



Art Direction for AAA UI

Omer Younas
Lead Graphic Designer @ DICE LA



www.omeryounas.com



omer.younas@dice.se



@OmerYounas

Friendly Reminders



Welcome

Arabic

أهلاً و سهلاً

Willkommen

German

Bienvenido

Spanish

ようこそ

Japanese

More on this later... !

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

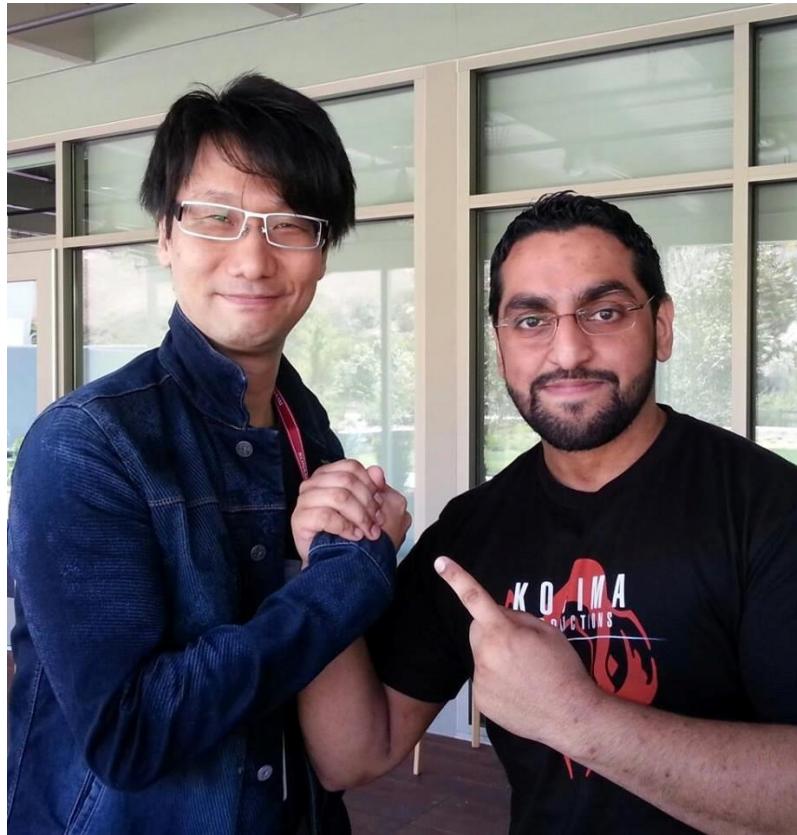
- Localization
- TRCs
- Non-UI, UI
- Pitfalls

5

The Finish Line

- Summary







OMER YOUNAS

SHOWREEL

GRAPHIC DESIGNER

What is...

UX User Experience

UI User Interface

= Player Feedback

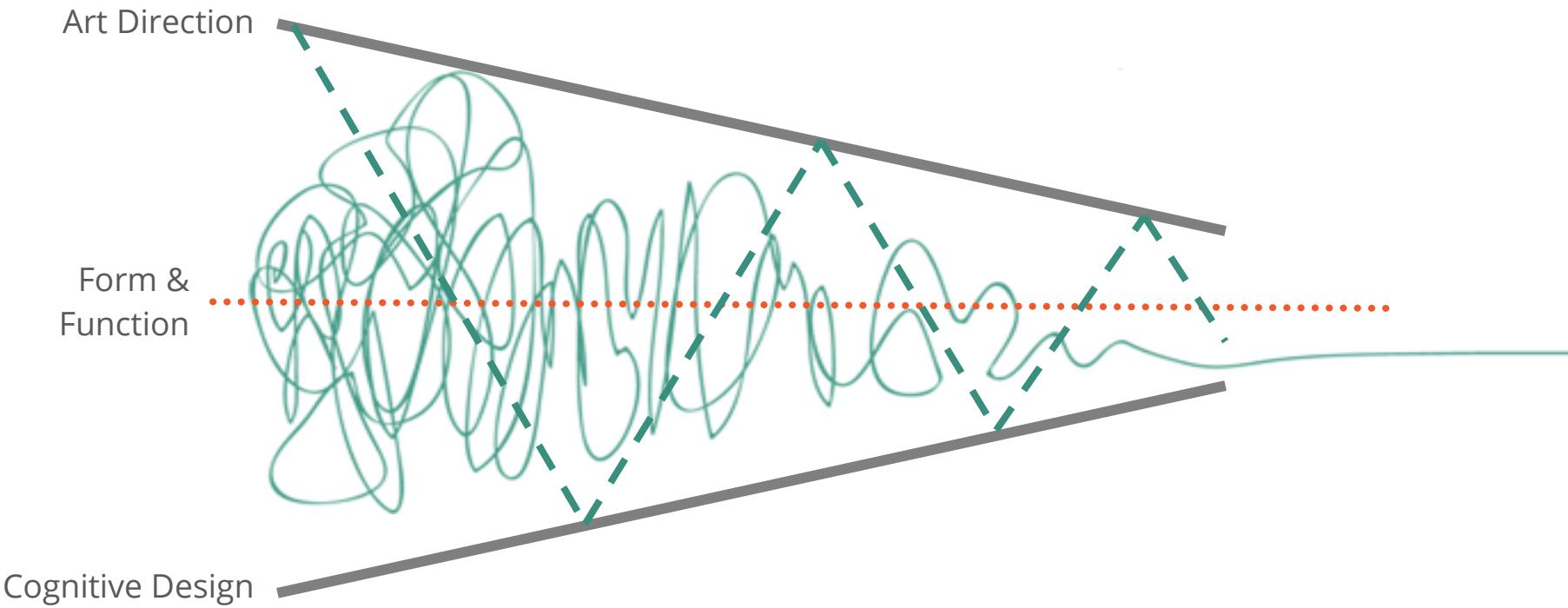
HUD

Core Gameplay

FE

Frontend, Menus

Design is not Linear



—
Yeah... but why?

15

OBJECTIVE: KILL HITLER

time remaining : 00:05:18

It looks like you're underwater. Would you like help?

- Get help with swimming
- Get help with the plot

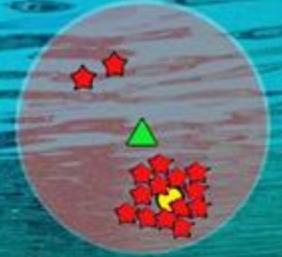


Alex Jacobson

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 : 45.3 m

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

respects remaining

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

YOUR HEALTH IS LOW!

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

Decompression
sickness : 72%

Depth : 45.3m

Warning
Depth : 45.3m
Return to surface
immediately !

CALL
PUSH SELECT



PRESS X TO NOT DIE

respects remaining

fingerless glove meter

Oxygen



15

OBJECTIVE: KILL HITLER

It looks like
your undersea
Would you like
help?

- Get help with
the swimming
- Get help with
the plot.

ANN Jacobson

JAKE we're gonna be reading of some sort
of city, get to your room? Jake? JAKE ??

ACHIEVEMENT UNLOCKED

Go underwater with a gun

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

Decompression
sickness : 72%

Depth : 45.3 m

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

FIRE
PUSH SELECT



PRESS X TO NOT DIE

respects remaining

fingerless glove meter

Oxygen

LOOK HERE



TO CLEAR VISION

1

Getting Your Bearings



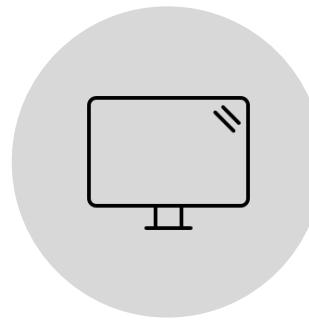
Design for the 5 Senses



Touch



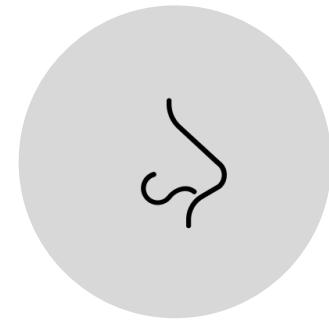
Sound



Sight



Taste



Smell

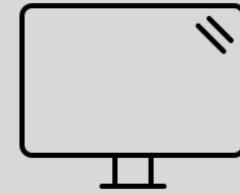
Common Sense(s)



Touch



Sound



Sight

Console Wars

Knowledge

Data Gathering

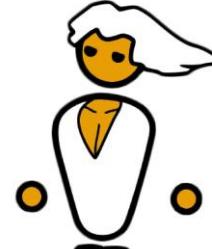
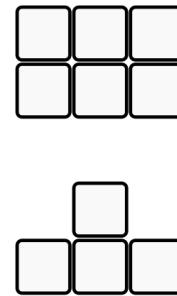
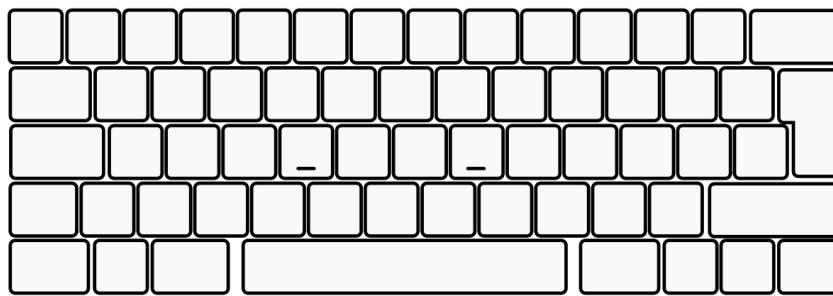
1



Touch - Input Methods (for AAA)



Input Methods (for AAA)

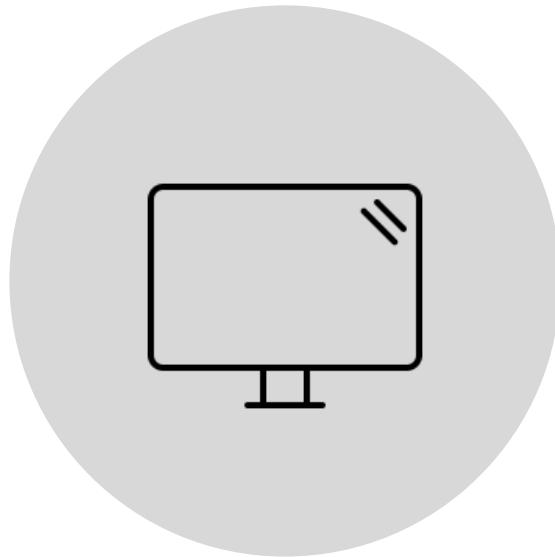


Sound



50% of the Experience

Sight / Vision



Our Focus...

1

1.1 Console Wars

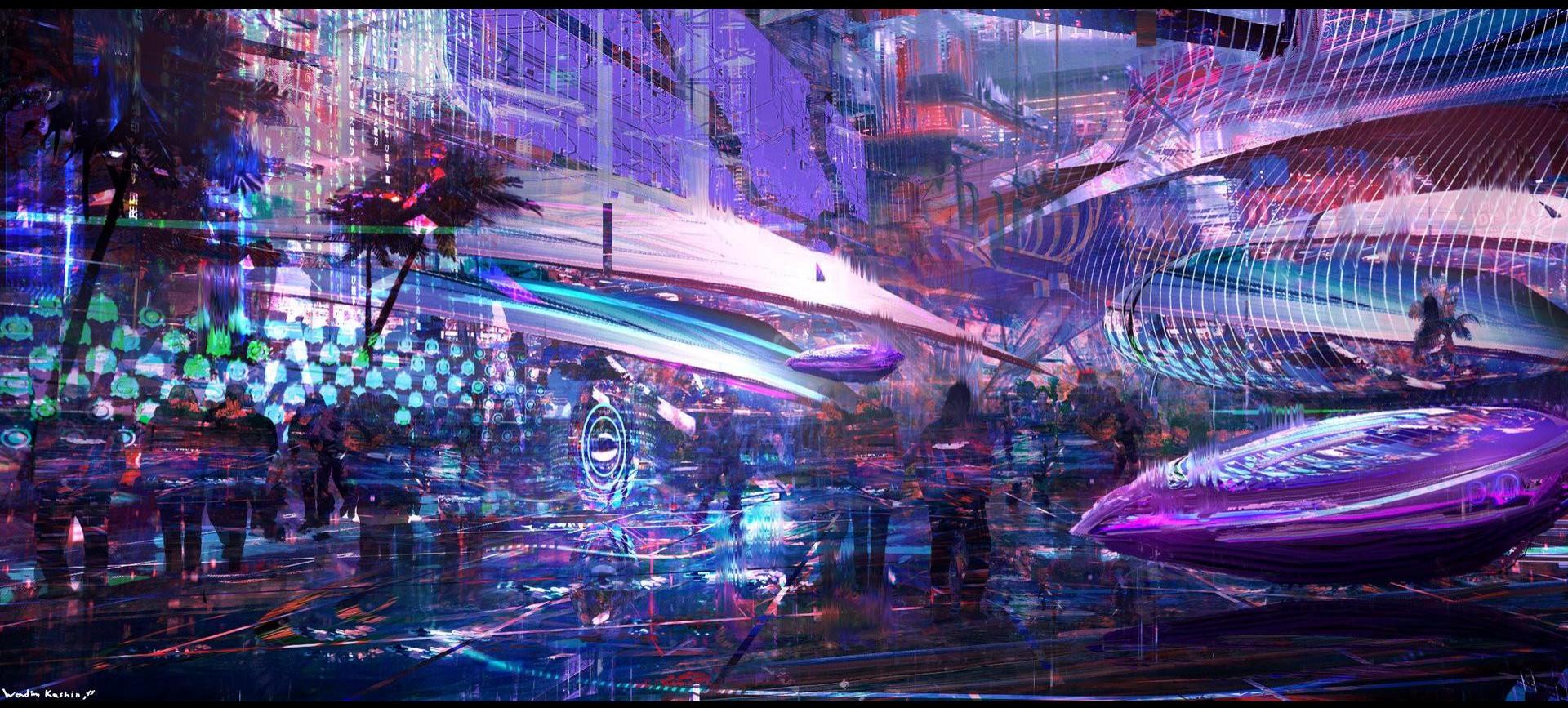
Knowledge

Data Gathering

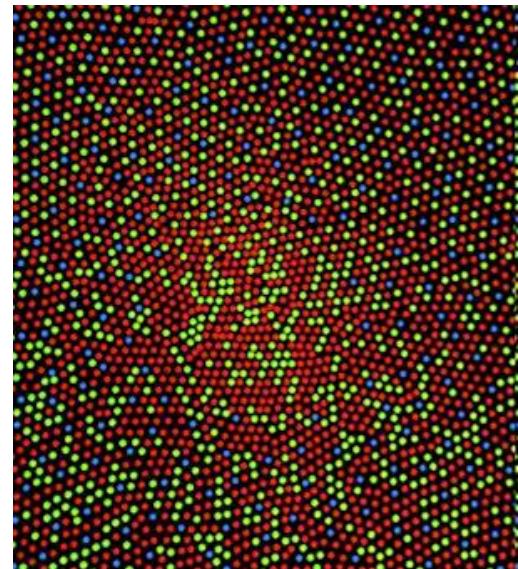
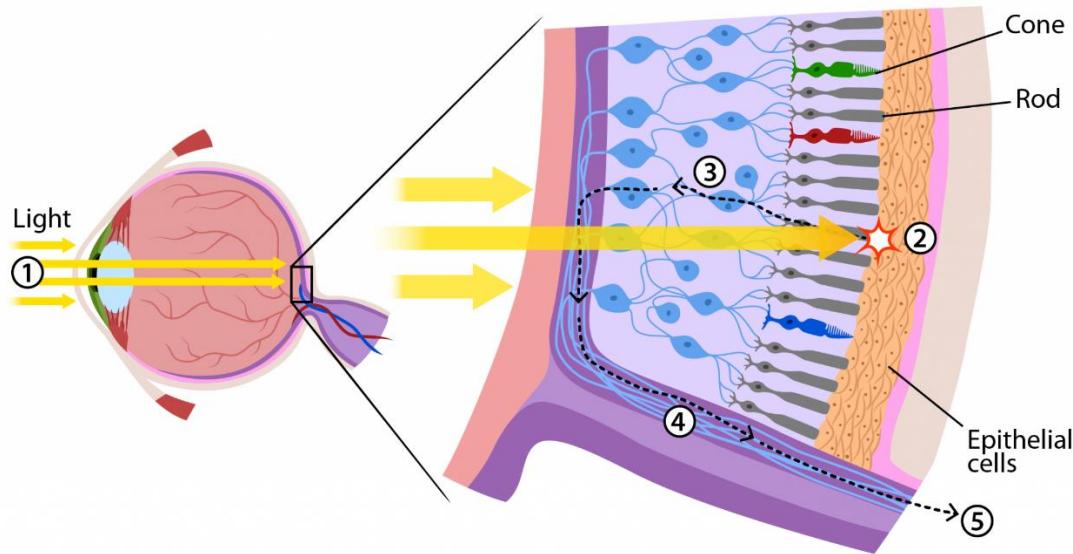




