

SEASONAL MACRO THEME PROPOSALS

Using Narrative Beats to Style Meaningful Seasonal Drops



Art Direction Pillars Review

JUNE 2017

ART DIRECTION - VISION UPDATE

Legacy: **on track!**

Military: **on track!**

Simplification: **on track!**

Naturalistic: **on track!** (E3 trailer)

Sum of all parts: **ATV (Art Tech Vision)**

Dark ages: **replaced by "hope"**



SUM OF ALL PARTS



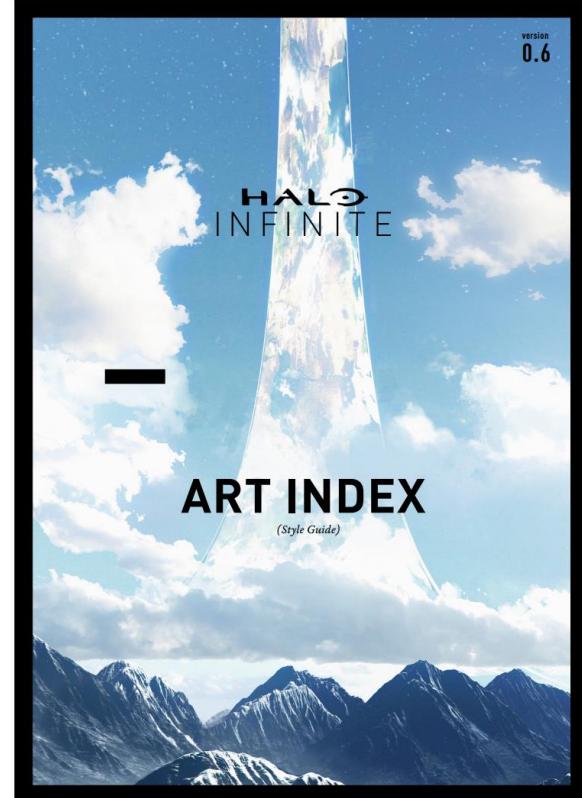
NATURALISTIC

"MIMIC THE REAL" BUT NOT HYPER REALISTIC
BELIEVABLE WITH OUR OWN DEGREE OF SIMPLIFICATION AND STYLIZATION



MILITARY

"REACH" ORIENTED, TANK LIKE



I can't get over just how great the armor looks in Infinite. I recreated the armor from one of the images in Halo 5 for comparisons sake and the difference is astounding. 🐶



⌚ @SpartieX · 47m
y'all see this too?? halo infinite flighting for insiders in 2021! #HaloInfinite

Truly, Halo Infinite is a world in which I love that I'm thrilled to return to, On behalf of the entire team your passion. We can't wait Infinite adventure, first with insider flighting.

Frank G 🇨🇦 @frankgoods · 1h
Replying to @PaulTassi and @Forbes
Halo was the first game that really blew me away, so I want them to get this right. I hope they take the time they need, and deliver something worth the wait. Those Spartan screens are unreal

FinalForerunner Halo 3: ODST 1 hour ago
Well, that made me feel confident for this game again.

Especially one of those last paragraphs

It encapsulates all the excitement and curiosity and joy I felt on my first journey through Zeta Halo, the most mysterious, dangerous, and possibility-rich place in the entire Halo universe. Everywhere I looked, I saw choices: Do I explore off the golden path? Assault that Banished war base guarding the valley pass? Follow a flight of Forerunner Sentinels into that unexpected cavern? Rescue a squad of marines dug-in and desperate halfway up that mountain? Or do I keep pulling the mainline story thread that feels epic and intimate at the exact same time?

Hearing Staten talk about playing the campaign has made me excited, I feel like the wait could truly be worth it.

↑ 61 ↓ Reply Give Award Share Report Save



Nethilez @Nethilez · 17h

Man they really are improving Halo Infinite. This is what 343 is capable of, and I don't wanna hear shit about the old art style being ugly after this #HaloInfinite



⌚ ShapingSickness @TheShapingSick · 31m

Replying to @HiddenXperia

The July demo looks like beginning of a generation, and the new screens look like the end of a generation. The visual gap is incredible.

Matty McDee ❤️ @MattyMcDee · 5m
I can't get over how good those Spartans look 😍

Luc // HiddenXperia @HiddenXp... · 1h
I'm going to keep talking about the Infinite Spartans because I genuinely cannot believe how bang on 343 got their design

You could drop these Spartans in Halo 3 or Reach and they wouldn't look the slightest bit out of place, but they also look new at the same time - PUURRFECT

Gregory Smart
I was angry at first but after reading the update I'm actually really excited! And the screenshots look beautiful.

OP 16 MINUTES AGO

Wow. That new update is great. I don't think I've seen the community so collectively satisfied, even if the release date is a bit longer away than some of us were hoping for. This is exactly what we've been wanting: transparency. I hope we see more like this going into the future. Please don't hesitate to tell us what you need to, 343. We can handle whatever you throw at us. Just no more leaving us in the dark!



VETOED @VETOED · 26m

There is a lot to unpack in the last blog, but Joe Staten's closing statement gives me all the confidence in the world regarding Halo Infinite

If there is one person we can trust on what makes Halo, "Halo"... it's him

My first week on the job, I played the entire Infinite campaign. Twice. I was, in a word, stunned—in the best possible way—by what the team had done. Infinite is, by far, the most expansive and vertical Halo world, ever. Why did the team do this? Because they understand that wonder and freedom are key to the Halo experience.

I could feel the classic Halo "30 seconds of fun" beating at the heart of Infinite's world. But I had never felt more mobile, more in command of a rich set

⌚ OpTic Hitch ✅ @hitchariide

Halo Infinite looks clean af

REALLY hope it's worth the wait



Real Life Spartan @RealLifeSpar... · 6m
While I know some of you wish this release window would be sooner, I remain super excited after this latest update.

343 closing with a reminder on flighting later in 2021 is huge for us.

Stay calm and strong, Spartans.

⌚ The Albatroctree 🌟 @_Albatroctree · 4h

Alright. You guys have my attention. Please, for the love of all things Halo, don't let us down. I'm disappointed about the loss of color customization but eager to see how the new set up plays out. Here's to Fall 2021.

PS: You said no loot boxes. I'll be holding you to that.

