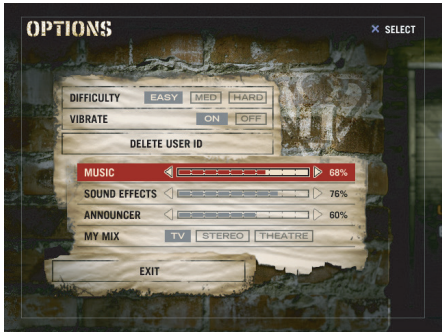
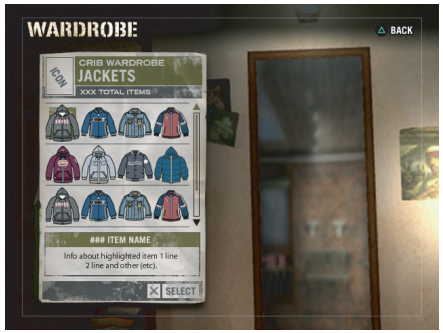
JONATHAN SCHWARTZ

GRAPHIC DESIGN UX UI
08 . 2024

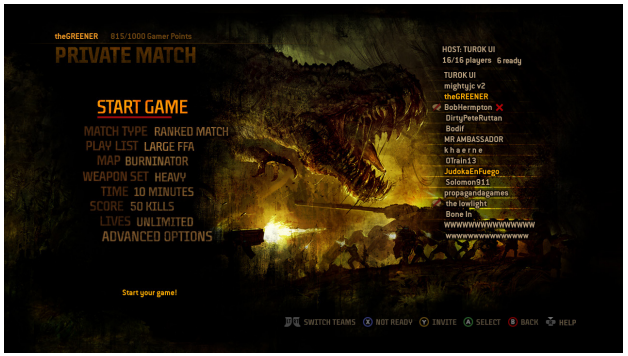
jonathan @ jthan.com

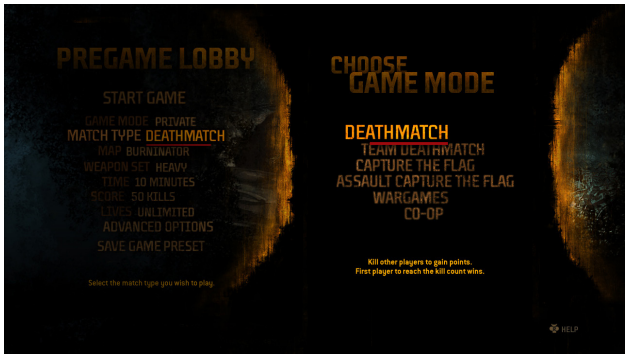




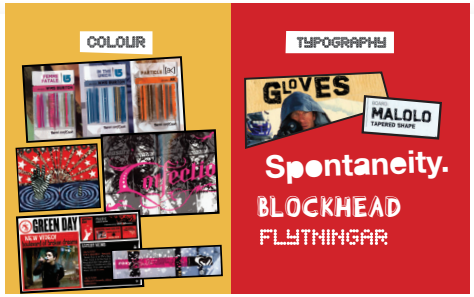
user interface, def jam fight for new york (xbox, ps2, gamecube)
lead artist, design, layout
electronic arts canada — 2004

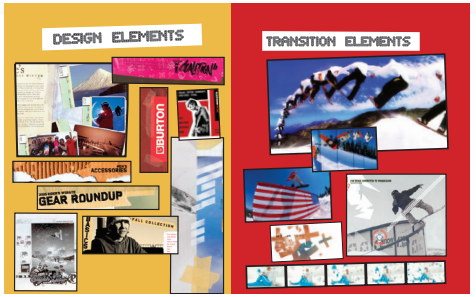
ui key words, turok
propaganda games — 2005





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

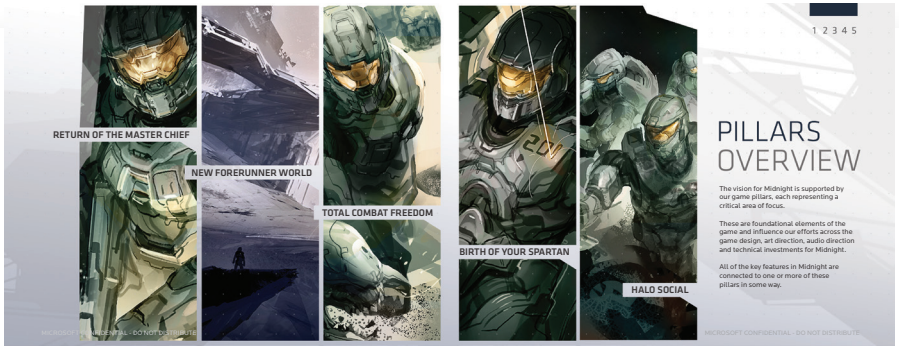


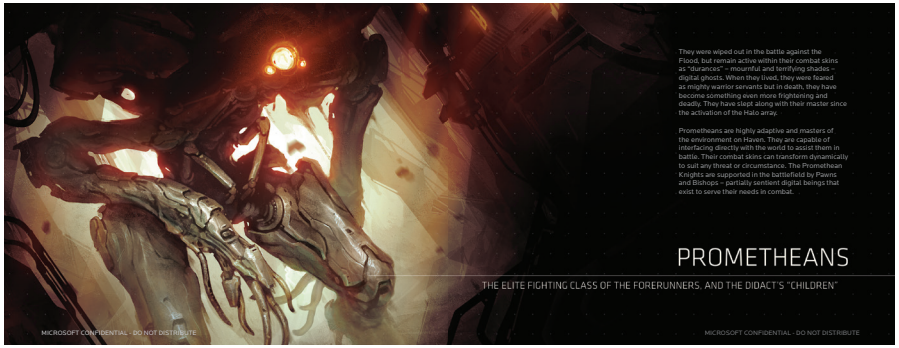


top: ui core objectives
middle: ui style guide
right: menu concepts

preproduction, ssx 4
electronic arts canada — 2006

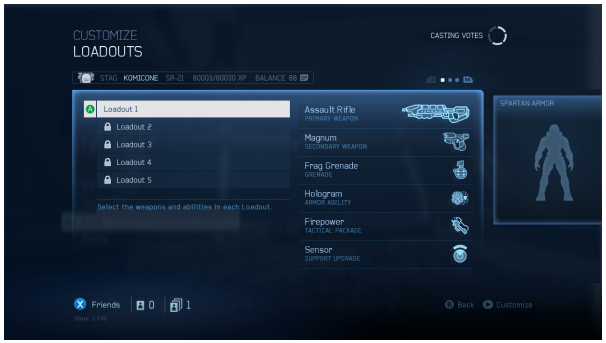
xbox live branding assets, halo waypoint
art direction, concept
343 industries — 2010