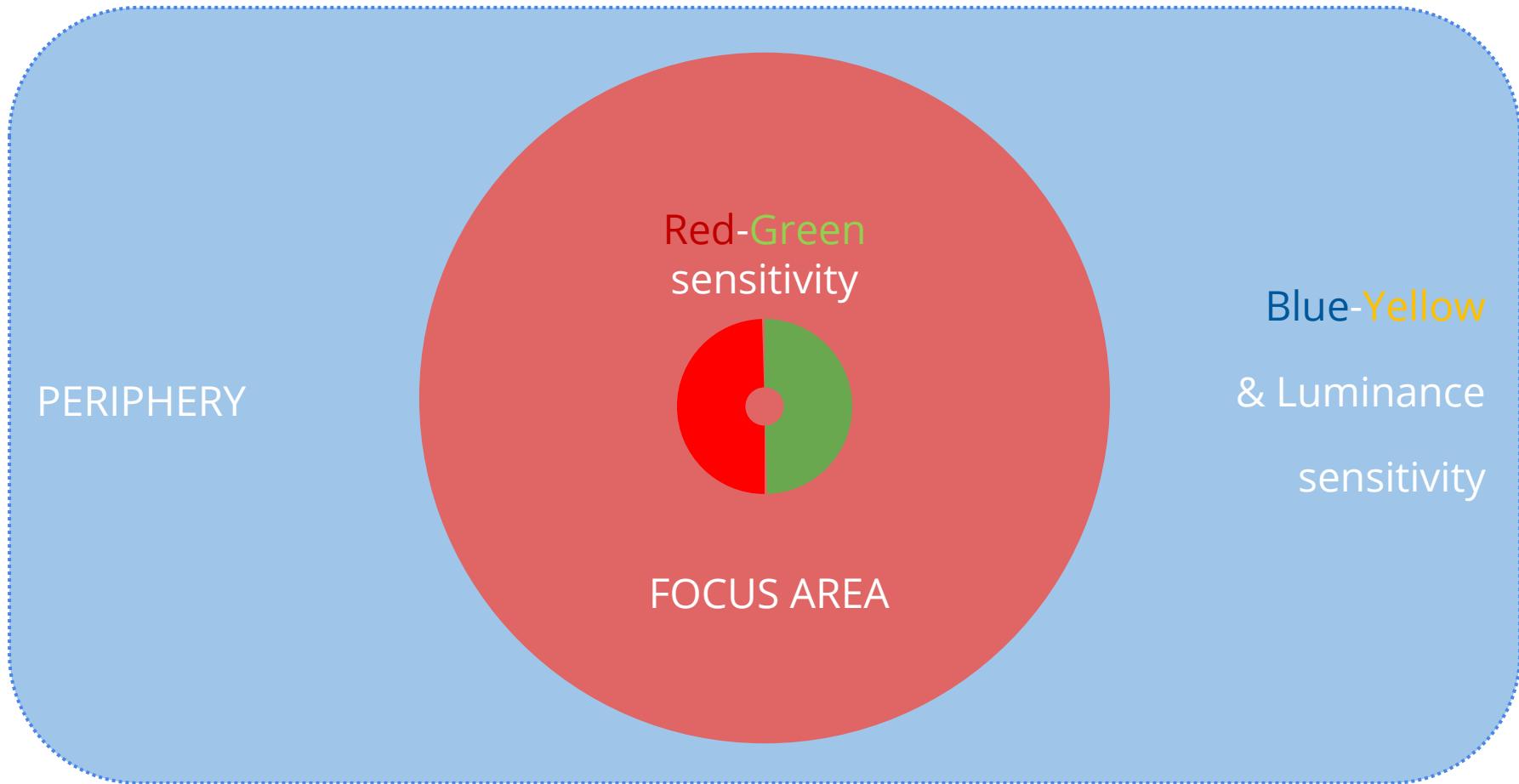


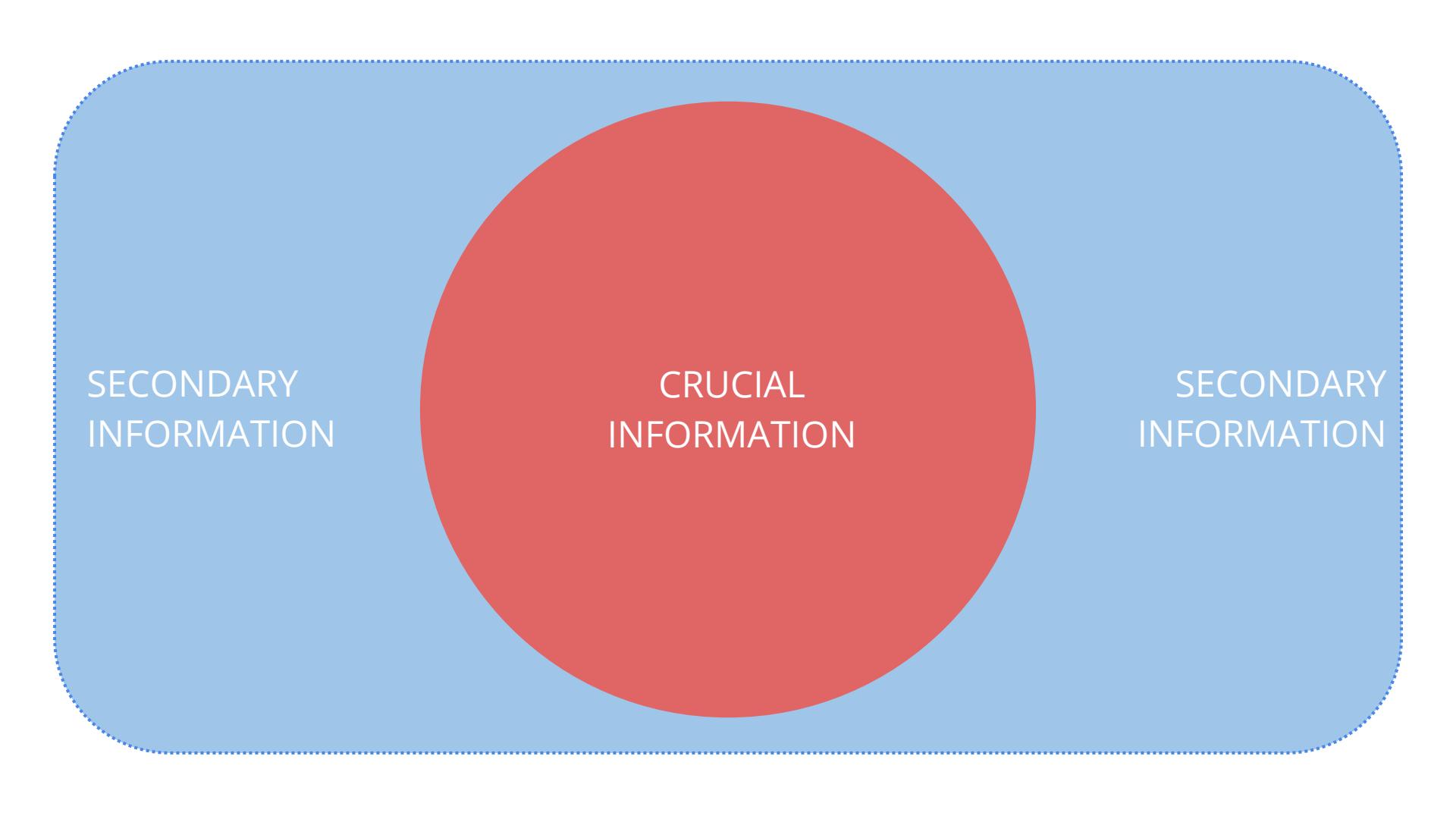


How our eyes work



Cone Distribution (Fovea)





SECONDARY
INFORMATION

CRUCIAL
INFORMATION

SECONDARY
INFORMATION

Perception Sequence

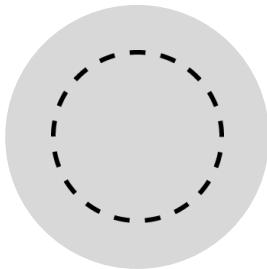


Shape

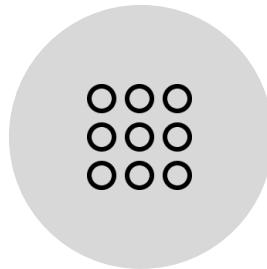
Color

Form

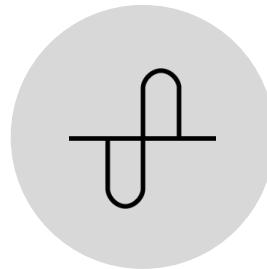
First, Gestalt Theory...



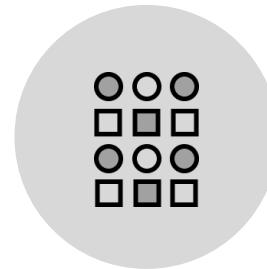
Closure



Proximity



Continuity



Similarity

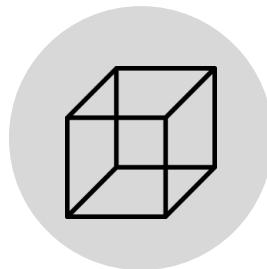
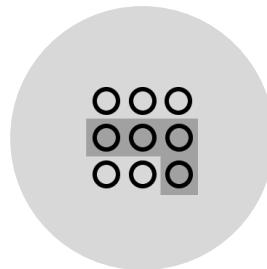


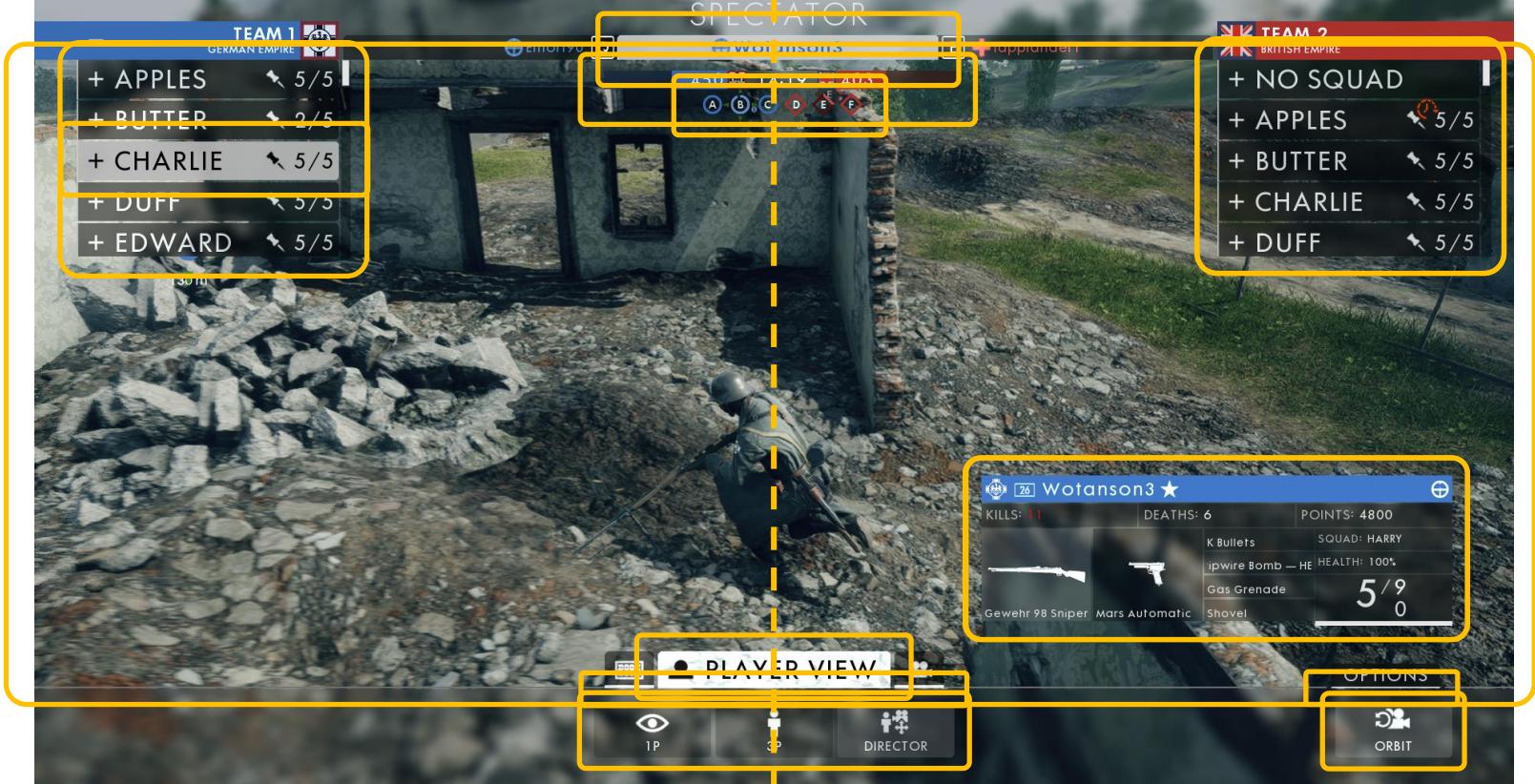
Figure-Ground



Enclosure



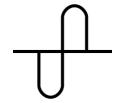
Symmetry



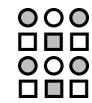
Closure



Proximity



Continuity



Similarity

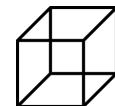


Figure-Ground



Enclosure

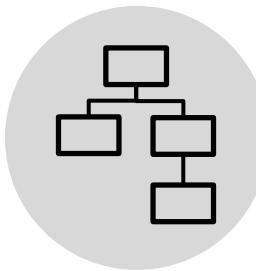


Symmetry

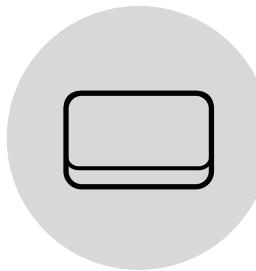
& Some Usability Principles



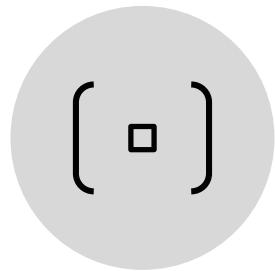
Unique Items



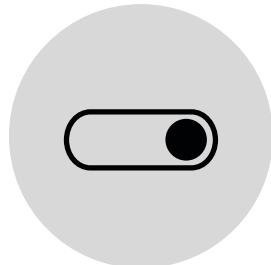
3 Levels Deep



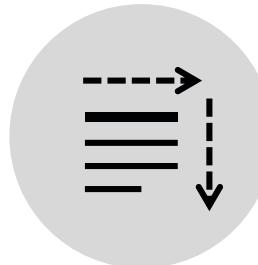
Affordances



Focus Area



State Changes



Page Flow

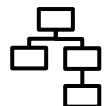


Help / Hints



7

Items



3 Levels Deep



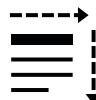
Affordances



Focus



States



Flow



Help

Cheat Sheets

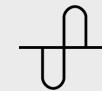
GESTALT



Closure



Proximity



Continuity



Similarity

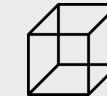


Figure-Ground



Enclosure



Symmetry

USABILITY



Items



3 Levels Deep



Affordances



Focus



States



Flow



Help

Design for...

Effective Perception

Visual Harmony



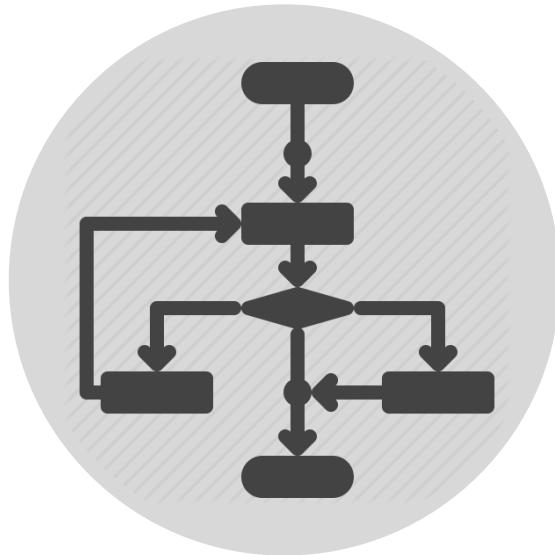
Hardware
Knowledge

Data Gathering

1



Align with Design



User journey - what's best?

