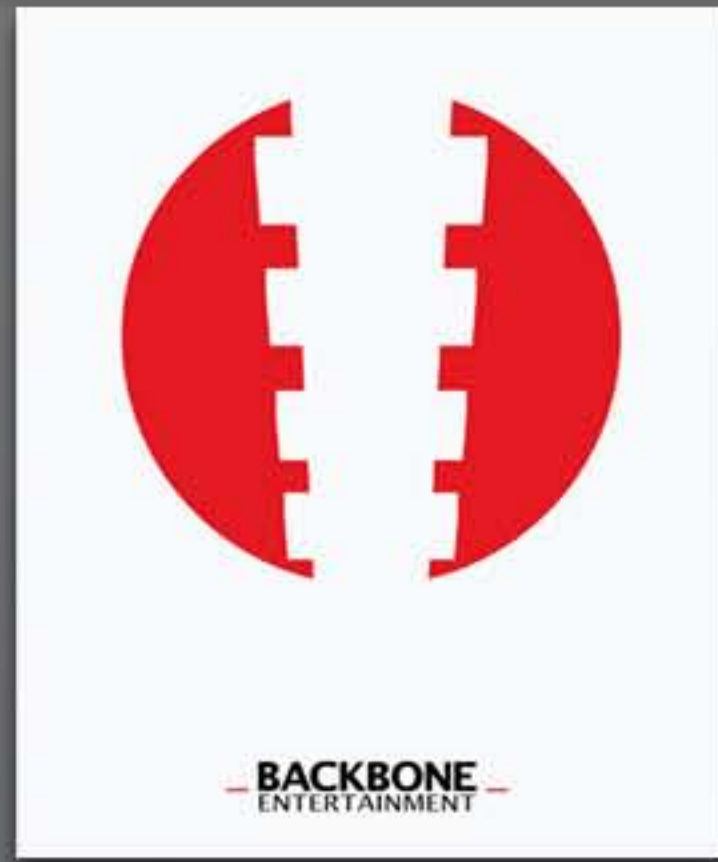
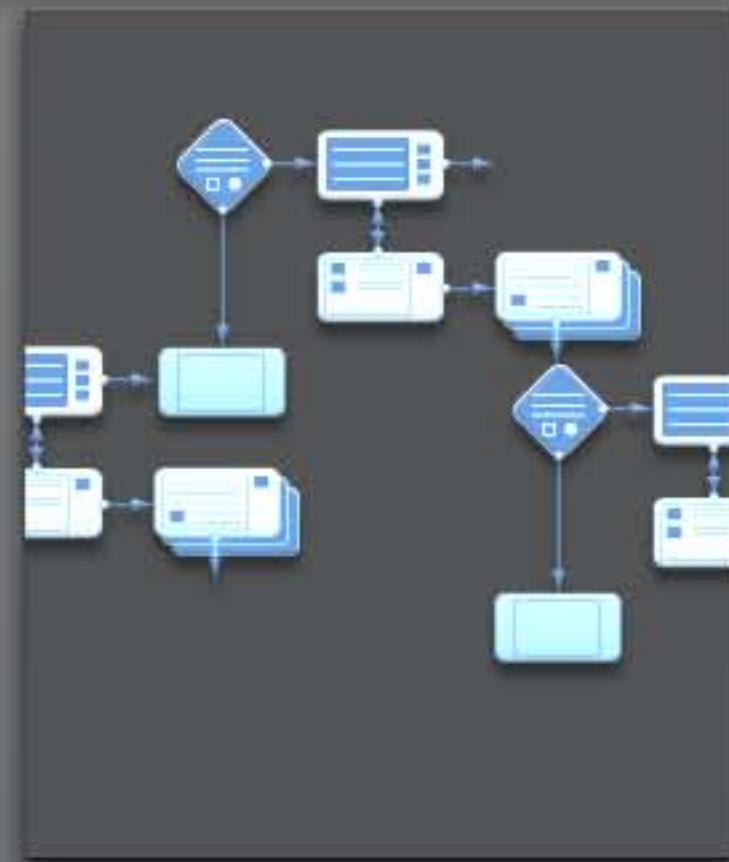