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

• layout, design



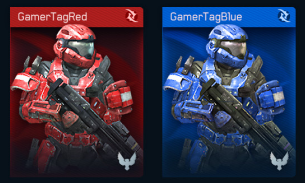
user interface, halo 4
senior ui artist, design
343 industries — 2012

[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]

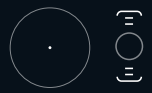
16 PLAYERS [8 TEAMS]

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.

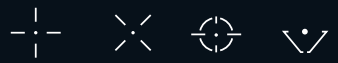
ARC-FIRE

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

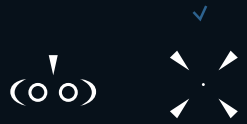
add spines to secondary elements

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

reticle style guide, halo 4 pre–production
343 industries — 2011

forerunner reticles by eric will

PRIMARY

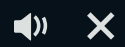
SECONDARY

SAMPLES

SHAPES + COLORS

OBJECTIVES

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

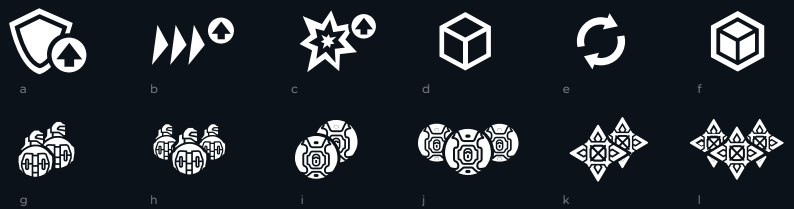
a wheelman
b requisition
c fast track
d mobility
e shielding
f well equipped
g armor ability efficiency
h grenadier
i resourceful

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 grendade x3
i plasma grenade x2
j plasma grenade x3
k pulse grenade x2
l pulse grenade x3

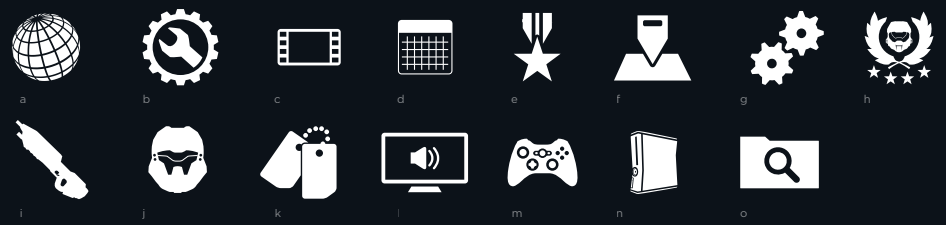


iconography 1/2, halo 4
343 industries — 2012

"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

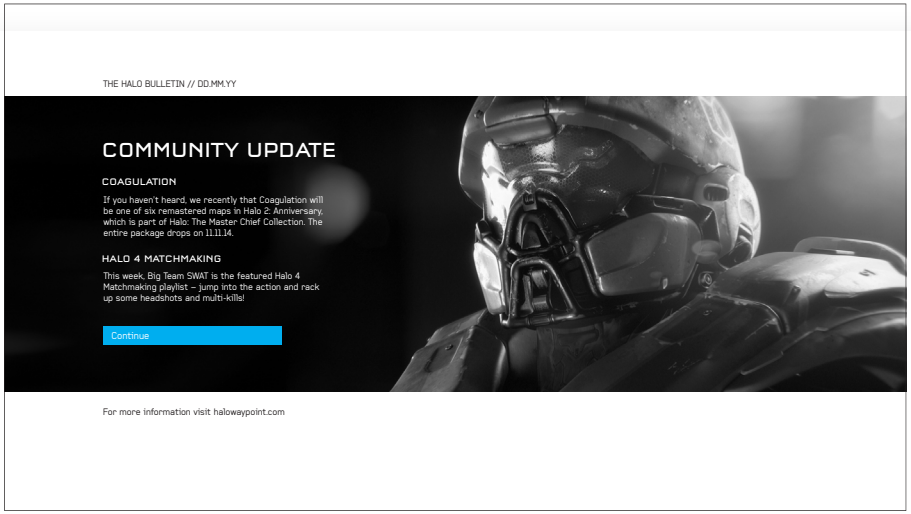
FILE BROWSER + PARTY STATUS

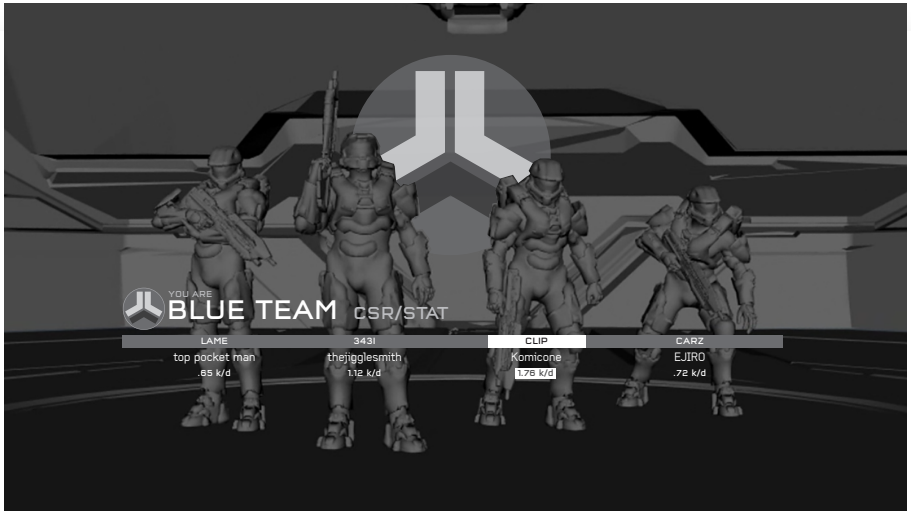
a screenshots
b films
c maps
d game types
e search
f active transfers
g xbox live friends
h halo party
i halo group