Treasure Hunting - References





2

The Process



The Grid

Typography

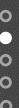
Shape Language

Iconography

UI Representation

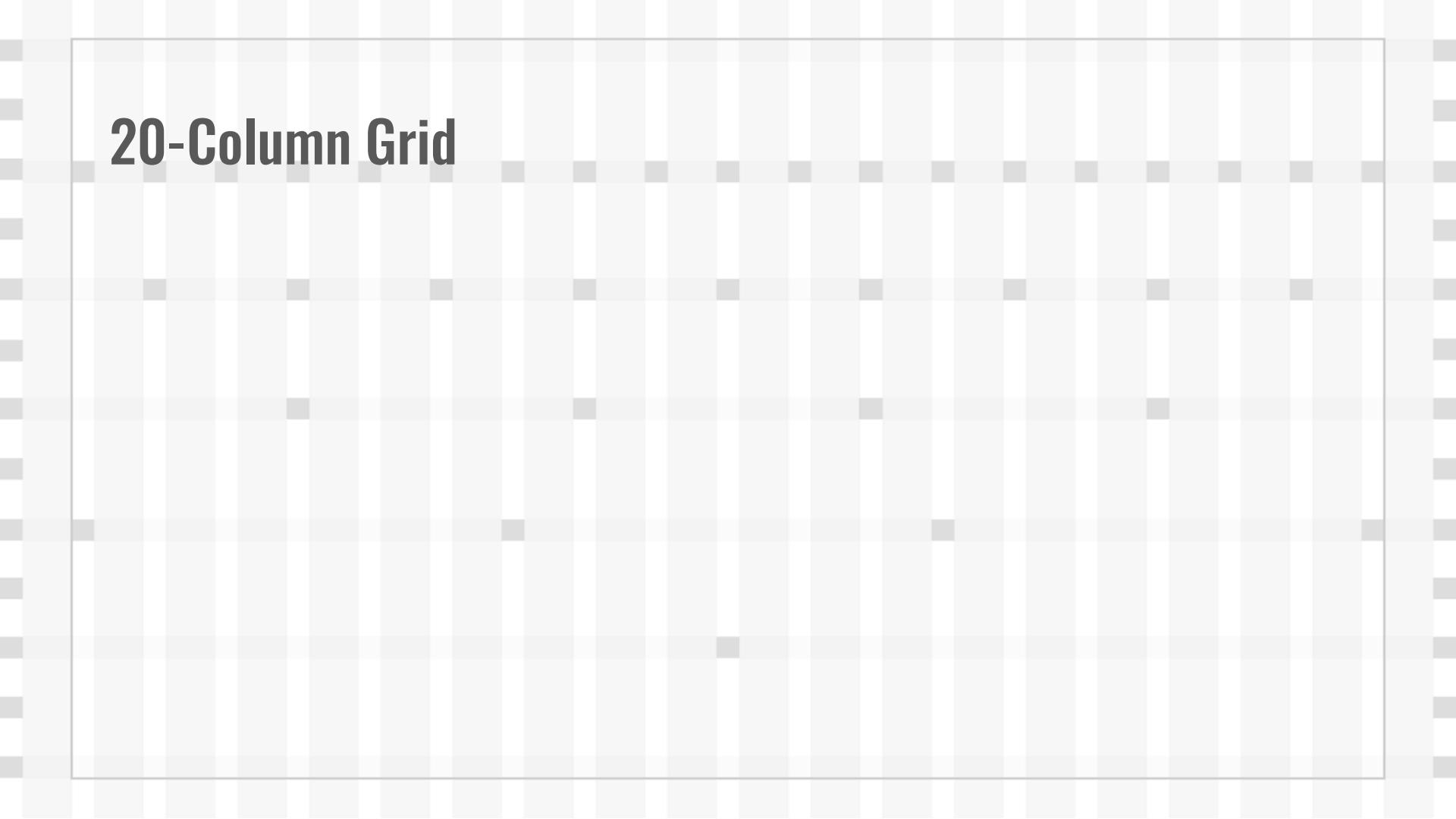
2D Artwork

Engine Knowledge

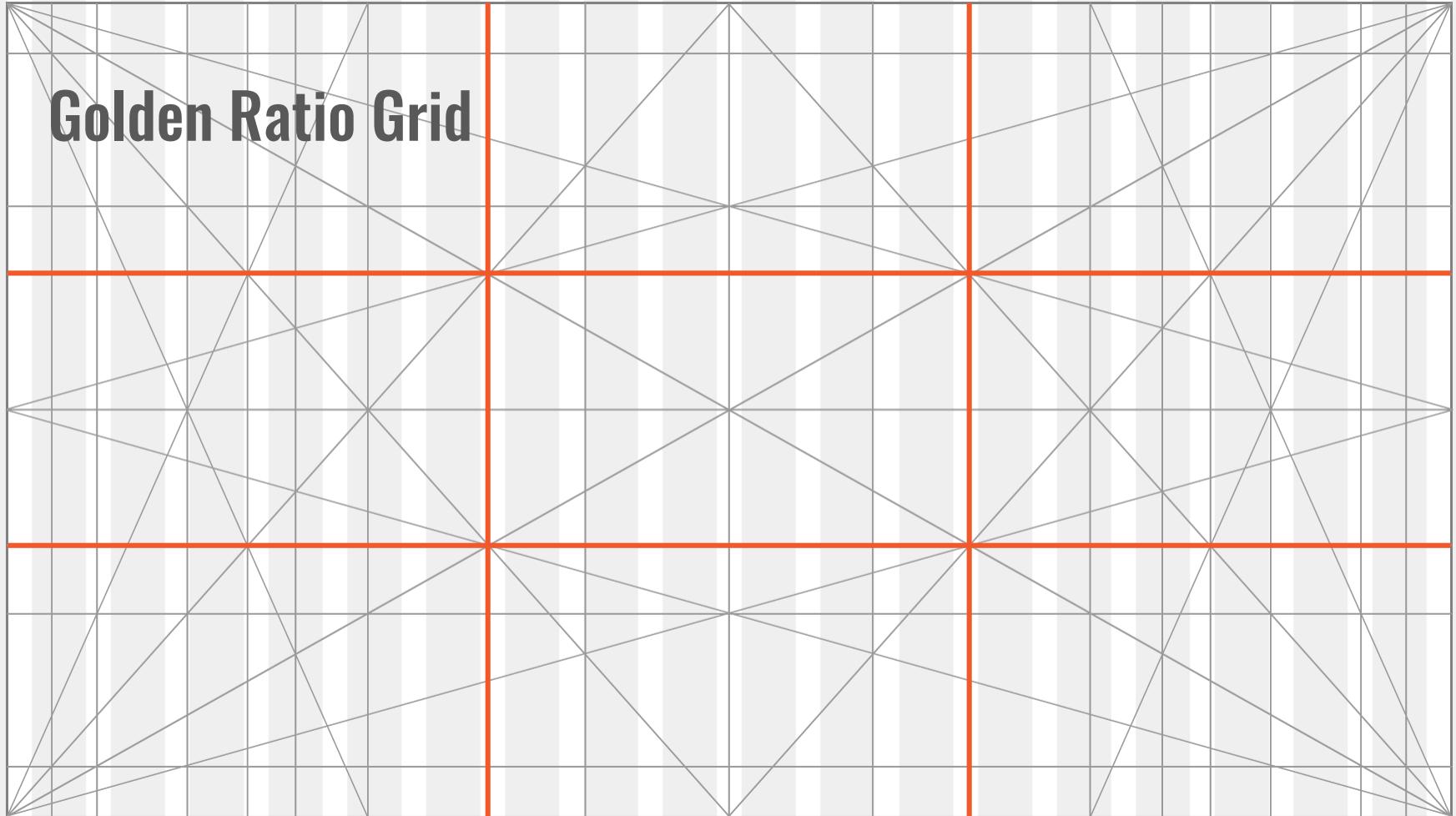


2

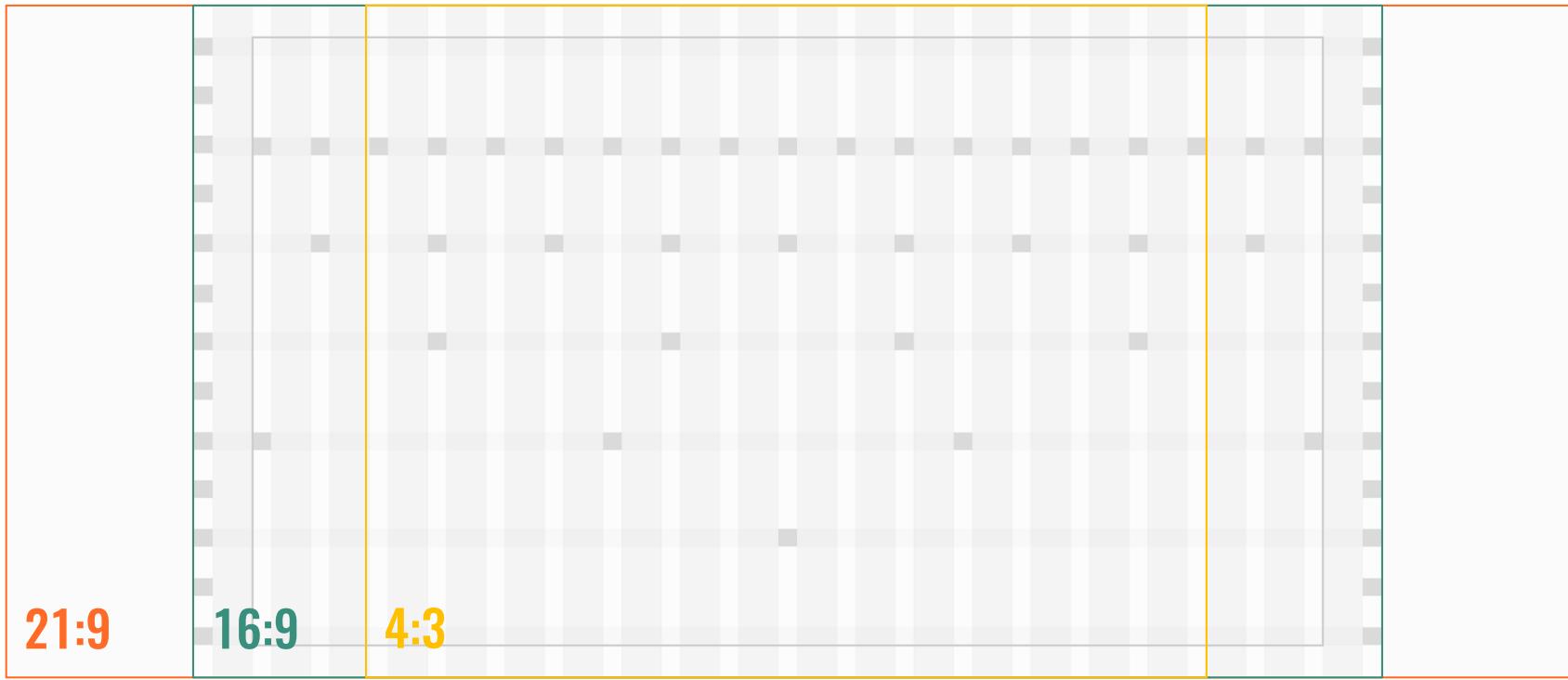
20-Column Grid



Golden Ratio Grid



Aspect Ratio



Safe Frame (~90%)

16:9

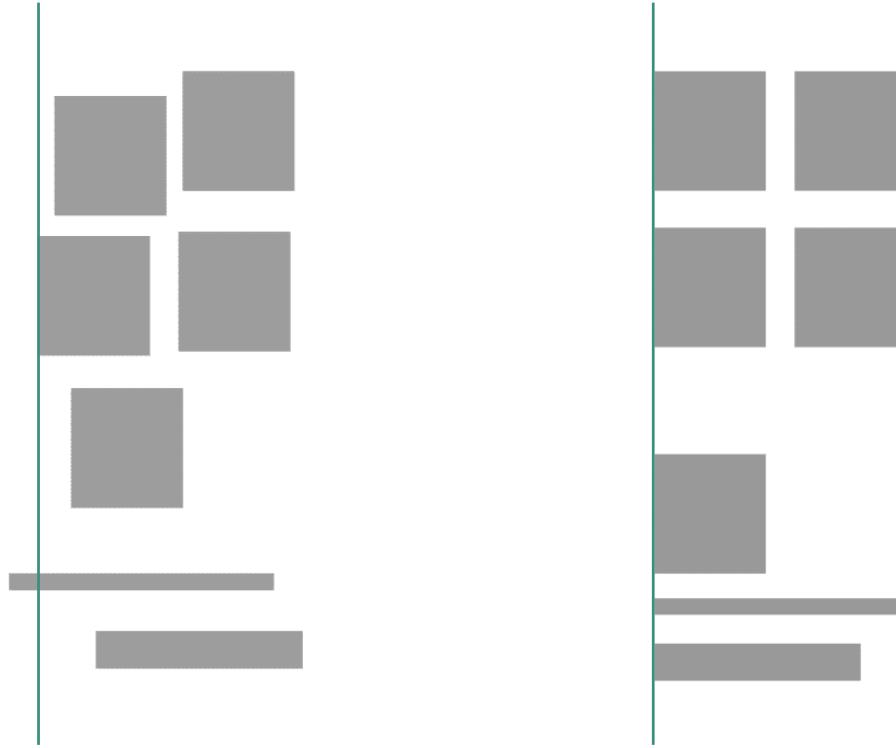
Keep important
info within this
border

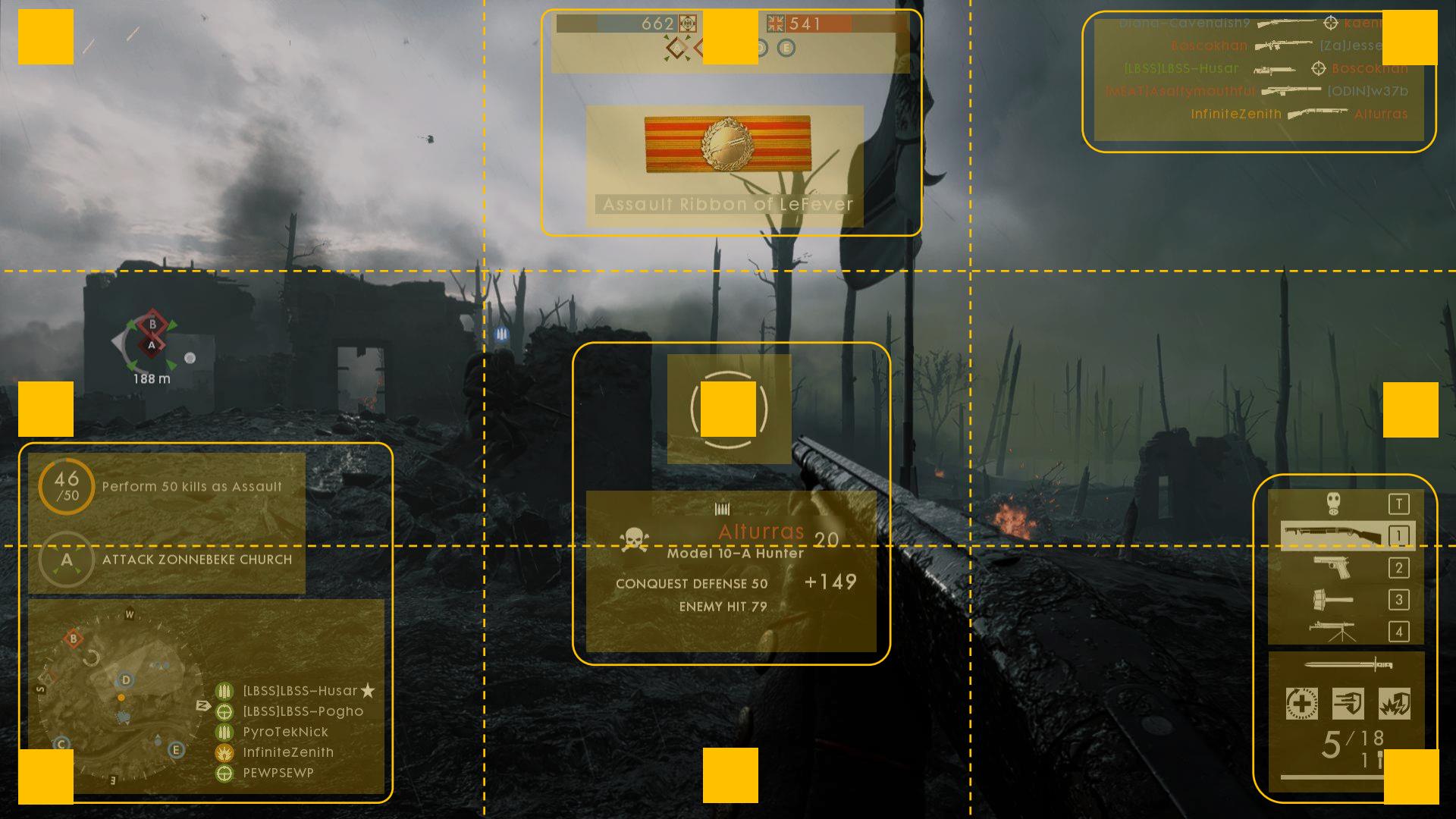


Negative Space



Alignment & Anchoring





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



Hammer
Pistol



Frag Grenade



Flashbang



Regen



Stamp



Side Pack

WEAPONS

EXPLOSIVES

SUIT MODULES

SCAR

Fully Automatic, All Purpose, Medium Assault Rifle



ACCURACY: / / / /

RATE OF FIRE: / / / /

RECOIL: / / / /

DAMAGE: / / / /

A CHANGE

B BACK

PROF



CUSTOM CLASS 1

WEAPONS

FELINE
SUB-MACHINE GUNAY69
SECONDARY

EXPLOSIVES



C4

SUIT MODULES

AIR STOMP
ARMORCLOAK TRACKER
STEALTHMOBILITY ENHANCE
POWER

FELINE

Submachine Gun



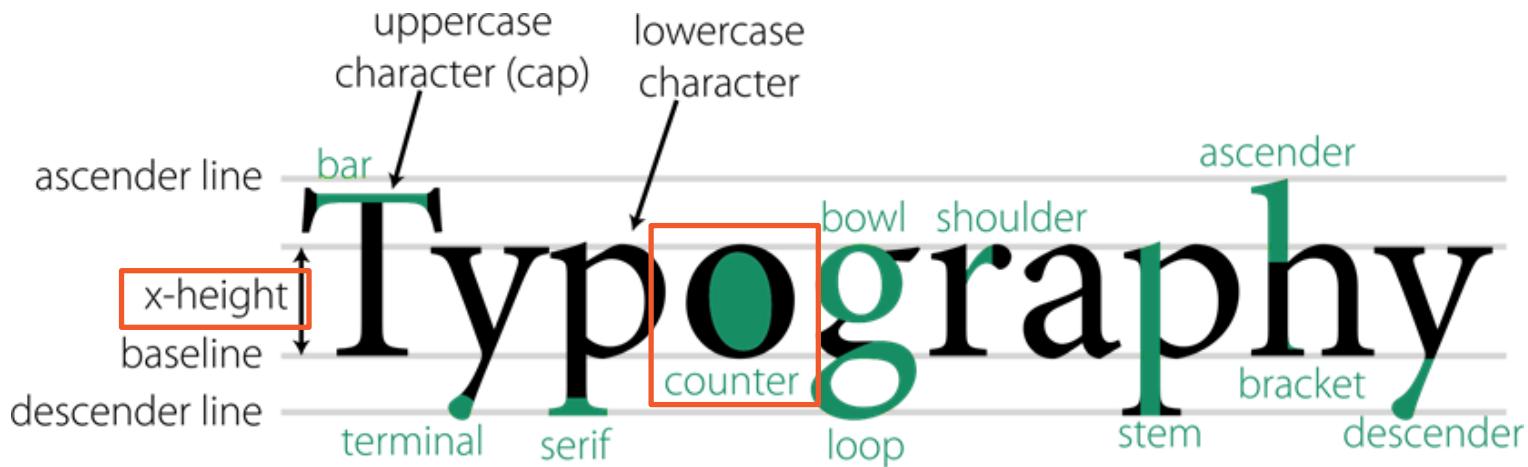
« BACK

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.

