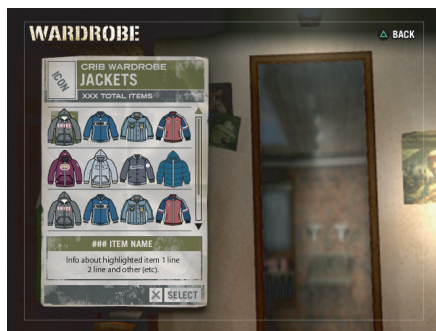
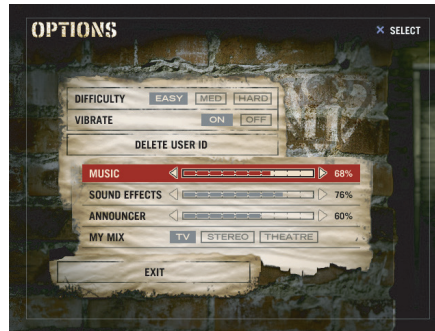
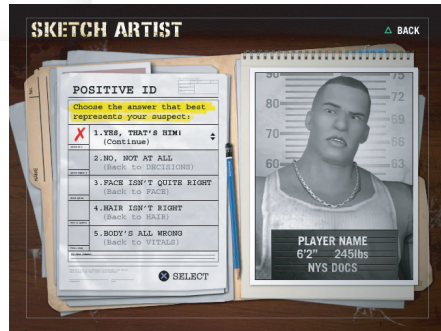


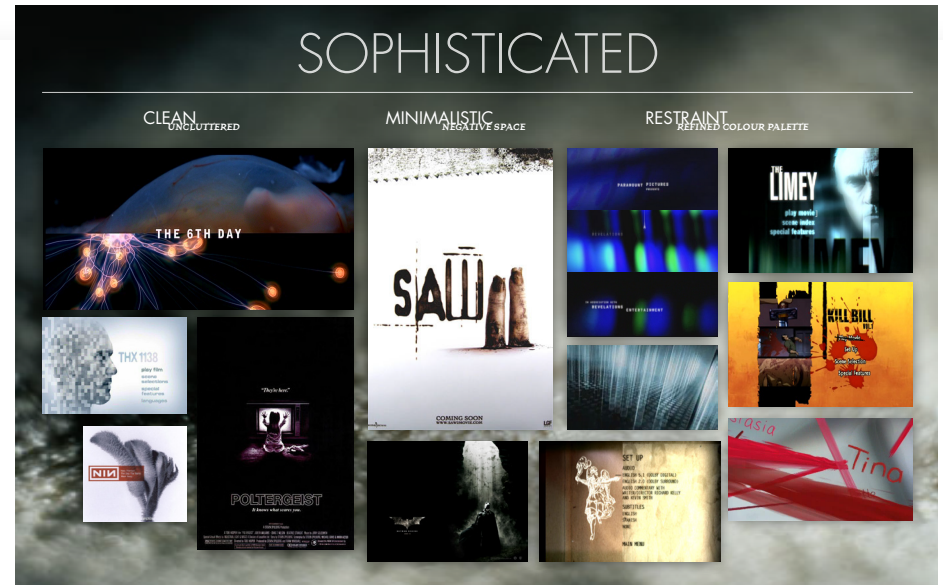
# JONATHAN SCHWARTZ

GRAPHIC DESIGN UX UI  
08 . 2024

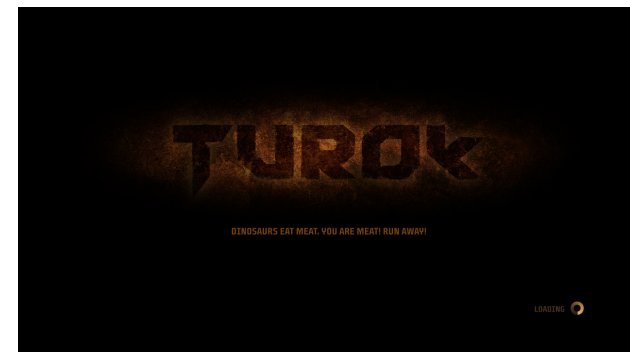
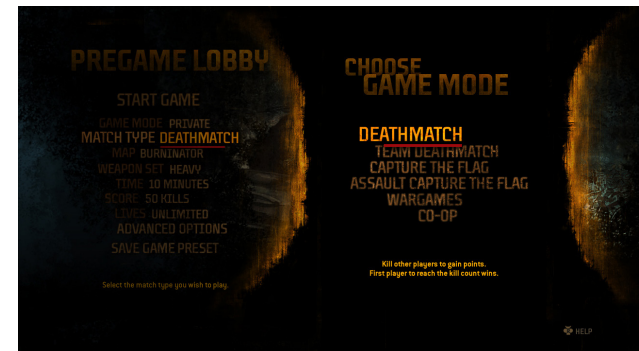
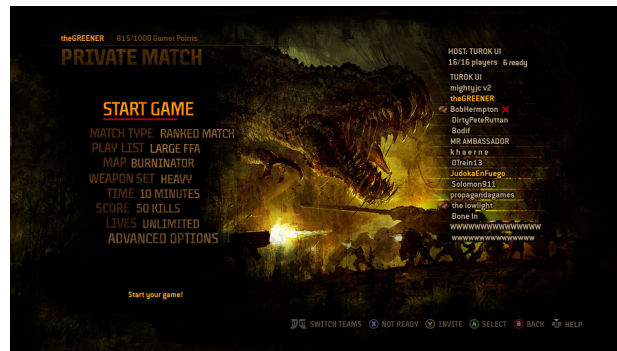
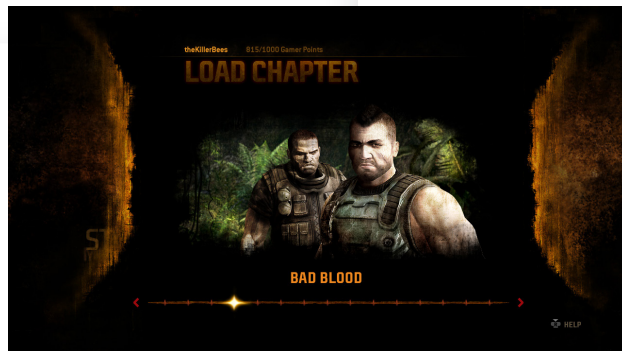
[jonathan@jthan.com](mailto:jonathan@jthan.com)



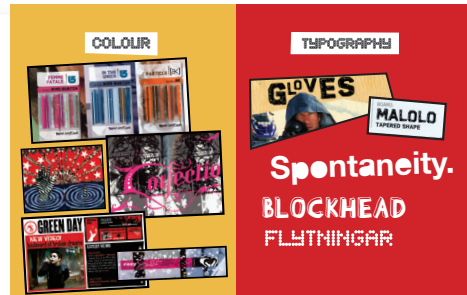
user interface, def jam fight for new york (xbox, ps2, gamecube)  
lead artist, design, layout  
electronic arts canada — 2004



ui key words, turok  
 propaganda games — 2005



user interface, turok  
xbox 360, ps3  
lead artist, layout, art direction  
propaganda games — 2007



top: ui core objectives  
middle: ui style guide  
right: menu concepts

preproduction, ssx 4  
electronic arts canada — 2006



# ART: BRAND



key box art



spotlight tiles



1920 x 1080 background



xbox ID



banner



WAYPOINT / GREY PROGRAM REVIEW, NOV 2, 2010

xbox live branding assets, halo waypoint  
art direction, concept  
343 industries — 2010

1 2 3 4 5

**RETURN OF THE MASTER CHIEF**

**NEW FORERUNNER WORLD**

**TOTAL COMBAT FREEDOM**

**BIRTH OF YOUR SPARTAN**

**HALO SOCIAL**

## PILLARS OVERVIEW

The vision for *Midnight* is supported by our game pillars, each representing a critical area of focus.

