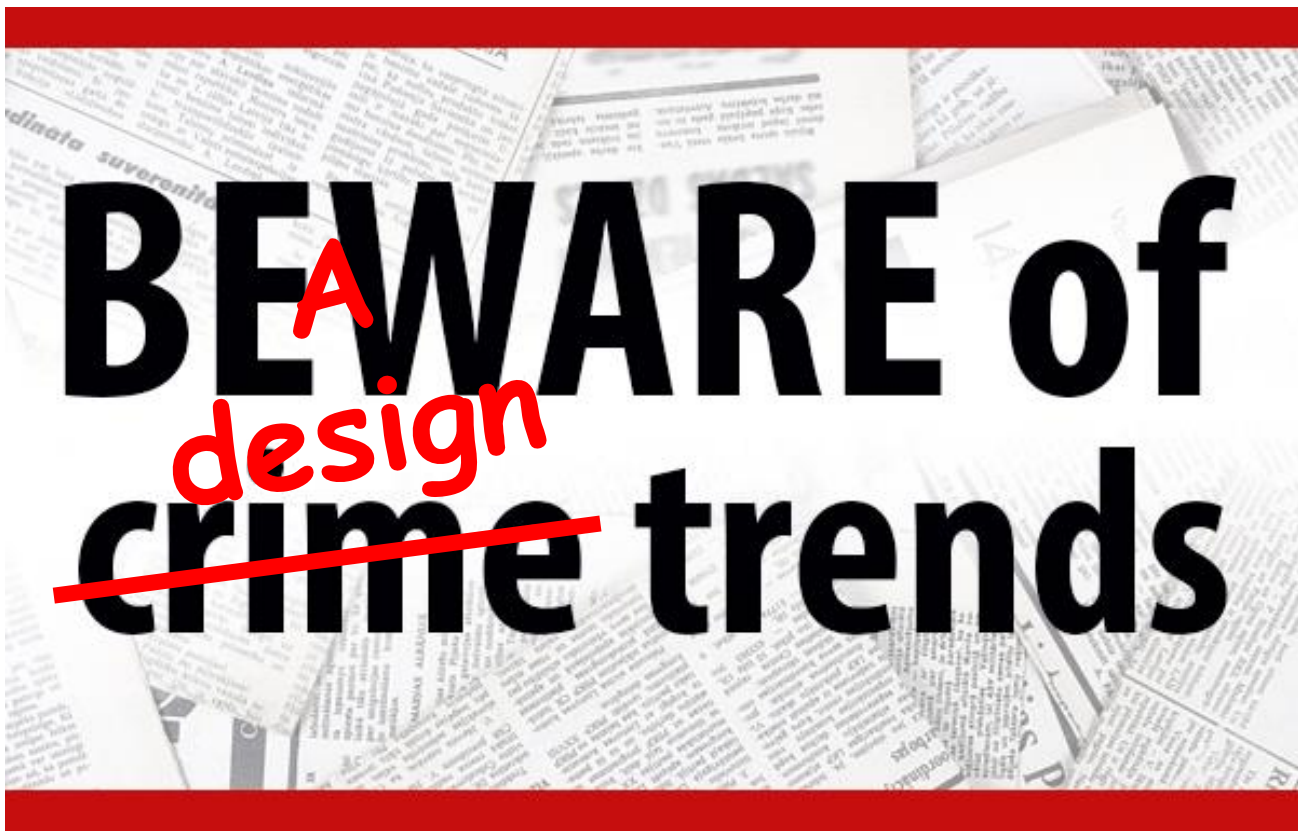
Align with Design



User journey - what's best?

Treasure Hunting - References





The Grid

Typography

Shape Language

Iconography

UI Representation

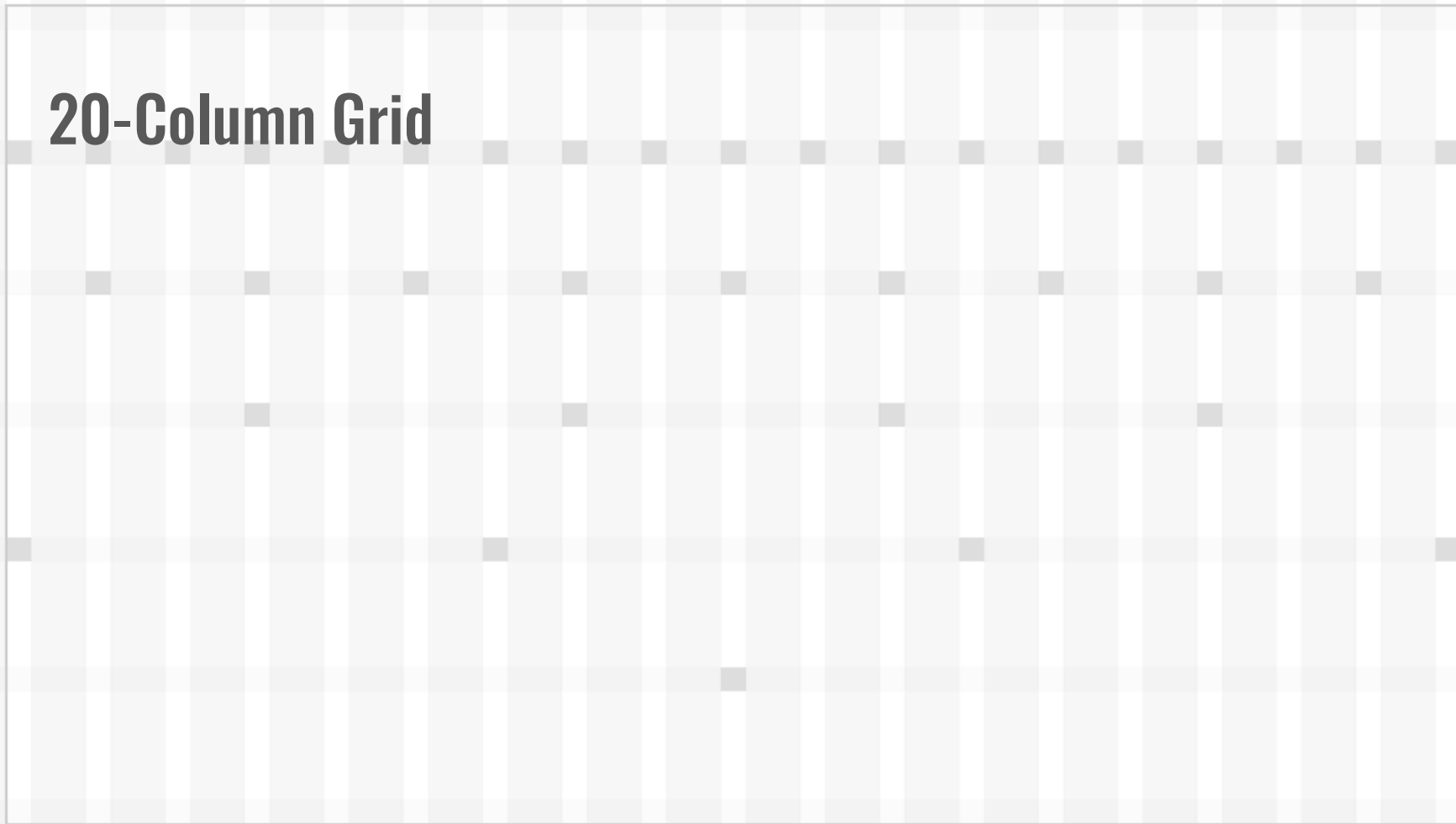
2D Artwork

Engine Knowledge

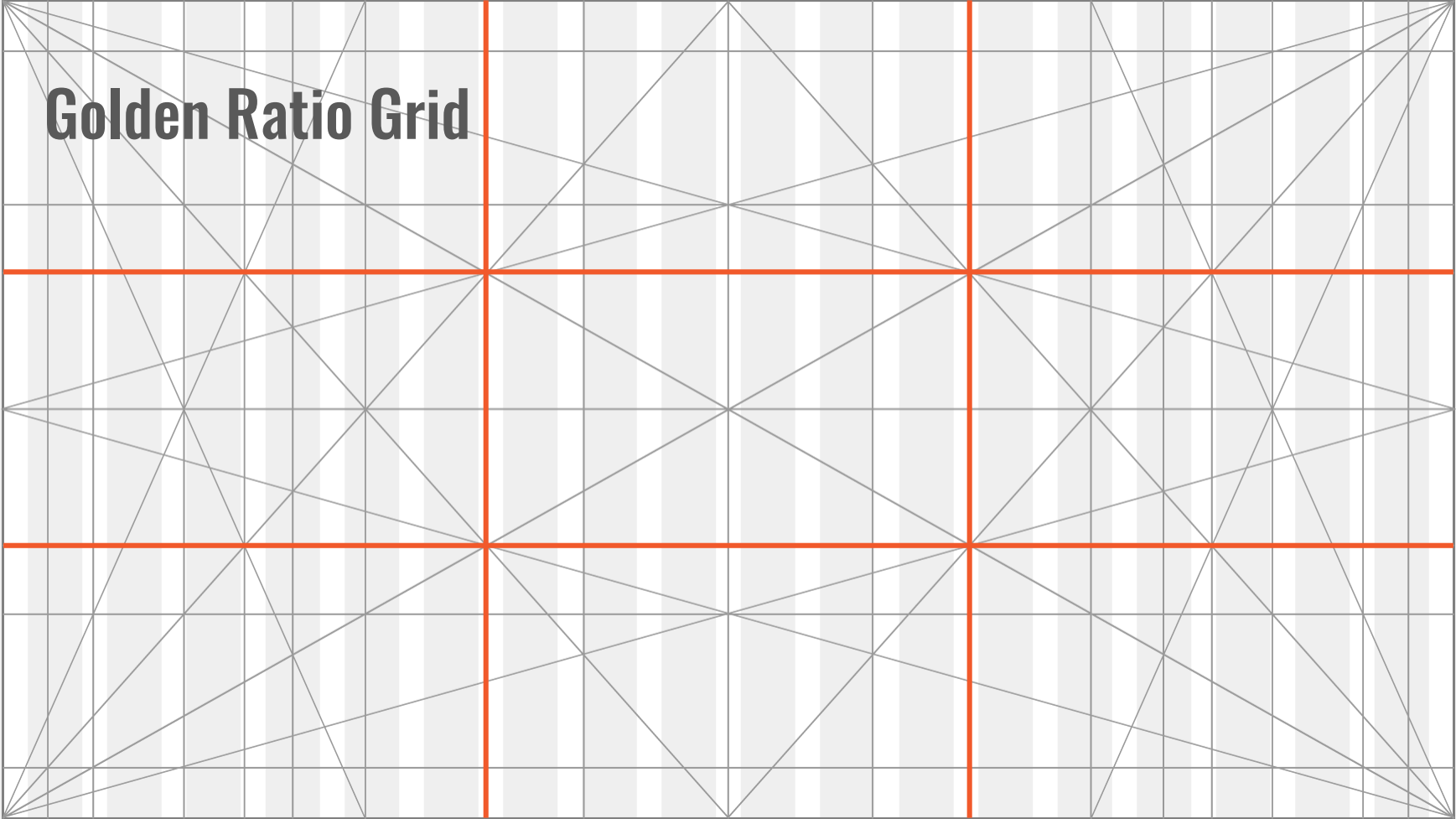


2

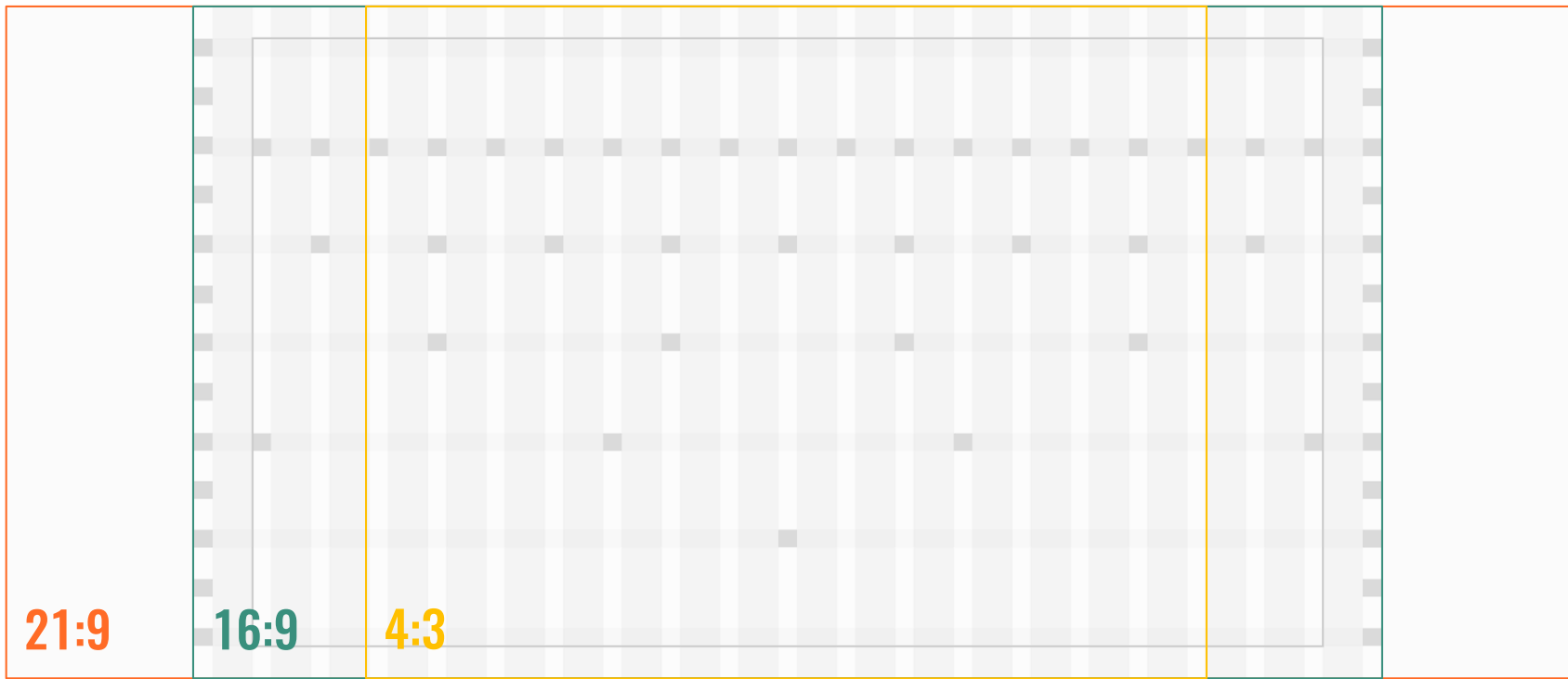
20-Column Grid



Golden Ratio Grid



Aspect Ratio



Safe Frame (~90%)

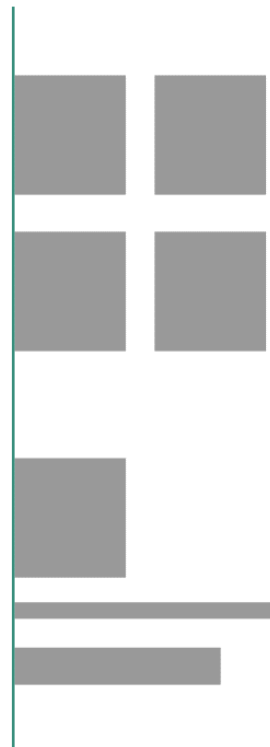
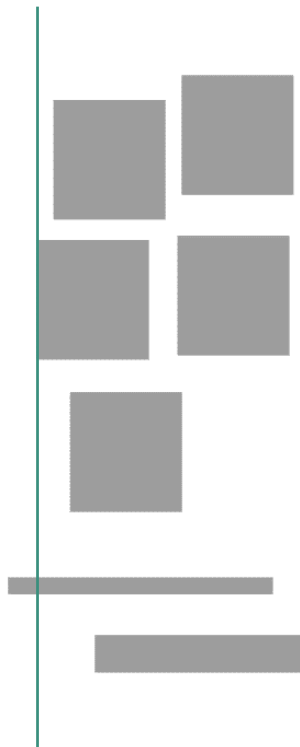
16:9