Open Sans

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

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 *varyiations*



Sans Serif

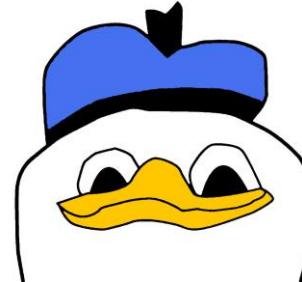
Avenir
Avant Garde
DIN Mittelschrift
Franklin Gothic
Frutiger
Futura
Gotham
Helvetica
Letter Gothic
Trade Gothic
Univers

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



JOIN ANY OPERATION

CAMPAIGN INFO

BACK

TIME LEFT 4 DAYS

CAMPAIGN COMPLETED: X0



Á DEL
E"

OPERASYONLAR



ДЬЯВОЛЬСКАЯ
НАКОВАЛЬНЯ



OFFENSIVE
BROUSSILOV



CZERWONY
PRZYPŁYW



PAREDES DE FERRO



GALLIPOLI



CONQUISTAR EL
INFIERO



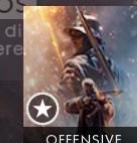
EL PETRÓLEO DE LOS IMPERIOS

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



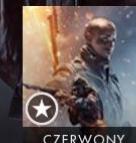
CAMPAÑA DE OPERACIONES
TROUPES D'ASSAUT À L'EST

Récompense



OFFENSIVE
BROUSSILOV

0/2000



CZERWONY
PRZYPŁYW

0/2000

Operations
Battlepack

TIME LEFT 23 DAYS

KAMPAGNE ABGESCHLOSSEN: X0

A SÉLECTIONNER OPÉRATION

X UNISCITI A UN'OPERAZIONE QUAISIASI

Y INFORMACIÓN DE LA CAMPAÑA

B INDIETRO

Infamous

W W W W W W W W W W W W W W W W

Infamous Gamer Tag

Clan Tag

Rank

Gamer Tag

[W W W W] ★ 99 W

Rank Icon

Gamer Tag Info

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

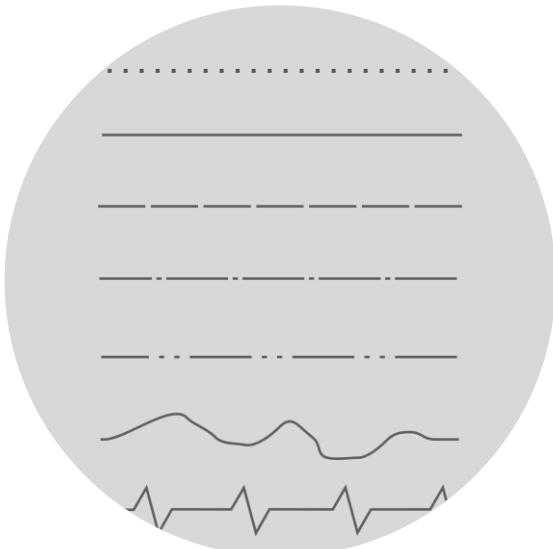
2D Artwork

Engine Knowledge

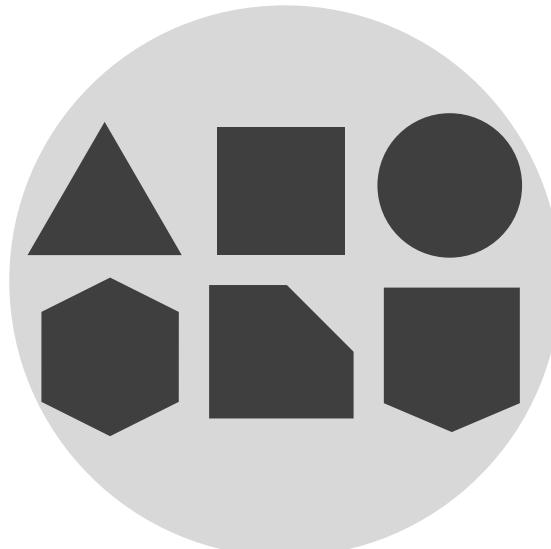


2

Shape Language



Dots / Lines



Primitives / Shapes



Negative Space

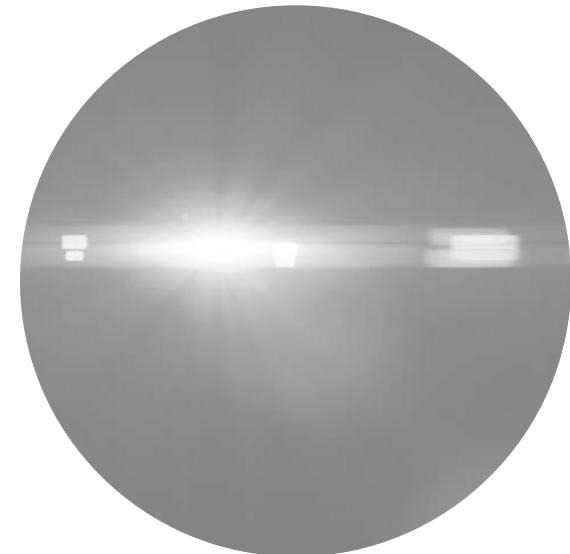
Shape Language



Patterns



Brushes / Textures



Signature Elements

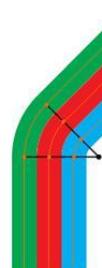
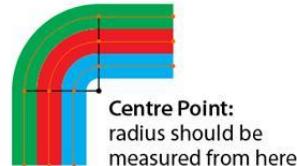
Shape Consistency



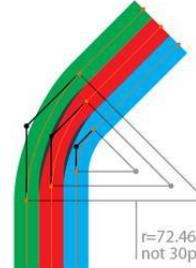
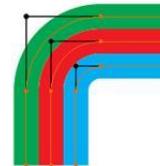
Start:
Apply Round
Corners filter to
three 10pt lines in
10pt increments



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



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 [5]

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	
EOP	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.



Quiet
 C 10.7 KG

Damage	
Accuracy	
Firing Speed	
Effective Range	
Clip size	

5/15



PRIMARY WEAPONS
M2000-D
DMG

5/15

Select a primary weapon.

Unequip all

Attachments

Colors

BOUNTY HUNTER
GRAY RAMPART • DAY

MATCH STARTING IN 00:16

CHARACTER GaLm
Next level up in 07
BGM ORIGINAL SET 3

Liquid 5/6 READY Solid 5/6 READY

Player	Kills	Deaths	Assists	Plushy Snare	Fulton	Stun	Death Stun	Charmed	Marked
secksybattman	01	01	00	00	00	00	00	00	00
TheGALHD	07	01	00	00	00	00	00	00	00
Lohriv	09	01	00	00	00	00	00	00	00
W3lrlD1Ad0	10	01	00	00	00	00	00	00	00
OfficialBorciua	09	01	00	00	00	00	00	00	00
jezzaness	09	01	00	00	00	00	00	00	00
kodibrunzt	09	01	00	00	00	00	00	00	00
HIMALO	01	01	00	00	00	00	00	00	00
Microkorg	08	01	00	00	00	00	00	00	00
Wilson2k	09	01	00	00	00	00	00	00	00
facebreaker2099	10	01	00	00	00	00	00	00	00
sekaren98	09	01	00	00	00	00	00	00	00

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

BOUNTY HUNTER
GRAY RAMPART • DAY

FINAL RESULT
YOU WIN



DEPLOY
Spawning in 1sec...

Ranged

PRIMARY WEAPONS
NONE RM MRS-71 RIFLE

SECONDARY WEAPONS
WU SP1STOL

SUPPORT WEAPONS
PLUSHY SNRRE NVG
NONE NONE

ABILITIES
SNIPER+ Reduced sway and recoil when firing.
Enhanced zoom.

OPTICS+ Night Vision Goggles added to inventory
Enhanced daytime Night Vision Goggles

141 KG

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

MISSION RESULTS

	SCORE DETAILS	SCORE	TEAM	OVERALL	PLAYER	EXPERIENCE POINTS	GEAR POINTS
• Bounty Claimed	6 x 200	1200	1/6	1/12			
◊ 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			
● Fulton	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			
● Fulton 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



SELECCIONAR ARMA PRINCIPAL

TYPHON

Arma de proyectiles apilados de cañón múltiple

CRYNET SYSTEMS
Prototype Division

FABRICANTE

FUSIL DE FRANCOTIRADOR



7 ARCO DEPREDADOR

PESADA



8 MK.60 MOD 0

SUBFUSIL



9 TYPHOON

FUSIL DE ASALTO



10 TAKEDOWN

ESCOPETA



11 JACKAL ALFA

01

Siguiente nivel: 10 bajas

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



ATRÁS

FINALIZAR PERSONALIZACIÓN

v1.8.0.1

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

NAT Type: Moderate

PLAY WITH FRIENDS

ONLINE 8 OPEN
AUTOMATE: ALL CHAT

4 specie
18 thorjacqe
18 galvarv52
17 xDeathMistx
16 SergeantMgoc
16 [D] gxoz



18 teen 10 12
2 rsuj
3 nidanpancho
6 SapientWolfNFS
18 kutogua

BROADCAST
Did you know you can rip up lamp-posts

17 hours ago

TEAM DEATHMATCH
SKYLINE



MOST VALUABLE PLAYER

50 [IK] ddevi 14uk

MOST LETHAL 75

PLAYER
50 [IK] ddevi 14uk
50 [Vic] lrevolutionll
50 Mildy087

PLAYER	SCORE	KILLS	DEATHS	ASSISTS
50 [IK] ddevi 14uk	17343	83	89	58
50 [Vic] lrevolutionll	15118	72	88	28
50 Mildy087	8899	38	59	59

END OF GAME
VICTORY
CELL HAVE WON THE MATCH

300/300

154/300

v1.8.0.1

PRIMARY



SNIPER SCOPE

DSG-1

NONE

NONE

SECONDARY



M12 NOVA

NONE

NONE

NONE

Sniper



M17 FRAG GRENADE



PHANTOM MODULES
Faster transition into Stealth

PROXIMITY ALARM
Audio warning when enemy close

WEAPON PRO
Reloading is quicker

CUSTOMIZE PRIMARY WEAPON

RENAME CLASS

3 SECS LEFT TO VOTE
SCOREBOARD

MUSEUM
CRASH SITE

C.E.L.L.

PLAYER

#	PLAYER	SCORE	KILLS	DEATHS	ASSISTS
1	▲ BuckVincent	2415	19	3	18
2	▲ GouchGamer	1854	14	4	10
3	▲ Kishigai	1497	11	4	8
4	▲ DawidManBoke	1454	14	7	16
5	▲ hafhakedsnake12	1233	18	4	10
6	▲ [DCN] TurboPanda	937	5	2	5
7	▲ FireStarter6187	798	3	8	15
8	▲ [Rcd] AlexanderGaming	250	2	8	4

130 / 200

MARINES

PLAYER

#	PLAYER	SCORE	KILLS	DEATHS	ASSISTS
1	▲ Spartan99987	4628	37	4	6
2	▲ [VEN] junasthangnu	2818	16	8	11
3	▲ [BMS] BlackReo	1228	11	3	7
4	▲ kurpus	1151	10	3	10
5	▲ AK47KARTEL_AMEN	1131	8	5	11
6	▲ BocoChocobo	721	5	4	13
7	▲ colwind13	635	3	7	13
8	▲ m993sta	595	3	1	5

120 / 200

CONTINUE

The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

2D Artwork

Engine Knowledge

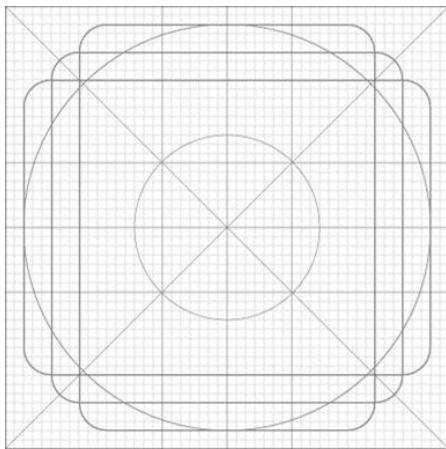
2

Iconography

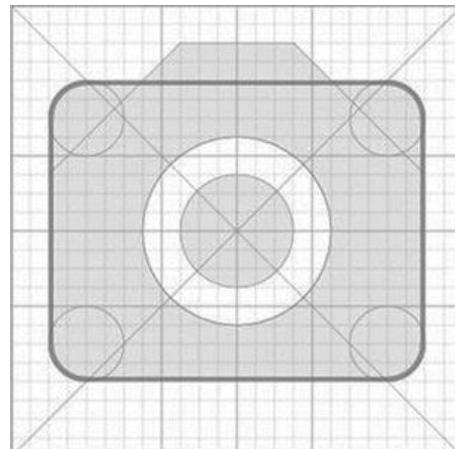
- Minimum screen size
- Simple + Varied
- Squint Test
- 1" x 1"



Construction Lines / Grids



Construction Grid



Construction Lines



Final Icon

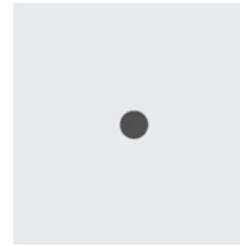
Icon Specs



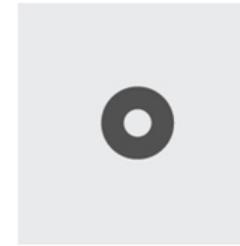
corners rounded inside
sharp outside



singular lines
1px corner radius



single dot 5px



stroked dot knock out 5px



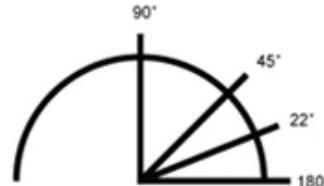
curves based on circle



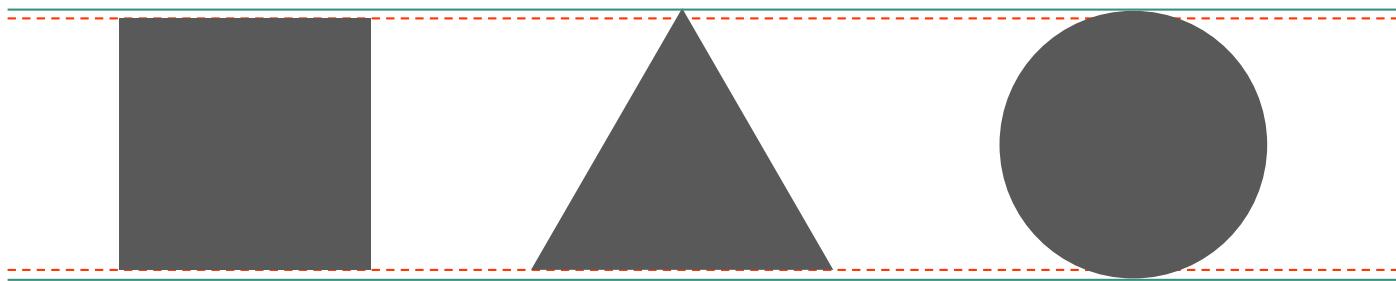
intersecting lines 4px gap
straight edge



length/height/widths based on 4px



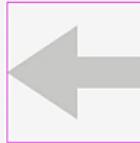
Optical Balance / Adjustment



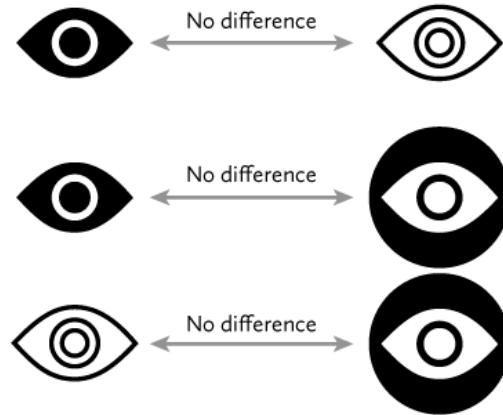
Optical Balance / Adjustment



Optical Balance / Adjustment

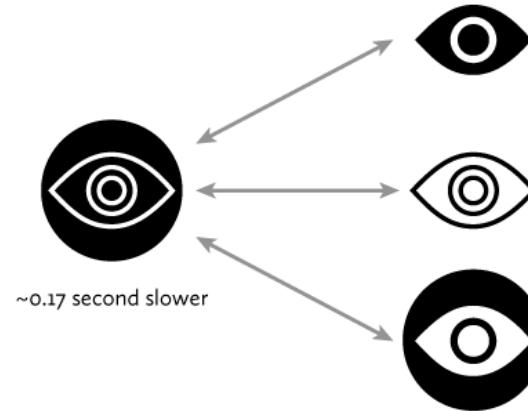


Silhouettes and readability



SELECTED FASTER WHEN SOLID

SELECTED FASTER WHEN HOLLOW

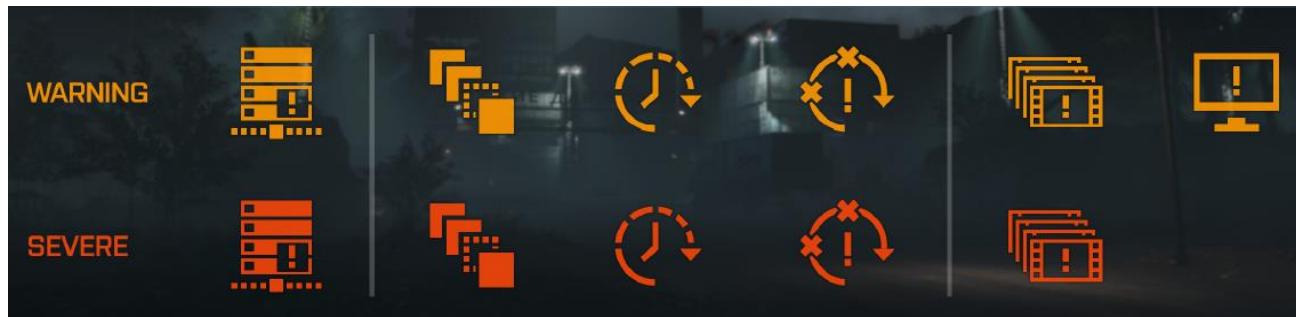


≈0.17 second slower

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 Fultonized
- BUDDY ACTION 11
Buddy taking Damage



Icon Treatment



Game Time!