These are foundational elements of the game and influence our efforts across the game design, art direction, audio direction and technical investments for *Midnight*.

All of the key features in *Midnight* are connected to one or more of these pillars in some way.

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PILLARS 1 2 3 4 5

Master Chief was introduced to gamers as a legendary Spartan warrior with abilities that elevated him far beyond any normal combatant. Master Chief's exploits amongst the Covenant were so impressive that he became a legend to his enemies, among whom he earned the moniker, "The Demino". Since that time, Chief's elite status has been eroded.

Other shooters have adapted Halo's health replenishment mechanic, and given players greater freedom to move through their environments. Halo 3: ODST introduced special forces soldiers that were almost as powerful as the Master Chief, while Halo: Reach contains Spartan 117s with powers that are far greater than that of John 117.

Suddenly our legendary hero seems almost ordinary.

*Midnight* marks the long-awaited return of the Master Chief and will re-establish him as the ultimate sci-fi superhero. From a gameplay standpoint we will support this with the introduction of Hero Assist and new and exciting powers and abilities. From a story standpoint, *Midnight* marks the beginning of a hero's journey that will grow John into a character of depth - more than just a faceless vessel for players to control.

## THE RETURN OF MASTER CHIEF

RE-ESTABLISHING THE MASTER CHIEF AS THE ULTIMATE SCI-FI SUPERHERO

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PILLARS 1 2 3 4 5

## NEW FORERUNNER WORLD

AN ANCIENT WORLD FILLED WITH MYSTERY AND DANGER

Over 100,000 years ago, a race called the Forerunners ruled the Milky Way Galaxy. At the beginning of *Midnight*, the Master Chief is stranded on the Forerunner world of Haven.

With this new setting we will bring back the sense of epic discovery that players felt when they first set foot on the original Halo ring. Haven is an ancient Forerunner world filled with mysterious secrets and powerful technologies.

It is also home to an ancient evil more menacing than the Covenant - a new threat that will once again place humanity in jeopardy.

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PILLARS 1 2 3 4 5

## TOTAL COMBAT FREEDOM

TOTAL COMMITMENT TO THE SANDBOX NATURE OF HALO'S GAMEPLAY

The strength of Halo's gameplay is the way in which it empowers players to make choices and create their own fun within a combat sandbox. The emergent play that results from those choices is what sets Halo apart from scripted shooters. In *Midnight* there should be no single "right" way to approach any challenge or obstacle. Instead we strive to provide a flexible set of actions that

allow players to fight, improvise and survive against all odds. Our combat loop should be understandable for the most novice player, but masters of the sandbox will find strong depth in each tool and action. Any new additions to our gameplay will be subjected to this lens: how can this empower new possibilities for sandbox play and emergent experiences?

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They were wiped out in the battle against the Flood, but remain active within their combat skins as "Parasites" - re-animated and breathing digital ghosts. When they load, they were feared as mighty warrior servants but in death, they have become something even more frightening and deadly. They have kept along with their master since the activation of the Halo ring.

Prometheans are highly adaptive and masters of the environment on Haven. They are capable of interfacing directly with the world to assist them in battle. Their combat skills can transform dynamically to suit any threat or circumstance. The Promethean Knights are supported in the battlefield by Power and Escape - partially sentient digital beings that exist to serve their needs in combat.

## PROMETHEANS

THE ELITE FIGHTING CLASS OF THE FORERUNNERS, AND THE DIACET'S "CHILDREN"

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## ENLIST IN UNSC

WHEN YOU FIRST ENTER INFINITY, YOU WILL CREATE YOUR OWN SPARTAN IV MULTIPLAYER WARRIOR AND ENLIST ON BOARD THE UNSC INFINITY

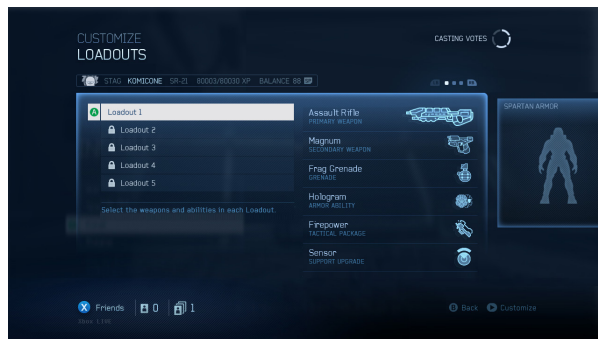
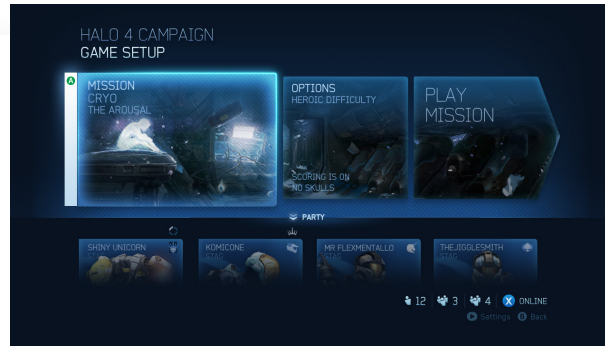
You can customize all aspects of your Spartan: armor, abilities, weapon variants and loadouts. Your choices will have meaningful impact on both your aesthetic look and gameplay abilities, with a deep progression system that provides persistent rewards for multiplayer engagement.

Once enlisted as a Spartan IV, the entire multiplayer experience for *Midnight* is contextualized on board the Infinity.