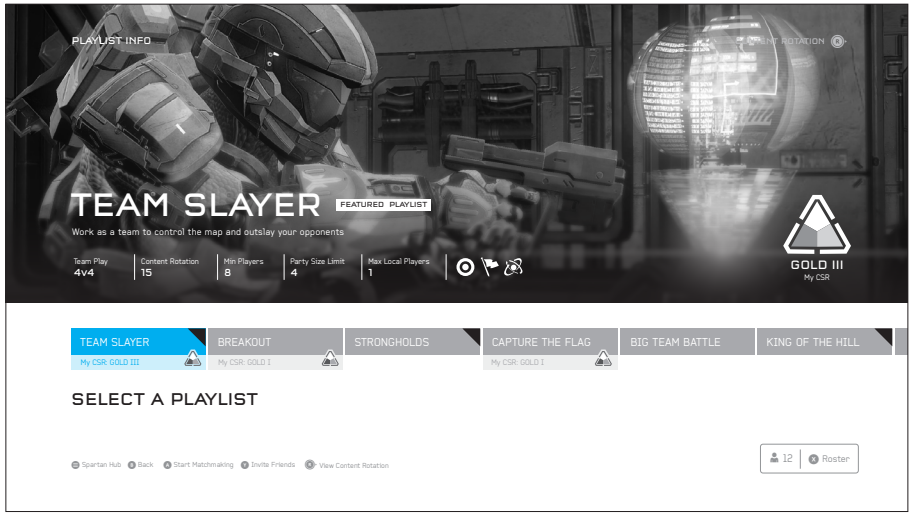
AUDIO VIDEO + NETWORK SETTINGS

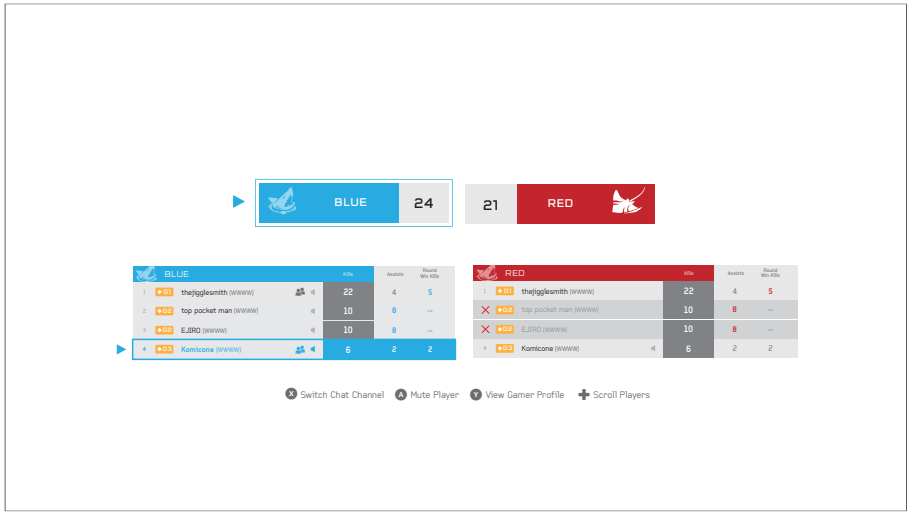
a chat
b mute chat
c subtitles
d screen brightness
e restore settings
f nat status
g my xbox 360
h system link

iconography 2/2, halo 4
343 industries — 2012

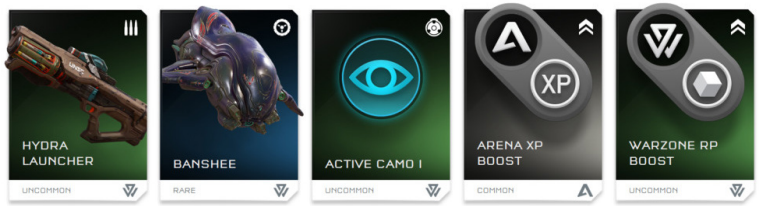






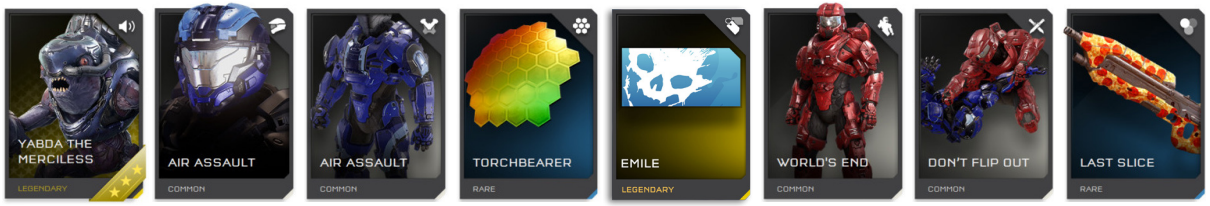


screen wireframe designs, halo 5
343 industries — 2014



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

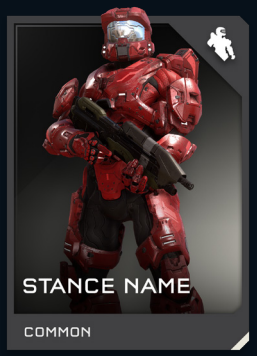
durables

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



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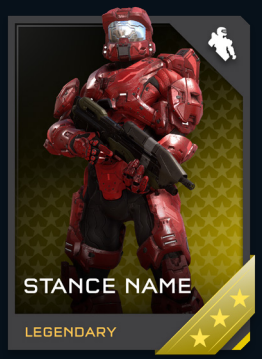