Universal Soldier Icon

Universal Icon

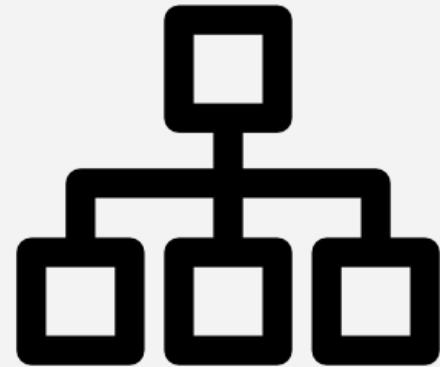


Universal Icon

- Shield
- Protected
- Secure



Universal Icon



Universal Icon

- Network
- Connections
- Terminals



Universal Icon



Universal Icon

- Life
- Health
- Love



Universal Icon

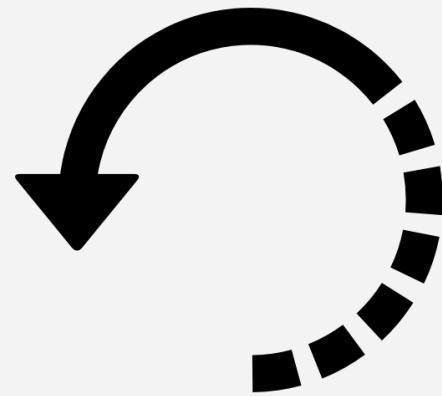


Universal Icon

- 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



SUBTRACTIVE

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



CMYK

COLOR TYPES



PRIMARY

SECONDARY

TERTIARY



COMPLEMENTARY



ANALOGOUS

MENINGS

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

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

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

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

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

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

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

ADDITIVE

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



RGB

COLOR RELATIONSHIPS



MONOCHROMATIC

COMPLEMENTARY

SPLIT
COMPLEMENTARYDOUBLE
COMPLEMENTARY

ANALOGOUS



TRIAD

TERMINOLOGY

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
caution	<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
caution	<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



Complementar divida 2 ⚡ 73 ⚡ 22 ⚡ 0



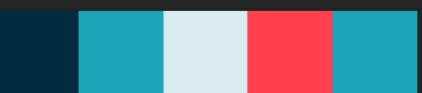
Floral Pastel ⚡ 56 ⚡ 22 ⚡ 0



Botanic ⚡ 39 ⚡ 21 ⚡ 0



ZlikColor ⚡ 79 ⚡ 21 ⚡ 0



My Color Theme ⚡ 48 ⚡ 21 ⚡ 0



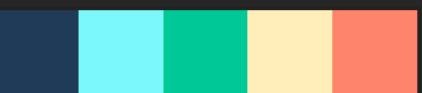
Palette de couleurs 1 ⚡ 51 ⚡ 19 ⚡ 0



Color Palette Inspo ⚡ 46 ⚡ 19 ⚡ 0



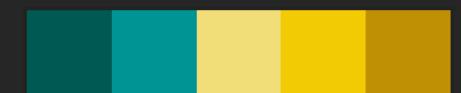
Heat Map ⚡ 43 ⚡ 18 ⚡ 0



Jamalca ⚡ 35 ⚡ 18 ⚡ 0



Kopi af vintage card ⚡ 32 ⚡ 18 ⚡ 0



Lémon ⚡ 41 ⚡ 17 ⚡ 0



Technology ⚡ 34 ⚡ 17 ⚡ 0



Darker Reds ⚡ 26 ⚡ 16 ⚡ 0



Colorful Pastel ⚡ 23 ⚡ 15 ⚡ 0



Copie — Kopie van PALETA... ⚡ 19 ⚡ 15 ⚡ 0



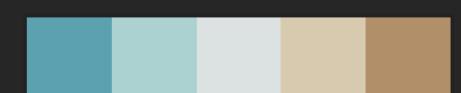
rga4 ⚡ 39 ⚡ 14 ⚡ 0



COS ⚡ 24 ⚡ 14 ⚡ 0



Fire and Brimstone ⚡ 35 ⚡ 14 ⚡ 0



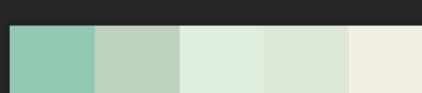
palette 6 ⚡ 21 ⚡ 13 ⚡ 0



Copy of Picture book ⚡ 21 ⚡ 13 ⚡ 0



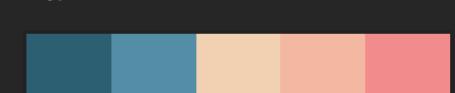
Fuji Apple ⚡ 23 ⚡ 12 ⚡ 0



Color Theme 2 ⚡ 13 ⚡ 11 ⚡ 0



greeeennnnnn ⚡ 28 ⚡ 11 ⚡ 0



Morgenrot über Eislwüste ⚡ 21 ⚡ 11 ⚡ 0



Mariachi tattoo ⚡ 26 ⚡ 11 ⚡ 0



cow skull glass window ⚡ 27 ⚡ 11 ⚡ 0



Color Theme 71 ⚡ 30 ⚡ 11 ⚡ 0

Glow on Edges for Visor Effect

Network info shown here

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

#DEEDE2 - TITLE TEXT COLOUR (26pt)



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

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)

Buttons should be stacked 2 high, max 3 columns
Priority from right to left (shown above) #9AD5B7 colour

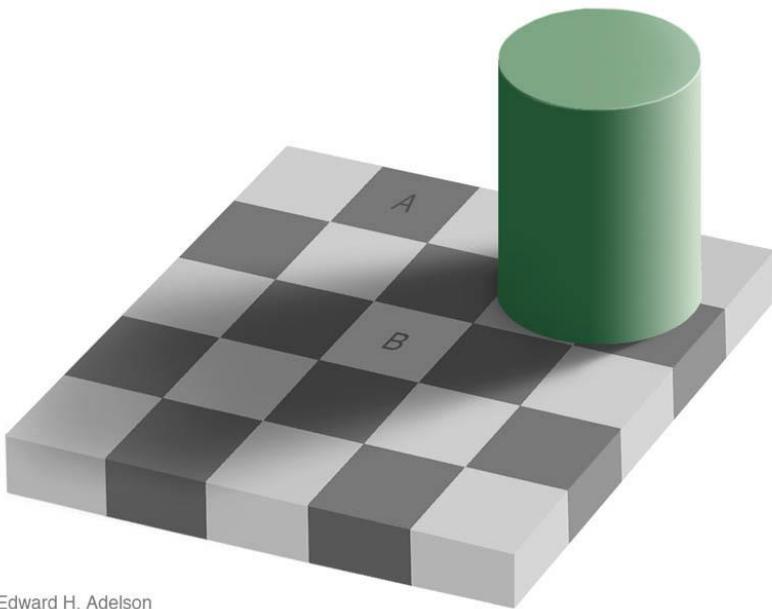
#9AD5B7 - HINT TEXT COLOUR (22pt)

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

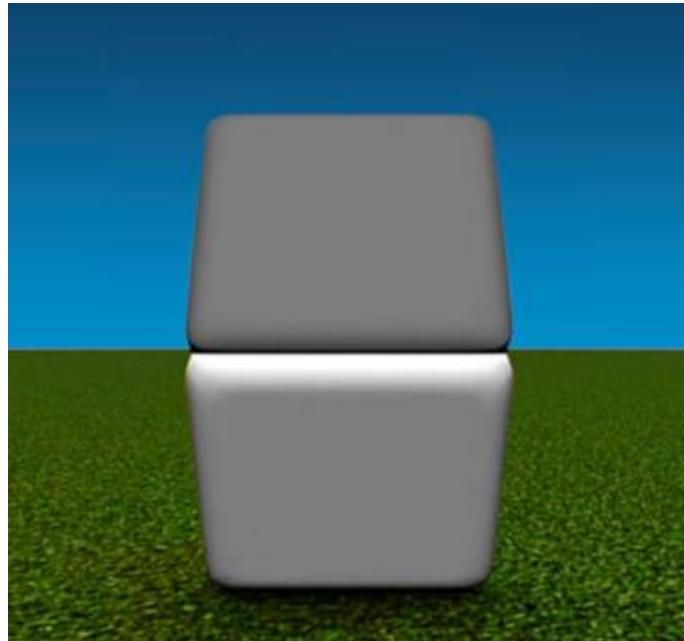


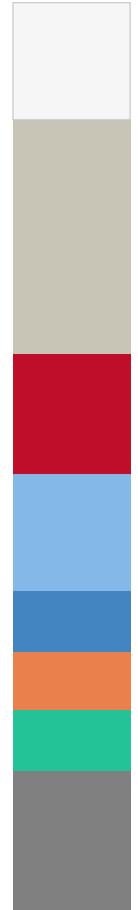
CryNet Logo always on

-50 1 Shade of Grey



Edward H. Adelson

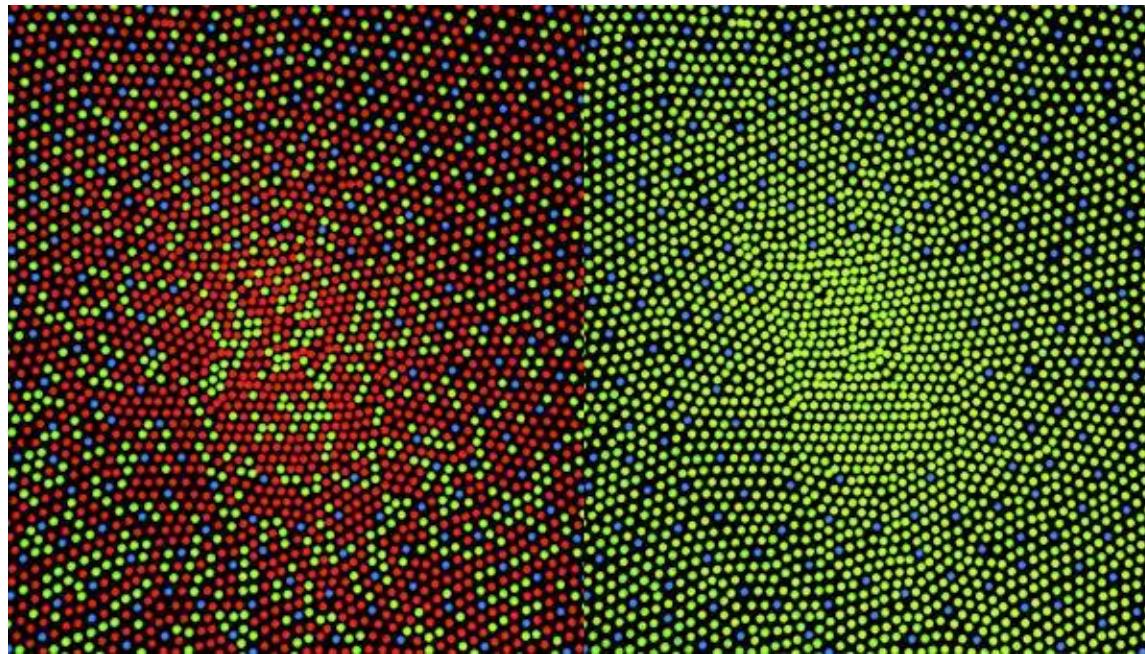








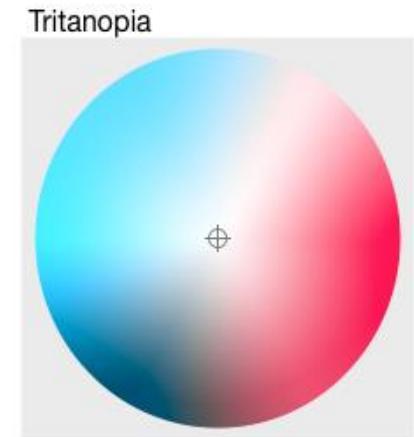
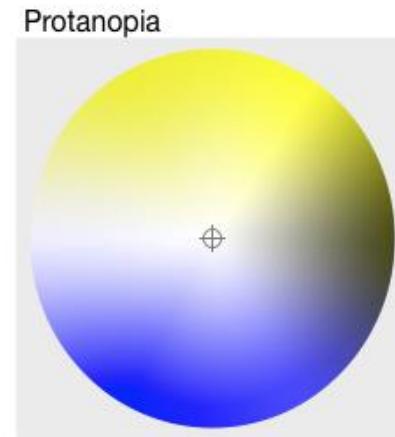
Color Blindness



Normal Fovea

Color Blind Fovea

Types of Color Blindness

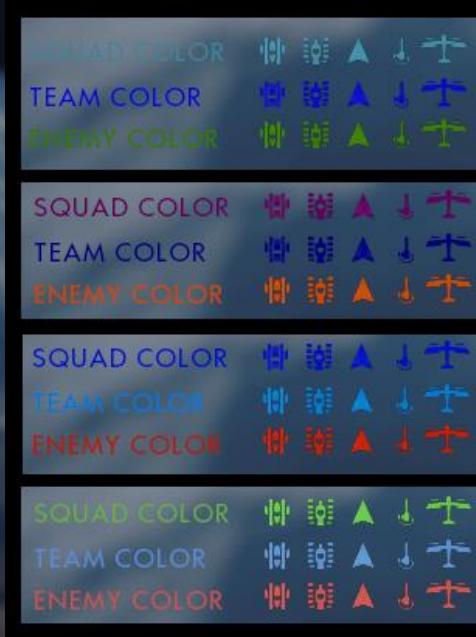
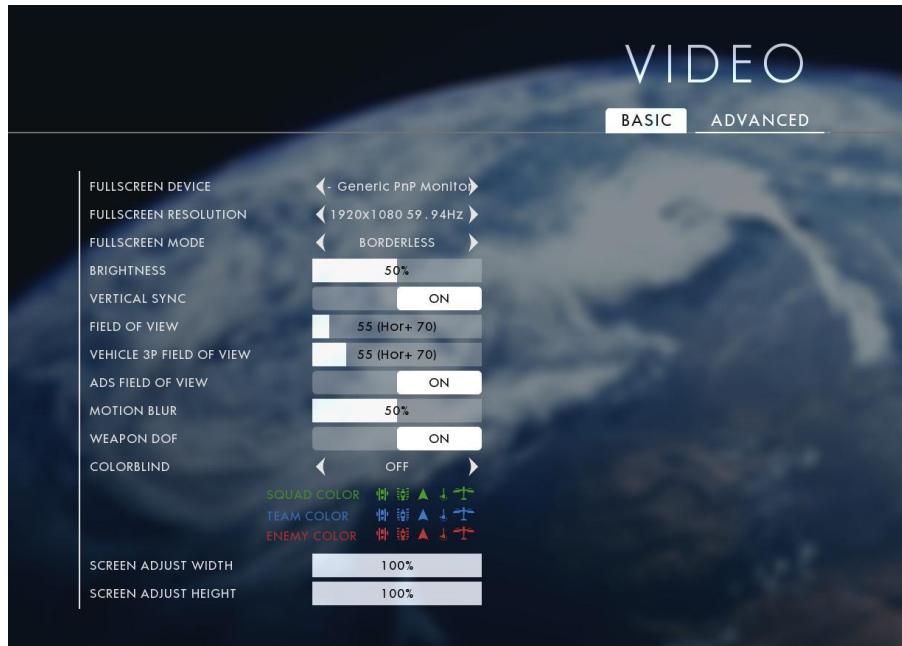