MICROSOFT CONFIDENTIAL - DO NOT DISTRIBUTE

internal creative brief (selection of spreads)  
44-page full color printed booklet, 343 industries — 2010

• layout, design

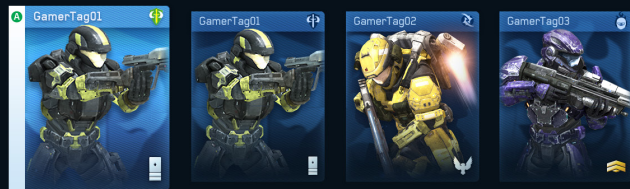


user interface, halo 4  
senior ui artist, design  
343 industries — 2012

[ motion and shaders by jeff christie ]



PLAYER CARDS



YOUR PLAYER CARD



TEAM ASSOCIATION



ACTIONS



GAME SETTINGS



LISTS



LAUNCH



PARTY + MATCHMAKING



8 PLAYERS [ FREE FOR ALL ]



8 PLAYERS [ 2 TEAMS ]



16 PLAYERS [ 2 TEAMS ]



16 PLAYERS [ 4 TEAMS ]



16 PLAYERS [ 8 TEAMS ]



card types + team groupings, halo 4  
343 industries — 2011

FUNCTIONAL LANGUAGES



**SPREAD**  
crosshairs expand and contract.



**DIRECT FIRE**  
static, no animation. either precise representation or "zones/areas".



**CHARGE**  
meter-based motion.



**LOCK-ON**  
keep using diamond shapes from halo past motion.



**ARC-FIRE**  
referential arc style, static.



**MODAL**  
Two visual states: one trigger pull to launch projectile then one to detonate.

SHAPE LANGUAGES



**HUMAN**  
military geometric simple



**COVENANT**  
triangles spines creature-like



**FORERUNNER**  
alien angular, circular, complex more pieces

COVENANT SPECIFIC



add an extra point on arrows for sophistication, style



add spines to secondary elements



more integrated pieces, less floaty

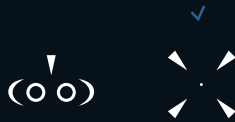


two levels of opacity for primary/secondary pieces

GLOBAL



sparse, not overly dense, complex or obscuring



clearly defined target area



functional design rather than decorative/distracting



explore "shark tooth" shapes to make triangles more insect-like

PRIMARY

SECONDARY

SAMPLES

SHAPES + COLORS



NEUTRALIZE



DEFEND



ORDNANCE



INTERACT



AMMO



OBJECT/  
OBJECTIVE



TEAMMATE



ENEMY

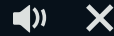
OBJECTIVES



A B C



PLAYER



GAME MODE ICONS



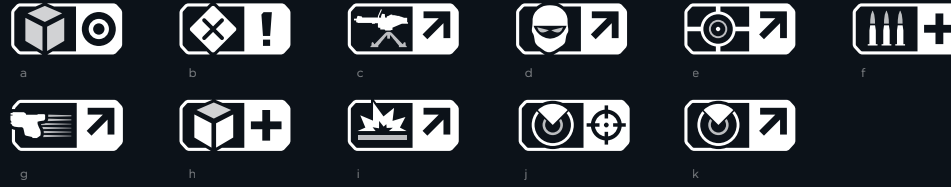
ORDNANCE



nav marker system, halo 4  
343 industries — 2012

## SUPPORT UPGRADES

- a drop recon
- b nemesis
- c gunner
- d stealth
- e stability
- f ammo
- g dexterity
- h ordnance priority
- i explosives
- j awareness
- k sensor



## TACTICAL PACKAGES

- a wheelman
- b requisition
- c fast track
- d mobility
- e shielding
- f well equipped
- g armor ability efficiency
- h grenadier
- i resourceful



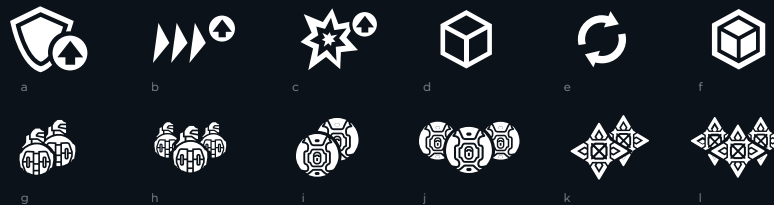
## ARMOR ABILITIES

- a jet pack
- b thruster
- c auto sentry
- d hardlight shield
- e regen field
- f hologram
- g active camo
- h promethean vision



## ORDNANCE

- a shield boost
- b speed boost
- c damage boost
- d ordnance
- e shuffle
- f custom
- g frag grenade x2
- h frag grenade x3
- i plasma grenade x2
- j plasma grenade x3
- k pulse grenade x2
- l pulse grenade x3



iconography 1/2, halo 4  
343 industries — 2012

"SR" icon by chad pfarr

## FRONT END CARDS

- a matchmaking
- b custom game
- c cinematics
- d challenges
- e commendations
- f maps
- g customize
- h service record
- i loadouts
- j spartan armor
- k spartan id
- l audio + video
- m controls
- n network
- o file browser



## GAME MODES

- a default
- b capture the flag
- c regicide
- d slayer
- e dominion
- f extraction
- g king of the hill
- h oddball
- h flood
- i juggernaut
- j assassins



## COMMENDATIONS + CHALLENGES

- a weapons
- b enemy
- c vehicles
- d player
- e game type
- f daily challenge
- g weekly challenge
- h monthly challenge



## FILE BROWSER + PARTY STATUS

- a screenshots
- b films
- c maps
- d game types
- e search
- f active transfers
- g xbox live friends
- h halo party
- i halo group



## AUDIO VIDEO + NETWORK SETTINGS

- a chat
- b mute chat
- c subtitles
- d screen brightness
- e restore settings
- f nat status
- g my xbox 360
- h system link



## COMMUNITY UPDATE

### COAGULATION

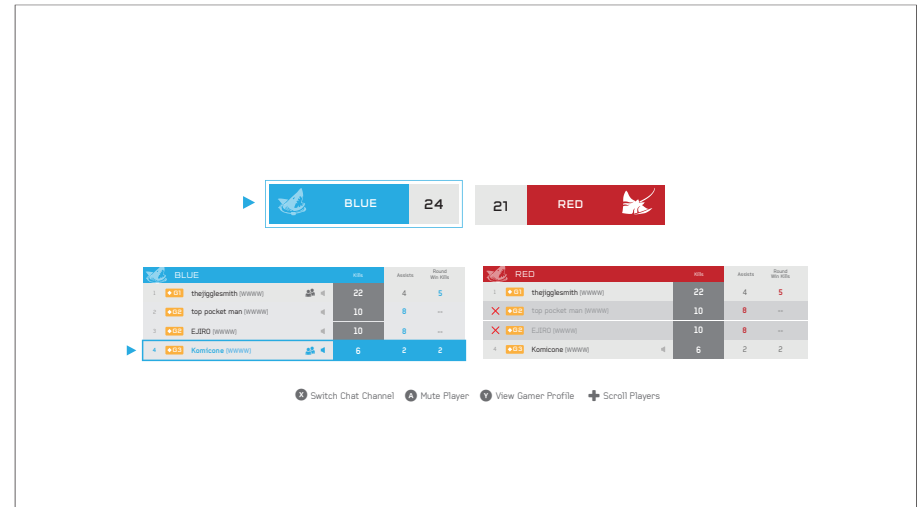
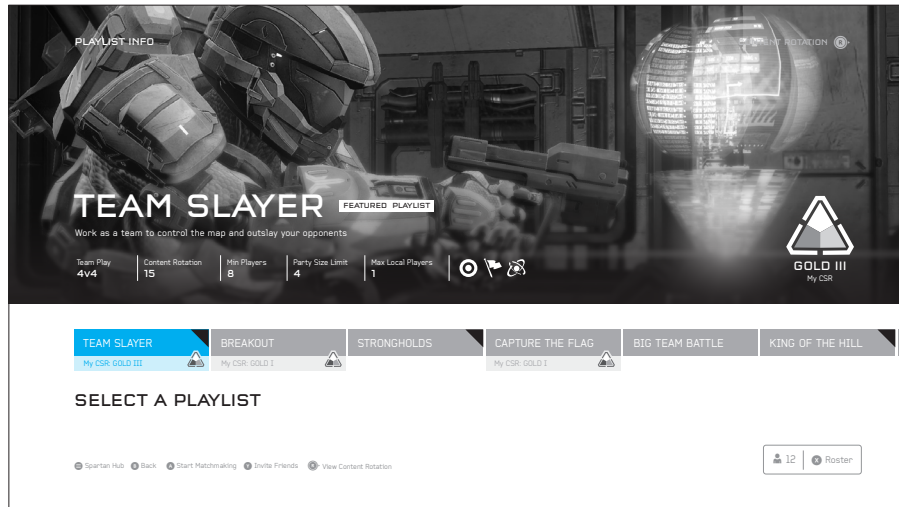
If you haven't heard, we recently that Coagulation will be one of six remastered maps in Halo 2 Anniversary, which is part of Halo: The Master Chief Collection. The entire package drops on 11.11.14.