Keep important
info within this
border



Negative Space

Alignment & Anchoring



662

541



Assault Ribbon of LeFever

Drana-Cavendish7

Boscokhan

[LBSS]LBSS-Husar

[LBSS]LBSS-Pogho

PyroTekNick

InfiniteZenith

PEWPEW

kaen

[Za]Jesse

Boscokhan

[ODIN]w37b

Alturras

46/50

Perform 50 kills as Assault

A

ATTACK ZONNEBEKE CHURCH



[LBSS]LBSS-Husar

[LBSS]LBSS-Pogho

PyroTekNick

InfiniteZenith

PEWPEW



Alturras

Model 10-A Hunter

CONQUEST DEFENSE 50

ENEMY HIT 79

20

+149

1

2

3

4

5/18

11

The Grid

Typography

Shape Language

Iconography

UI Representation

2D Artwork

Engine Knowledge

2



Look at the Bigger Picture

- Legibility / Readability
- Branding / Style & Tone
- Limit font variations (2 max)
- Trends / Timelessness
- Localizations
- Pricing / Budget

Custom



SCAR
Assault Rifle

WEAPONS



Hammer
Pistol



Frag Grenade



Flashbang

EXPLOSIVES



Regen



Stamp



Side Pack

SUIT MODULES

SCAR

Fully Automatic, All Purpose, Medium Assault Rifle



@perk_SidePack_bonus_desc

ACCURACY: ██████████

RATE OF FIRE: ██████████

RECOIL: ██████████

DAMAGE: ██████████

A CHANGE

B BACK



CUSTOM CLASS 1

WEAPONS



FELINE
SUB-MACHINE GUN



AY69
SECONDARY

EXPLOSIVES



C4

SUIT MODULES



AIR STOMP
ARMOR



CLOAK TRACKER
STEALTH



**MOBILITY ENHANCE
POWER**



FELINE
Submachine Gun

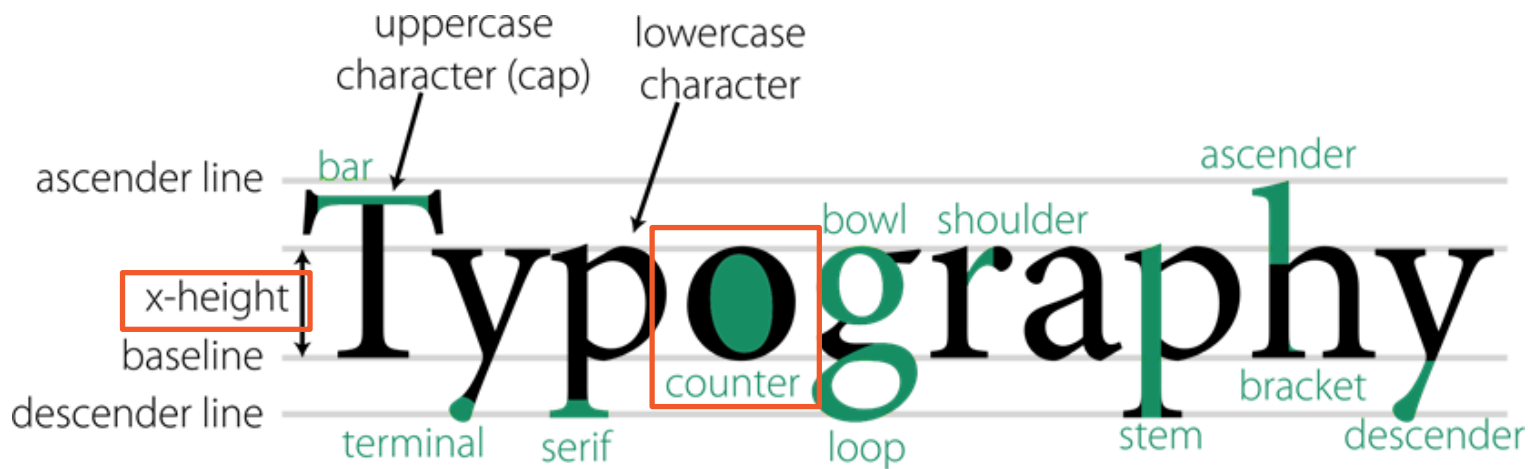
ACCURACY: ██████████
RATE OF FIRE: ██████████
RANGE: ██████████
DAMAGE: ██████████
MOBILITY: ██████████

« BACK

RESET DEFAULTS

ASSESSMENTS

The 6ft Rule



Counters

Freestyle Script

This is the best text.

This is the best text.

This is the best text.

This is the best text.

This is the best text.

Open Sans

This is the best text.

This is the best text.

This is the best text.

This is the best text.

This is the best text.

Extended Characters

- Multilingual Support
- Arabic, Asian, Cyrillic, Greek, Hebrew, Latin
- Numeric Ranges
- Diacritical Marks
- Glyphs & Special Characters

ÀÂÃÄÅĀĂĄǼÆÇČĆĎĐÊËĚ
ĖĘĔĞĠĤİĨÎĴŁŁ̣Ł̧Ł̨Ł̩Ł̪
ÓÔÕÖǾØŒŘŖŠŚŜȘŞȚȚȐ
ÚÛÜŮǗǙǘǜǝǞǟǠǡǢǣǤ
ǥǦǧǨǩǪǫǬǭǮǯǰǱǲǳ
ǵǶǷǸǹǺǻǼǽǿǾǣǿǥǧǧǧ
ħìîïĩīīķļĺłľńņñóôòõöøœŗřśšșș
ţţþúûüűűūųŵŵŵŵŷŷŷŷžžžə

LATIN-X ACCENTS Available in OpenType

Font Families

Futura LT Black

Futura LT Display

Futura LT Shadowed Extra Bold

Futura LT Light

Futura LT Light Oblique

Futura LT Book

Futura LT Book Oblique

Futura LT Bold

Futura LT Bold Oblique

Futura LT Medium

Futura LT Medium Oblique

Futura LT Heavy

Futura LT Heavy Oblique

Futura LT Extra Bold

Futura LT Extra Bold Oblique

Futura LT Condensed Light

Futura LT Condensed Light Oblique

Futura LT Condensed Medium

Futura LT Condensed Medium Oblique

Futura LT Condensed Bold

Futura LT Condensed Bold Oblique

Futura LT Condensed Extra Bold

Futura LT Condensed Extra Bold Oblique

Font Weights

Lighter

Large Text

Heavier

Smaller Text

Font Variations

This is a font variation

This is a font variation

This is a font variation

This is a font variation

This is a font variation

This is a font variation

This is **way** too **many** font *variations*

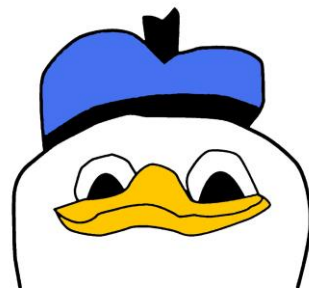
Sans Serif

Avenir
Avant Garde
DIN Mittelschrift
Franklin Gothic
Frutiger
Futura
Gotham
Helvetica
Letter Gothic
Trade Gothic
Univers

Serif

Bodoni
Caslon
Clarendon
Garamond
Courier
Memphis
Mrs Eaves
Sabon
Times New Roman
TRAJAN

Please Don't...



...Stretch Text

STRETCH
NORMAL

STRETCH
STRETCHED

STRETCH
STRETCHED



Text Usage

Text Box

This is the best text. Look how big this text is – it's huge! Top quality text

Overflow

Text Box

This is the best text. Look how big this text is – it's huge! Top quality text.

Word wrap, **60 - 120** characters per line, left-aligned, rag right for easy reading

Text Usage Localizations

Text Box

Dies ist der beste Text. Schau, wie groß dieser Text ist - es ist riesig!

Hochwertiger Text.

Additional 40% more space for longer localizations (German, Turkish)

Overflow

Text Box

هذا هو أفضل نص. انظروا كيف كبيرة هذا النص هو -
انها ضخمة! نص عالي الجودة.

Be conscious of right-to-left formatting for Arabic, Hebrew

OPERATIONS

THE MARNE

DEVIL'S ANVIL

BRUSILOV OFFENSIVE

RED TIDE

IRON WALLS

GALLIPOLI

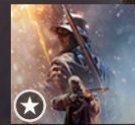
CONQUER HELL

OIL OF EMPIRES

A British quest for oil and dominance of the entire Middle East.



OPERATION CAMPAIGN EASTERN STORM



BRUSILOV
OFFENSIVE

0/25000



RED TIDE

0/25000

Reward



Operations
Battlepack

TIME LEFT 4 DAYS

CAMPAIGN COMPLETED: x0

JOIN ANY OPERATION

CAMPAIGN INFO

BACK

OPERASYONLAR



OFFENSIVE
BROUSSILOV



ДЬЯВОЛЬСКАЯ
НАКОВАЛЬНЯ



CZERWONY
PRZYPLÝW



PAREDES DE FERRO



GALLIPOLI



CONQUISTAR EL
INFIERNO



EL PETRÓLEO DE LOS IMPERIOS

Ein britischer Feldzug um das Öl und die Herrschaft über den gesamten Mittleren Osten.



CAMPAÑA DE OPERACIONES

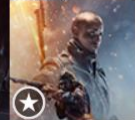
TROUPES D'ASSAUT À L'EST

Récompense



OFFENSIVE
BROUSSILOV

0/2000



CZERWONY
PRZYPLÝW

0/2000



Operations
Battlepack

TIME LEFT 23 DAYS

KAMPAGNE ABGESCHLOSSEN: x0

A SÉLECTIONNER OPÉRATION

X UNISCITI A UN'OPERAZIONE QUALSIASI

Y INFORMACIÓN DE LA CAMPAÑA

B INDIETRO

Infamous





—

Do you want to play a game?

What the Font!?

What the Font!?

What did you do?

What the Font!?

Impact

What the Font!?

Hi-5! We did it!

What the Font!?

Times New Roman

What the Font!?

Yum rope tastes wow

What the Font!?

Lobster

What the Font!?

Basic Bridges

What the Font!?

Microgramma

What the Font!?

Papyrus

What the Font!?

Comic Sans

The Grid

Typography

Shape Language

Iconography

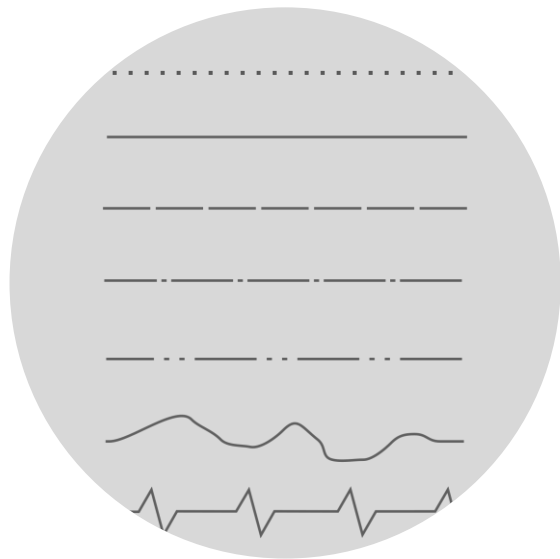
UI Representation

2D Artwork

Engine Knowledge

2

Shape Language



Dots / Lines



Primitives / Shapes



Negative Space

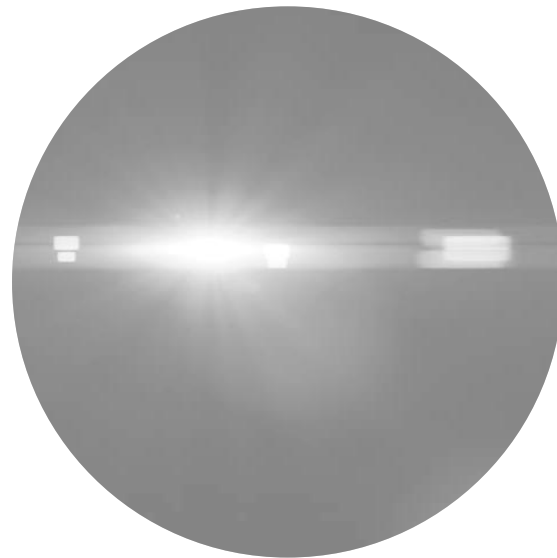
Shape Language



Patterns



Brushes / Textures

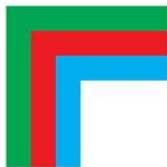


Signature Elements

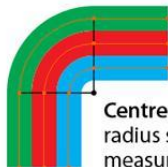
Shape Consistency



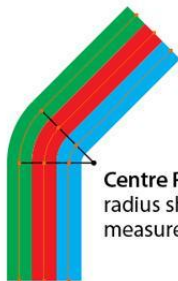
Start:
Apply Round
Corners filter to
three 10pt lines in
10pt increments



**What It Should
Look Like:**
Radius of all curves should be
consistent with each other,
regardless of original angle.

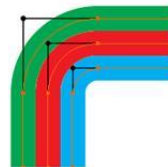


Centre Point:
radius should be
measured from here

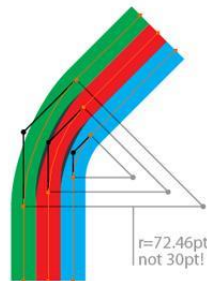


Centre Point:
radius should be
measured from here

But!
The filter measures
from the original
corner point, not the
centre point.



Looks as it should, because
the mathematics are the same
from either point.



Curves are much looser
than they should be, and
overlap each other. Each
curve now has a completely
different centre point.
**The same values in the
filter give different results
depending on the angle
between the lines.**

CUSTOMIZE > LOADOUT > PRIMARY WEAPONS



PRIMARY WEAPONS

DMG	AM MRS-4		 30/90	 6.5 KG	
DMG	UN-ARC		 20/60	 6.0 KG	
DMG	AM MRS-71 RIFLE		 10/30	 9.5 KG	
DMG	M2000-D		 5/15	 9.0 KG	
ZZZ	RENOV-ICKX TP		 5/15	 8.5 KG	

7.62mm sniper rifle.
Features superb effective range and power, but a slow rate of fire due to its bolt action.

Select a primary weapon.

R3 Unequip all

△ Attachments

□ Colors

Quiet



10.7 KG

Damage	
Accuracy	
Firing Speed	
Effective Range	
Clip size	
	5/15
	9.0 KG
[]	
[]	

PRIMARY WEAPONS

M2000-D

DMG



5/15

MATCH STARTING IN 00:16

CHARACTER GaLm 07
Next level up in 7349

BGM ORIGINAL SET 3

LIQUID	5/6 READY	SOLID	5/6 READY
secksyBatman	01	kodibrunzt	09
TheGal4HD	07	HIMVALD	01
Lohriv	09	Microkorg	08
W3lr01adC	10	Wilson2x	09
OfficialBoricua	09	facebreaker2099	10
jezzraess	09	sakazn0	09

MISSION BRIEFING
The first team to reduce the other team's tickets to 0 wins. Enemy tickets can be reduced by killing or fultoning enemies.
Killing enemies adds to your bounty (\$) while Fultoning enemies reduces it. Fultoning an enemy adds their bounty to your team's tickets, which can result in a turnaround.

Cancel

Show Profile

DEPLOY
Spawning in 1sec...

R1

Ranged

PRIMARY WEAPONS
NONE AM MRS-71 RIFLE

SECONDARY WEAPONS
WJ SP1STOL NONE

SUPPORT WEAPONS
PLUSHY SNARE NONE

ITEMS
NONE NONE

ABILITIES
SNIPER+
Reduced sway and recoil when firing.
Enhanced zoom.
OPTICS+
Night Vision Goggles added to inventory.
Enhanced daytime Night Vision Goggles.