Fall 2021 release now 😊 Was hoping that wouldn't be the case, but lots of speculation ended up being right.

On the other hand, this was an encouraging update. The renders are looking excellent, and the info provided from the different team members cleared up a few much-needed points of concern.

Rythaze 🤘 @Rythayze · 1h
DAWG WHAT A GLOW UP LMAOOOO

JC 💙 @JCbackfire

Replying to @Halo

This is such an amazing level of transparency & insightful behind the scenes!! Seriously, bravo with this one! Wishing the team the best! ❤️🙏



Ducain23 and 7 others liked

Pixelflare @pixelflaregfx · 51m

HALO INFINITE SPARTANS! They look perfect! Well done 343 art team, incredible work. I'm so excited!



🌙 Lite 🐾 @MoonLiteWolfPro · 46m

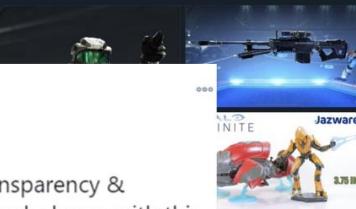
It looks like @Halo I fell in love with all over again 😳😳 no more Halo themed laser tag!



Vin Gattuso @VincentGat · 1h

I'm just glad to see a Halo game with a truly unified art style, where parts of the various games can coexist in this beautiful harmony. That's what I always wanted to nail in my art.

Halo is a very diverse game and Infinite seems to be the love letter to 20 years of passion.



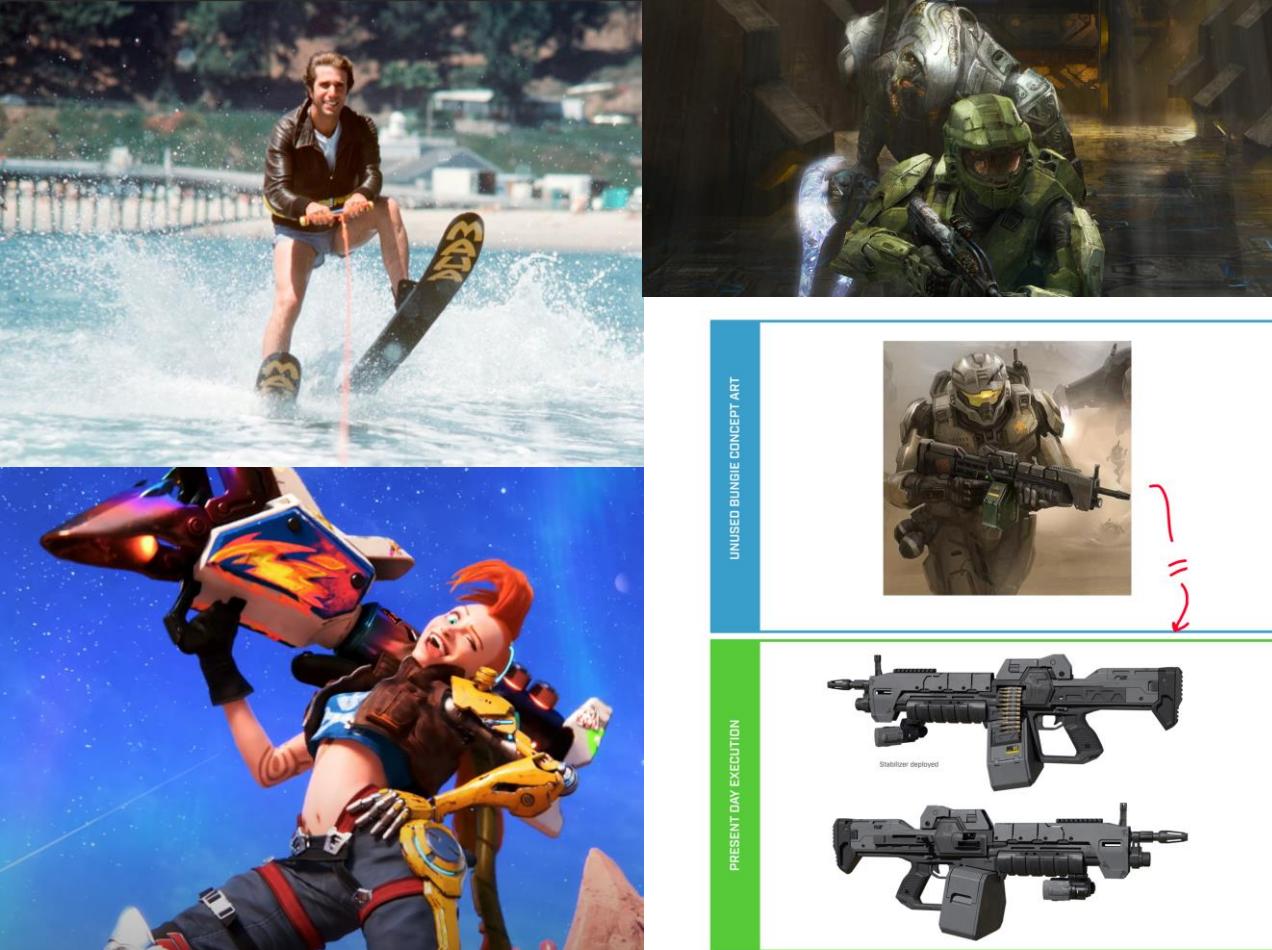
How do we keep our flavor?

(and stand out from the competition)



Live Art Strategy

- “Fractures”, in a Halo way
 - *If we do it, our goal with fractures should be to be Best in Class with ‘elseworlds’ designs for our globally recognized IP*
- As a franchise we need to find our lane and stick to it—when players fire up our software they know where they are
- If we push too far from our base, we will come across as jumping the shark or out of touch or both
- Let’s try to contemporize legacy Halo whenever possible



[Jumping the shark - Wikipedia](#)

https://en.wikipedia.org/wiki/Jumping_the_shark ↴



Jumping the shark is an idiom that is used when a creative outlet or work appears to be making a misguided attempt at generating new attention or publicity for something that is perceived to be once, but no longer, widely popular. Jon Hein developed the phrase as a response to Season Five, Episode 3, "Hollywood: Part 3" of the sitcom Happy Days (1974–1984), in which the char... +



A cinematic shot from the video game Halo. Four Spartan soldiers in full armor stand in a dark, futuristic hangar. From left to right: a white and orange suit, a red and gold suit, a blue and purple suit, and a red and black suit. They are positioned in front of a massive, dark, metallic structure that looks like a ship or a mobile base. The background shows a forested landscape through a window.