### HALO 4 MATCHMAKING

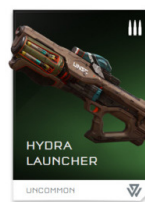
This week, Big Team SWAT is the featured Halo 4 Matchmaking playlist – jump into the action and rack up some headshots and multi-kills!

Continue

For more information visit [halowaypoint.com](http://halowaypoint.com)



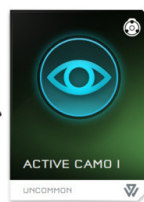
screen wireframe designs, halo 5  
343 industries — 2014



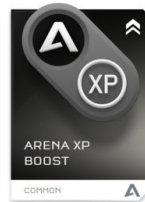
a



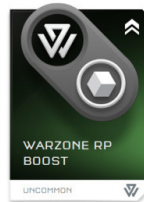
b



c



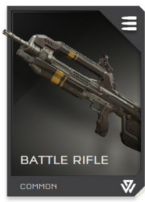
d



e



f



g



h



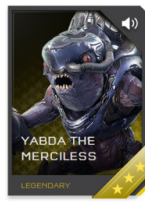
i



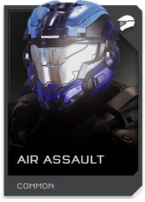
j



k



l



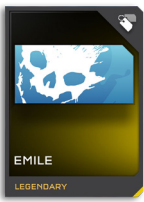
m



n



o



p



q



r



s

req cards, halo 5  
343 industries — 2015

consumables  
a power weapons  
b vehicles  
c powerups  
d arena boosts  
e warzone boost

durables  
f loadout: assault rifles  
g loadout: battle rifles  
h loadout: dmr's  
i loadout: magnums  
j loadout: smg's

k loadout: armor mods  
l announcers  
m helmets  
n armors  
o visors

p emblems  
q stances  
r assassinations  
s weapon skins



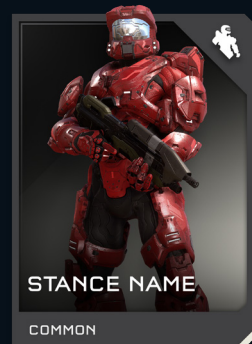
a



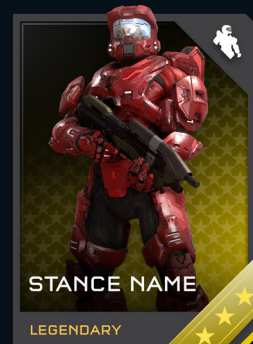
b



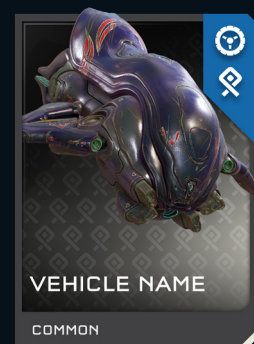
c



d



e



f



g



h



i



j



k



l



m

req card visual languages, halo 5  
343 industries — 2015

#### consumable types

a consumable standard  
b consumable mythic  
c consumable mythic

#### durable types

d durable standard  
e durable mythic  
f certification

#### rarity types

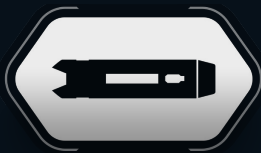
g common  
h uncommon  
i rare  
j ultra rare  
k ultra rare mythic  
l legendary  
m legendary mythic





weapon attachment icons, halo 5  
343 industries — 2015

- a long barrel
- b laser targeter
- c silencer
- d stabilization jets
- e kinetic bolts
- f extended mags
- g threat marker
- h sound dampener
- i energy bayonet
- j knight blade



a



b



c



d



e



f



g



h



i



j



req category icons, halo 5  
343 industries — 2015

- a armor
- b helmet
- c visor
- d emblem
- e stance
- f assassination
- g death fx
- h loadout weapon
- i armor mod
- j weapon skin
- k announcer
- l power weapon
- m vehicle
- n powerup
- o combo
- p boost
- q req points



armor mod icons, halo 5  
343 industries — 2015

- a advanced sensors
- b auto-medic
- c upgraded shields
- d increased strength
- e speed booster
- f death from above
- g patrol case
- h frag grenade expert
- i plasma grenade expert
- j splinter grenade expert
- k reflex enhancers
- l upgraded thrusters
- m wheelman
- n grenadier

TITLE  
SUBTITLE

OLYMPUS

ITEM NO. ONE

ITEM NO. TWO

ITEM NO. THREE

TITLE  
SUBTITLE

OLYMPUS

TITLE CHAMPIONSHIP SERIES 2017

SEMI-FINAL 4:30

TEAM LIQUID	21	OPTIC GAMING	43
-------------	----	--------------	----

RAYNE	5	ROYAL 2	14
STELLUR	4	FROSTY	9
ECCO	9	LETHUL	11
PENGUIN	3	SNAKEBITE	9

20,000 LIVE POWERED BY mixer

TITLE  
SUBTITLE

OLYMPUS

20,000 LIVE POWERED BY mixer

HALO REACH

LIMITED OFFER  
**MEMORIES OF REACH REQ PACK**

1 in 5,000 chance to get the HALO: REACH JORGE Armor Set in every pack.