SELECT LOADOUT

Loadout 1
Loadout 2
Loadout 3
Assault
Non-Lethal
Ranged
Suppressed

14.1 KG

FINAL RESULT
YOU WIN

LIQUID STRIKE FORCE

ROUND 1	ROUND 2
TOTAL SCORE	
17150	

TEAM SOLID OPS

ROUND 1	ROUND 2
6550	

MISSION RESULTS

NEXT MISSION STARTING IN 17 SEC

	SCORE DETAILS	SCORE	TEAM	OVERALL	PLAYER	EXPERIENCE POINTS	GEAR POINTS
Bounty Claimed	6 x 200	1200	1/6	1/12		8105	100
Kills	12 x 150	1800	1/6	1/12			
Headshots	6 x 50	300	1/6	1/12			
Enemies Marked	1 x 50	50	2/6	3/12			
Assists	3 x 50	150	2/6	3/12			
Fultons	4 x 250	1000	1/6	1/12			
Fulton Saves	0 x 100	-	-	-			
Interrogations	0 x 250	-	-	-			
Enemies Charmed	1 x 100	100	2/6	2/12			
Stuns	4 x 100	400	2/6	2/12			
Deaths	2 x 0	0	1/6	1/12			
Suicides	0 x -300	0	1/6	1/12			
Stunned by Enemy	0 x 0	0	1/6	1/12			
Fultonied by Enemy	0 x 0	0	1/6	1/12			
Marked by Enemy	3 x 0	0	5/6	7/12			
TOTAL		5000	1/6	1/12			

Back to Freeplay

Round Results

TYPHOON



FABRICANTE



SUBFUSIL



FUSIL DE ASALTO



11 JACKAL ALFA


02

SIG. DESBLOQUEO
MIRA RÉFLEX

PRECISIÓN:

CADENCIA DE DISPARO: 

ALCANCE: 

DAÑO: 

ESTABILIDAD: 

PRECISIÓN: 25.00 %

RATIO B/M 0.00

BAJAS: 0

TIEMPO DE USO: 00:15

NIVEL: 1

158.1

MATCH STARTING IN 3

AIRPORT

CRASH SITE

PLAYER PROFILE

CUSTOMIZE EQUIPMENT

OPTIONS

PREVIOUS MATCH RESULTS

LEAVE SESSION

LOBBY: <teen 10 12>
Get 13 kill assists

1 Attempt 550 XP

HAT Type: Moderate

PLAY WITH FRIENDS

ONLINE 0 OPEN 0

AUTOMUTE: ALL CHAT

PLAYERS (11/16)

4 sgcafe

10 thorjacque

10 gclarv552

7 xDeathMistx

10 SergeantMgec

6 [0] gxoz

10 teen 10 12

2 rsuj

3 nidpancho

SapientWolfNFS

10 kutagus

BROADCAST

17 hours ago

Did you know you can rip up lamp-posts

15770 R.R.1

1 2 3 4 5

PRIMARY DSG-1

SNIPER

M 17 FRAG GRENADE EXPLOSIVE

PHANTOM MODULES

Proximity Alarm

WEAPON PRO

Reloading is quicker

SECONDARY M 12 NOVA

CUSTOM LOADOUT

CUSTOMIZE PRIMARY WEAPON

BACK

RENAME CLASS

TEAM DEATHMATCH
SKYLINE

END OF GAME

VICTORY

CELL HAVE WON THE MATCH

300/300

154/300

MOST VALUABLE PLAYER

sn [IK] ddevi l4uk

MOST LETHAL

TOP SCORERS

PLAYER SCORE

sn [IK] ddevi l4uk 17343

sn [fVic] lIevolutionll 15118

sn Mildy007 8899

158.1

3 SECS LEFT TO VOTE

SCOREBOARD

MUSEUM

CRASH SITE

00:00:00

CELL

#	PLAYER	SCORE	K	D	A	W	W
1	BuckVincent	2415	119	13	8	0	0
2	GauchaGamer	1854	114	14	10	0	0
3	Kishign	1497	111	14	8	0	0
4	DawidManBake	1454	114	7	16	0	0
5	halfbakedsnake 12	1233	108	14	10	0	0
6	[DCM] TurboPanda	1037	115	12	15	0	0
7	FireStarter6 187	10708	113	18	16	0	0
8	[Red] AlexanderGaming	10258	112	18	14	0	0

MARINES

#	PLAYER	SCORE	K	D	A	W	W
1	Spartan99987	4828	137	114	116	0	0
2	[VEN] janaThangnu	2616	116	118	111	0	0
3	[BMS] BlackReo	11229	111	113	117	0	0
4	karpas	11151	110	113	118	0	0
5	AK47KARTEL_AMEN	11131	118	115	111	0	0
6	BacoChocobo	11121	115	114	113	0	0
7	coolwind 13	11535	113	117	113	0	0
8	meS3ets	11589	111	111	115	0	0

BACK

CONTINUE

The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

2D Artwork

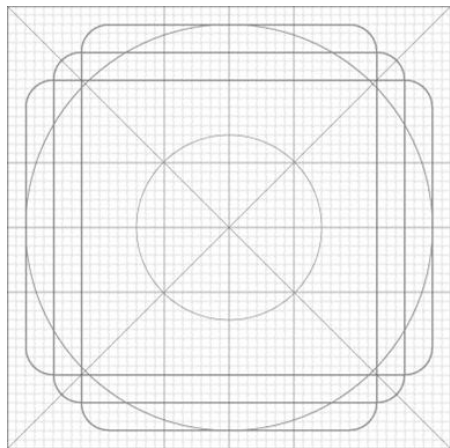
Engine Knowledge

2

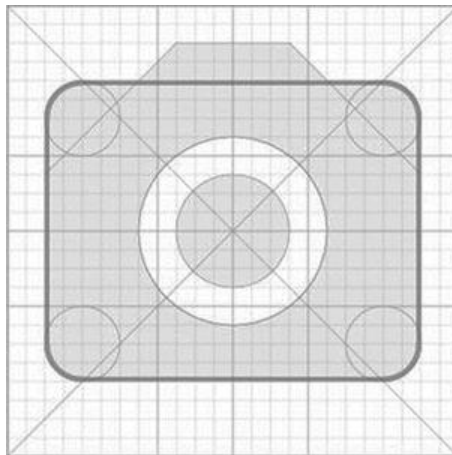
Iconography

- Minimum screen size
- Simple + Varied
- Squint Test
- 1" x 1"

Construction Lines / Grids



Construction Grid



Construction Lines



Final Icon

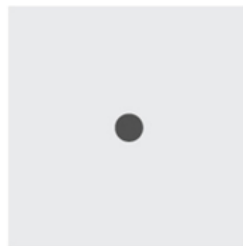
Icon Specs



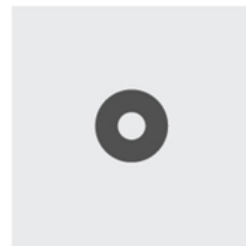
corners rounded inside
sharp outside



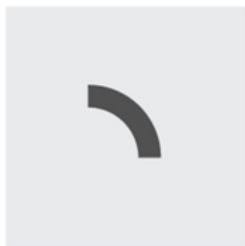
singular lines
1px corner radius



single dot 5px



stroked dot knock out 5px



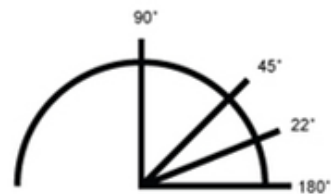
curves based on circle



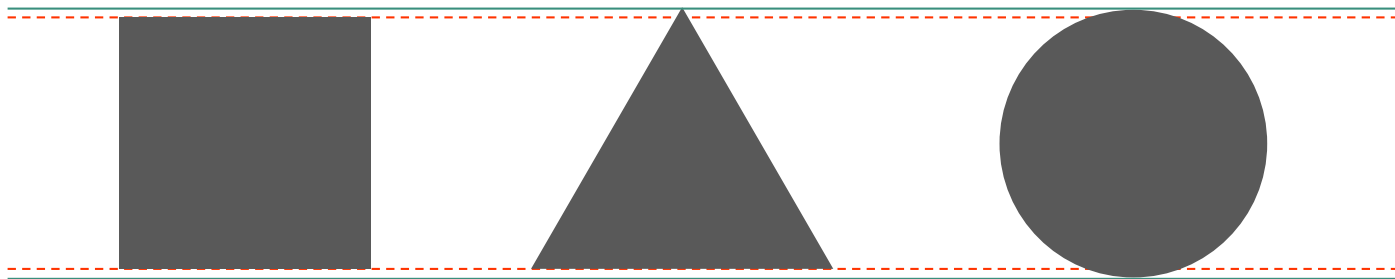
intersecting lines 4px gap
straight edge



length/height/widths based on 4px



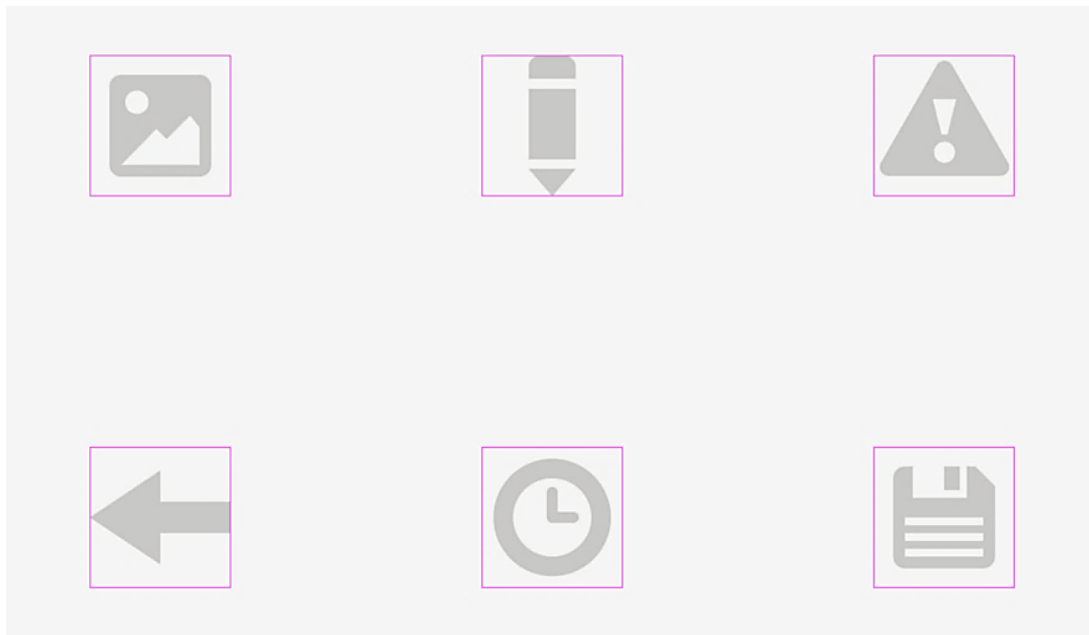
Optical Balance / Adjustment



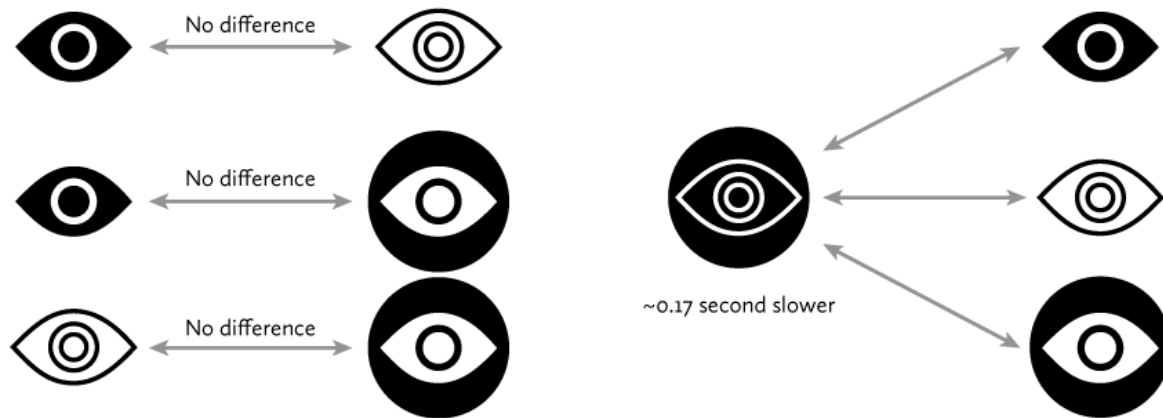
Optical Balance / Adjustment



Optical Balance / Adjustment



Silhouettes and readability



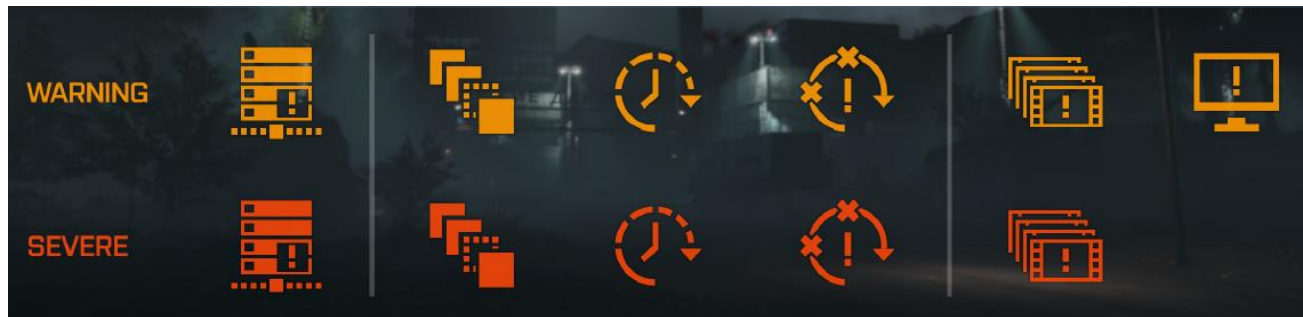
SELECTED FASTER WHEN SOLID

SELECTED FASTER WHEN HOLLOW

NO DIFFERENCE



Meaning & Ambiguity



BUDDY ACTIONS



BUDDY ACTION 01
Buddy Link Established



BUDDY ACTION 02
Buddy Moving



BUDDY ACTION 03
Buddy Shooting (STANDING)



BUDDY ACTION 04
Buddy Shooting (CROUCH)



BUDDY ACTION 05
Buddy Shooting (PRONE)



BUDDY ACTION 06
Buddy Killed



BUDDY ACTION 07
Buddy Stunned



BUDDY ACTION 08
Buddy being CQC



BUDDY ACTION 09
Buddy being Interrogated

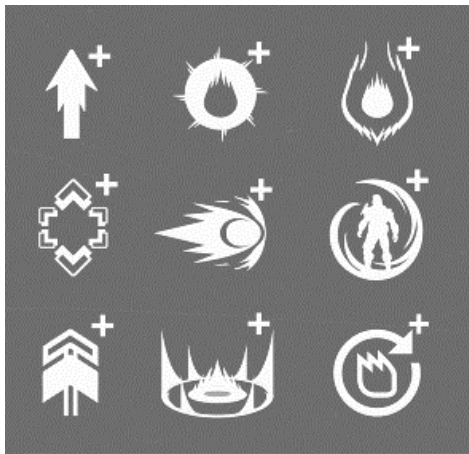


BUDDY ACTION 10
Buddy being Fultoned



BUDDY ACTION 11
Buddy taking Damage

Icon Treatment





Game Time!