SEASONAL MACRO THEMES

Lone Wolf – *"Behind Enemy Lines"*



Clear/semi-transparent shell of orange plastic
around opaque interior of magazine



AR Full Rebuild



Rockridge MP Map

Lone Wolf Armor Core Set



Lone Wolf – *"Behind Enemy Lines"*



BREAKER M.P. MAP



IRATUS A.I.



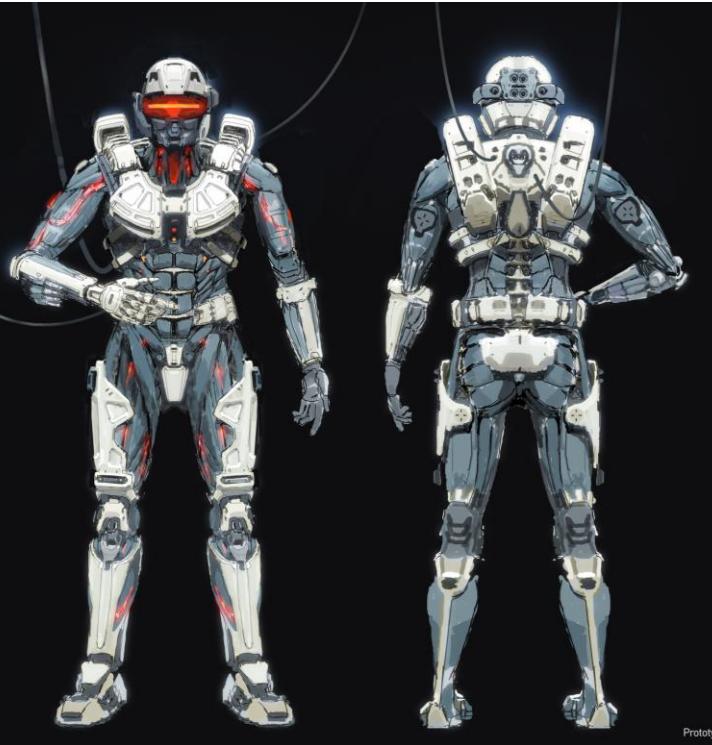
Eagle Strike – *"Trench Warfare"*

Alternate timeline where....

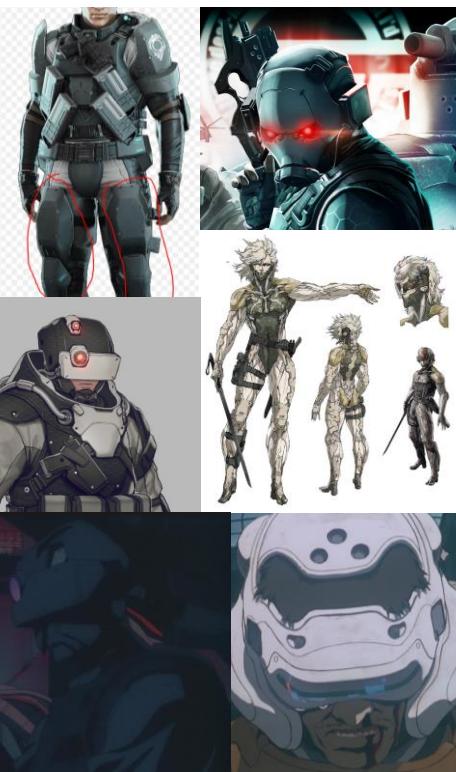


GHOST IN THE MACHINE – “Prototype”