BUY 200

TITLE  
SUBTITLE

OLYMPUS

ROYAL 2  
Matthew Fiorante

FROSTY  
Bradley Bergstrom

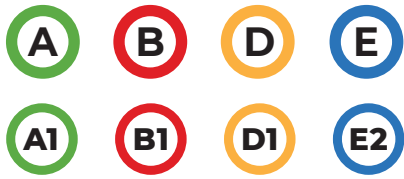
LETHUL  
Tony Campbell

SNAKEBITE  
Paul Duarte

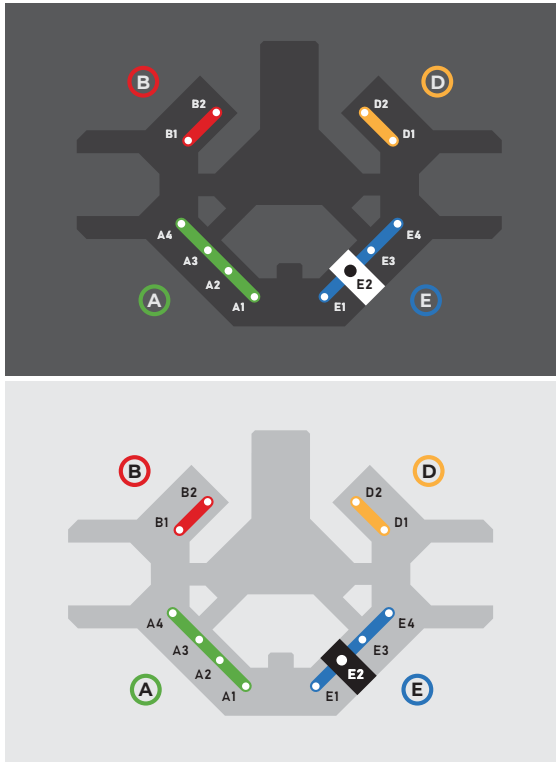
WEAPON SKINS REQ PACK

BUY 100

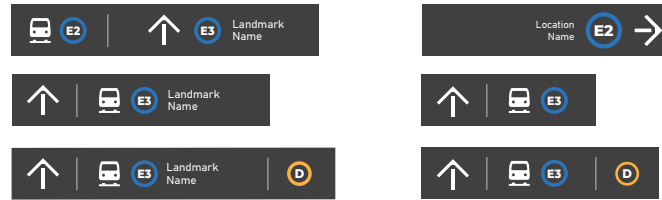
OPTIC GAMING 2017



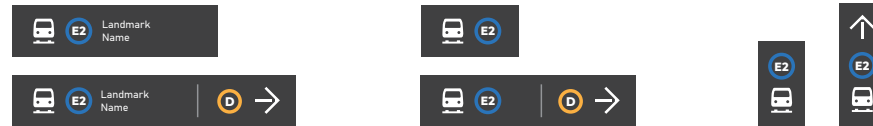
line + station id



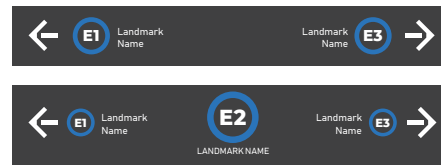
environmental graphics, tram system, halo infinite  
343 industries — 2018



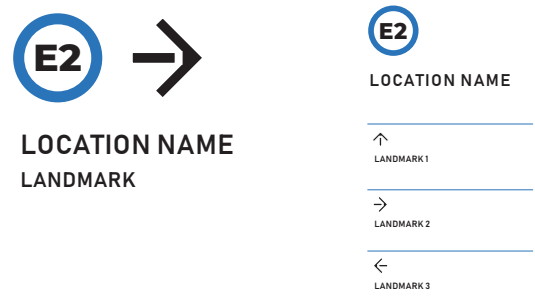
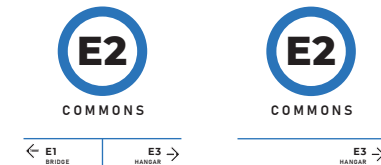
destination for platforms / stairs (going to)



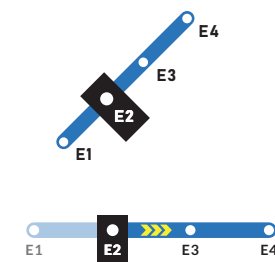
current station id



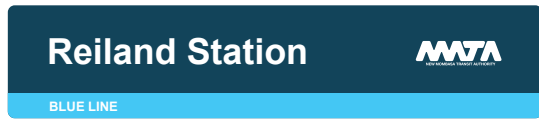
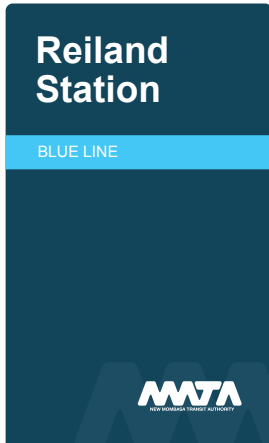
across from platform