Green Blindness

Red Blindness

Blue Blindness

Color Blindness



Protanopia

Deuteranopia

Tritanopia

Normal

The Grid

Typography

Shape Language

Iconography

Color Psychology

UI Representation

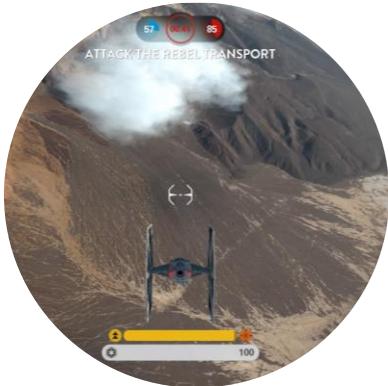
2D Artwork

Engine Knowledge



2

UI Representation



Non-Diegetic



Diegetic



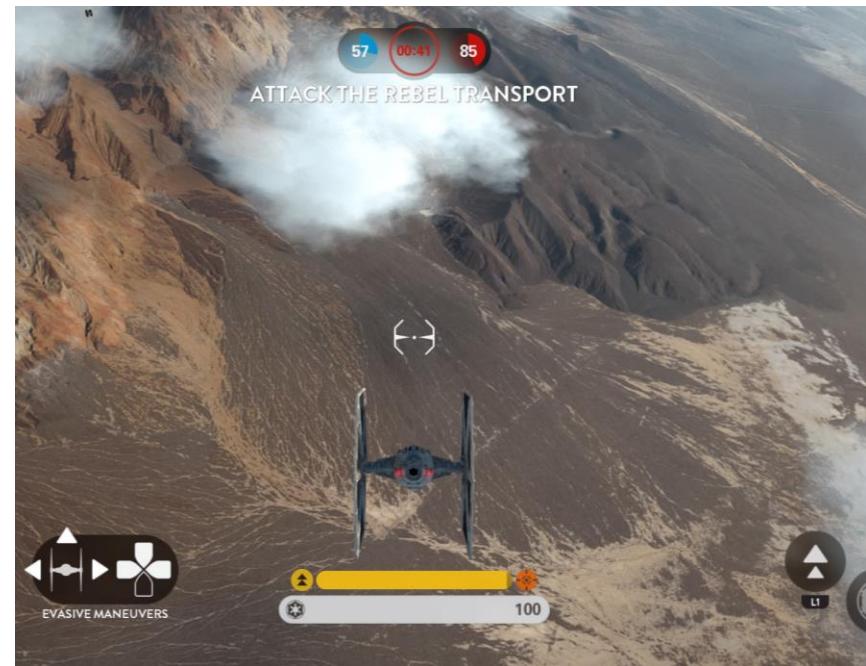
Spatial



Meta

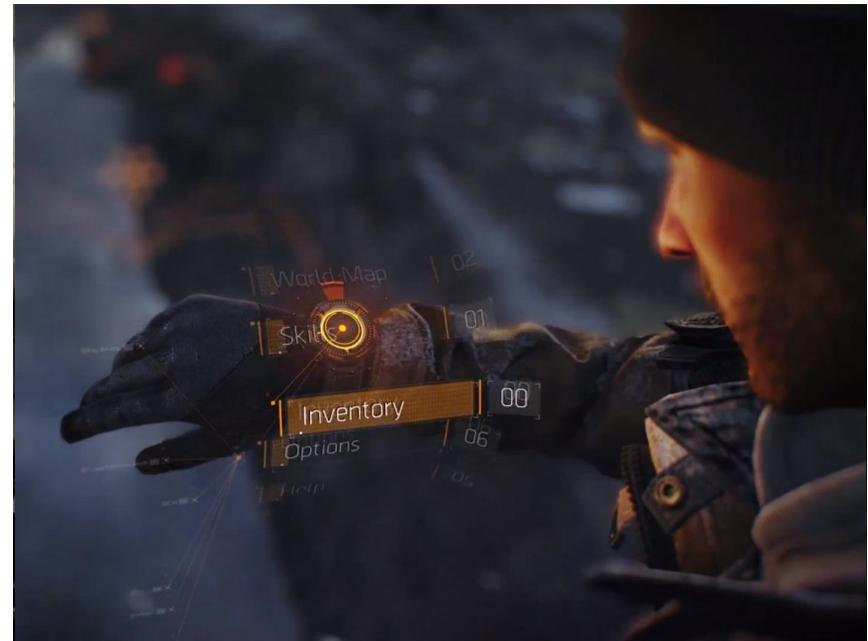
Non-Diegetic UI

- 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

2

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

Understanding Limits

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



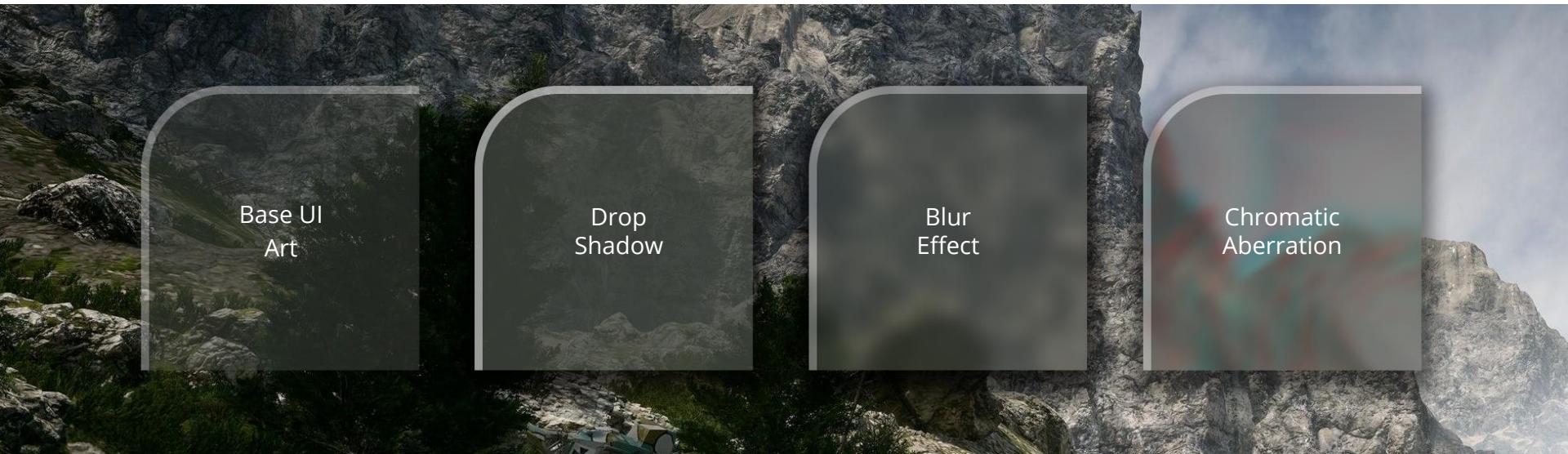
Power of Shaders

- Overlays
- Blur
- Distortion
- Particle FX



FROSTBITE™

Shader Example 1



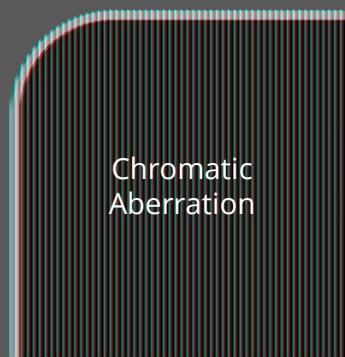
Shader Example 2



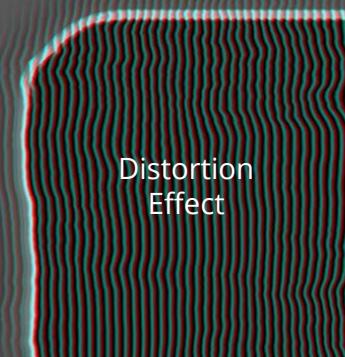
Base UI
Art



Scanline
Texture



Chromatic
Aberration



Distortion
Effect

unknown
unknown
unknown



SUPPORT BONUS

CEPH AIRSTRIKE

Team-Killed Unknown

+2700

0/ 0 07:18
ELIMINATE ENEMY TEAM



COLLECTED

1/2



PRESS R

MAXIMUM RADAR



LOW ENERGY

DEFLECTION



Invite from bob

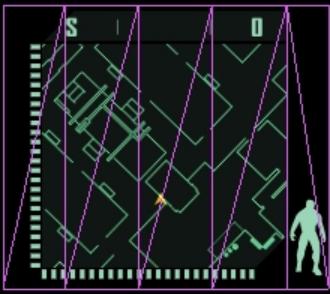
39 / 160
ENERGY
ARMED
DEP.
ARMED
DEP.



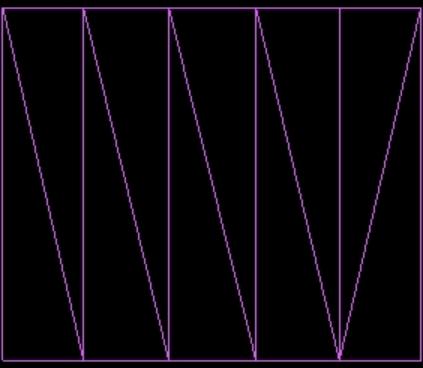
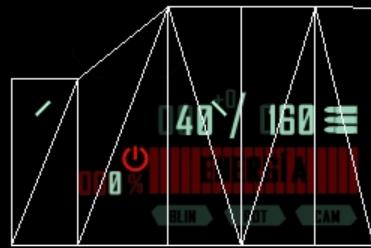
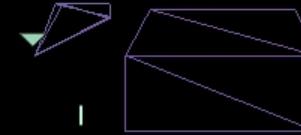
◀

ENERGÍA CRÍTICA

▶



¡El jugador DummyPlayer1 se ha unido a la partida!
¡El jugador DummyPlayer2 se ha unido a la partida!
¡El jugador DummyPlayer3 se ha unido a la partida!
¡El jugador DummyPlayer4 se ha unido a la partida!



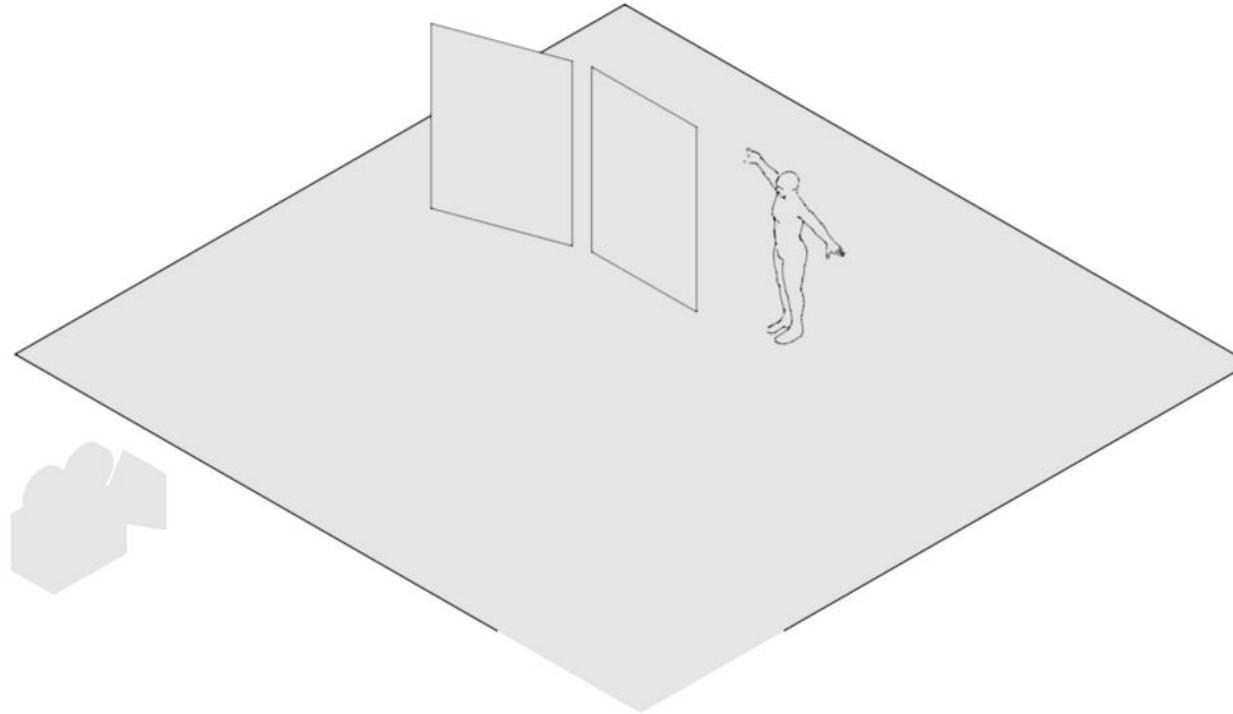
Scenes

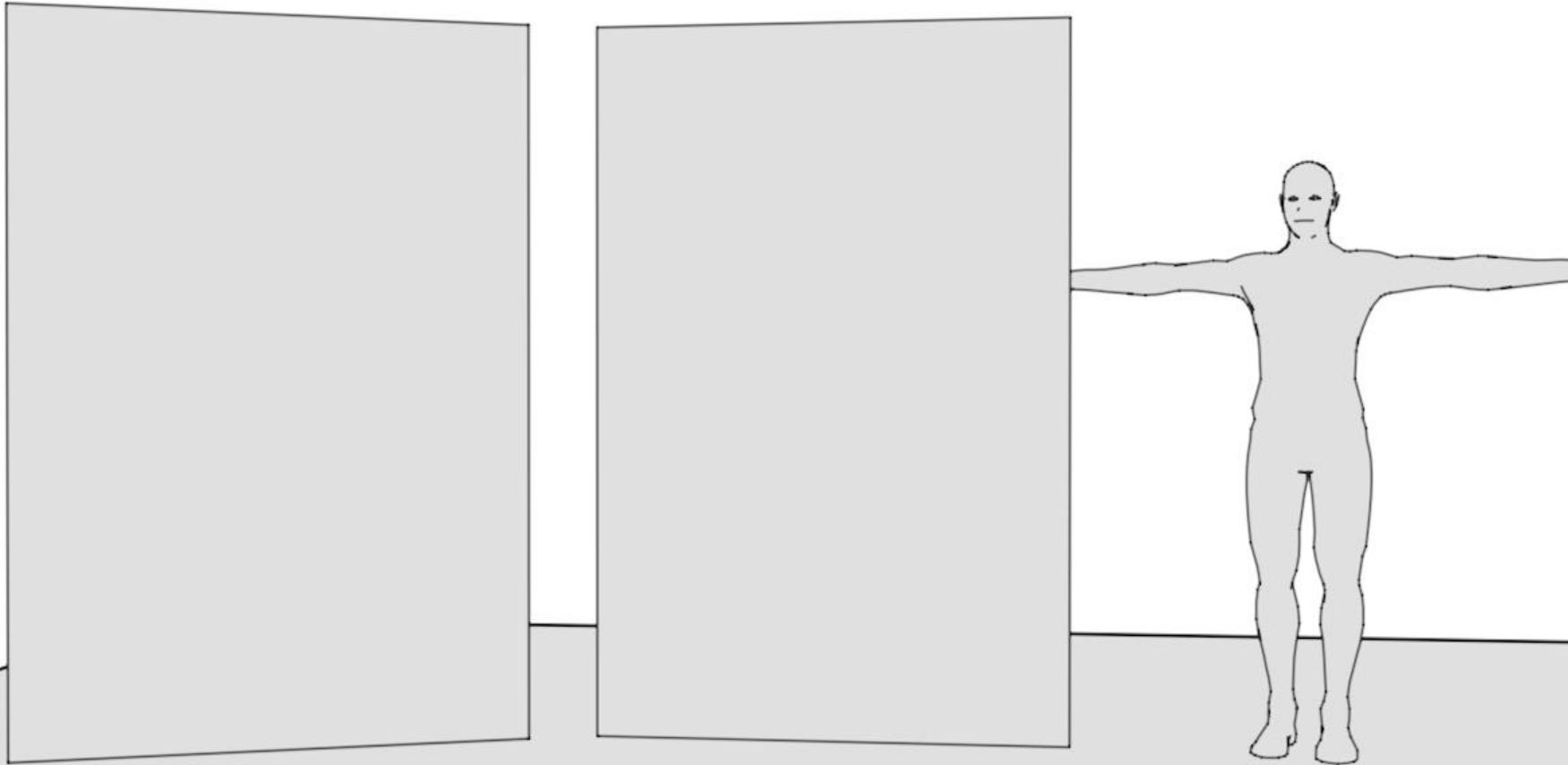
- Frontend Hub
- Levels
- Characters
- Props



FROSTBITE™

Composition





3

It's Hammer Time!