Fractures



Prototype A



PROTOTYPE CORE ▲



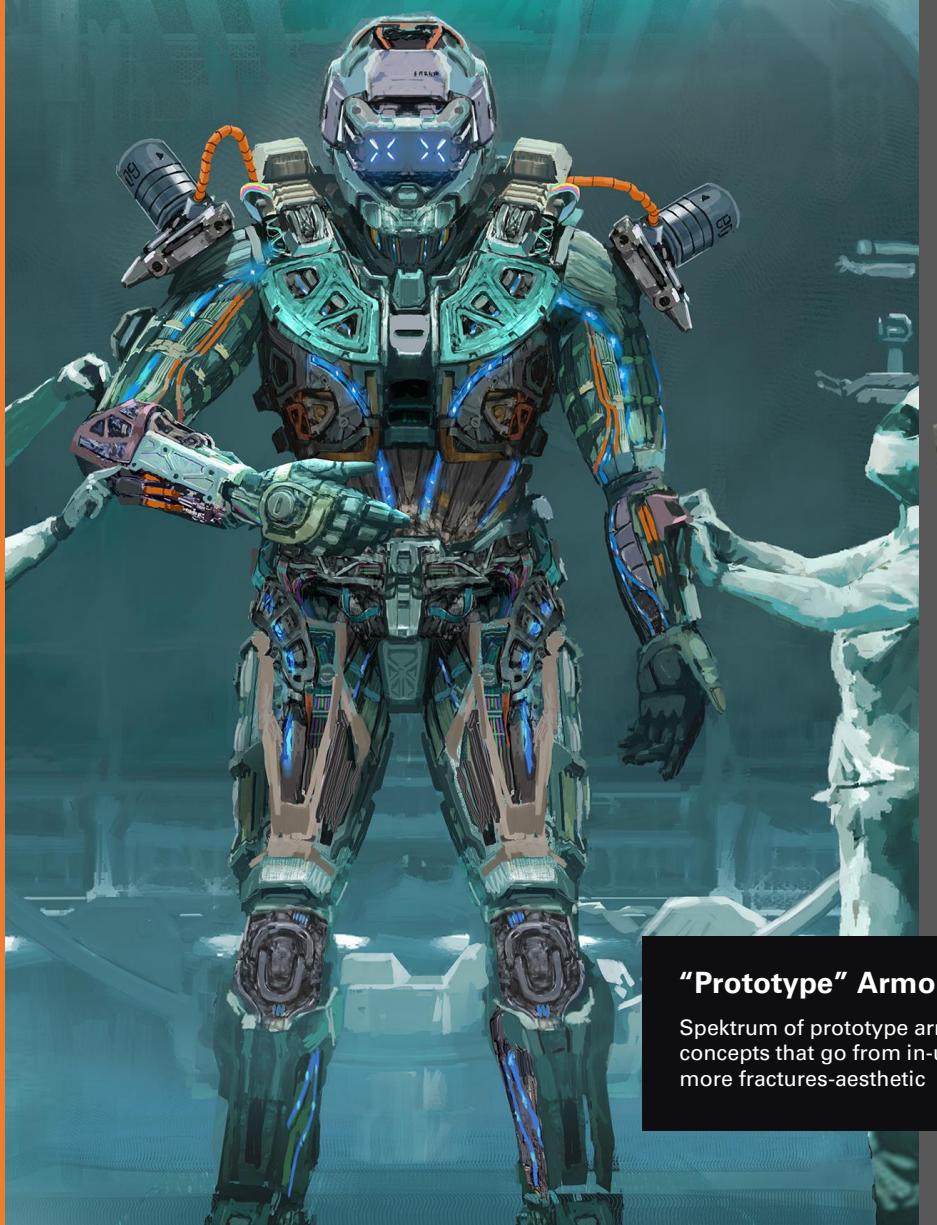
UNSC GHOSE SANDBOX FULL REBUILD ▲



-80'S
-CHUNKY
-PROTOTYPE
-LAB
-IN SPACE

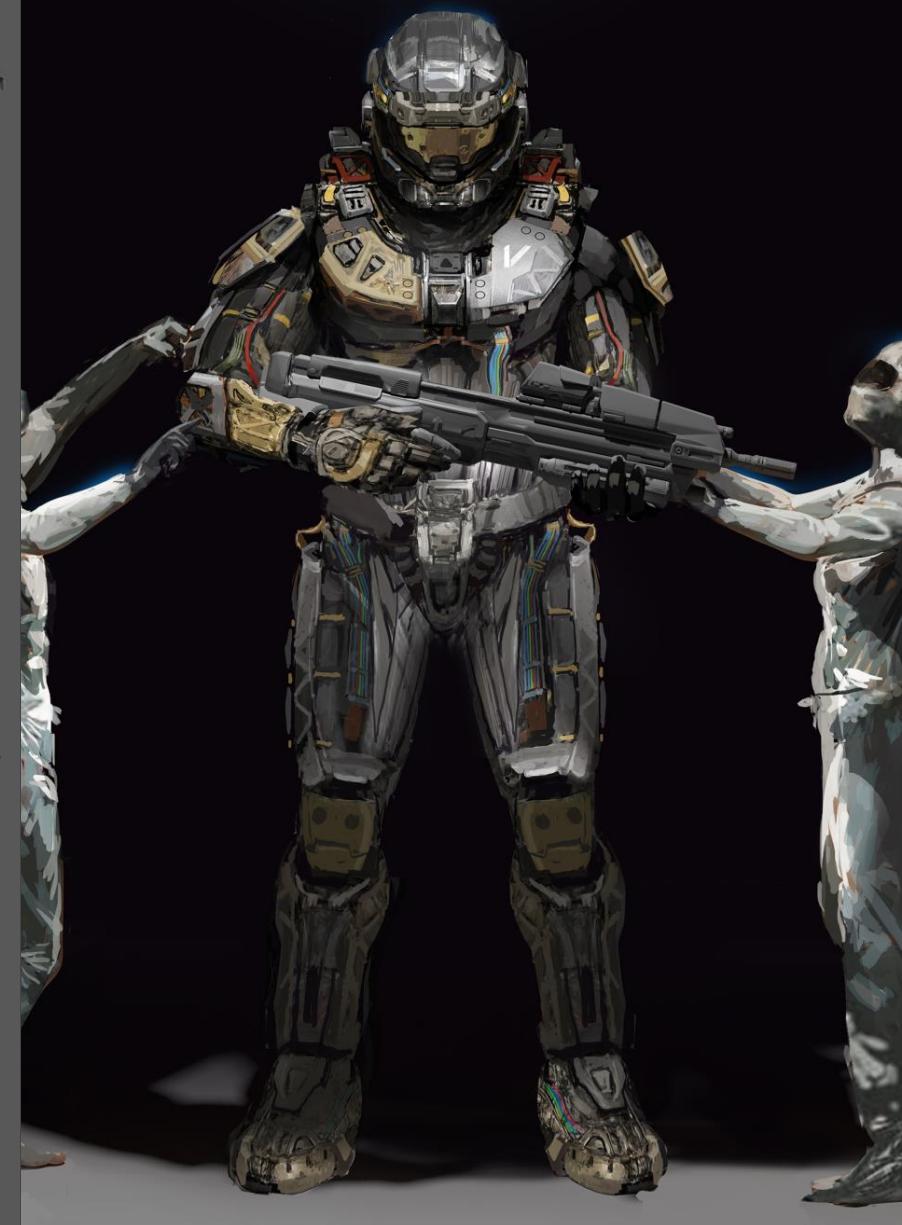


Alternate timeline where Halsey creates cybernetic Spartans using adult humans instead of modifying children hosts.



"Prototype" Armor

Spektrum of prototype armor concepts that go from in-universe to more fractures-aesthetic



ACADEMY – “Semi-Powered Infiltration”



Ancients of the Ring – “Forbidden past”

ANCIENTS ARMOR THEME



HALO 2: SANCTUARY
(ref)