Universal Soldier Icon

Universal Icon

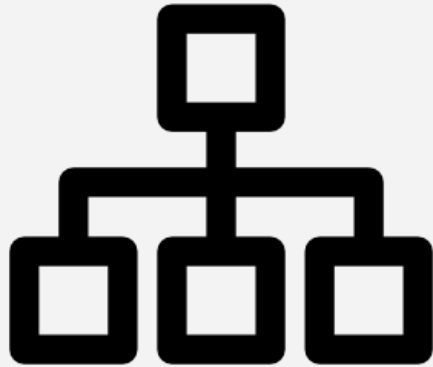


Universal Icon

- Shield
- Protected
- Secure



Universal Icon



Universal Icon

- Network
- Connections
- Terminals



Universal Icon



Universal Icon

- Life
- Health
- Love



Universal Icon

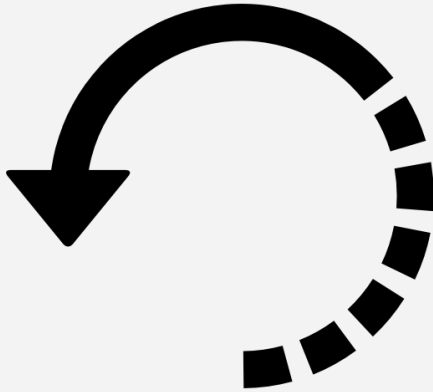


Universal Icon

- Repair
- Settings
- Customization



Universal Icon



Universal Icon

- Refresh
- Reload
- Timer based



The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

2D Artwork

Engine Knowledge

2

Color Psychology

- Branding
- Direction
- Era / Tone
- States (component)
- Base color

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

CREATED WITH INK:
START WITH WHITE, ADD COLOR.
CMYK



COLOR TYPES



PRIMARY



SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS



ADDITIVE

CREATED WITH LIGHT:
START WITH BLACK, ADD COLOR.
RGB



COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT
COMPLEMENTARY



DOUBLE
COMPLEMENTARY



ANALOGOUS



TRIAD

MEANINGS



INTENSE, FIRE & BLOOD.
ENERGY, WAR, DANGER, LOVE
PASSIONATE, STRONG.



SKY, SEA,
DEPTH, STABILITY, TRUST
MASCULINE, TRANQUIL.

ROYALTY, POWER,
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS.



NATURE, GROWTH,
FERTILITY, FRESHNESS, HEALING
SAFETY, MONEY.

WARM, STIMULATING,
ENTHUSIASM, HAPPINESS, SUCCESS
CREATIVE, AUTUMN.



SUNSHINE, JOY,
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.

TERMS

CHROMA: How pure a hue is in relation to gray

SATURATION: The degree of purity of a hue

INTENSITY: The brightness or dullness of a hue

LUMINANCE/VALUE: A measure of the amount of light reflected from a hue

SHADE: A hue produced by the addition of black

TINT: A hue produced by the addition of white

	red Love, passion, heat, joy, power, failure	orange Change, warmth, healthy, sociable, earthy	yellow Happy, joy, cheerful, optimistic, positive	green Nature, growth, nurturing, stable, harmony, money, success	blue Calm, loyal, conservative, strength, intelligence
<i>caution</i>	<i>Has negative connotations in some cultures</i>	<i>Can overstimulate the eye, especially bright orange</i>	<i>Difficult to project or see on monitors</i>	<i>Avoid using with reds and browns</i>	<i>Can appear fuzzy next to or on top of black</i>
	purple Wisdom, sophisticated, spiritual, royalty, creativity	grey Independence, sophisticated, neutral, modern	white Neutral, calm, purity, innocence, clean, inviting	black Conservative, serious, mysterious, sophisticated	brown Earthy, wholesome, simple, friendly
<i>caution</i>	<i>Can be perceived as too exotic for business</i>	<i>May be perceived as non-committal</i>	<i>Can convey sterile, stark or cheap</i>	<i>Can be difficult to see if overused</i>	<i>May be perceived as too casual</i>



turquoise complementair

👁 71 👍 23 💬 0



ZikColor

👁 79 👍 21 💬 0



Heat Map

👁 43 👍 18 💬 0



Technology

👁 34 👍 17 💬 0



rga4

👁 39 👍 14 💬 0



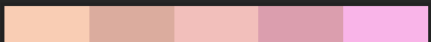
Copy of Picture book

👁 21 👍 13 💬 0



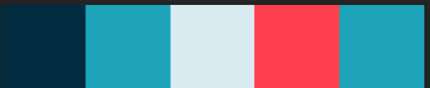
Morgenrot über Elswüste

👁 21 👍 11 💬 0



Complementar divida 2

👁 73 👍 22 💬 0



My Color Theme

👁 48 👍 21 💬 0



Jamaica

👁 35 👍 18 💬 0



Darker Reds

👁 26 👍 16 💬 0



COS

👁 24 👍 14 💬 0



Fuji Apple

👁 23 👍 12 💬 0



Marlachi tattoo

👁 26 👍 11 💬 0



Floral Pastel

👁 56 👍 22 💬 0



Palette de couleurs 1

👁 51 👍 19 💬 0



Kopl af vintage card

👁 32 👍 18 💬 0



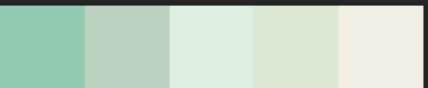
Colorful Pastel

👁 23 👍 15 💬 0



Fire and Brimstone

👁 35 👍 14 💬 0



Color Theme 2

👁 13 👍 11 💬 0



cow skull glass window

👁 27 👍 11 💬 0



Botanic

👁 39 👍 21 💬 0



Color Palette Inspo

👁 46 👍 19 💬 0



Lémon

👁 41 👍 17 💬 0



コピー Kople van PALETA...

👁 19 👍 15 💬 0



palette 6

👁 21 👍 13 💬 0



greeennnnnnn

👁 28 👍 11 💬 0



Color Theme 71

👁 30 👍 11 💬 0



CRYTEK and EA logos only shown on 'Press Start Screen'

Network info shown here

#DEEDE2 - TITLE TEXT COLOUR (26pt)



Player DogTag shows Profile and stats

Secondary Display Area (36pt)

Secondary Display Area (30pt)

Secondary Display Area (26pt)

Secondary Display Area (24pt)

Secondary Display Area (22pt)

Smallest Font Size? (18pt)

ALL Rounded Corners - 5px

All boxes should be rounded corners

#9AD5B7 - 100% ALPHA

#DEEDE2 - 100% ALPHA

#9AD5B7 - 30% ALPHA

#6D6E70 - 100% ALPHA

#AC0000 - 30% ALPHA

#9AD5B7 - 10% ALPHA

Buttons should be stacked 2 high, max 3 columns

Priority from right to left (shown above) #9AD5B7 colour

#9AD5B7 - HINT TEXT COLOUR (22pt)

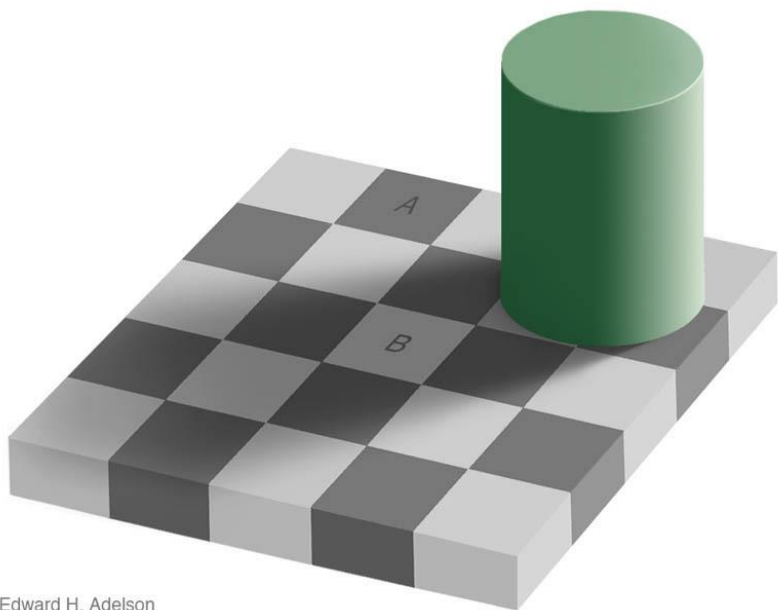
Visor Design Elements always on (to enhance 3D parallax)



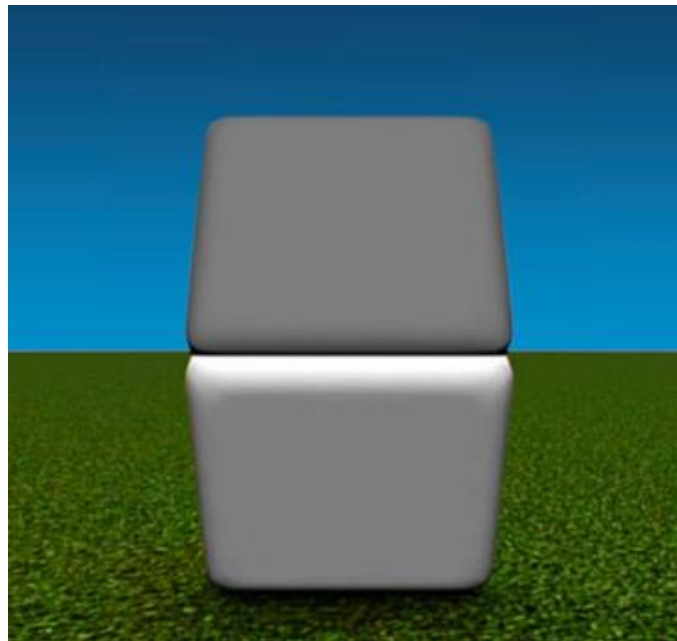
CryNet Logo always on

Glow on Edges for Visor Effect

~~50~~ 1 Shade of Grey



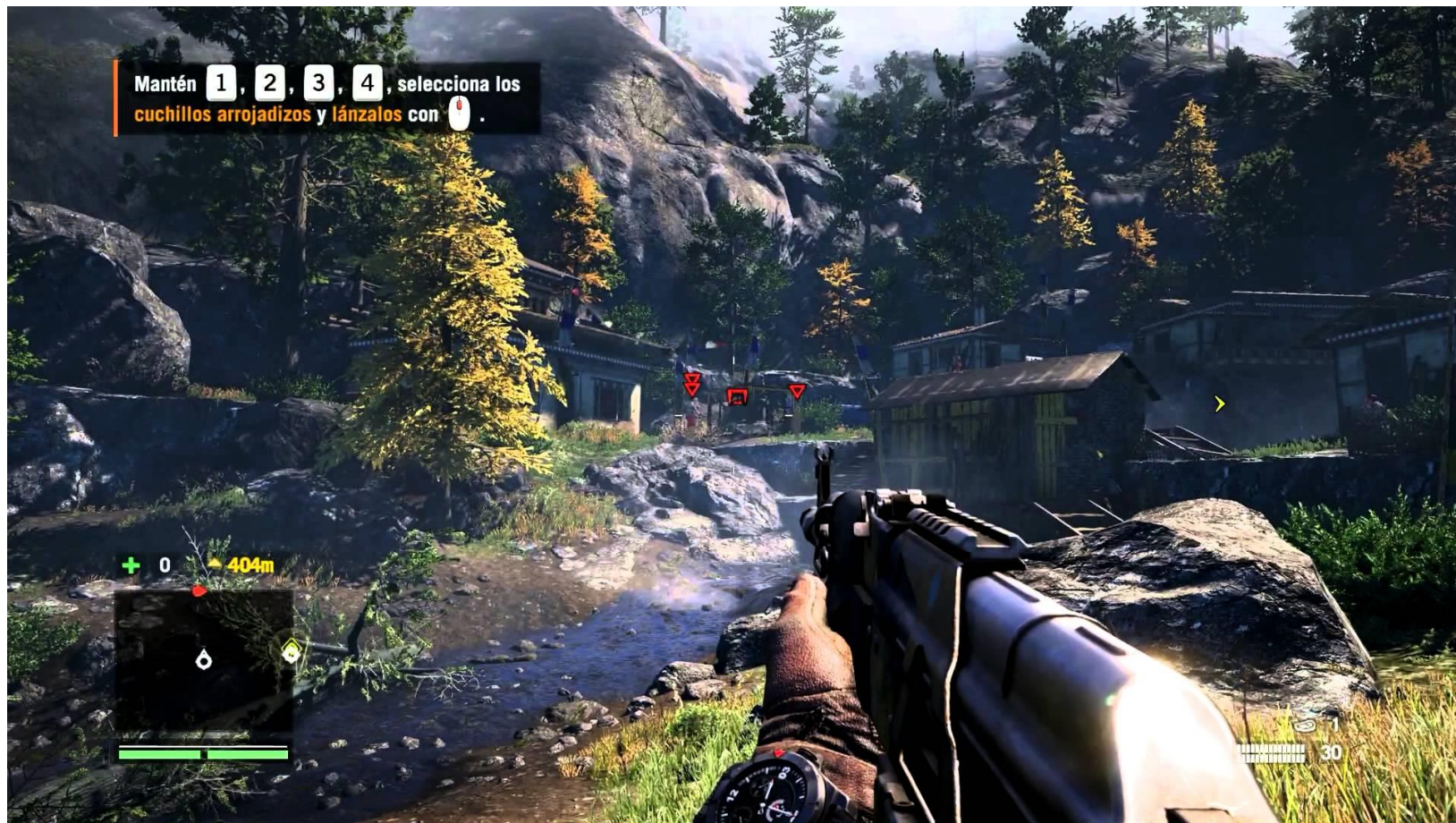
Edward H. Adelson





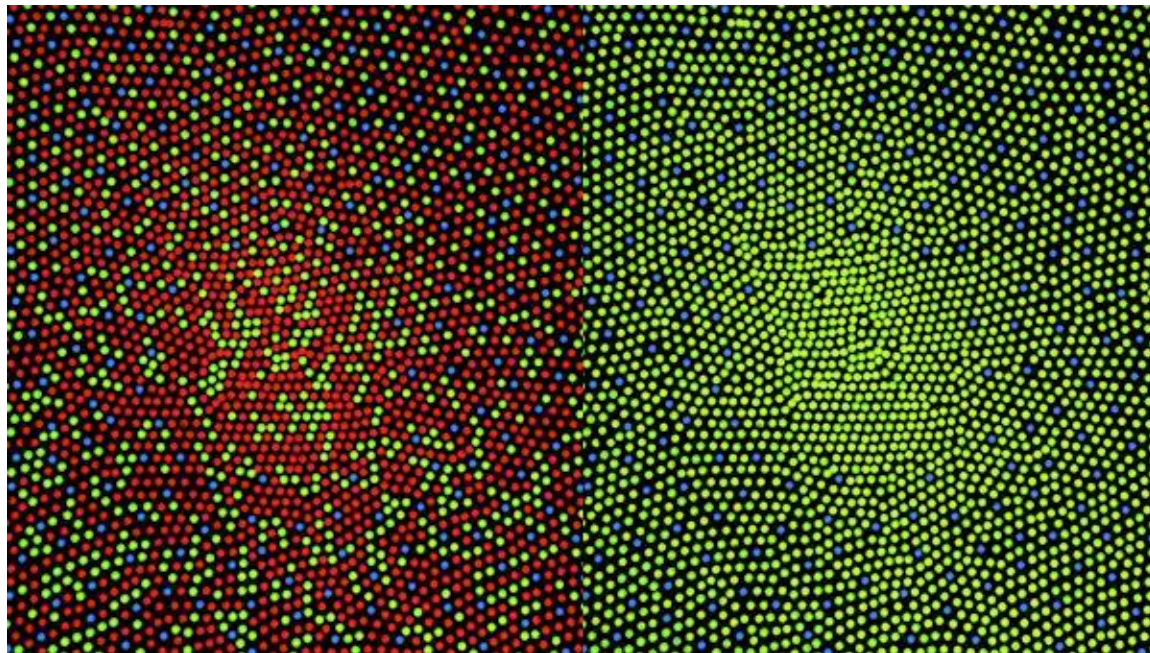
Travler016 Activated Wrath of El Dorado |