e

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

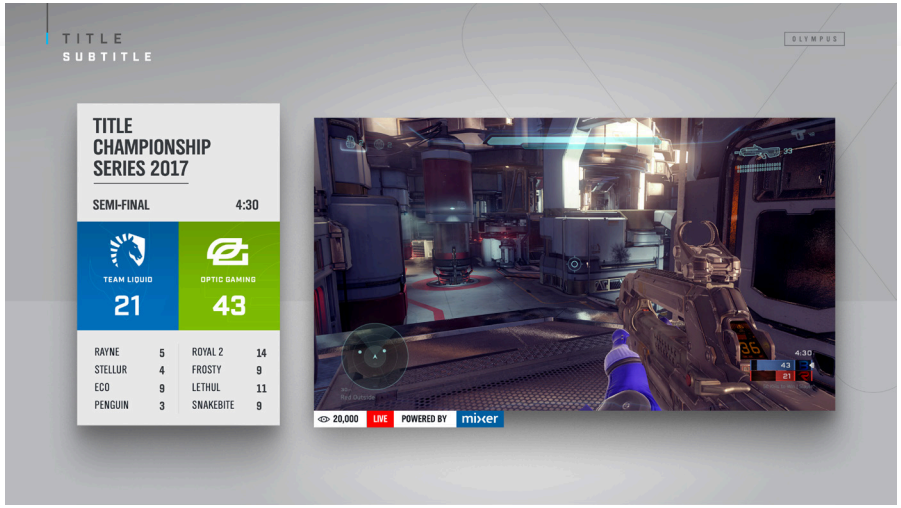
a long barrel
b laser targeter
c silencer
d stabilization jets
e kinetic bolts
f extended mags
g threat marker
h sound dampener
i energy bayonet
j knight blade

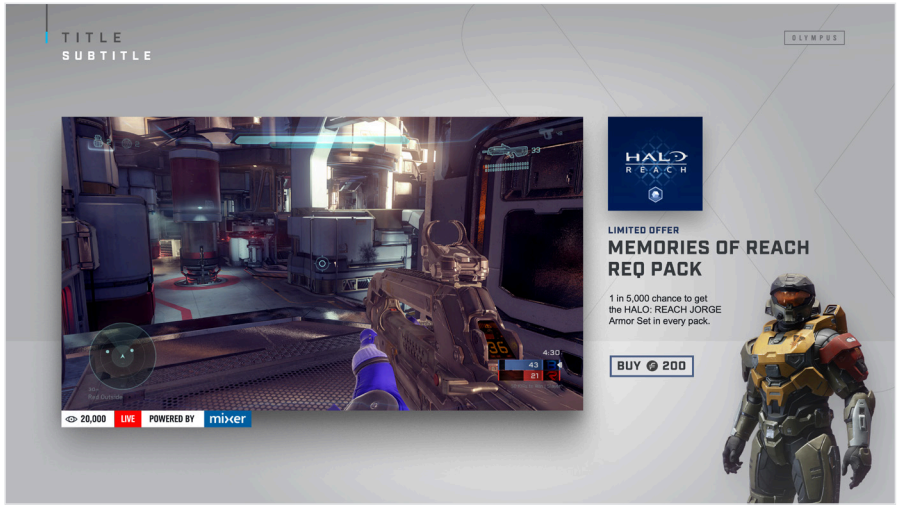
req category icons, halo 5
343 industries — 2015

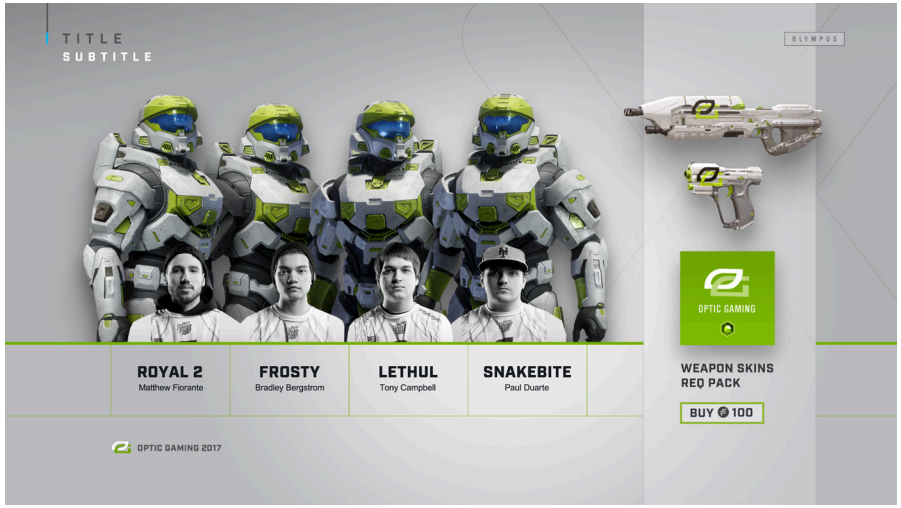
a armor
b helmet
c visor
d emblem
e stance
f assassination
g death fx
h loadout weapon
i armor mod
j weapon skin
k announcer
l power weapon
m vehicle
n powerup
o combo
p boost
q req points

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

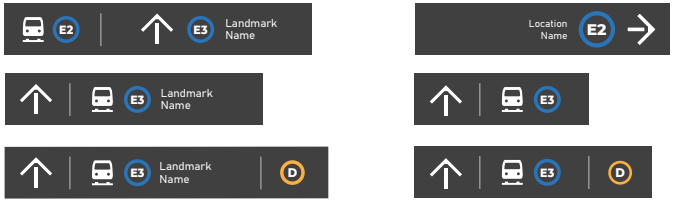






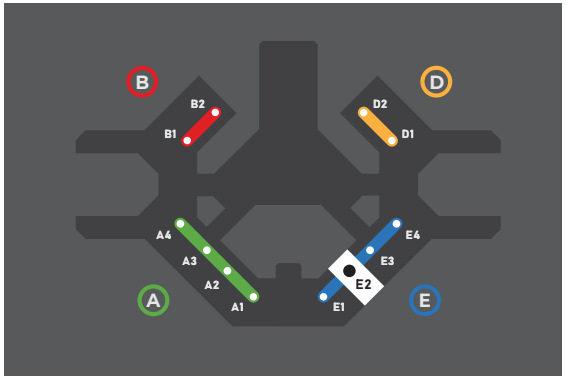
high concept internal presentation, powerpoint
343 industries — 2017