Weapon of Choice



Photoshop



Illustrator

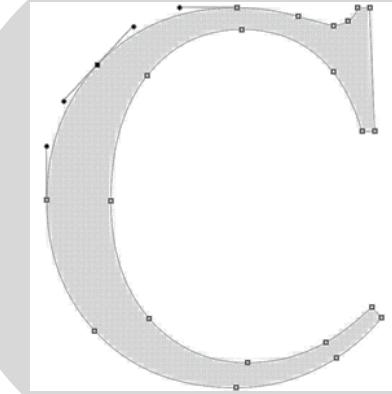


After Effects

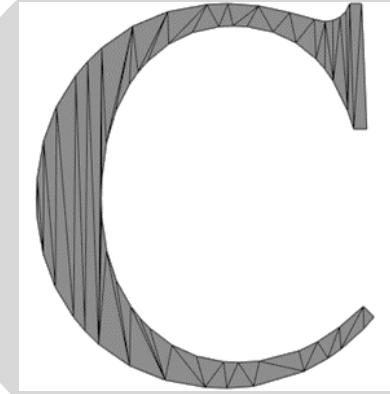
Raster VS Vector



Raster

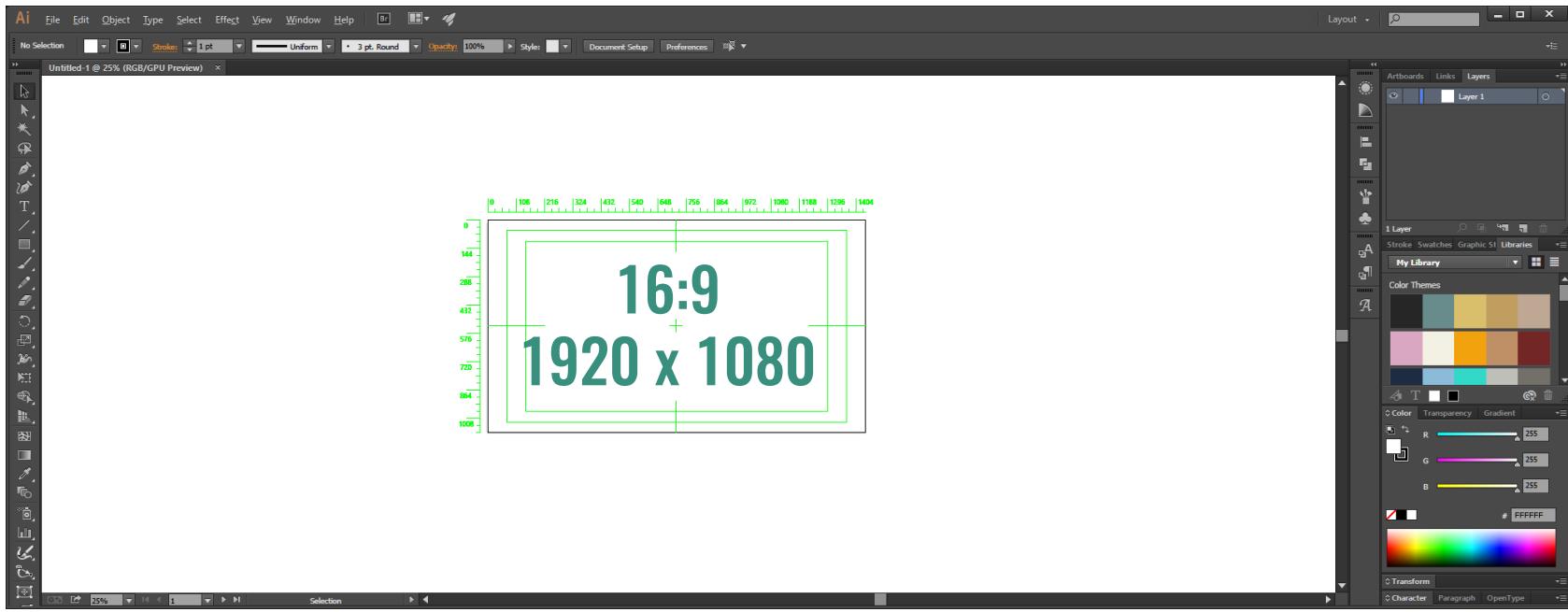


Vector



Polygon

Mock-it-up!



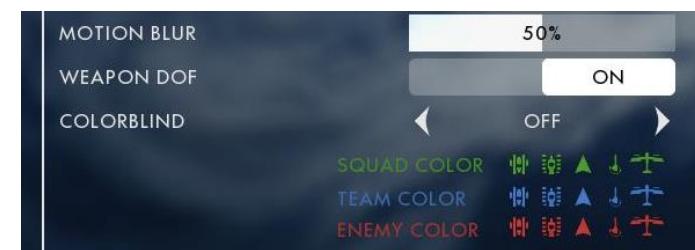
Static Mockups

Motion Mockups

Interactive Mockups

3

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



PREVIOUS IDLE



DISABLED IDLE



LOCKED IDLE



NEW



NORMAL HIGHLIGHTED

PREVIOUS HIGHLIGHTED

DISABLED HIGHLIGHTED

LOCKED HIGHLIGHTED

NEW HIGHLIGHTED

NORMAL SELECTED

PREVIOUS SELECTED

DISABLED SELECTED

LOCKED SELECTED

NEW SELECTED

UI Component States

LOCKED
ICON: BLK (100%)
BG: BLK (25%)



PROGRESS
ICON: BLK (100%)
BG: BLK (25%)
Progress BG: WHT (50%)



UNLOCKED
ICON: WHT (100%) > (50%)
BG: #FF9900 (100%)



DISABLED ?
ICON: BLK (50%)
BG: BLUR



EQUIPPED
ICON: WHT (50%)
BG: BLUR



SELECTED
ICON: WHT (100%)
BG: BLUR



PASSIVE USE
ICON: STENCIL WHT (100%)
BG: BLUR



ACTIVE USE
(CLOCKWISE)
ICON: STENCIL WHT (100%)
BG: BLUR



COOL DOWN
(ANTI-CLOCKWISE)
ICON: STENCIL WHT (100%)
BG: BLUR



Cheat Sheets

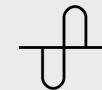
GESTALT



Closure



Proximity



Continuity



Similarity

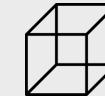


Figure-Ground



Enclosure



Symmetry

USABILITY



Items



3 Levels Deep



Affordances



Focus



States



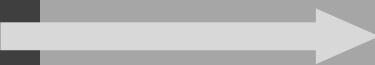
Flow



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

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

Hint Text / Buttons

Context Info

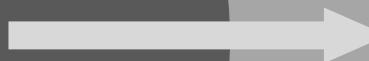
PERIFERY

PERIFERY

PERIFERY

PERIFERY

FOCUS AREA



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

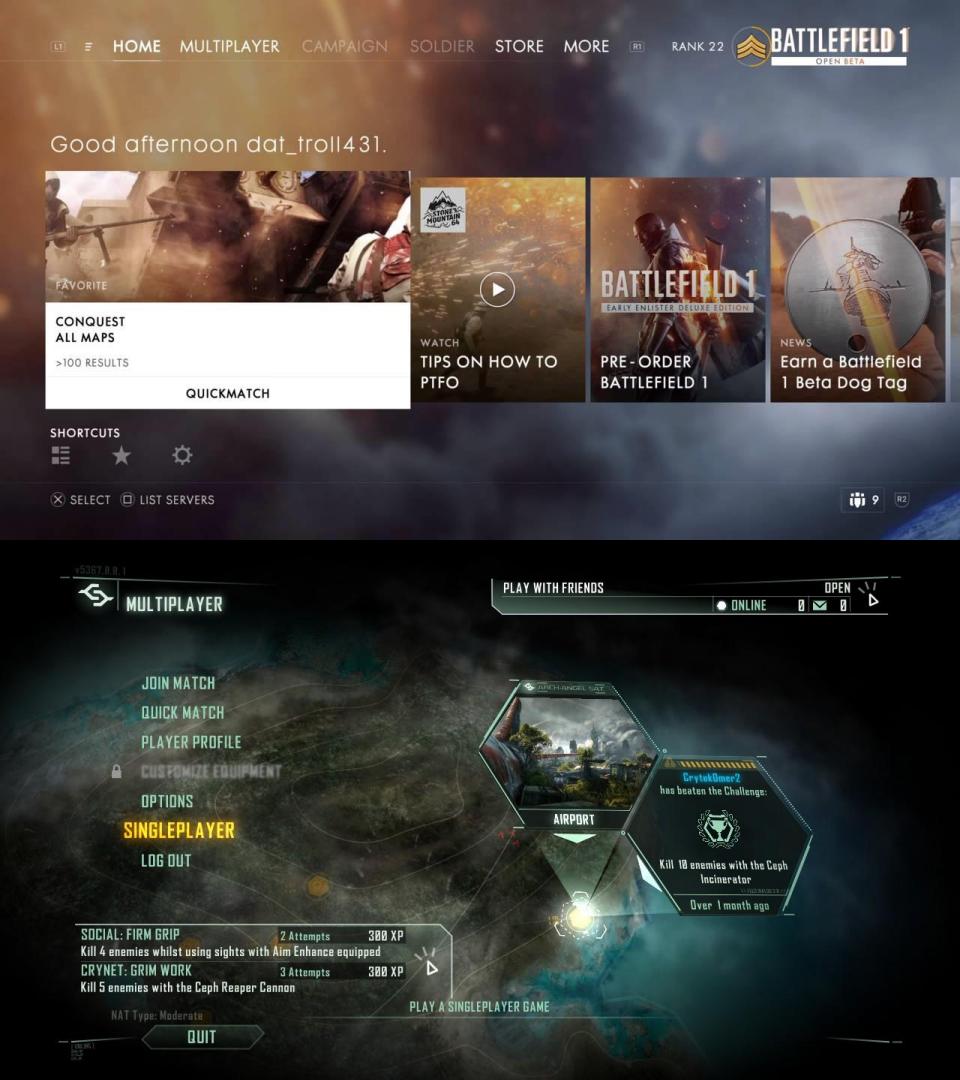
- Title Page
- Front-end
- Server / Lobby
- Customization
- Heads Up Display
- End of Round



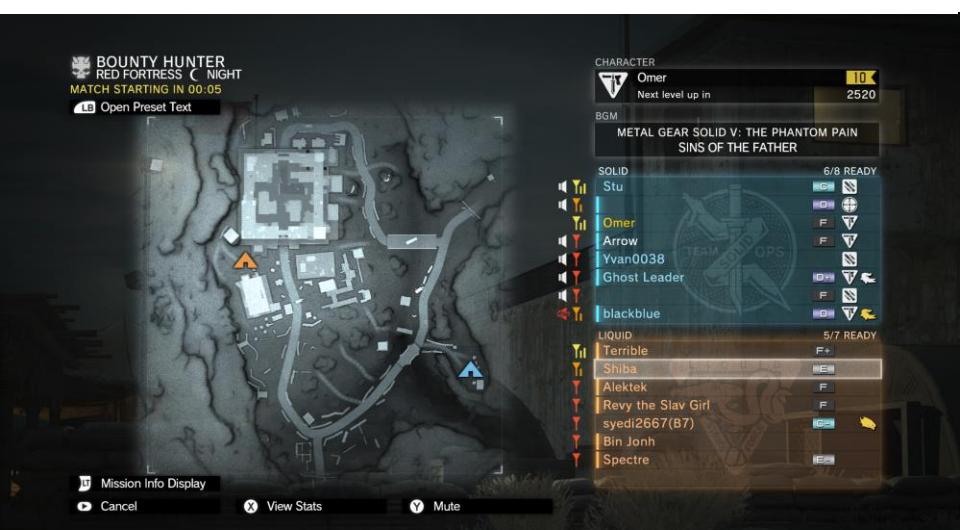
Title Screen



Frontend



Server / Lobby



MULTIPLAYER / SERVER BROWSER

SERVERS FAVORITES RECENT FILTER: ALL MODES, ALL MAPS

NAME	PLAYERS	PING	QUICKFILTER
[DICE] - Official - Conquest - Europe - # 3861 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	64 / 64	~26	GAME MODES
[DICE] - Official - Conquest - Europe - # 3879 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	64 / 64	~11	MAPS
[DICE] - Official - Conquest - Asia - # 7833 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	64 / 64	~300 *** JOIN!	FREE SLOTS
[DICE] - Official - Conquest - Europe - # 3972 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	63 / 64 [2]	~25	GAME SIZE
[DICE] - Official - Conquest - Europe - # 3061 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	0 / 64	~33	Filter by name...
[DICE] - Official - Conquest - Oceania - # 8256 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	0 / 64	~316	FULL FILTER
[DICE] - Official - Conquest - US East - # 6330 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	0 / 64	~117	RESET FILTER
[DICE] - Official - Conquest - US East - # 6368 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	0 / 64	~117	
[DICE] - Official - Conquest - US West - # 7209 CONQUEST - SINAI DESERT - CUSTOM - 60 Hz *	0 / 64	~167	
[DICE] - Official - Rush - Asia - # 7891 RUSH - SINAI DESERT - CUSTOM - 60 Hz *	0 / 24	~117	
[DICE] - Official - Rush - Europe - # 5315 RUSH - SINAI DESERT - CUSTOM - 60 Hz *	0 / 24	~33	
[DICE] - Official - Rush - US East - # 6948 RUSH - SINAI DESERT - CUSTOM - 60 Hz *	0 / 24	~117	
[DICE] - Official - Rush - US West - # 7485 RUSH - SINAI DESERT - CUSTOM - 60 Hz *	0 / 24	~167	

GeistUnit's squad (LEADER: GeistUnit)
STATUS: IN LOBBY
PLAYERS (12 / 16) OPEN ▾
SQUAD: 2 / 8 CHAT

5 [HUD] GeistUnit
9 [GB] crynzoockt
7 [BrSc] MarTeX
6 DerLangeDicke
1 mdgeist083
4 Guilhermy3888
5 [ImG] EntrixX
10 Ekwhah
10 KillerXPL
10 LolKOpf89
10 [UPC] tak088
10 AkumaSlayR

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 22 hours ago

BROADCAST Learn more about Crysis 3 Multiplayer

Customize

CUSTOMIZE > LOADOUT > PRIMARY ATTACHMENT

GEAR POINTS (GP) 7650

LB RB

PRIMARY WEAPONS

- SUPPRESSOR 0.5 KG
- FLASHLIGHT 0.2 KG
- LASER SIGHT 0.2 KG

Loadout 1 B 10.2 KG

Damage	[Bar]
Accuracy	[Bar]
Firing Speed	[Bar]
Effective Range	[Bar]
Clip size	30/90 6.7 KG

LASER SIGHT

AM MRS-4 30/90

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

Set attachments to your equipped weapon.
Unequip all



SELECT ATTACHMENTS

ASSAULT SCOPE Advanced Optical 3x Zoom

Next Level: 10 kills

NEXT UNLOCK REFLEX SIGHT

ACCURACY: [Bar] RATE OF FIRE: [Bar] RANGE: [Bar] DAMAGE: [Bar] STABILITY: [Bar]

0.00% 0.00% 0 1

CAMARILLO SOLUTIONS MANUFACTURER

SCOPES BARREL UNDER-BARREL WEAPON SKIN

FY7 IM ASSAULT SCOPE 2 MUZZLE BRAKE 3 GRENADE LAUNCHER 4 NONE

BACK FINISH CUSTOMIZING



Loadout

CUSTOMIZE > LOADOUT > SUPPORT WEAPONS

GEAR POINTS (GP) 7650

SUPPORT WEAPONS

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

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

Select support weapons. Unequip all

MEDIC - RANK 7
Ce-Rigotti x8

CUSTOMIZE MEDIC

LOADOUT

Cei-Rigotti Trench

	CEI-RIGOTTI TRENCH	CEI-RIGOTTI OPTICAL	SELBSTLADER M1916 MARKSMAN	SELBSTLADER M1916 OPTICAL	SELBSTLADER M1916 FACTORY	M1907 SL TRENCH	M1907 SL SWEEPER	M1907 SL FACTORY	MONDRAKON OPTICAL	MONDRAKON STORM	MONDRAKON SNIPER	AUTOMATICADING 8-35 FACTORY	AUTOMATICADING 8-35 MARKSMAN	AUTOMATICADING 8-35 EXTENDED	SELBSTLADER PRO FACTORY
LB	200 m	200 m	200 m	200 m	200 m	200 m	200 m	200 m	200 m	200 m	200 m	300	10/70		

DAMAGED DROP (m)

MATCH STARTING IN: 3

PRIMARY: SCARAB MOD 2

REFLEX SIGHT	NONE	NONE
--------------	------	------

SECONDARY: HAMMER II

NONE	NONE	NONE
------	------	------

ASSAULT: ALL-ROUND ANNIHILATION

M17 FRAG GRENADE EXPLOSIVE

AUTO ARMOR MODULES

AIM ENHANCE

ARMOR TRANSFER

Heads Up Display



End of Round

MISSION RESULTS

	SCORE DETAILS	SCORE
④ Bounty Claimed	0 x 100	-
❖ Kills	2 x 150	300
↳ Headshots	0 x 100	-
▼ Enemies Marked	0 x 50	-
⊕ Assists	0 x 50	-
⬆ Fulton	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
Fultonized 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	EXPERIENCE POINTS	GEAR POINTS (GP)
Omer	1602	0
INFILTRATOR		
10		
UNLOCKS [0]		

Back to Freeplay

THIS ROUND
CONQUEST | ST QUENTIN SCAR

END OF ROUND

NEXT ROUND
CONQUEST | AMIENS

	PERSONAL	HIGHLIGHTS	STATS	SCOREBOARD
	GERMAN EMPIRE	K D Score		
1	[ACES] See-Thee-Int-Fog	0 0 17430	14 [GRE] zaxos7970	13 11 8758
2	[ACES] WetFish-DB	32 11 14579	15 62 Mazudemu	21 12 8738
3	[ACES] frots-69-	26 18 14345	16 45 Yakubara	12 10 8475
4	[ACES] GuN_sLiNgErXD	31 9 13974	17 91 [W01] dergraf1981	12 16 7996
5	[ACES] Greeny111	28 14 13192	18 96 [LCTN] lecontrat33	16 13 7932
6	Meshly2	11 17 10591	19 41 Z101EsK0	10 14 7484
7	Belchior25	25 10 9747	20 27 [BIA] rextherunt	16 19 6950
8	caril81089	8 25 8101	21 63 KuiHobbit	15 14 6936
9	hitman_junior1	14 13 7892	22 88 Knorkeratzeputz	9 18 6083
10	alex_gt_ua	25 24 7739	23 93 LordGeorge148	11 15 5696
11	david221199	17 19 7638	24 81 iBugrinho	11 6 4481
12	FaintAffiliate	19 17 7365	25 99 Iporto	11 1 4318
13	[BBFB] JohnSmith1977	17 16 6497	26 61 alfatihii611	5 18 4101
14	[PS4M] mattthebad	9 21 6471	27 85 spudude65	6 17 4057
15	lesinar25	20 7 5986	28 21 JoeyDaggars	3 11 3982
16	[Gang] sabbi_marokk	5 19 5410	29 64 AvoX-OG	4 2 1353
17	Sapphire_Blade-	8 18 5384	30 80 [GRE] GRugenB	3 0 1214