Color Blindness



Normal Fovea

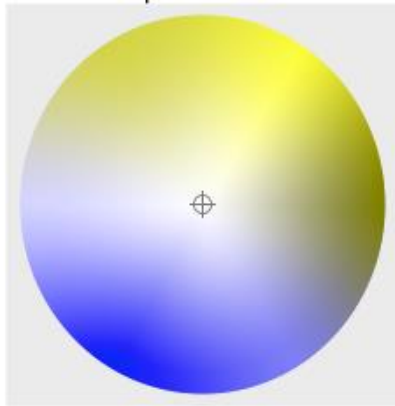
Color Blind Fovea

Types of Color Blindness

Normal



Deuteranopia



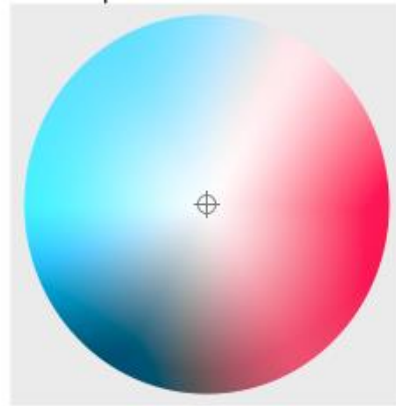
Green Blindness

Protanopia



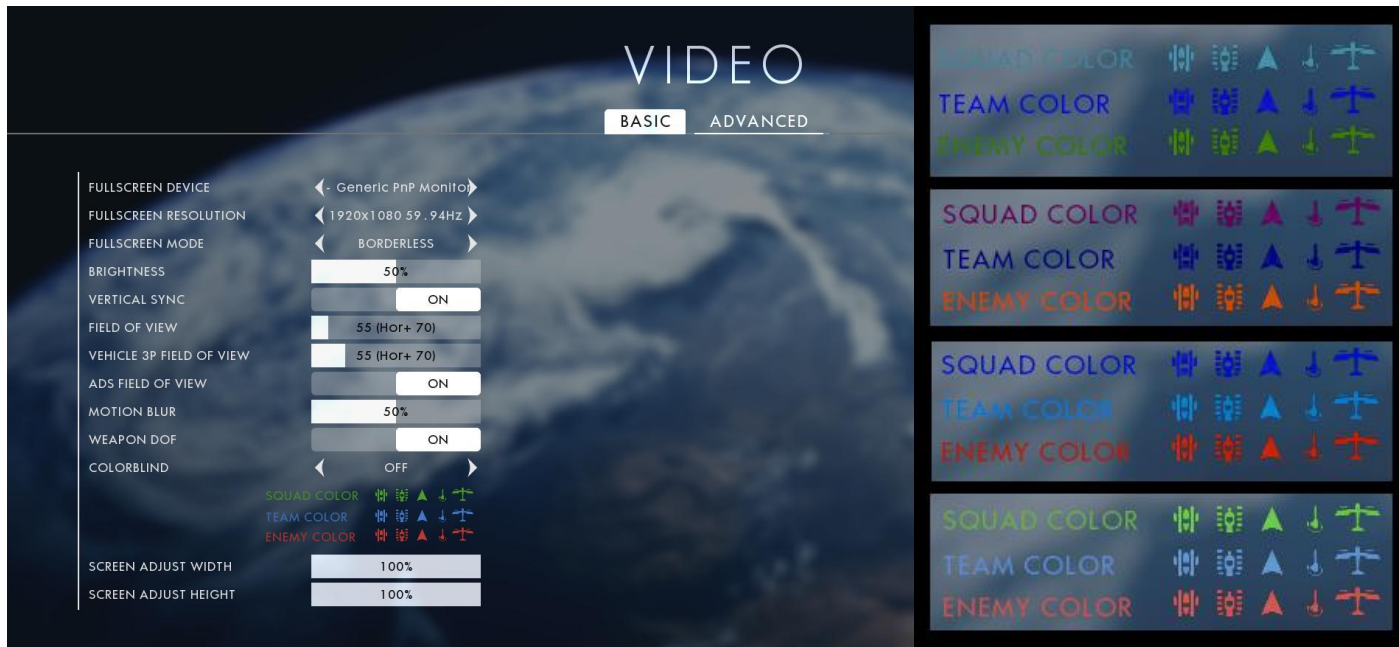
Red Blindness

Tritanopia



Blue Blindness

Color Blindness



Protanopia

Deuteranopia

Tritanopia

Normal

The Grid

Typography

Shape Language

Iconography

Color Psychology

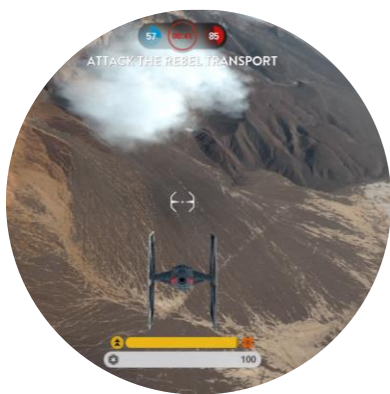
UI Representation

2D Artwork

Engine Knowledge

2

UI Representation



Non-Diegetic



Diegetic



Spatial



Meta

Non-Diegetic UI

- Flat Overlay
- Removed from game world
- Typical menu / HUD



Diegetic UI

- In-world
- Character seen
- Projections (The Division)



Spatial UI

- FX trails
- Character outlines
- Environment pathways
(Last of Us)



Meta UI

- No spatial representation
- Screen FX
- 2D overlay (blood / desaturation)



Let's Get Controversial

- Standard UI elements in many games do not necessarily = good UI
- Exhibit A: 'The (Banana) damage indicator'
- 2D representation for a 3D event



The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

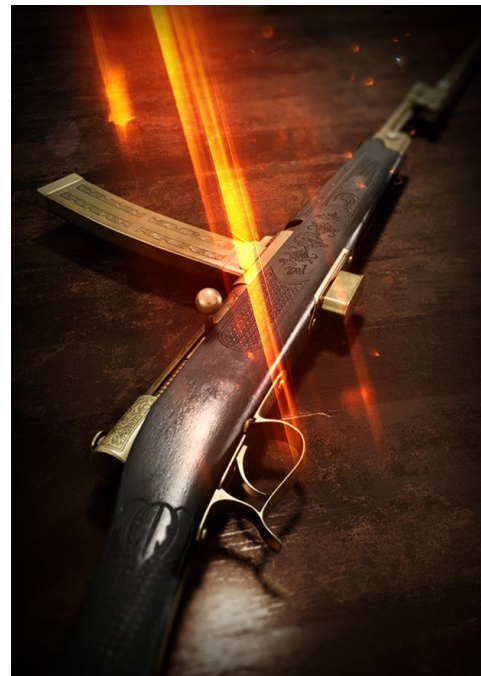
2D Artwork

Engine Knowledge

2D Artwork

- Rendered game assets / levels
- Wallpapers / screenshots
- Photography
- Textures
- Dashboard / Background imagery
- Banners
- Thumbnails
- Avatars / Profile images

2D Artwork





The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

2D Artwork

Engine Knowledge

2

Understanding Limits

- UI capabilities
- New tech / features
- Exploit the system
- Performance
- Documentation
- Collaboration
- Testing / Experimentation



Power of Shaders

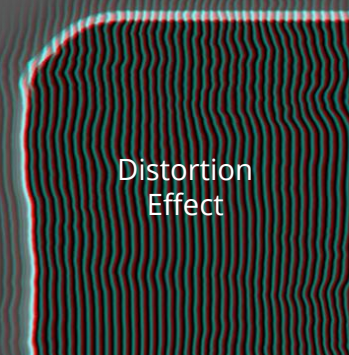
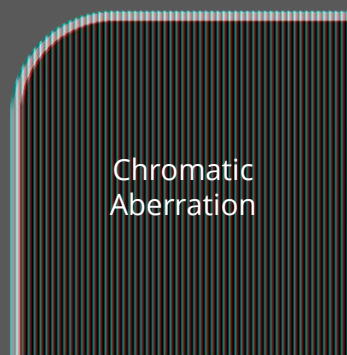
- Overlays
- Blur
- Distortion
- Particle FX



Shader Example 1



Shader Example 2



unknown
unknown
unknown



SUPPORT BONUS
CEPH AIRSTRIKE
Team-Killed Unknown
+2700

0 / 0 07:18
ELIMINATE ENEMY TEAM

COLLECTED
1/2

PRESS **P**
MAXIMUM RADAR



LOW ENERGY

DEFLECTION



Invite from bob

039 / 160
ENERGY
ARMED RUN STOP



Player DummyPlayer1 has joined the game!
Player DummyPlayer2 has joined the game!
Player DummyPlayer3 has joined the game!
Player DummyPlayer4 has joined the game!
Player DummyPlayer5 has joined the game!

Specter!
Stealth takedown +250
Relay Capture Assist
+460

07:56
0/0
ELIMINATE ENEMY TEAM

PRESS
MAXIMUM RADAR

INSTRUCTIONS

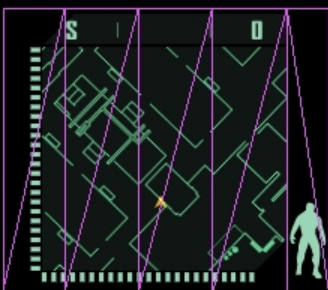


Invite from bob

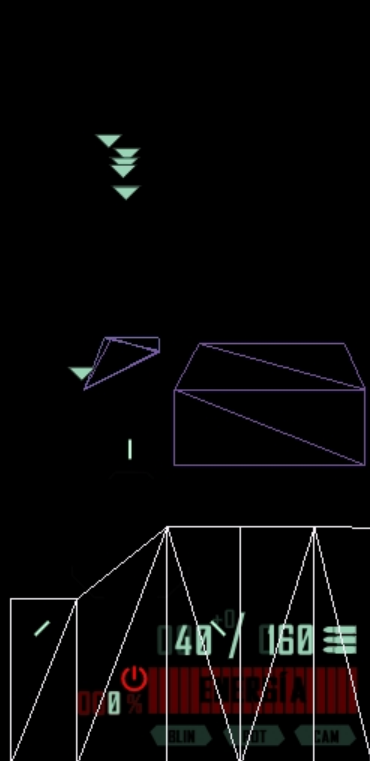
DEFLECTION

40 / 160
DEFLECTION

ENERGÍA CRÍTICA



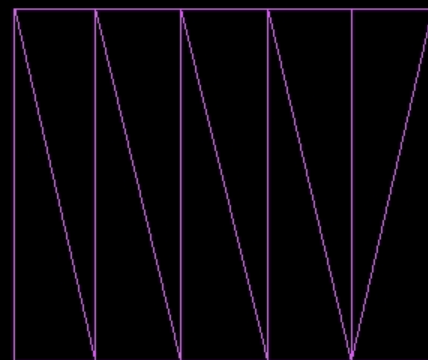
Ha cometido suicidio



test round message string

+100

0/0 02:17
ELIMINA AL EQUIPO ENEMIGO.



¡El jugador DummyPlayer 1 se ha unido a la partida!
¡El jugador DummyPlayer 2 se ha unido a la partida!
¡El jugador DummyPlayer 3 se ha unido a la partida!
¡El jugador DummyPlayer 4 se ha unido a la partida!

Invitación de bob



PULSA P
RADAR MÁXIMO

DESVÍO



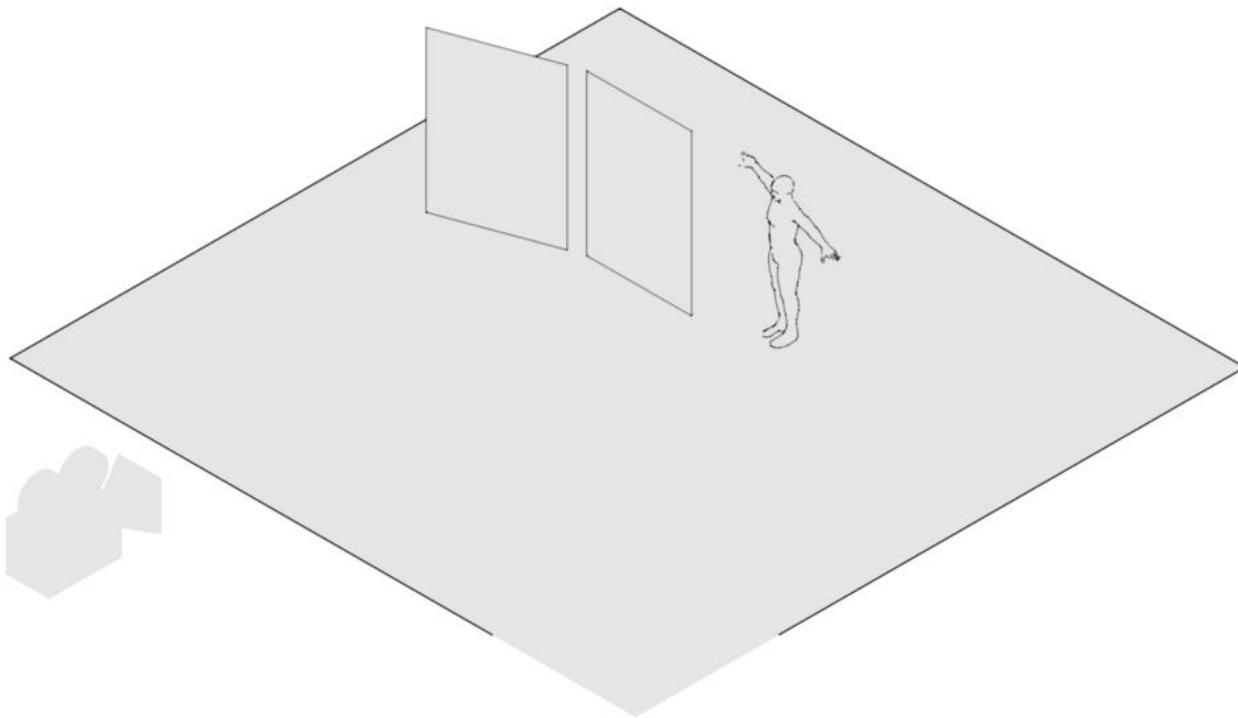
Scenes

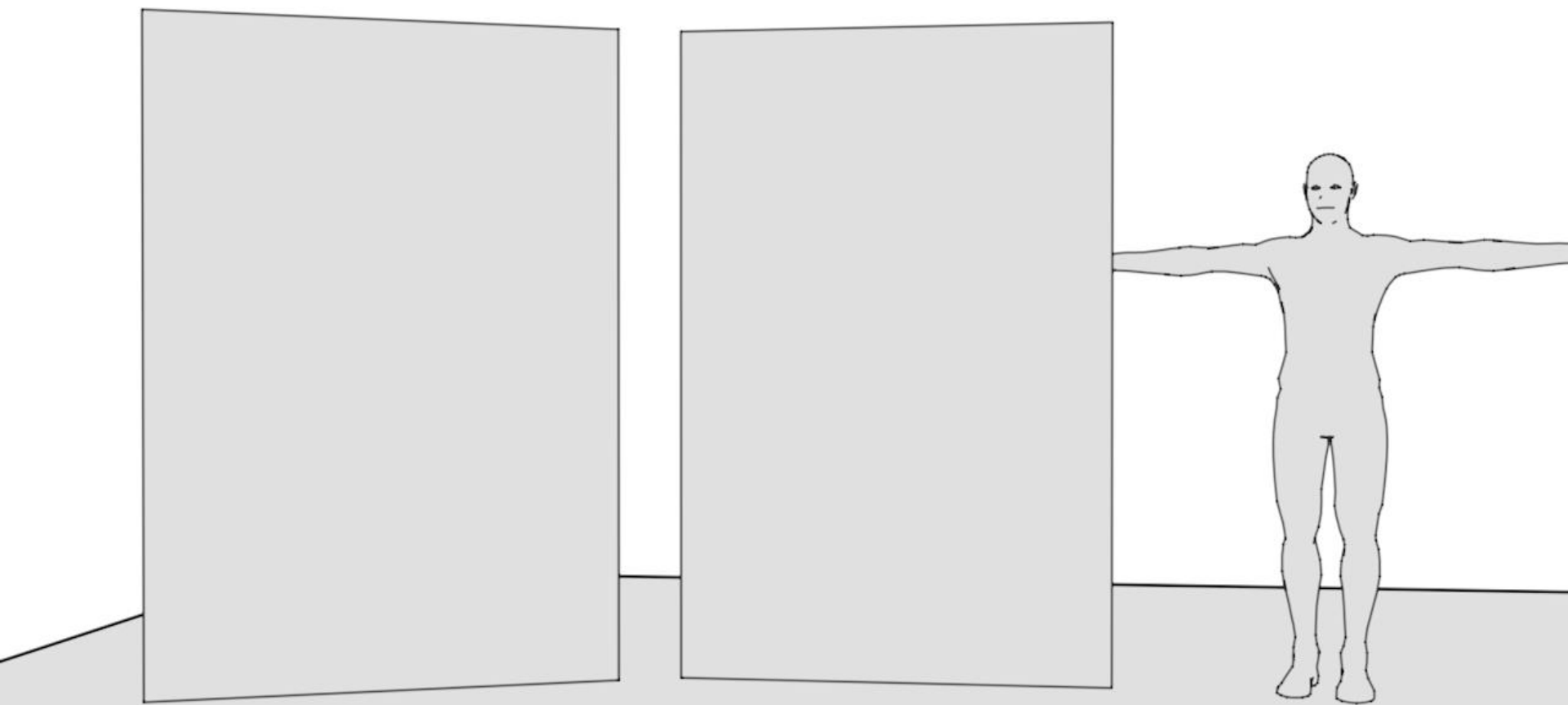
- Frontend Hub
- Levels
- Characters
- Props



FROSTBITE™

Composition





It's Hammer Time!