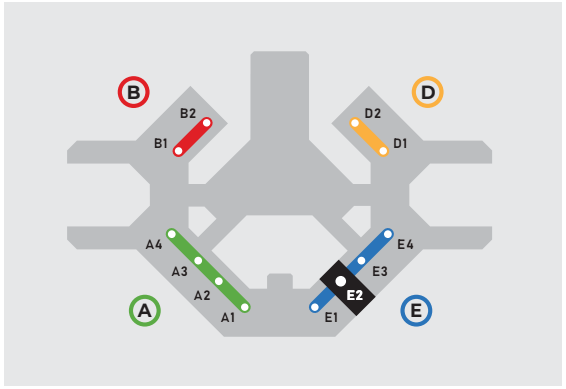
line + station id

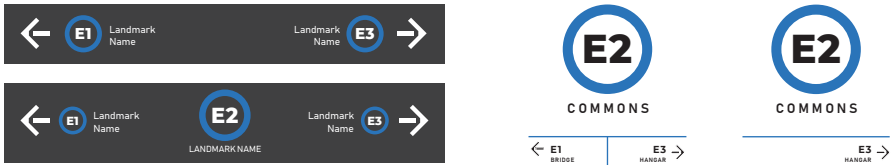


destination for platforms / stairs (going to)

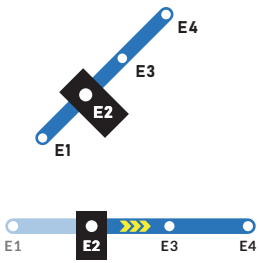
current station id







across from platform



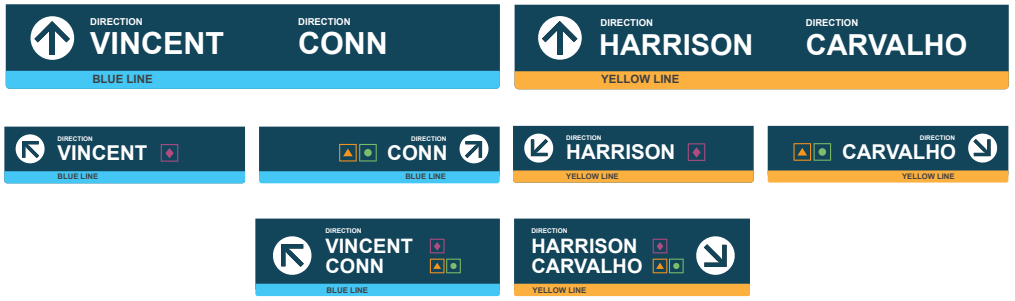
environmental graphics, tram system, halo infinite
343 industries — 2018