FORBIDDEN (CONCEPT) ▼

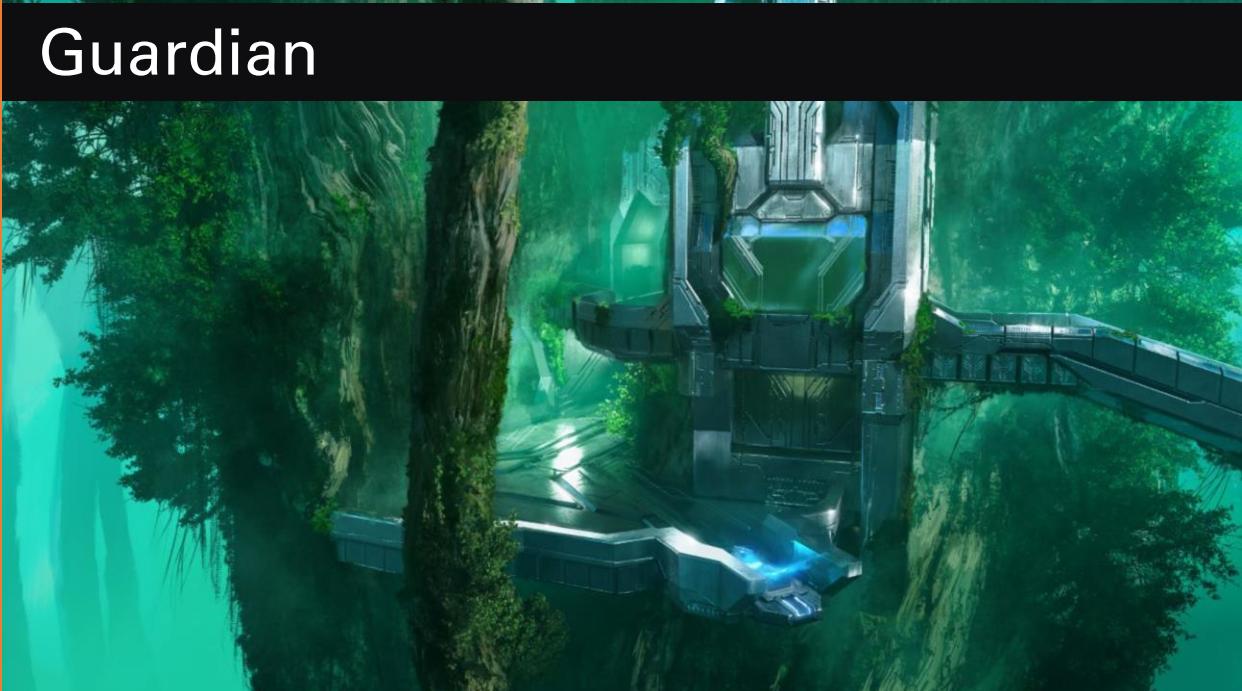


▼ FORERUNNER FULL RIFLE



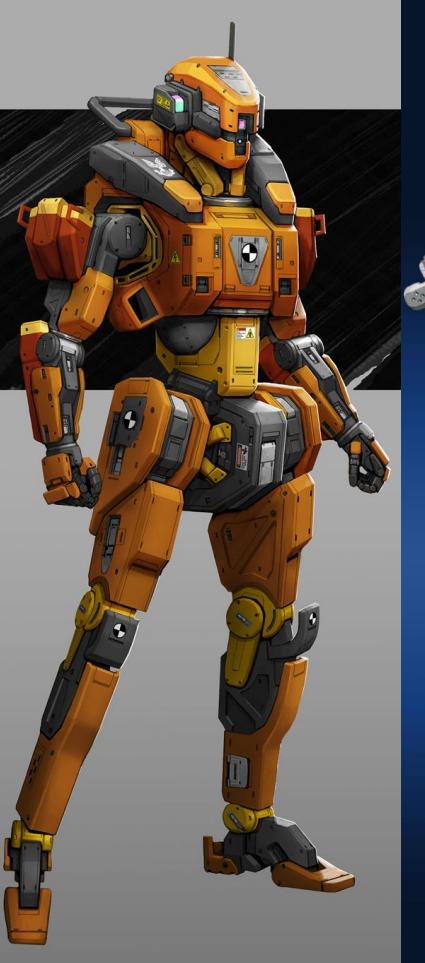
Guardian

In-Universe



HAZMAT – *"Crystal Caves/Space Port"*

Fractures
In-Universe



Alternate timeline where Spartans were fully robotic, or maybe human consciousness uploaded into these frames.

cool what if scenario

*die and then spawn off the factory?

Docked Spaceships in skybox



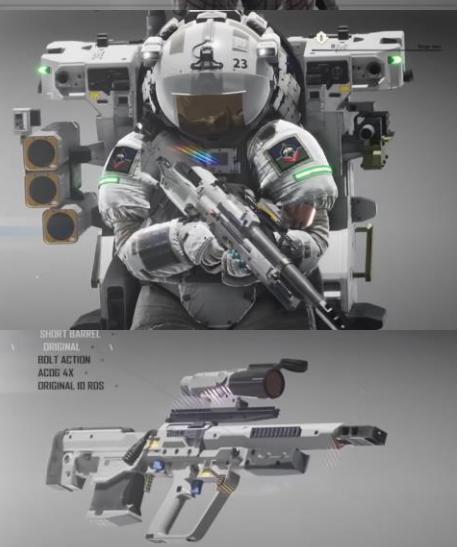
SOL CORE – “Under Siege”



DEEP SPACE CORE ▼



Classical interstellar space theme, apollo 13, clean old school style, Mercury/Gemini vision of Halo



UNSC SPACE SANDBOX FULL REBUILD ▲

AR/BR/BANDIT/ETC., full rebuild to match the UNSC Deep Space Aesthetic.



UNSC SPACE M.P. MAP ▲

Multiplayer map taking place on the surface of a UNSC Frigate in high orbit.

ONI – “Off the Books”