It's Hammer Time!



Weapon of Choice



Photoshop



Illustrator

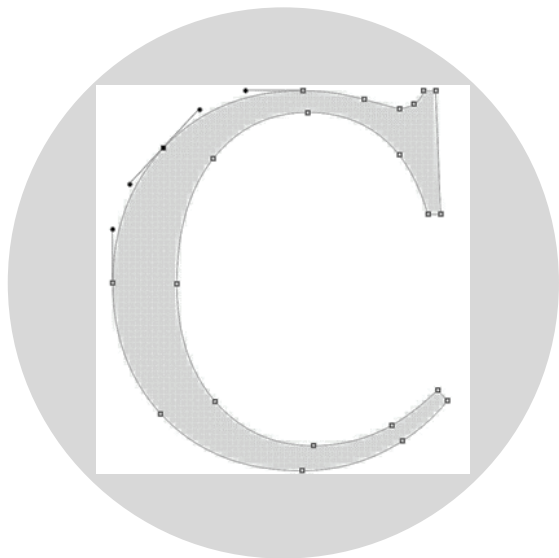


After Effects

Raster VS Vector



Raster

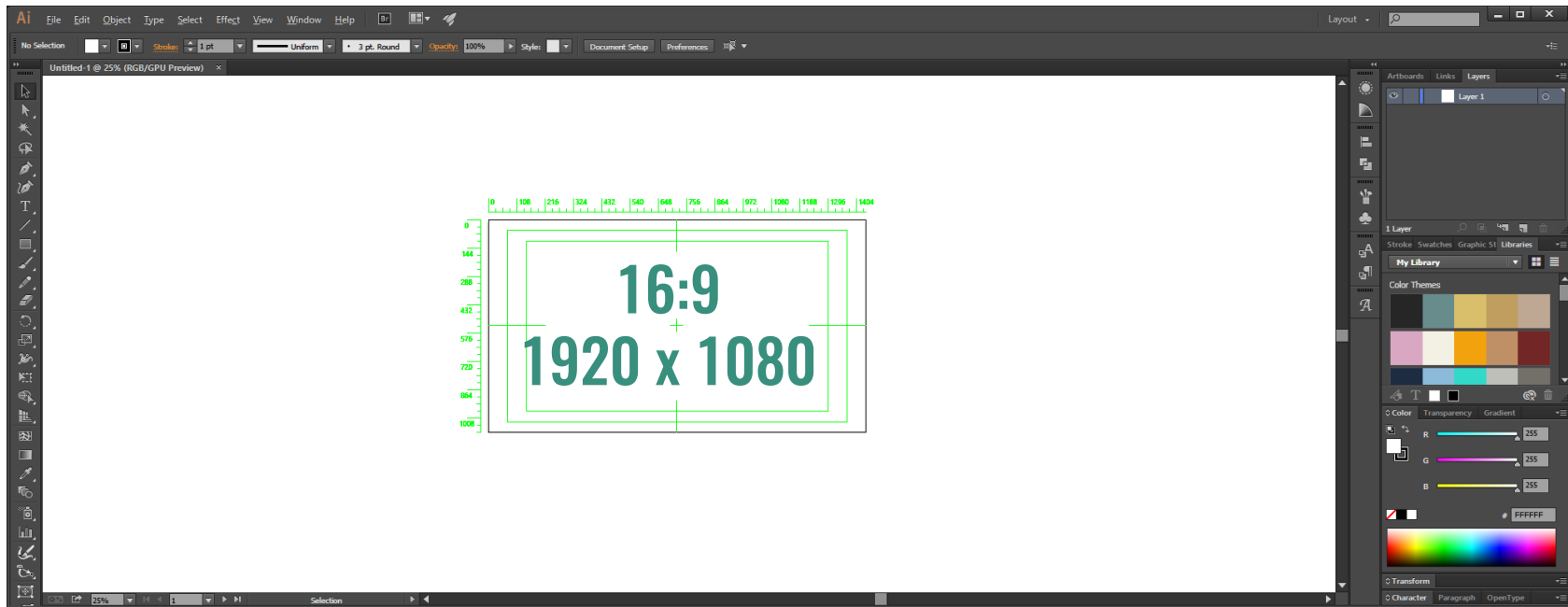


Vector



Polygon

Mock-it-up!

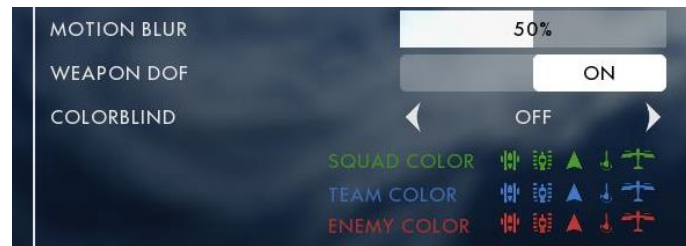


Static Mockups

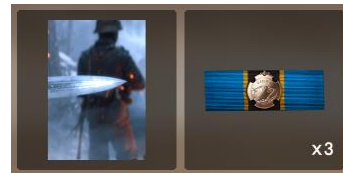
Motion Mockups

Interactive Mockups

UI Components



1	110	FRAZZ3L	★	38	14	18274	27
2	111	von nistel	★	38	26	16273	75
3	111	TheSurgeon83	☹	70	5	16073	35
4	106	[MdF]Nikko9 Ch	+	17	9	14992	66