station wayfinding

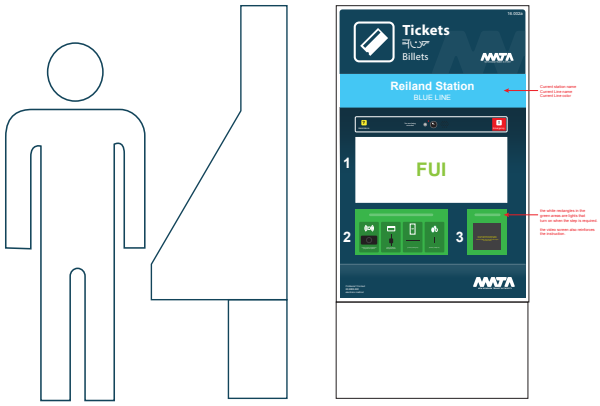
directional indication

outdoor station signage

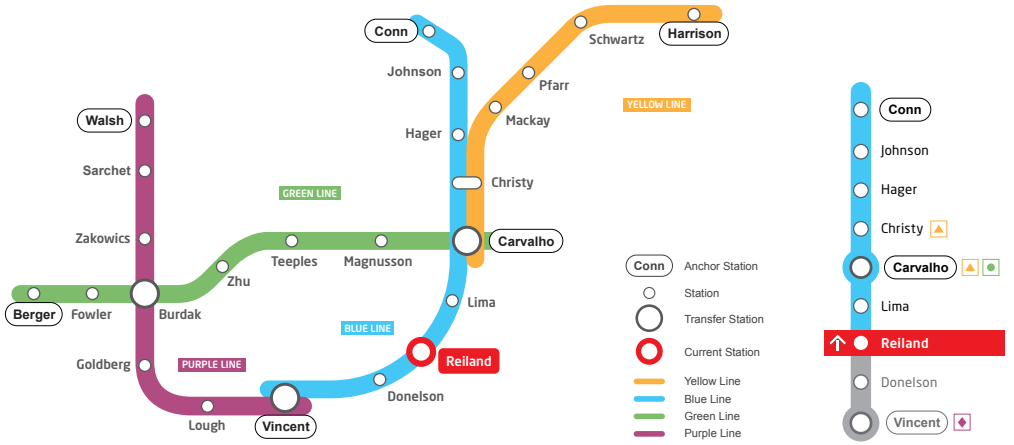
attendant booth signage



overhead in-station signage



ticketing kiosk



transit system mapping

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

NOTICE / ATTENTION

ONE COLOR TWO COLOR THREE COLOR

CAUTION / WARNING

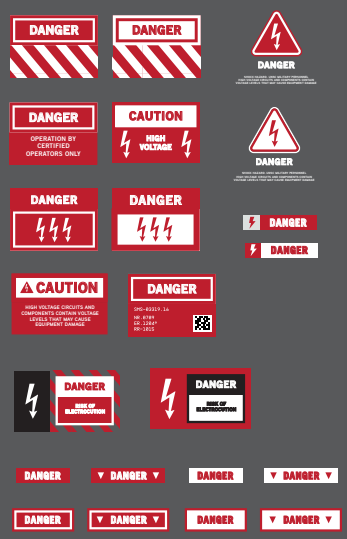
ONE COLOR TWO COLOR THREE COLOR

REFLECTIVE EXAMPLE

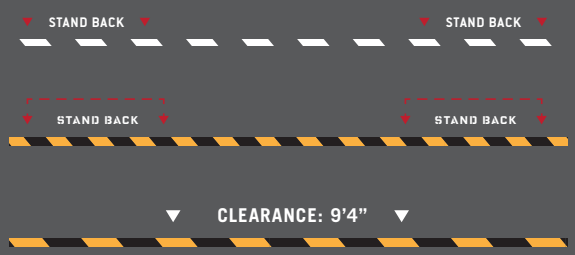
TWO COLOR

DANGER / RESTRICTIONS

ONE COLOR TWO COLOR THREE COLOR



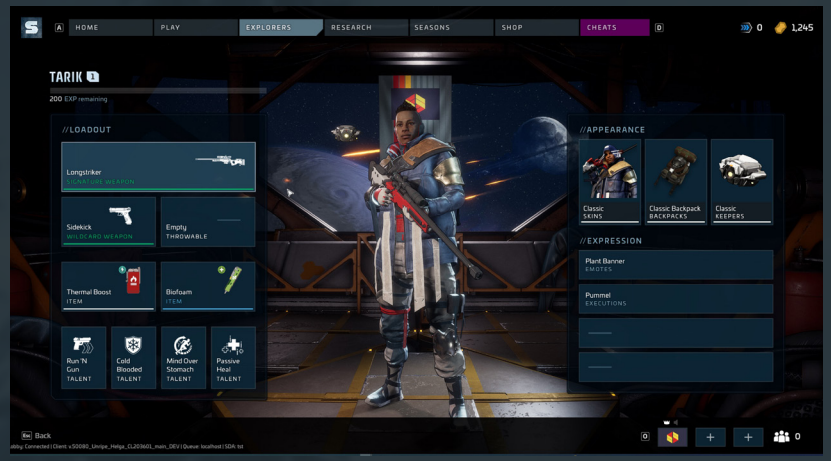
FLOOR

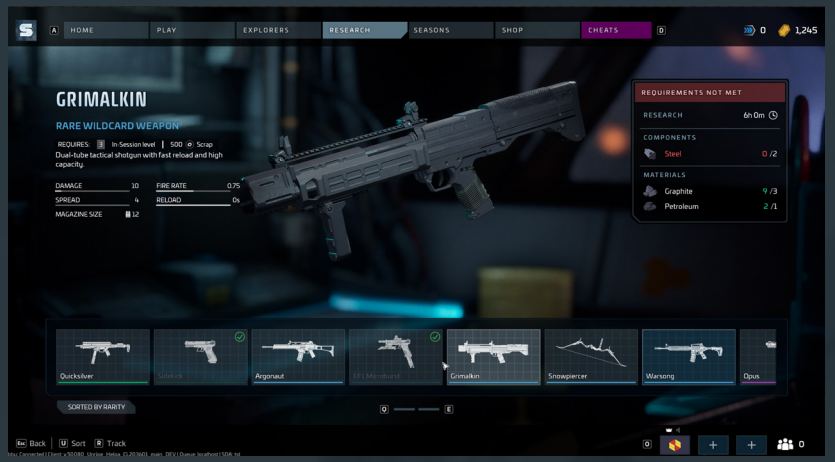


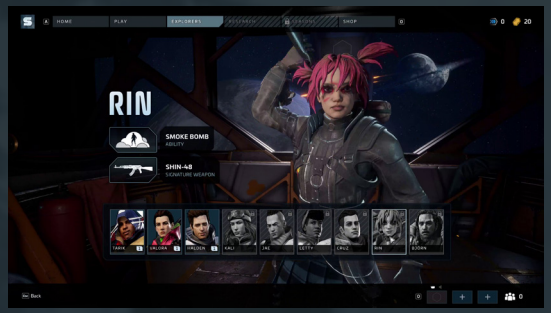
RANDOM SIGNAGE

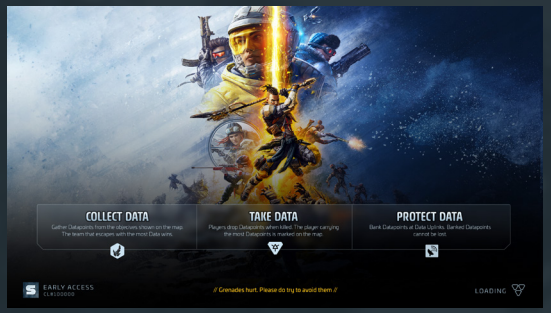
environmental graphics, infrastructure, halo infinite
343 industries — 2018

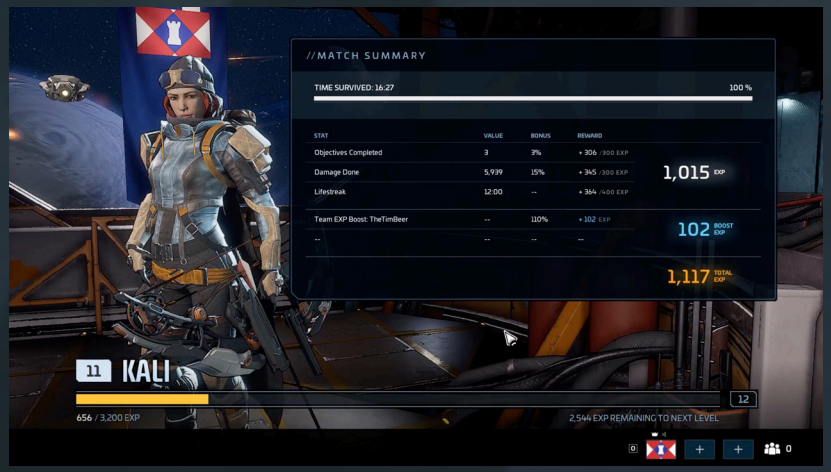
environmental graphics, signage, halo infinite
343 industries — 2018