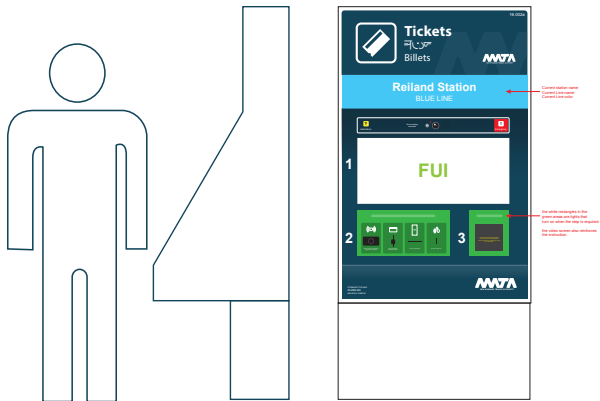
station wayfinding



directional indication



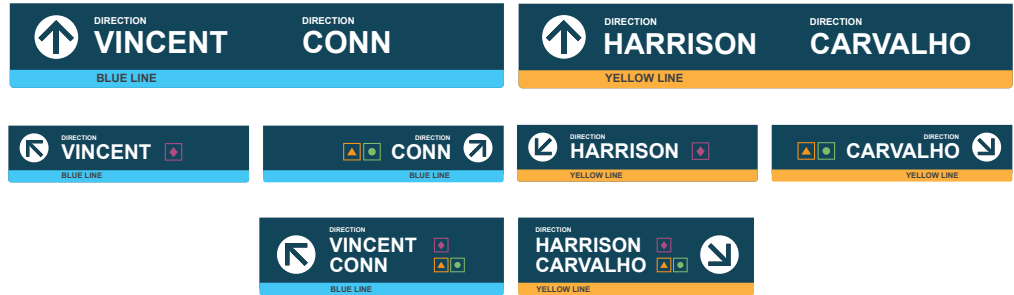
outdoor station signage



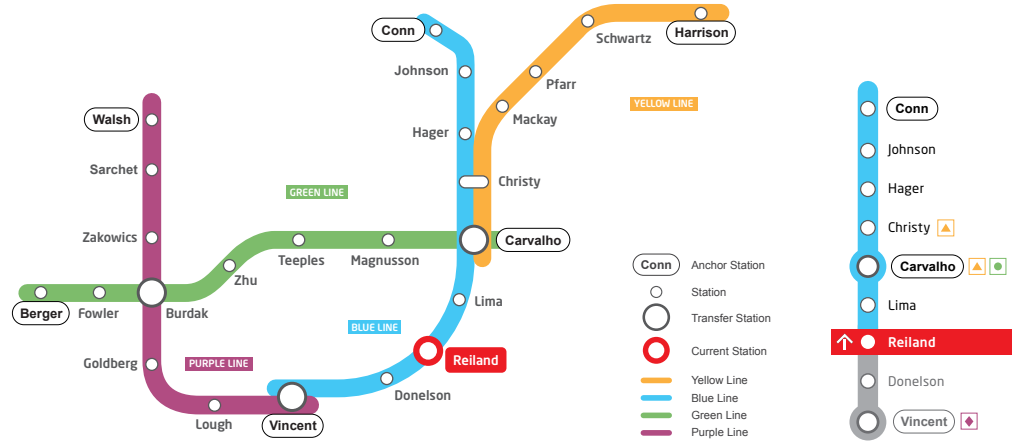
ticketing kiosk



attendant booth signage



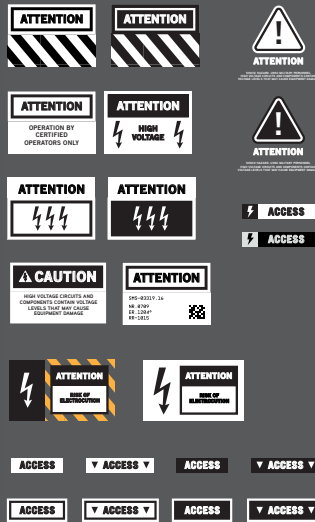
overhead in-station signage



transit system mapping

environmental graphics, subway station, halo infinite  
343 industries — 2018

## NOTICE / ATTENTION



## CAUTION / WARNING



## DANGER / RESTRICTIONS



### FLOOR

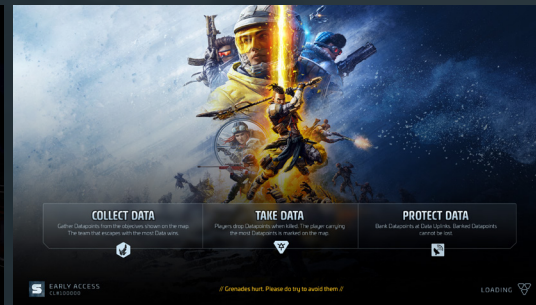
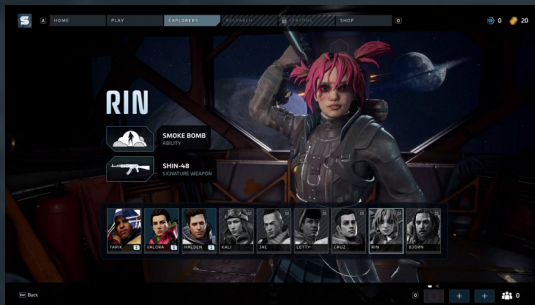
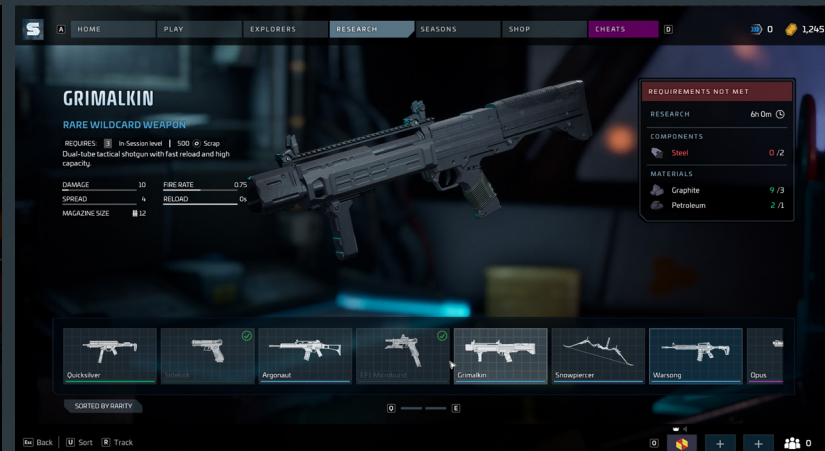
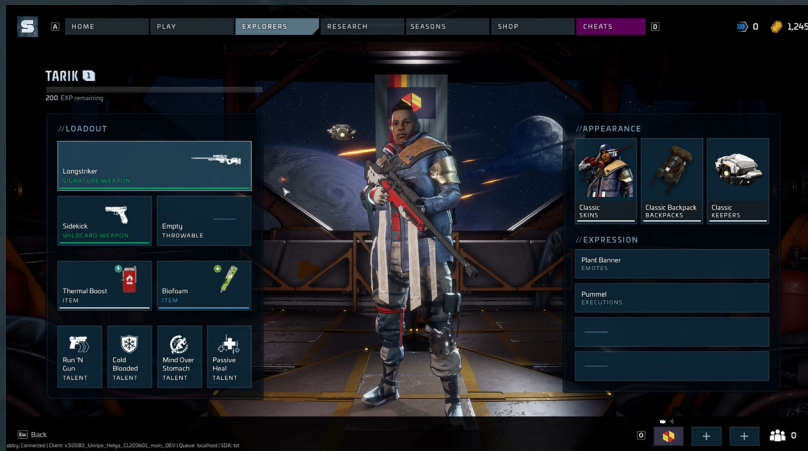


### RANDOM SIGNAGE





environmental graphics, signage, halo infinite  
343 industries — 2018



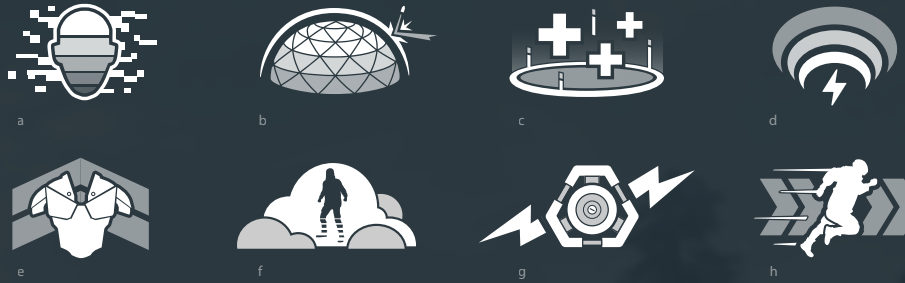
user interface, scavengers  
principal UI designer, ux and ui art  
midwinter entertainment — 2020

hud concept, scavengers  
principal UI designer, ux and ui art  
midwinter entertainment — 2020