NORMAL IDLE

NORMAL HIGHLIGHTED

NORMAL SELECTED

PREVIOUS IDLE

PREVIOUS HIGHLIGHTED

PREVIOUS SELECTED

DISABLED IDLE

DISABLED HIGHLIGHTED

DISABLED SELECTED

LOCKED IDLE

LOCKED HIGHLIGHTED

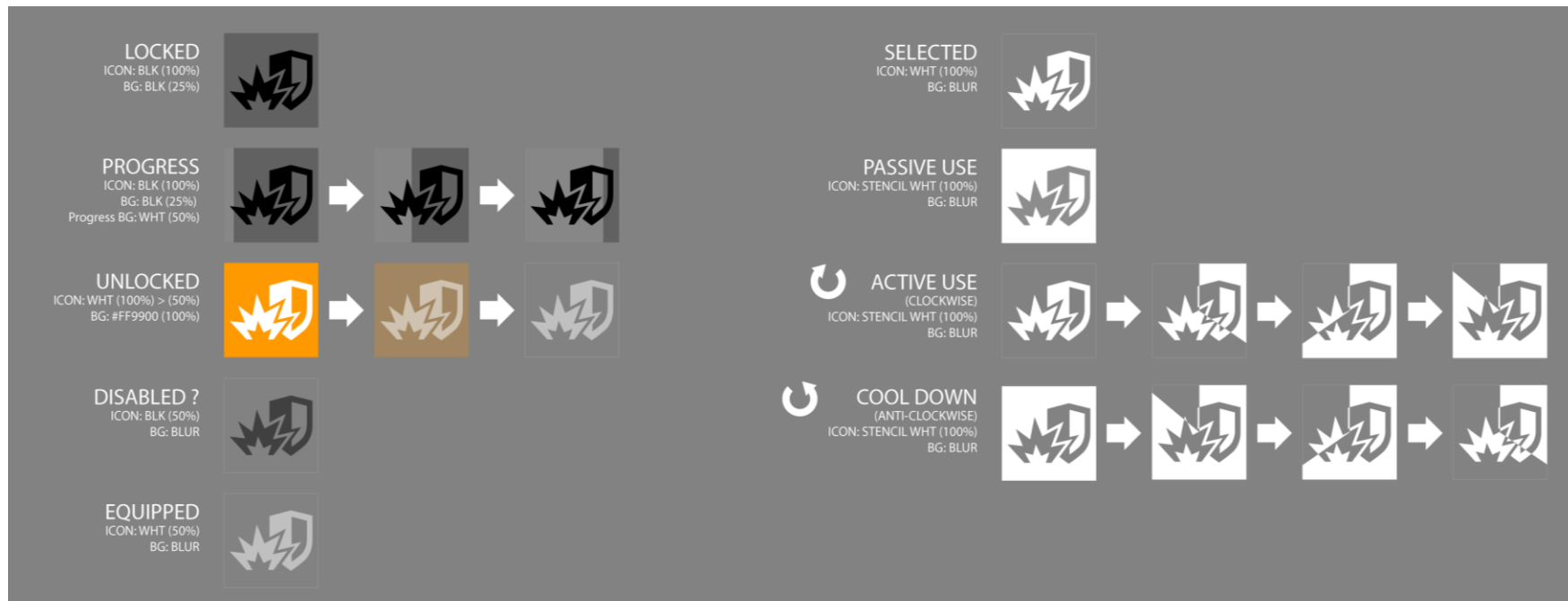
LOCKED SELECTED

NEW

NEW HIGHLIGHTED

NEW SELECTED

UI Component States



Cheat Sheets

GESTALT



Closure



Proximity



Continuity



Similarity



Figure-Ground



Enclosure



Symmetry

USABILITY



Items



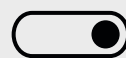
3 Levels Deep



Affordances



Focus



States



Flow



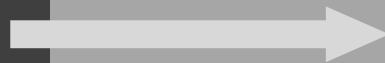
Help

FOCUS AREA

PERIFERY

PERIFERY

PERIFERY



Headline

Menu Item 1

Menu Item 2

Menu Item 3

Menu Item 4

Context Info

Hint Text / Buttons

Headline

Hint Text / Buttons

Menu Item 2

Menu Item 3

Menu Item 4

Menu Item 5

Menu Item 6

Context Info

Headline

Hint Text / Buttons

Menu Item 1

Menu Item 2

Menu Item 3

Menu Item 4

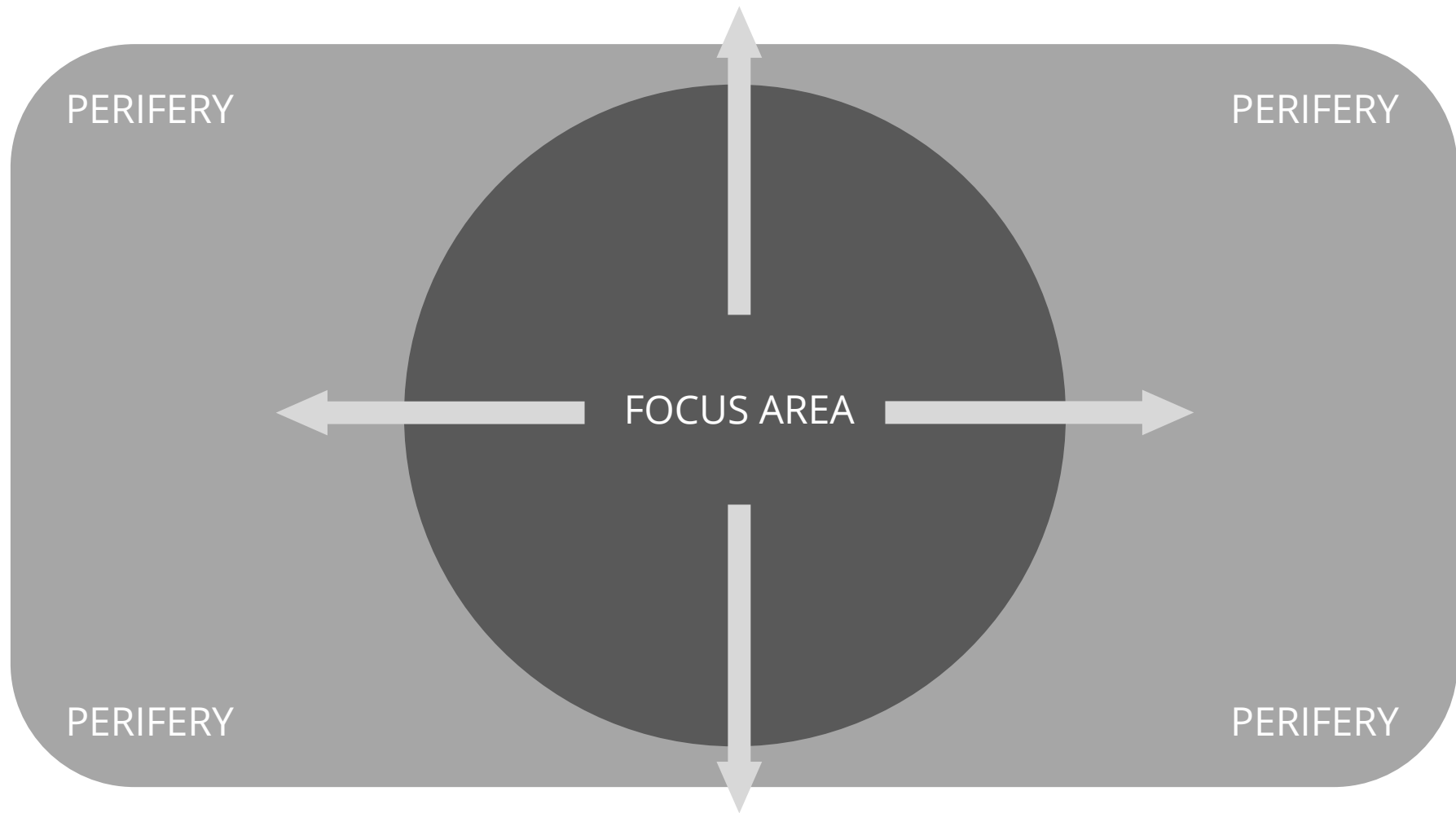
Sub Menu Item 1

Sub Menu Item 2

Sub Menu Item 3

Sub Menu Item 4

Context Info



Score / Progression

Objective Info

Critical Info

Crosshair

Minimap

Health / Armor
Weapon Info

Critical Info

Objective Info

Crosshair

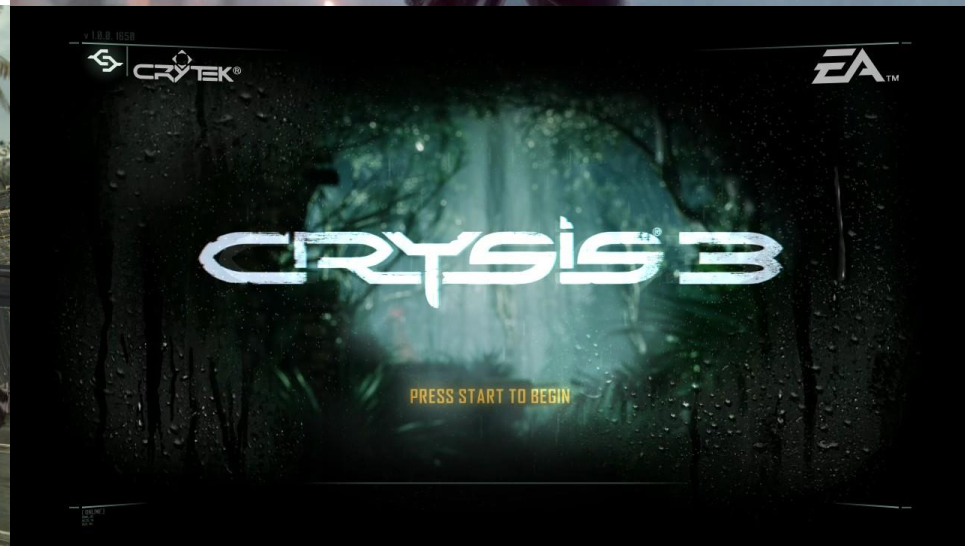
Health / Armor
Weapon Info

Score / Progression

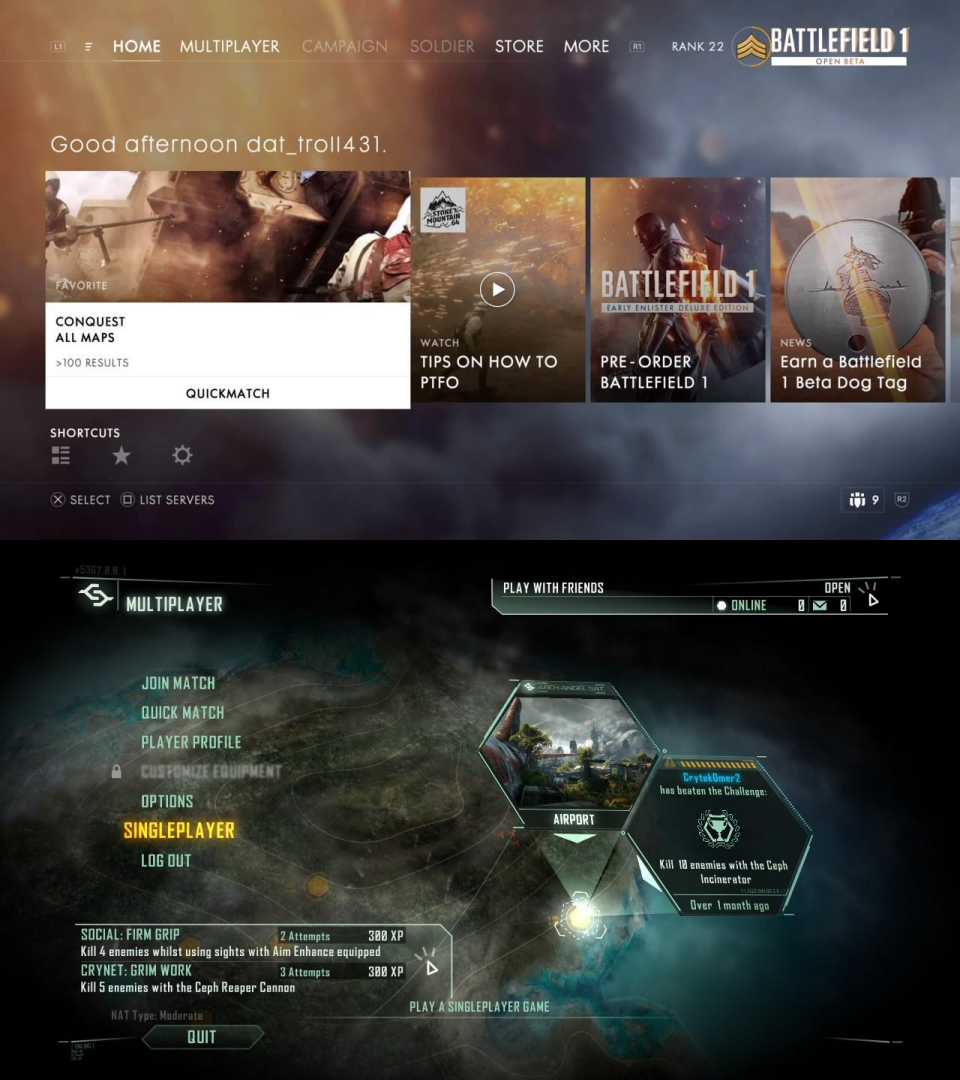
Core UI Focus Areas

- Title Page
- Front-end
- Server / Lobby
- Customization
- Heads Up Display
- End of Round

Title Screen



Frontend



Server / Lobby

SERVER BROWSER

SERVICES FAVORITES RECENT

FILTER: ALL MODES, ALL MAPS

NAME	PLAYERS	PING
Showing the first 13 results. Use the filters to narrow down your search.		
[DICE] Official - Conquest - Europe - # 3861 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	64 / 64	26
[DICE] Official - Conquest - Europe - # 3879 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	64 / 64	11
[DICE] Official - Conquest - Asia - # 7833 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	63 / 64	300 *** JOIN
[DICE] Official - Conquest - Europe - # 3972 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	63 / 64 [2]	25
[DICE] Official - Conquest - Europe - # 3061 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 64	33
[DICE] Official - Conquest - Oceania - # 8256 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 64	316
[DICE] Official - Conquest - US East - # 6330 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 64	117
[DICE] Official - Conquest - US East - # 6368 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 64	117
[DICE] Official - Conquest - US West - # 7209 CONQUEST - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 64	167
[DICE] Official - Rush - Asia - # 7891 RUSH - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 24	-
[DICE] Official - Rush - Europe - # 5315 RUSH - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 24	38
[DICE] Official - Rush - US East - # 6948 RUSH - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 24	117
[DICE] Official - Rush - US West - # 7485 RUSH - SINAI DESERT - CUSTOM - 60 HZ - A	0 / 24	167

QUICKFILTER

GAME MODES

MAPS

FREE SLOTS

GAME SIZE

Filter by name...

FULL FILTER

RESET FILTER

BOUNTY HUNTER
RED FORTRESS C NIGHT
MATCH STARTING IN 00:05
Open Preset Text

CHARACTER	
Omer	2520
Next level up in	
BGM	
METAL GEAR SOLID V: THE PHANTOM PAIN SINS OF THE FATHER	
SOLID	
Stu	6/8 READY
Omer	
Arrow	
Yvan0038	
Ghost Leader	
blackblue	
LIQUID	
Terrible	5/7 READY
Shiba	
Alektek	
Revy the Slav Girl	
syedi2667(87)	
Bin Jonh	
Spectre	

Mission Info Display

Cancel

View Stats

Mute

MATCH STARTING IN 8

AIRPORT

CRASH SITE

PLAYER PROFILE

CUSTOMIZE EQUIPMENT

OPTIONS

PREVIOUS MATCH RESULTS

LEAVE SESSION

SOCIAL: MEMENTO

Collect 3 Dog Tags

4 Attempts 350 XP

NAT Type: Moderate

GeistUnit's squad (LEADER: GeistUnit)

STATUS: IN LOBBY

PLAYERS (12 / 16)

AUTOMUTE: OFF

CHAT

5 [HUD] GeistUnit

9 [GG] crynoxxockt

7 [GrSc] lMarTeX

6 DerLangeDicke

1 mdgeist03

4 Guilhermy3000

5 [ImG] EntriXx

10 Ekwah

10 KillerXPL

10 LolKOpF89

10 [UPC] tokat00

10 AkumaSlayR

BROADCAST

Learn more about Crysis 3 Multipl

22 hours ago

Customize

CUSTOMIZE > LOADOUT > PRIMARY ATTACHMENT

GEAR POINTS (GP) 7650

Loadout 1

B 10.2 KG

PRIMARY WEAPONS

SUPPRESSOR

0.5 KG

FLASHLIGHT

0.2 KG

LASER SIGHT

0.2 KG



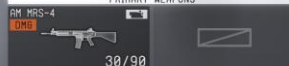
LASER SIGHT

[]

[]

[]

PRIMARY WEAPONS



Suppressor
Muzzle attachment that reduces the sound signature of a weapon.

Set attachments to your equipped weapon.

Unequip all

MODIFY

OPTICS



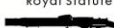
MAGNIFICATION



RECOIL DIRECTION



Royal Statute



Default

Royal Order

Royal Statute

Lewis Gun Low Weight

A versatile and iconic light machine gun considered by many to be the best of WW1. Also known as 'the Belgian Kolliesnake' and was widely used in the war.

DAMAGE
ACCURACY
HP FIRE
CONTROL
RATE OF FIRE 480
FIRE MODES
AMMUNITION 47/141



BACK

100,000



SELECT ATTACHMENTS

ASSAULT SCOPE

Advanced Optical 3x Zoom



100,000



SELECT ATTACHMENTS

ASSAULT SCOPE

Advanced Optical 3x Zoom



01 Next Level: 10 kills

02 NEXT UNLOCK REFLEX SIGHT

ACCURACY:
RATE OF FIRE:
RANGE:
DAMAGE:
STABILITY:

ACCURACY: 0.00 %
K/D RATIO: 0.00
KILLS: 0
TIME USED: -
LEVEL: 1

CAMARILLO

MANUFACTURER

FY7 IM

SCOPES

1 ASSAULT SCOPE

2 MUZZLE BRAKE

3 GRENADE LAUNCHER

4 NONE

BACK

FINISH CUSTOMIZING

Loadout

CUSTOMIZE > LOADOUT > SUPPORT WEAPONS

GEAR POINTS (GP) 7650

LB SUPPORT WEAPONS RB

- MAGAZINE 10 0.2 KG
- STUN GRENADE 2 0.8 KG
- PETROL BOMB 3 1.0 KG
- M21 D-MINE 2 1.5 KG
- PLUSHY SNARE 2 0.8 KG

- SUPPORT WEAPONS
- PLUSHY SNARE 2



Molotov cocktail.
Improvised incendiary weapon made from a bottle and fuel mixed with a thickening agent.

Select support weapons.

Unequip all

+ MEDIC - RANK 7

CUSTOMIZE MEDIC

750

LOADOUT

Cei-Rigotti Trench

SIDEARM

GADGET ONE

GADGET TWO

GRENADES

MELEE

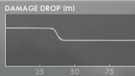
- Cei-Rigotti Trench
- Cei-Rigotti Optical 200 GP
- Cei-Rigotti Factory
- Selbstlader M1916 Marksman
- Selbstlader M1916 Factory
- M1907 SL Trench 200 GP
- M1907 SL Sweeper
- M1907 SL Factory 200 GP
- Mondragón Optical 200 GP
- Mondragón Storm 200 GP
- Mondragón Sniper
- Autoloading 8.35 Factory
- Autoloading 8.35 Marksman 200 GP
- Autoloading 8.25 Extended 200 GP
- Selbstlader 1906 Factory 10 GP



Cei-Rigotti Trench

Equipped with a vertical fore grip, this self-loading rifle pattern offers improved accuracy when hip firing.

DAMAGE
ACCURACY
HIP FIRE
CONTROL
RATE OF FIRE
FIRE MODES
AMMUNITION



PRIMARY



REFLEX SIGHT NONE NONE



NONE NONE NONE

ASSAULT



ALL-ROUND ANNIHILATION



AUTO ARMOR MODULES
Automatically activate armor mode

AIM ENHANCE
++ Recoil in ADS reduced by 30%

ARMOR TRANSFER
++ Kills restore 30% armor energy

SELECT

Heads Up Display



End of Round

MISSION RESULTS

	SCORE DETAILS	SCORE
Bounty Claimed	0 x 100	-
Kills	2 x 150	300
Headshots	0 x 100	-
Enemies Marked	0 x 50	-
Assists	0 x 50	-
Fultons	0 x 150	-
Fulton Saves	0 x 100	-
Interrogations	0 x 150	-
Knife Kills	0 x 50	-
Enemies Charmed	0 x 100	-
Stuns	0 x 100	-
Walker Gears Destroyed	0 x 150	-
Amazing Throws	0 x 150	-
Deaths	12 x 0	0
Suicides	0 x -300	0
Stunned by Enemy	1 x 0	0
Fultoned by Enemy	1 x 0	0
Marked by Enemy	0 x 0	0
TOTAL		300

Back to Freeplay

Round Results

NEXT MISSION STARTING IN 18 SEC

Hide Window

PLAYER	
terrible I owe you syed12667(87) 	
Omer	
EXPERIENCE POINTS	GEAR POINTS (GP)
1602	0
 INFILTRATOR	
10 	
	
UNLOCKS	[0]
	

THIS ROUND
CONQUEST | ST QUENTIN SCAR

END OF ROUND

NEXT ROUND
CONQUEST | AMIENS

11

PERSONAL

HIGHLIGHTS

STATS

SCOREBOARD

11



GERMAN EMPIRE

K

D

Score

1	192	[ACES] See-Three-Int-Fog	0	0	17430
2	190	[ACES] WetFish-DB	32	11	14579
3	190	[ACES] frots-69-	26	18	14345
4	180	[ACES] GuN_slingErXD	31	9	13974
5	180	[ACES] Greeny111	28	14	13192
6	94	Meshly2	11	17	10591
7	120	Belchior25	25	10	9747
8	53	carl181089	8	25	8101
9	18	hitman_junior1	14	13	7892
10	120	alex_qt_ua	25	24	7739
11	61	david221199	17	19	7638
12	82	FaintAffiliate	19	17	7365
13	109	[BBFB] JohnSmith1977	17	16	6497
14	81	[PS4M] matthebad	9	21	6471
15	47	iesinar25	20	7	5986
16	41	[Gang] sahbi_marokk	5	19	5410
17	41	Sapphire Blade	8	18	5384



BRITISH EMPIRE

K

D

Score

14	110	[GRE] zaxos7970	13	11	8738
15	82	Mazudemu	21	12	8738
16	45	Yakubara	12	10	8475
17	81	[W01] dergraf1981	12	16	7996
18	96	[LCIN] lecontrat33	16	13	7932
19	41	Z101Esko	10	14	7484
20	27	[BIA] rextherunt	16	19	6950
21	63	KutHobbit	15	14	6936
22	88	KnorkeRatzeputz	9	18	6083
23	93	LordGeorge148	11	15	5696
24	81	lBugrinho	11	6	4481
25	99	leporto	11	1	4318
26	61	alfalahi1611	5	18	4101
27	85	spudude65	6	17	4057
28	21	JoeyDaggars	3	11	3982
29	64	AvoX-OG	4	2	1353
30	80	[GRE] GrugenB	3	0	1214

VIEW PROFILE

REPORT EMBLEM

QUIT

CONTINUE



TEAM DEATHMATCH
WILLIAMSBURG



MOST VALUABLE PLAYER

50 [HUD] CrytekOmer2

MOST LETHAL

END OF GAME

DRAW

000/100

000/100

TOP SCORERS

PLAYER

SCORE

50 [HUD] CrytekOmer2

0000 000 000 000

Worst Case Scenario

- No Holds Barred
- What's the worst that can happen?
- Dial it back
- Discuss
- Iterate

ALPHA

K: 17
D: 19

PREVIOUS PLAYER

SPECTATING

[CLAN] PLAYER GAMERTAG

R1

NEXT PLAYER

K: 17
D: 19

DELTA

- ALPHA

K: 59
D: 45

PLAYER 1 ★

4/4

PLAYER 2

8/7

PLAYER 3

0/5

PLAYER 4

3/1

PLAYER 5

0/0

PLAYER 6

1/2

+ BRAVO

K: 59
D: 45

+ CHARLIE

K: 1
D: 36

+ UNASSIGNED

K: 7
D: 8

L1

93

10:37

54

A B C D E

B

CHURCH YARD

[DICE] RAZORIE [

RomeoDev [

[ORIG] INAL_ulfred71 [

[DICE] RAZORIE [

RomeoDev [

[ORIG] INAL_ulfred71 [

] doyle

] 11ly POND

] DICE CiddenPC

] doyle

] 11ly POND

] [DICE] CiddenPC

CAPTURING 25

33 / 133

0

⊗ SELECT

⦿ CYCLE UI

⊞ SQUADS

L2

PLAYER VIEW

⦿

⌨

R2

⦿ VIEW OPTIONS

R3

TOGGLE VIEW

1P VIEW

3P VIEW

K: 17
D: 19

K: 17
D: 19

PREVIOUS PLAYER

L1

SPECTATING

[CLAN] PLAYER GAMERTAG

R1

NEXT PLAYER

K: 17
D: 19

DELTA

– ALPHA

PLAYER 1 ★

4/4

 PLAYER 2

8/7

⊕ PLAYER 3

0/5

+ PLAYER 4

3/1

 **PLAYER 5**

0/0

 PLAYER 6 $\frac{1}{2}$

+ BRAVO

K: 59
D: 45

+ CHARLIE

K: 1
D: 36

+ UNASSIGNED

K: 7
D: 8

 English Sold
 Snooper12
 LetsaGO!!!!
 ShowHow
 B345TY

⊗ SELECT

© CYCLE UI



L2

PLAYER VIEW



R2

VIEW OPTIONS

R3 TOGGLE VIEW

1P VIEW

Static Mockups

Motion Mockups

Interactive Mockups

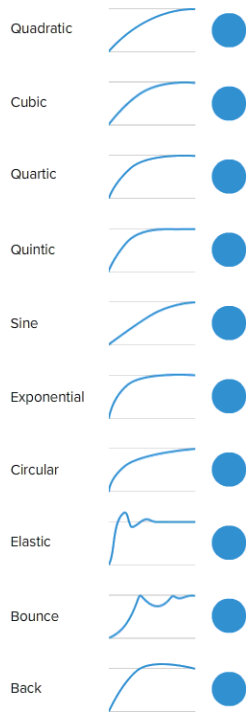
3

Motion Mockups

- Animation / Motion Graphics
- Enhanced mockups
- Timing
- Visual Impact
- Transitions
- Style