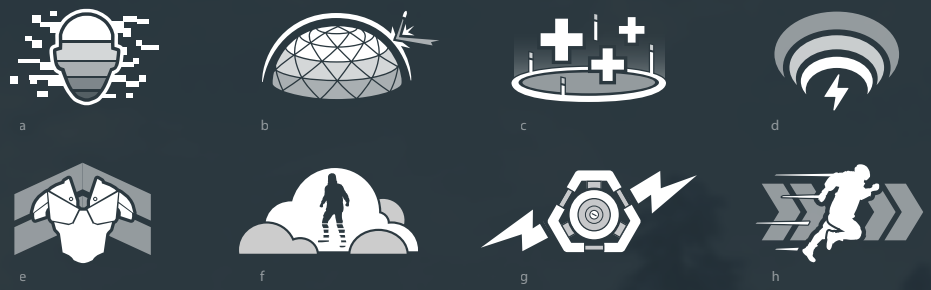


user interface, scavengers
principal UI designer, ux and ui art
midwinter entertainment — 2020

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

ability icons, scavengers
midwinter entertainment — 2020

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



status effect icons, scavengers
midwinter entertainment — 2020

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

damage type icons, scavengers
midwinter entertainment — 2020

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

salvage type icons, scavengers
midwinter entertainment — 2020

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

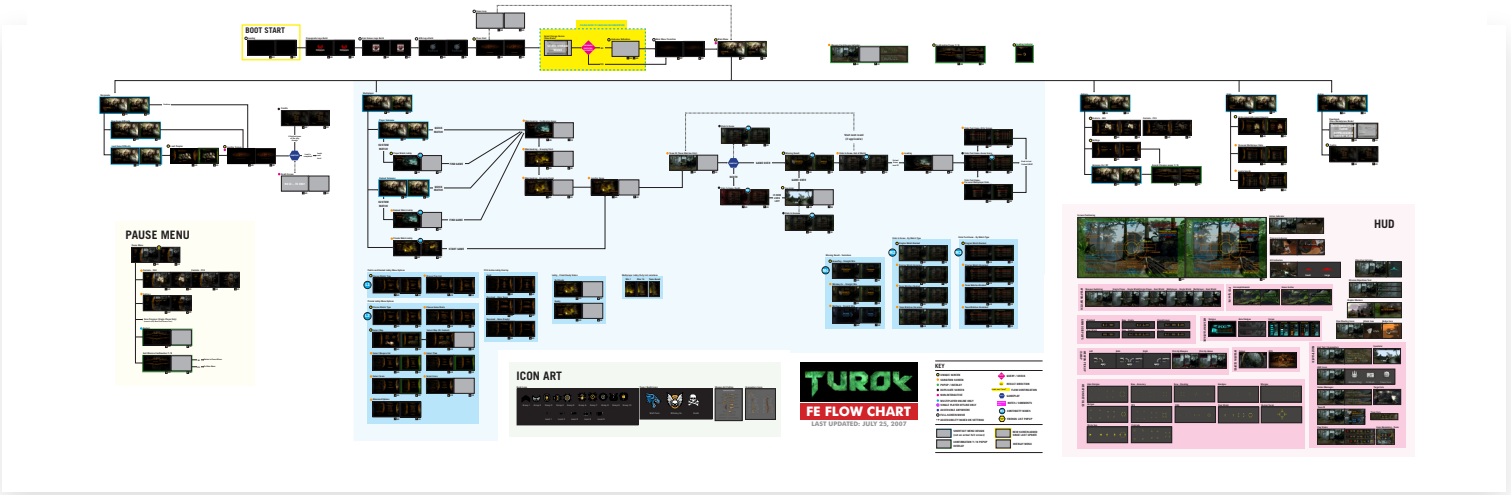
sampling of 24 consumable icons, scavengers
midwinter entertainment — 2020

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

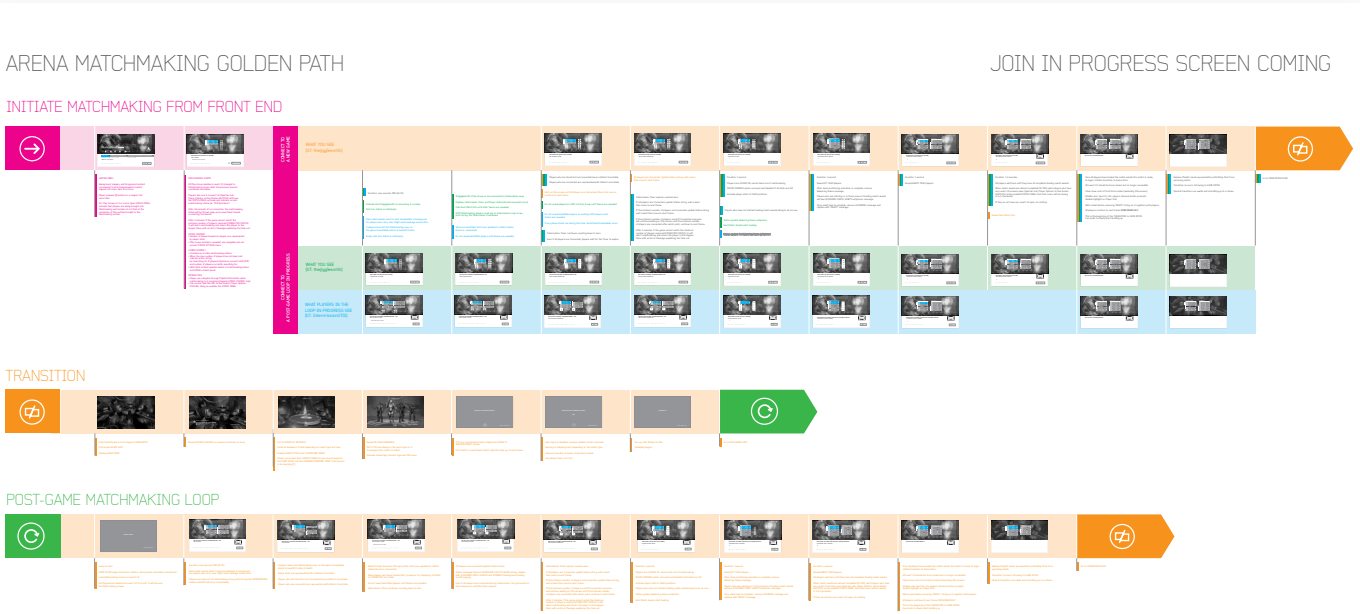
gameplay hud / map icons, scavengers
midwinter entertainment — 2020