ability icons, scavengers  
midwinter entertainment — 2020

- |                 |               |
|-----------------|---------------|
| a active camo   | e overshield  |
| b aegis dome    | f smokescreen |
| c curative aura | g stun trap   |
| d emp shock     | h tailwind    |



status effect icons, scavengers  
midwinter entertainment — 2020

- |                     |                   |
|---------------------|-------------------|
| a quick             | k downed          |
| b warmth            | l storm           |
| c energized         | m outline enemies |
| d regen             | n cloak           |
| e damage resist     | o sated           |
| f cure              | p charged         |
| g damage +          | q reload +        |
| h improved accuracy | r resist cold     |
| i stealth           | s megaquick       |
| j cold              | t stunned         |



damage type icons, scavengers  
midwinter entertainment — 2020

- |               |             |
|---------------|-------------|
| a bleed       | f plasma    |
| b freeze      | g stun      |
| c fire        | h marked    |
| d poison      | i confusion |
| e electricity |             |



salvage type icons, scavengers  
midwinter entertainment — 2020

- |                         |                         |
|-------------------------|-------------------------|
| a crystalline formation | f outlander hoarde      |
| b flash frozen carcass  | g plant biomass         |
| c high-performance gear | h pre-apocalyptic cache |
| d industrial byproducts | i salient technology    |
| e orbital debris        | j secured assets        |



sampling of 24 consumable icons, scavengers  
midwinter entertainment — 2020

- a rations
- b bandages
- c med kit
- d resist all
- e heat gel
- f ammo crate
- g emergency extractor
- h biofoam
- i prescription pills



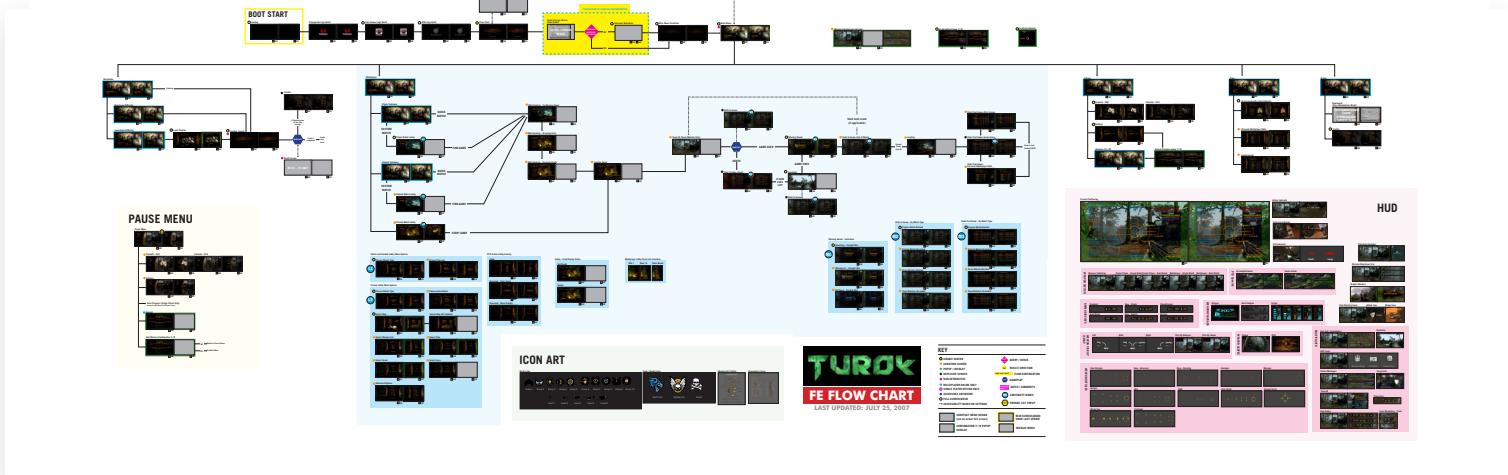
gameplay hud / map icons, scavengers  
midwinter entertainment — 2020

- a objectives
- b events
- c data uplink
- d extractions
- e tactical stashes
- f consumables
- g searchable