VIEW PROFILE REPORT EMBLEM QUIT

CONTINUE

TEAM DEATHMATCH

WILLIAMSBURG



END OF GAME
DRAW

100 / 100

100 / 100

MOST VALUABLE PLAYER

CrytekOmer2

MOST LETHAL

TOP SCORERS

PLAYER

CrytekOmer2

SCORE

0 0 0 0 0 0

Worst Case Scenario

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



SPECTATING

ALPHA

K: 17
D: 19

PREVIOUS PLAYER

L1

[CLAN] PLAYER GAMERTAG

R1

NEXT PLAYER

K: 59
D: 45

- ALPHA

dummy text of the print-
93 10:37 54

A B C D E

B CHURCH YARD

C HILL

D TOWER

E ROAD

4/4

8/7 remaining essentially

0/3

3/1

0/0

1/2

59 45

1 36

7 8

PLAYER 1 ★

PLAYER 2

PLAYER 3

PLAYER 4

PLAYER 5

PLAYER 6

+ BRAVO

+ CHARLIE

+ UNASSIGNED

DELTA

K: 17
D: 19

[DICE] RAZORIE [doyle]
RomeoDev [Illy POND]
[ORIG] INAL_Ulfred71 [CiddenPC]
[DICE] RAZORIE [doyle]
RomeoDev [Illy POND]
[ORIG] INAL_Ulfred71 [CiddenPC]



SELECT

CYCLE UI

SQUADS

L2

PLAYER VIEW

VIEW

VIEW

R2

VIEW OPTIONS

R3 TOGGLE VIEW

1P VIEW

3P VIEW

SPECTATING

ALPHA

K: 17
D: 19

PREVIOUS PLAYER

L1

[CLAN] PLAYER GAMERTAG

R1

NEXT PLAYER

K: 17
D: 19

DELTA

- ALPHA

PLAYER 1 ★

PLAYER 2

PLAYER 3

PLAYER 4

PLAYER 5

PLAYER 6

+ BRAVO

+ CHARLIE

+ UNASSIGNED

K: 59
D: 45

4/4

8/7

0/3

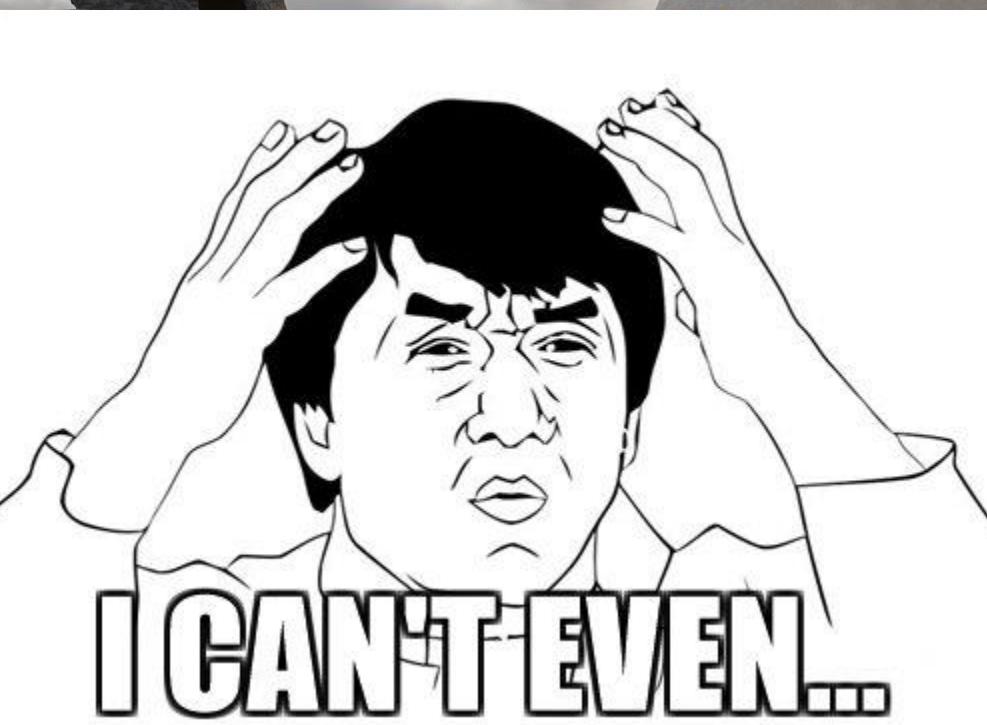
3/1

0/0

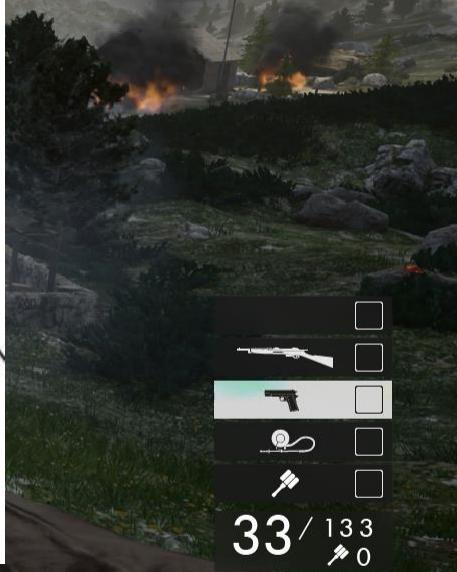
1/2

K: 59
D: 45

1/1

K: 1
D: 36K: 7
D: 8dummy tex
only five
remaining
rised in the
Ipsum p
ftware like
m.
dummy tex

[DICE] RAZORIE [doyle
RomeoDev [1Ily P0ND
G] INAL_Ulfred71 [[DICE] CiddenPC
[DICE] RAZORIE [doyle
RomeoDev [1Ily P0ND
G] INAL_Ulfred71 [[DICE] CiddenPC



SELECT

CYCLE UI

SQUADS

L2

PLAYER VIEW

VIEW

R2

VIEW OPTIONS

R3 TOGGLE VIEW

1P VIEW

3P VIEW

Static Mockups

Motion Mockups

Interactive Mockups

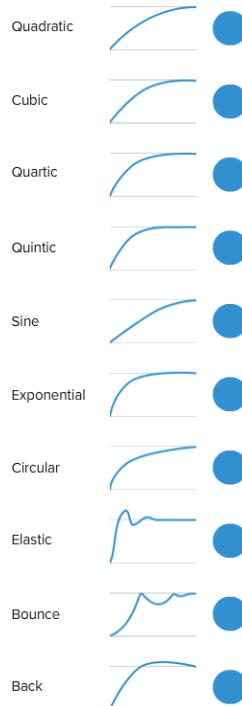
3

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



EXAGGERATED



TECHNICAL



CLEAN

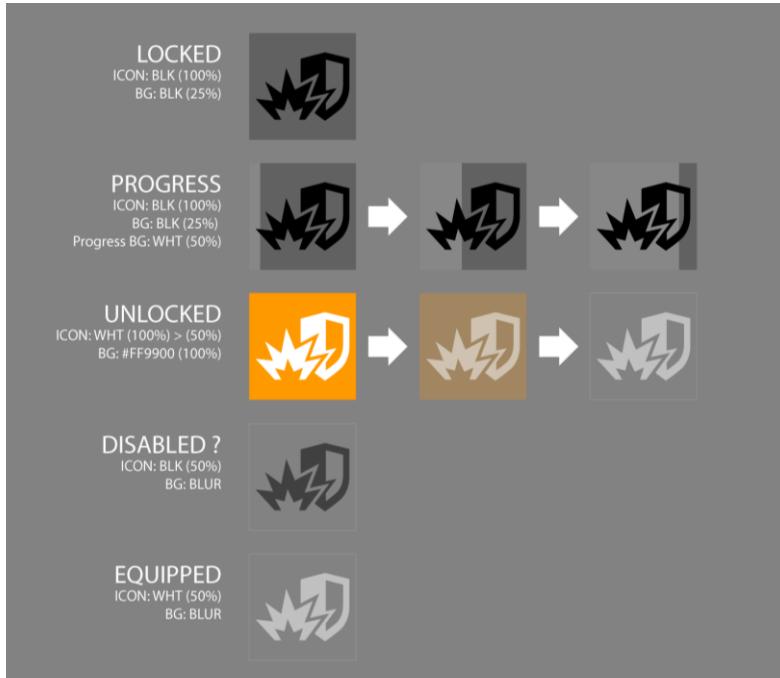


EXAGGERATED

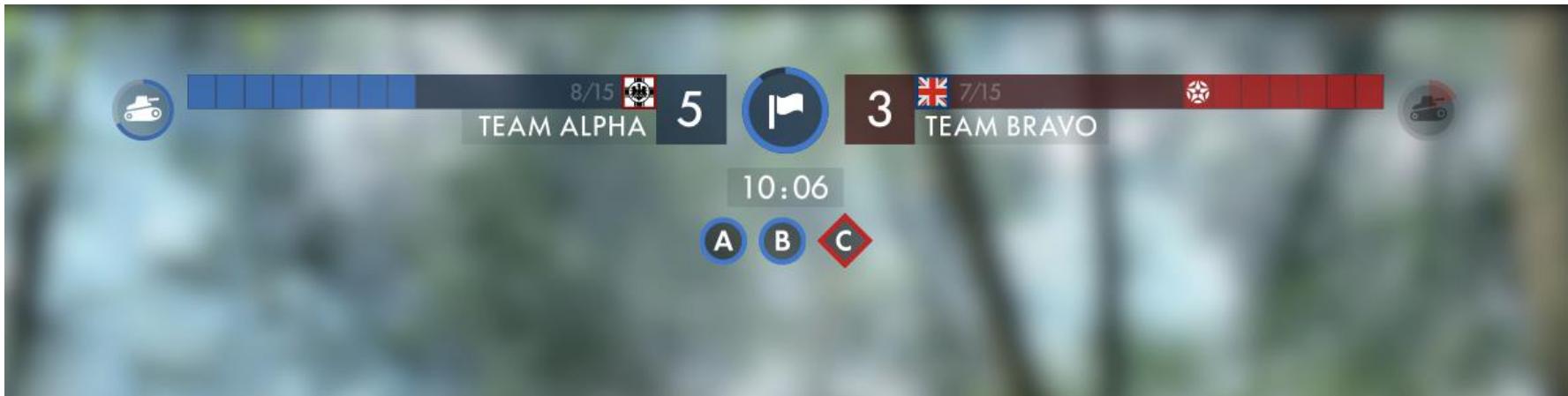


TECHNICAL

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	7	12	3	8	7	-	12	3560	layer_002	40	7	12	3560					
Player_2	5	9	9	-	3	7	2	9	2500	Hideo Kojima	5	9	-	2500					
Player_3	13	7	7	2	1	6	1	7	1920	SiliconBarrier	13	7	2	1920					
METAL GEAR ZERO	13	3	3	-	1	2	-	3	1500	Shinkawa	13	3	-	1500					
LALELULILO	27	1	1	1	3	1	2	1	980	Player_1	27	1	1	980					
WWWWWWWWWWWWWWWWWW	40	1	1	-	2	-	1	1	250	Player_2	40	1	1	250					
ROBERTCOBBS	13	-	-	2	2	-	-	-	66	Player_3	13	-	2	66					
Dead_Cell	5	-	1	-	-	1	-	-	10	Player_16	5	-	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

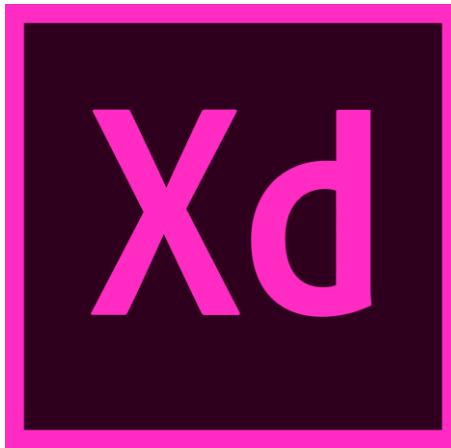
3

Interactive Mockups

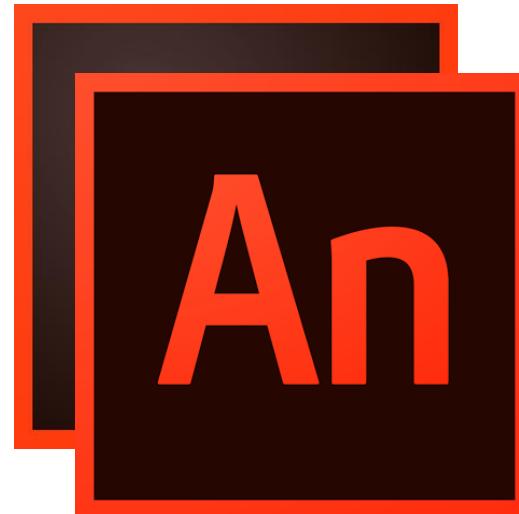
- Interaction / Prototypes
- Implementation
- Functionality
- User flow / journey



Interactive Mockups



Experience Design



Animate



In-Game

Iterate
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



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

CHANCE: DOUBLE WHAMMY

Get 1 Double Kills

5 Matches | 350 XP

2 Matches | 250 XP

NAT Type: Unknown

One More Time!

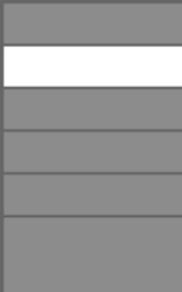
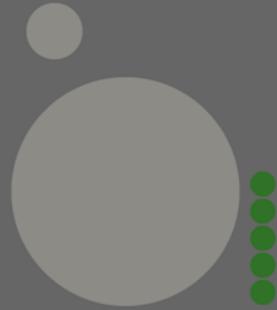
What the HUD is this!?





PM 03:30





★ 183 08:11 81

A B C D E F

CLOSED-ALPHA



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

PiruElGerrryero

4 m



- Portales-II ★
- PiruElGerrryero
- einota1
- KeenPaladin

77 m

32 / 128

1







HEALTH

100

SUIT

71



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

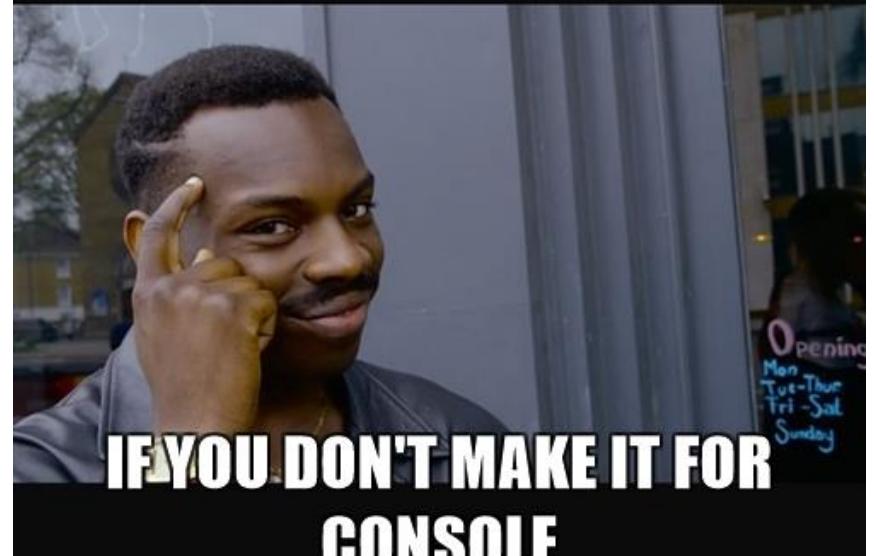


TRCs / TCRs

(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

DON'T NEED TO OPTIMIZE



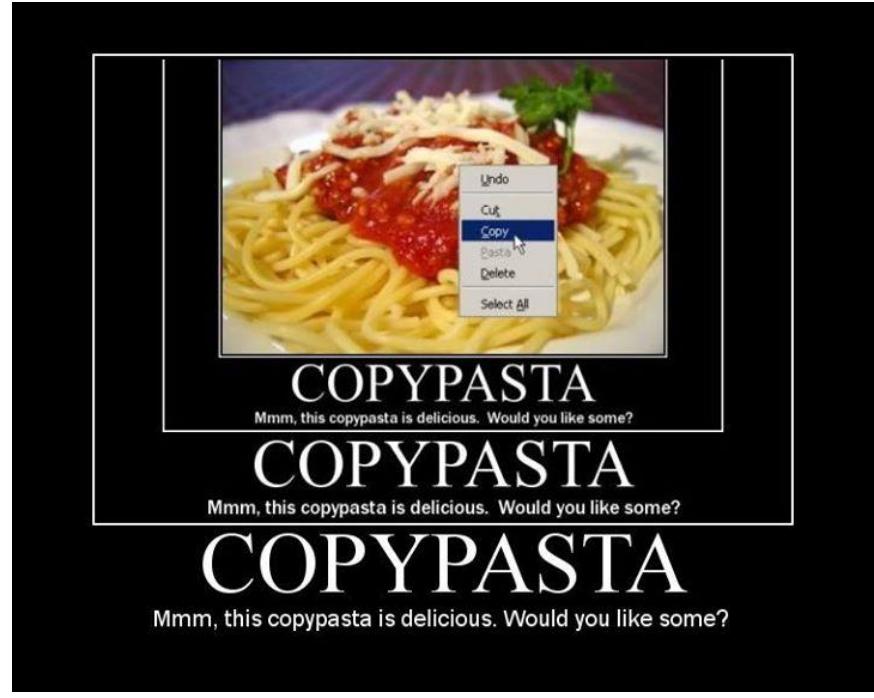
Non-UI, UI

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



Pitfalls

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



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

FRONTEND

HEADS UP DISPLAY



Mockups

STATIC

MOTION

INTERACTIVE

4. INVISIBLE FORCES



Constraints

PLATFORM SPECIFIC

TECHNICAL REQUIREMENTS
CHECKLIST



Localizations

TEXT OVERFLOW

REGIONAL SENSITIVITIES



UI is like a Ninja

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



Thank You

Omer Younas



www.omeryounas.com



omer.younas@dice.se



[@OmerYounas](https://twitter.com/OmerYounas)