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

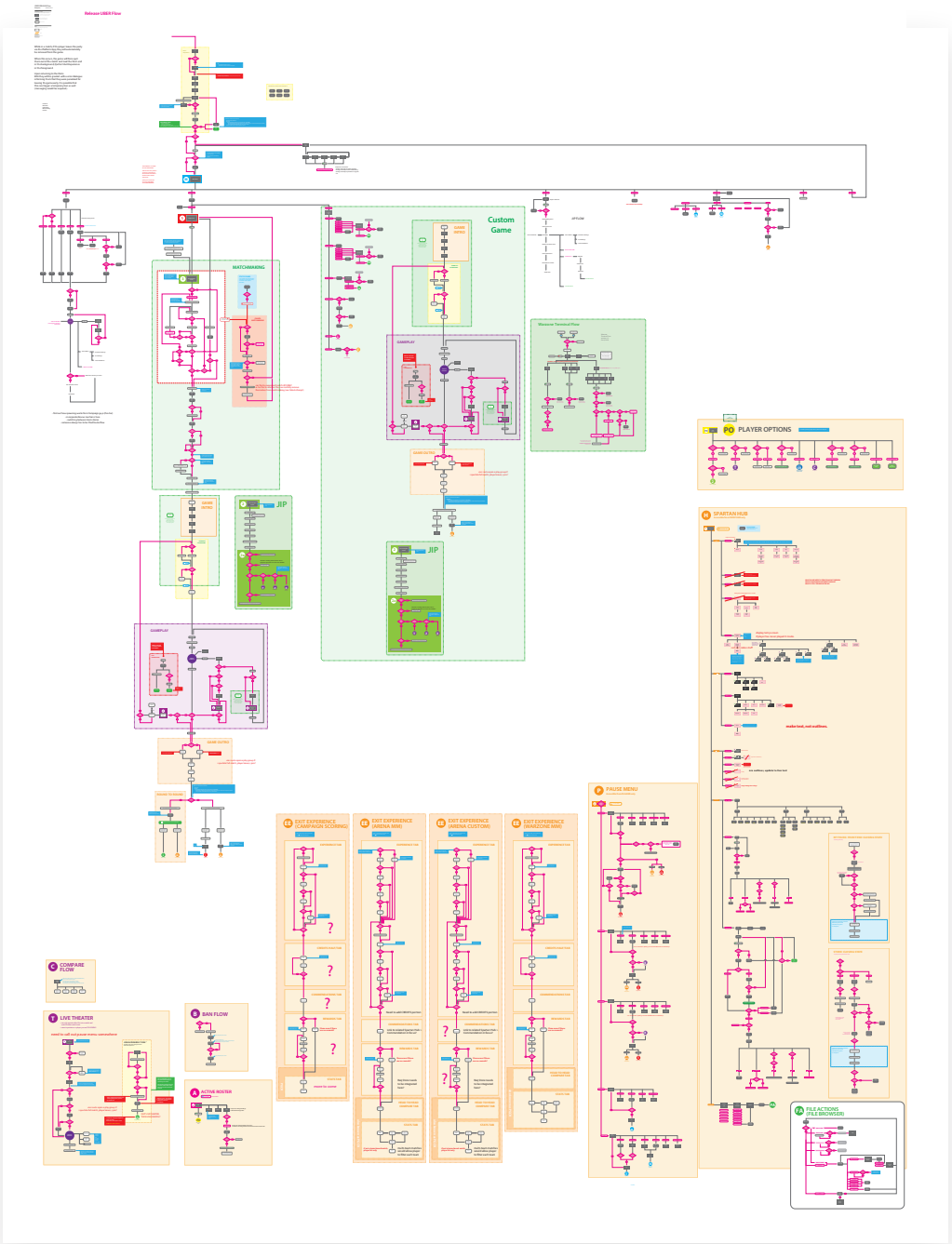
sampling of 48 weapon icons, scavengers
midwinter entertainment — 2020



information architecture map, turok
propaganda games — 2007



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

Bobichon

clothing design — 2013

PROPAGANDA
GAMES

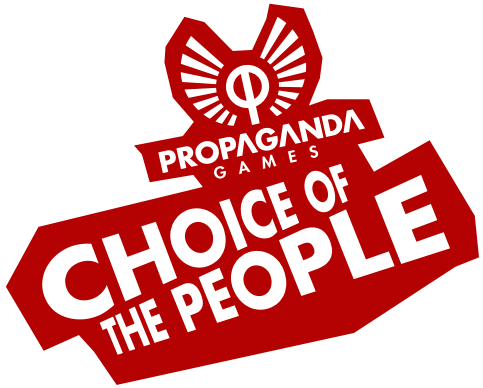
video game developer — 2007
logotype used in final logo

adGIANTS

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.

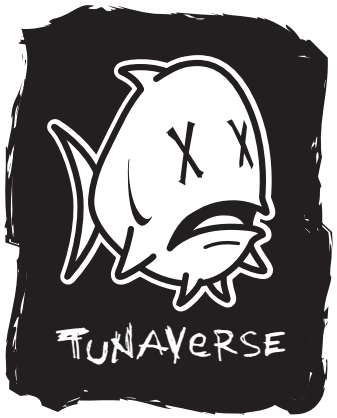


video game developer — 2009

personal work — 2013

halo 6 internal production concept — 2017

video game design consulting — 2013



dj artist music label — 2002

e3 business card
343 industries — 2010

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

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

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