In-Universe



RIDGELINE (CONCEPT) ▲

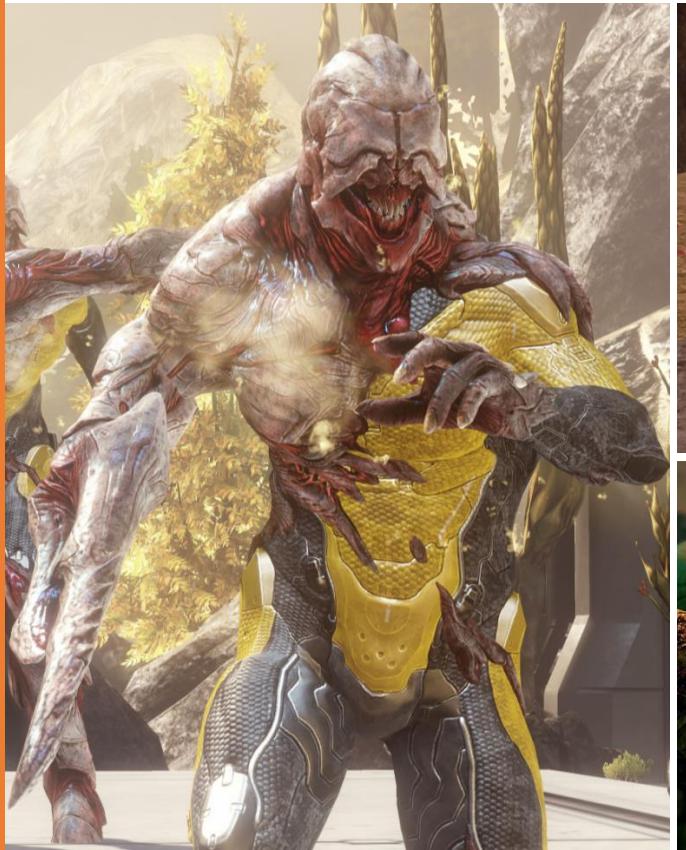


ONI FULL SANDBOX
REBUILDS ▲



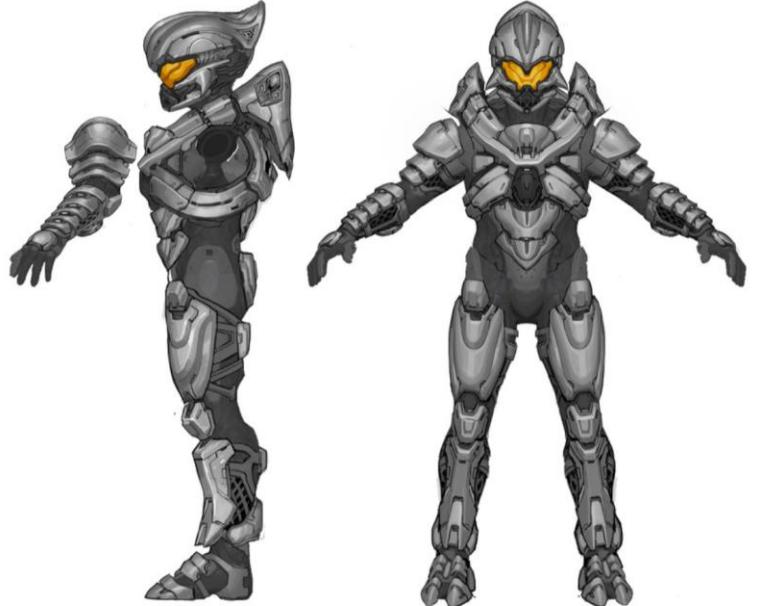
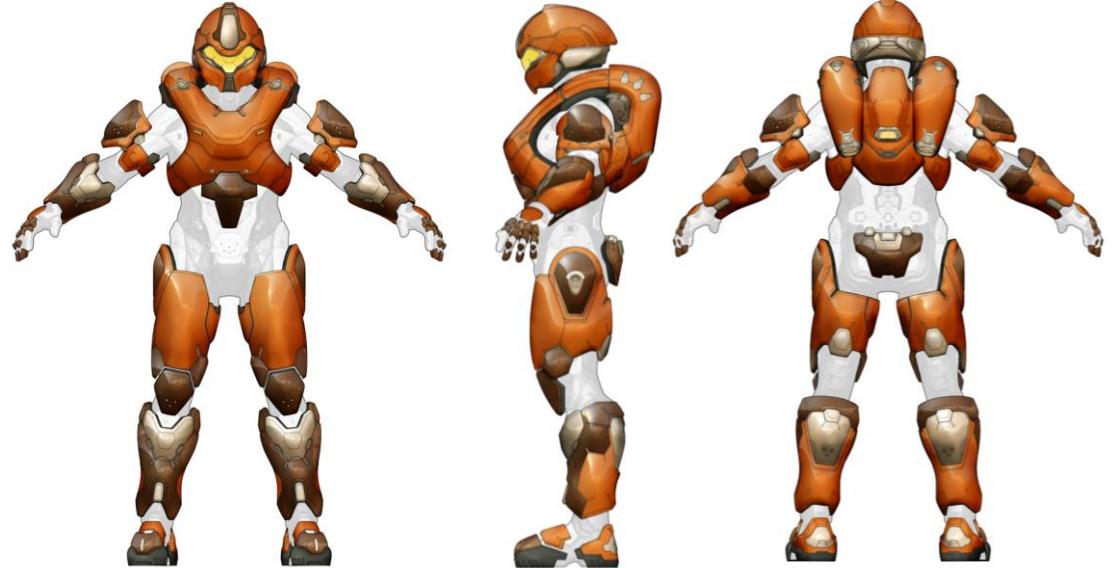
Glassed Enclave – “Out of Reach”