sampling of 48 weapon icons, scavengers  
midwinter entertainment — 2020



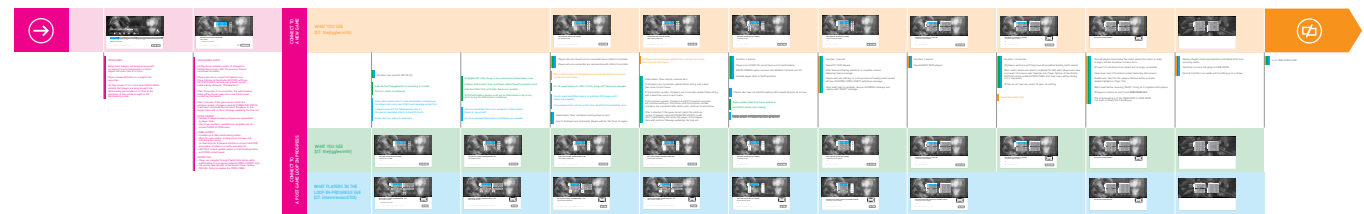


information architecture map, turok propaganda games — 2007

### ARENA MATCHMAKING GOLDEN PATH

JOIN IN PROGRESS SCREEN COMING

#### INITIATE MATCHMAKING FROM FRONT END



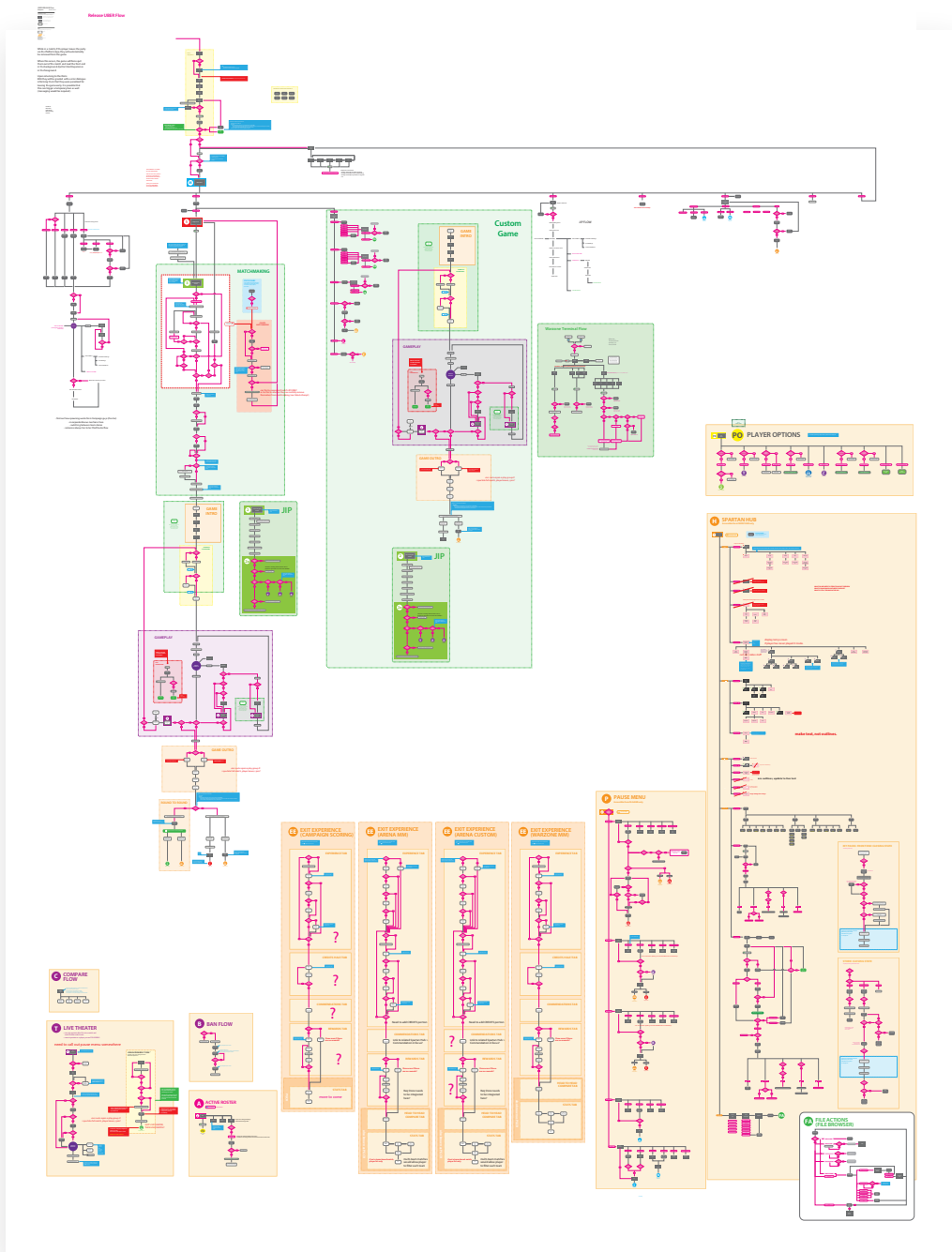
#### TRANSITION



#### POST-GAME MATCHMAKING LOOP



matchmaking golden path flow, halo 5 343 industries — 2015



uber information architecture map, halo 5 343 industries — 2014



studio core values  
 icons + posters, creative, illustration, concept  
 343 industries — 2018



**synergy**  
MEDIA LABS

web developer — 2002

**SHRAPNEL**

video game title (collaboration) — 2022

*Jobichon*

clothing design — 2013



**PROPAGANDA**  
GAMES

video game developer — 2007  
logotype used in final logo

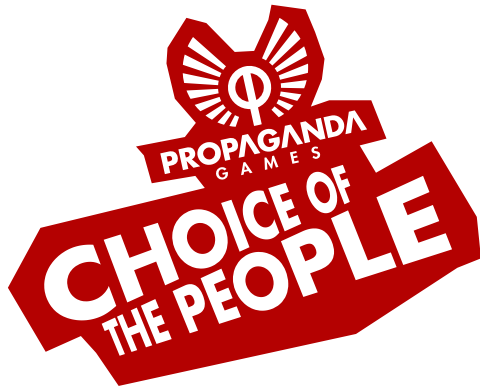
ad**GIANTS**

bamm  
**GIANTS**

web advertising services — 2002



halo waypoint - 2010  
updated the original Halo Waypoint logo (left) to incorporate  
the simplified "Halo" master brand wordmark for Halo 4.



video game developer — 2009



EST. 1973

personal work — 2013

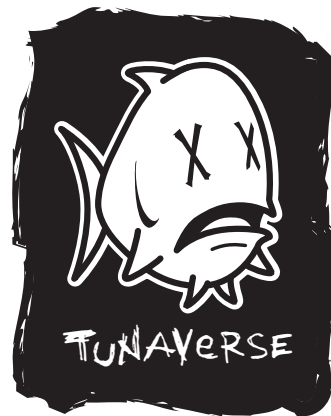
CELL PHONES  
ETHERNET  
HONDA CIVIC  
GPS  
ENTER THE DRAGON  
SYDNEY OPERA HOUSE  
THE YOUNG AND THE RESTLESS  
THE EXORCIST  
AC/DC  
ROOTS ATHLETICS  
DARK SIDE OF THE MOON  
NICK LACHEY  
*YOUR NAME HERE*



halo 6 internal production concept — 2017



video game design consulting — 2013



dj artist music label — 2002



e3 business card  
343 industries — 2010



Wendy & Jonathan  
 ★★ GOT ★★  
 MARRIED  
 Sunday, June 15<sup>th</sup>, 2014  
 LOS ANGELES, CALIFORNIA



Smilebooth view photos online at [www.smilebooth.com](http://www.smilebooth.com)

top: map, 2-color silkscreened embossed on card stock  
 bottom: photobooth template design and logo

W & J  
 Wendy & Jonathan  
 ★★ ARE ★★  
 DOING IT  
 Sunday, June 15<sup>th</sup>, 2014  
 LOS ANGELES, CALIFORNIA

CEREMONY × THE VENUE × RECEPTION

AT Five O'Clock IN THE AFTERNOON

SmogShoppe  
 2651 S LA CIENEGA BLVD  
 LOS ANGELES, CA

Immediately TO FOLLOW

Join us and celebrate or we'll never forgive you!  
 Just Kidding! We ♥ You!

Stay up to date and RSVP! Visit [theschlongs.com](http://theschlongs.com) →

WENDY The Schlongs JONATHAN  
 215 24<sup>TH</sup> AVE E UNIT B SEATTLE WASHINGTON 98112 USA

top: invitation, 3-color silkscreened embossed on card stock  
 bottom: envelope, 1-color embossed on rear flap



BON APPÉTIT!

Salad

ISLAND SALAD ☺  
 Avocado, Papaya, Strawberry, and Jicama Salad  
 Served on a Bed of Spicy Mezuna Lettuce with  
 Peppered Honey Lime Dressing

Mains

ROASTED ANGUS TENDERLOIN ☺  
 Dry Rub, served with Chimichurri Sauce on the side

CILANTRO LIME CHICKEN ☺  
 Marinated Chicken Breasts in Cilantro and Spices  
 Charbroiled over Mesquite and Served with Island Salsa or  
 Champagne Tomatillo Sauce

Sides

TWICE BAKED POTATO  
 Baked and Stuffed, and Re-baked with Sour Cream,  
 Butter and Chives Topped with Bacon and Cheese

SEASONAL JULIENNE VEGETABLE MEDLEY ☺  
 Sautéed with White Wine & Fresh Herbs  
 Garnished With Grilled Asparagus

ASSORTED RUSTIC BREADS  
 Kalamata Olive, Sunflower Poppysseed,  
 Sourdough, Rosemary and Oatbran  
 Served with Plain and Herbed Whipped Butter

☺ Gluten Free

top: faux chalkboard bar menu, large format print  
 bottom: dinner menu, inkjet on card stock