Motion Mockups

- Principles of motion
- Motion Direction
- Concise / loose
- Sci-fi / cartoony
- Speed / Flare

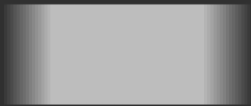




CLEAN



EXAGERRATED



TECHNICAL



CLEAN

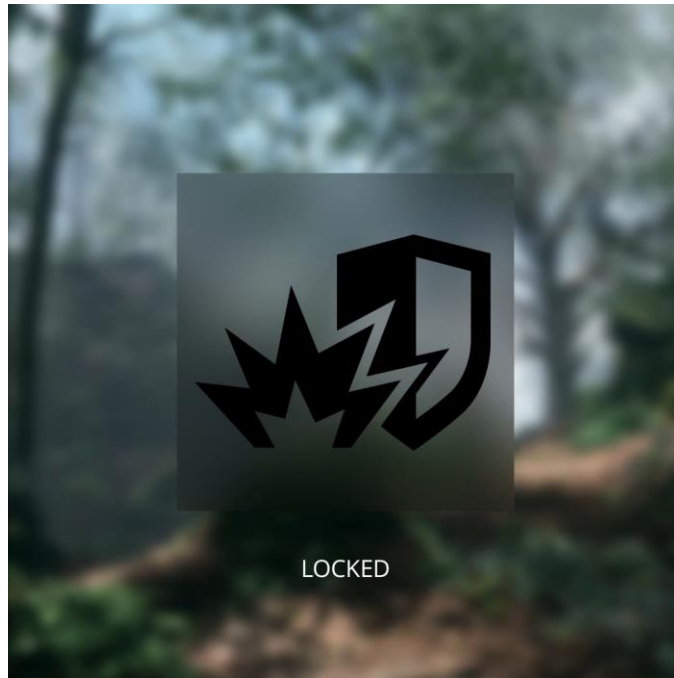
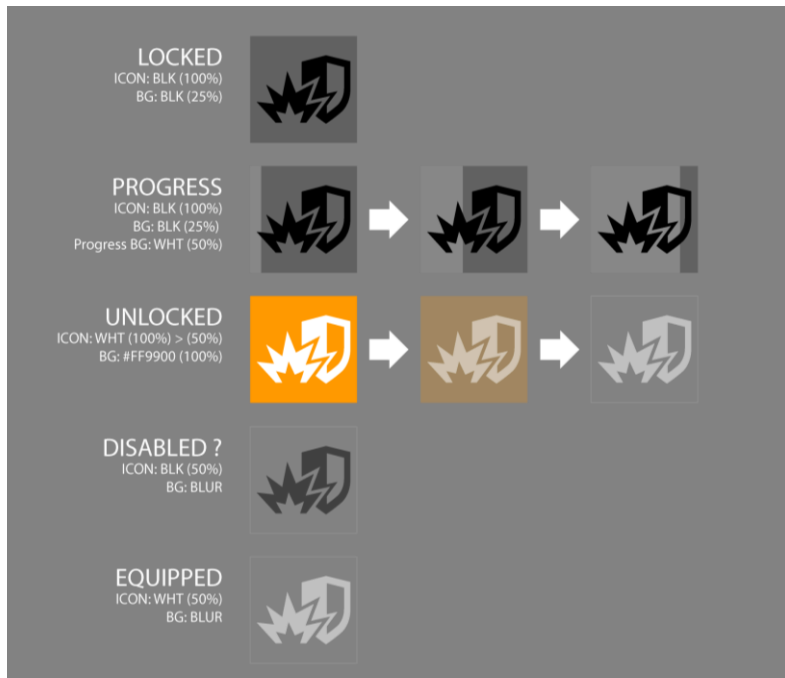


EXAGERRATED

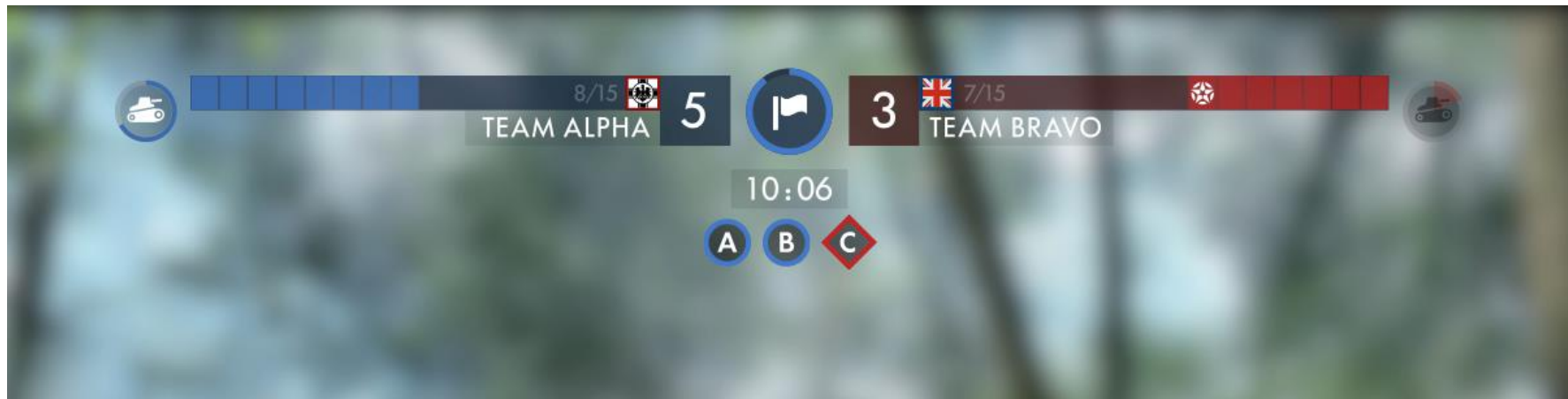


TECHNICAL

Motion Mockups



Motion Mockups



RESULTS - SABOTAGE - JUNGLE DAY

L

1

2



R

ROUND 1
00:00



ROUND
LOST

ROUND 2
01:35



ROUND
WON!

YOUR TEAM WON!



BY TEAM POINTS

SOLID											TMP	LIQUID											TMP
Player_1	40	V	12	3	8	7	-	12			3560	layer_002	40	V	12	3	8	7	-	12			3560
Player_2	5	N	9	-	3	7	2	9			2500	Hideo Kojima	5	N	9	-	3	7	2	9			2500
Player_3	13	+	7	2	1	6	1	7			1920	SiliconBarrier	13	+	7	2	1	6	1	7			1920
METAL GEAR ZERO	13	V	3	-	1	2	-	3			1500	Shinkawa	13	V	3	-	1	2	-	3			1500
LALELULILO	27	N	1	1	3	1	2	1			980	Player_1	27	N	1	1	3	1	2	1			980
XXXXXXXXXXXXXXXXXXXX	40	+	1	1	-	2	-	1			250	Player_2	40	+	1	1	-	2	-	1			250
ROBERTCOBBS	13	V	-	-	2	2	-	-			66	Player_3	13	V	-	-	2	2	-	-			66
Dead_Cell	5	+	-	1	-	-	1	-			10	Player_16	5	+	-	1	-	-	1	-			10
TOTAL			33	7	19	27	6	7			9250	TOTAL			33	7	19	27	6	7			5300

REPLAY MATCH

FREEPLAY

SKIP / READY

MISSION DETAILS

Static Mockups

Motion Mockups

Interactive Mockups

3

Interactive Mockups

- Interaction / Prototypes
- Implementation
- Functionality
- User flow / journey

Interactive Mockups



Experience Design



Animate



In-Game

Iterate
Iterate
Iterate
Iterate
Iterate
Iterate
Iterate
Iterate
Ship-it
Iterate
Iterate
Iterate

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v1.pptx 👤

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2.pptx 👤

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2b.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2c.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2d.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2e.pptx 👤

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2f.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2g.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v2h.pptx

P OmerYounas_GDC18_ppt_ArtDirection_AAA_UI_v3b.pptx

v1.745.158.24273



MULTIPLAYER

FRIENDS



JOIN MATCH

QUICK MATCH

CREATE PUBLIC GAME - DEV

CREATE PRIVATE GAME - DEV

PLAYER PROFILE

CUSTOMIZE EQUIPMENT

CUSTOMIZE LOADOUT - DEV

OPTIONS

FRIENDS LIST

Broadcast

Free beer until further notice! Just ask Fred or Stewart.

PERSONAL:

Get 2 kill assists

5 Matches | 350 XP

CHANCE: DOUBLE WHAMMY

Get 1 Double Kills

2 Matches | 250 XP

NAT Type: Unknown

[ONLINE]
100%
100%
100%



One More Time!



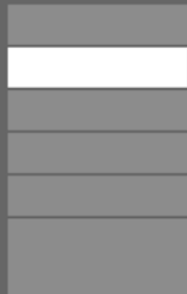
What the HUD is this!?





PM 03:30





CLOSED-ALPHA

★ 183 08:11 81



403931
2016-06-21
22:30:12Z
KeenPaladin

PiruElGerriyero



4 m

- Portales - II ★
- PiruElGerriyero
- elnota1
- KeenPaladin



77 m

32 / 128





2m

51m

C

51m

R2

C.BOX (DSRT) ★2
6

DECAY ★2
4





HEALTH 100

SUIT 71



M.I.E.P.P.A.

AMMO 5

30



4 Invisible Forces

Localizations

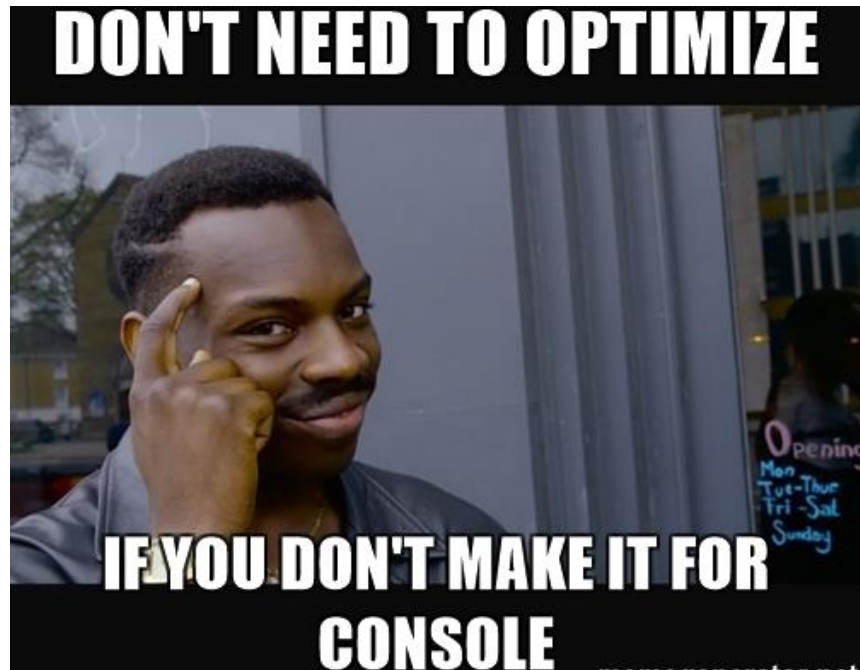
- Text spacing - 40% German / Spanish
- LtoR vs RtoL
- Legibility / Readability
- Font choice & extended character sets
- Arabic, Asian, Cyrillic, Greek, Hebrew, Latin
- Color meaning
- Symbols / offensive imagery
- Icons as substitute



TRCs / TCRs

(Technical Requirements Checklist)

- Platform specific requirements
- 4K vs HD vs SD
- Minimum text sizes
- Input Controllers
- Language support
- Region ratings
- Visually impaired
- Loading times
- User feedback
- Edge cases – Disconnection



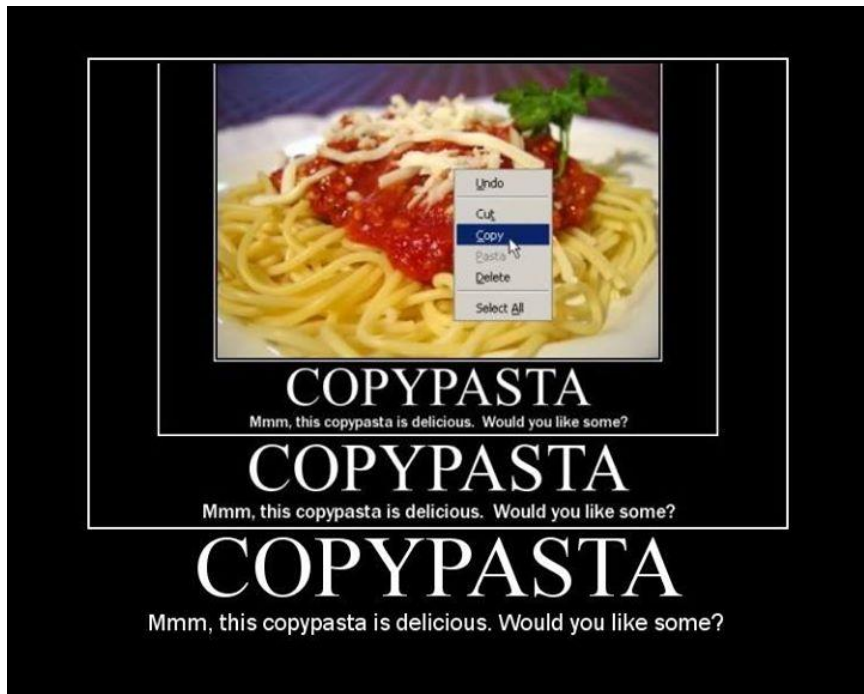
Non-UI, UI

- Particles / VFX
- Character Animation
- Audio Cues (50% experience)
- Haptic Feedback
- Game states



Pitfalls

- Poor Composition
- Confusing
- Mundane
- Rehash
- Inconsistent
- Unreadable
- Last gen
- Overload



I

5

The Finish Line



1. RESEARCH

ART

FORM



DESIGN

FUNCTION

2. VISUAL IDENTITY

Typography

BRAND

LEGIBILITY



Shapes & Icons

IDENTITY

TREATMENT



Color

LIMIT

ACCESSIBILITY

3. EXECUTION

Composition



Mockups

STATIC
MOTION
INTERACTIVE

4. INVISIBLE FORCES

Constraints

PLATFORM SPECIFIC

TECHNICAL REQUIREMENTS
CHECKLIST



Localizations

TEXT OVERFLOW

REGIONAL SENSITIVITIES

A black and white photograph of a person dressed as a ninja, wearing a black hood and a black mask that covers the lower half of their face. They are holding a katana horizontally across their chest with both hands. The background is dark and out of focus, showing vertical lines that could be bamboo or a similar structure. The lighting is dramatic, highlighting the person's eyes and the blade of the sword.

UI is like a Ninja

unnoticed to the player but when seen ... executes beautifully



— Thank You

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