In-Universe

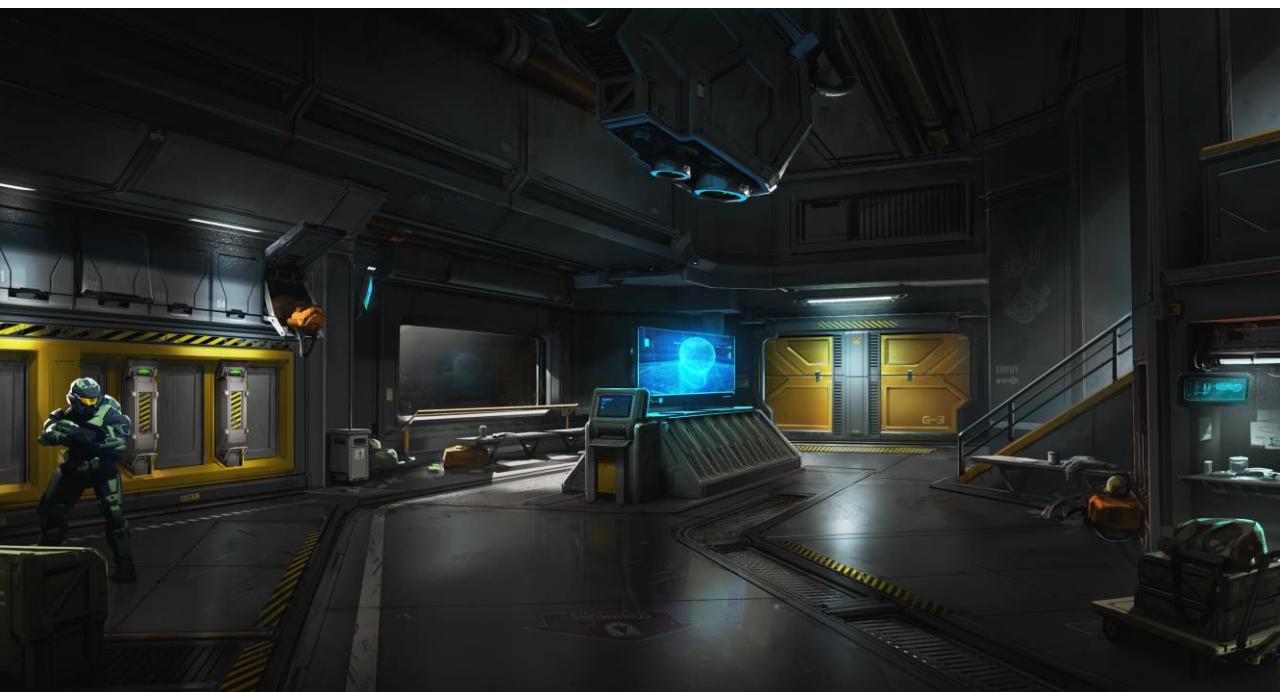


Anvil Station – “*Sangheli Ghost*”

In-Universe



Anvil Station is a top-secret UNSC space installation, used to train SPARTAN-IVs while also testing experimental weapons and variants of MJOLNIR Armor



ODST – “Feet first into hell”

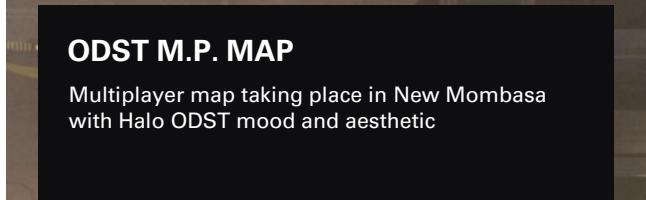


In-Universe



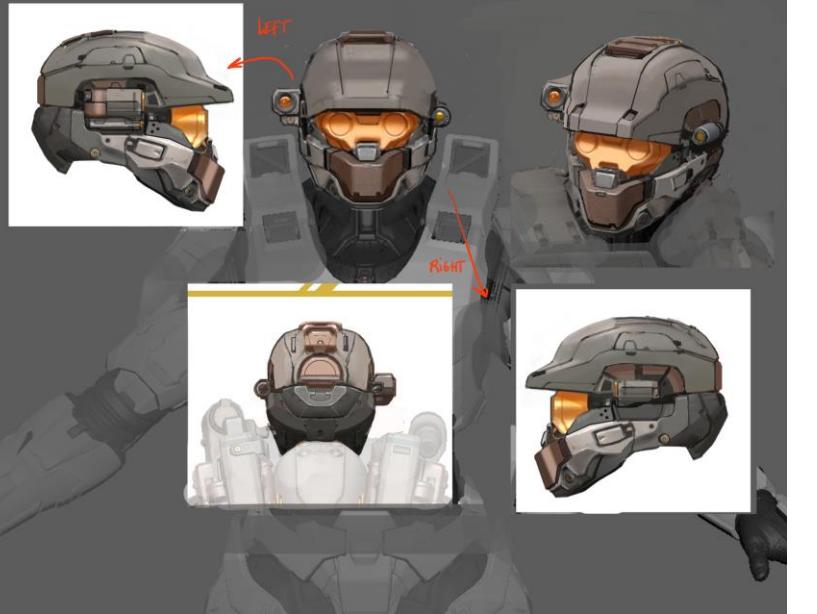
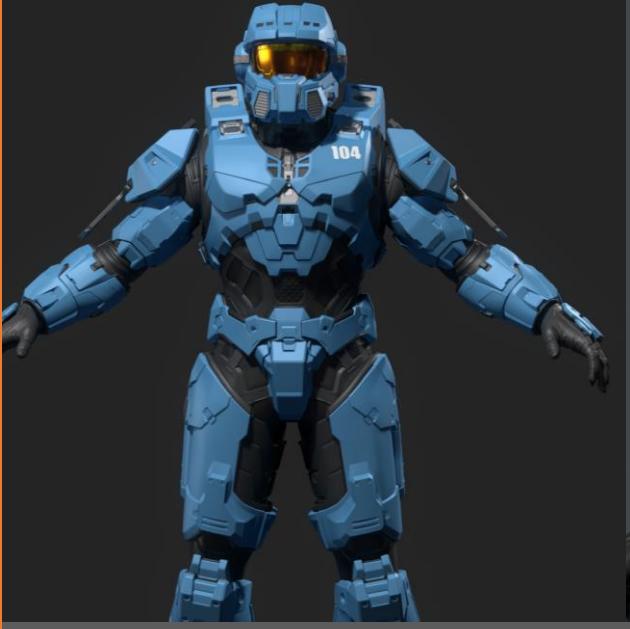
ODST M.P. MAP

Multiplayer map taking place in New Mombasa with Halo ODST mood and aesthetic

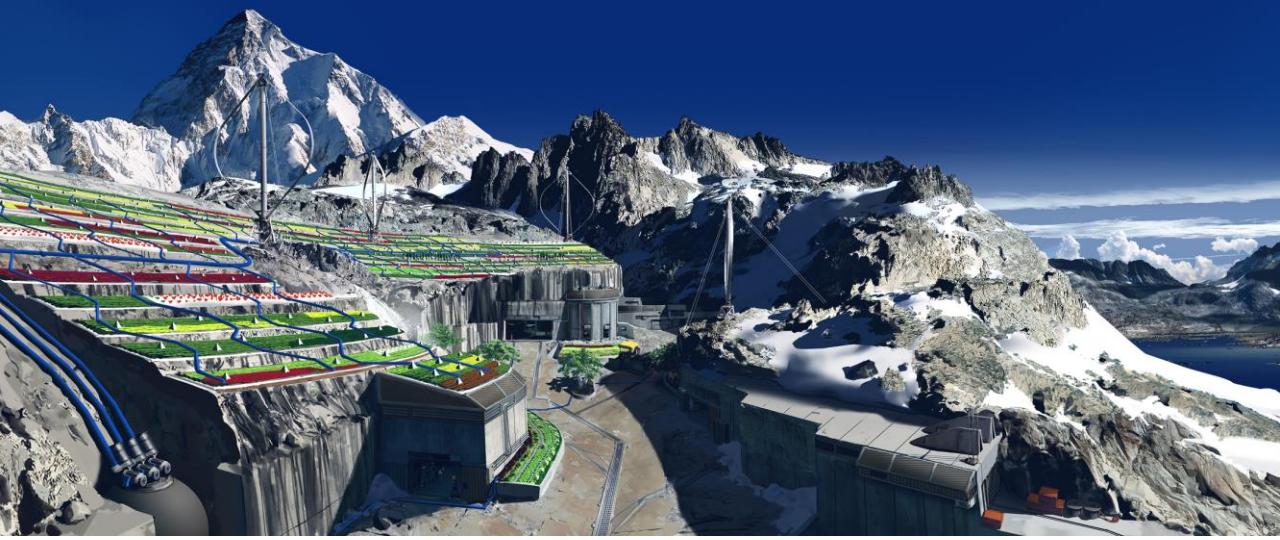
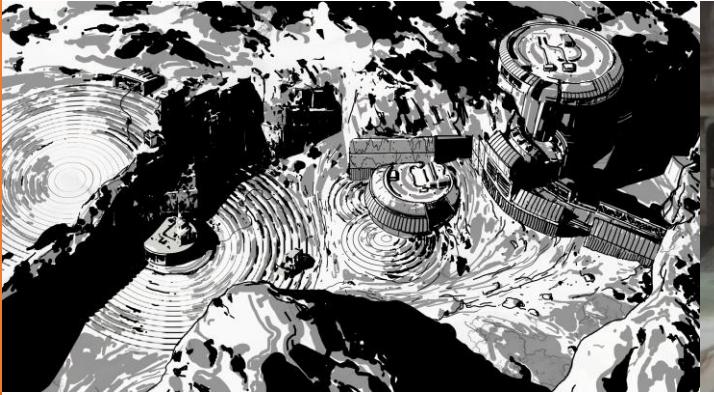


Project Orion – “Walking gods”

In-Universe



Pioneer – *"Peace on the Brink"*



Red Falcon – "Spirit of Fire"

In-Universe

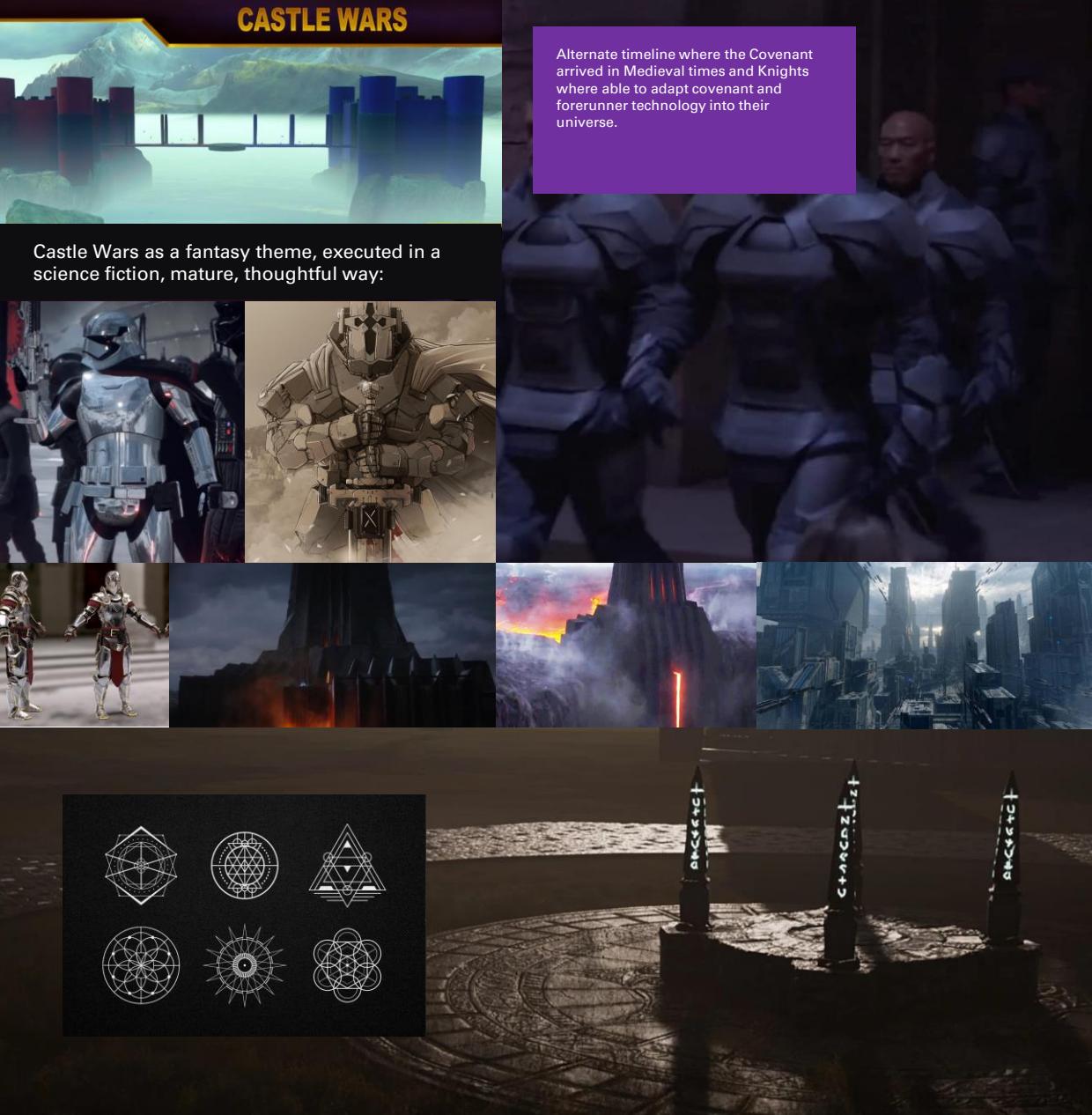




But wait, there's more...

Castle Wars – “Realm of the King”

Fractures



“Fractures” ideas, reimaged in a sophisticated design aesthetic that harmonizes with the franchise and sci-fi genre.



Streamer Cores

Fractures



RECAP



01

Continue to look to our Olympus pillars for inspiration and guidance



03

More cohesive drops



02

Think of Elseworlds to compliment the franchise.



04

Create easy points of entry to streamer / pop-culture engagement

THANK YOU



Questions?