chad pfarr | art and ui direction



CORPORATE BRANDING



UI SHELL ARCHITECTURE

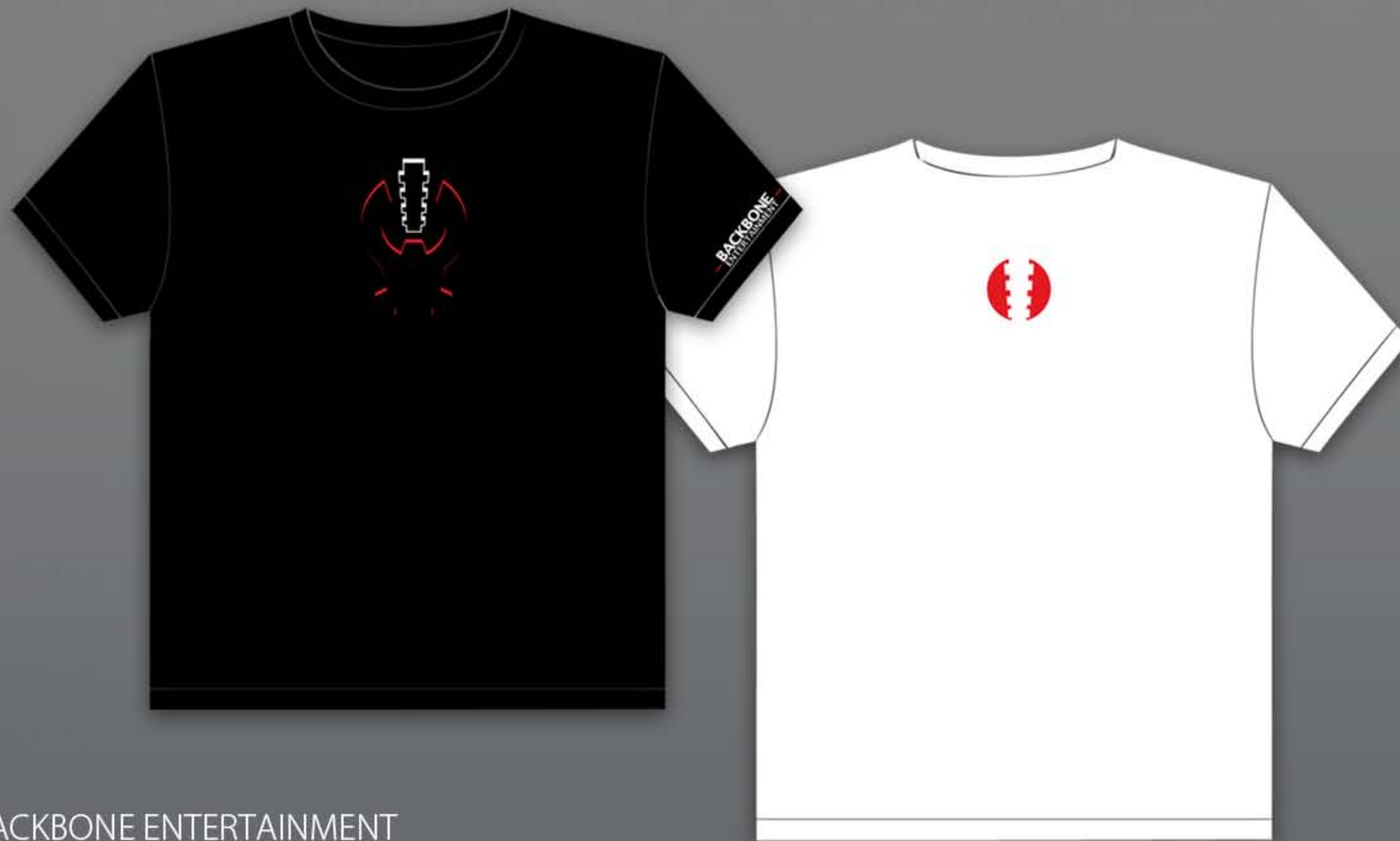


UI CASE STUDIES



GRAPHIC ARTS/DESIGN





· BACKBONE ENTERTAINMENT  
business cards, demo reel dvd  
project and studio tshirts, misc studio materials

corporate branding ■ ■ ■ ■ ■



chad pfarr | art and ui direction



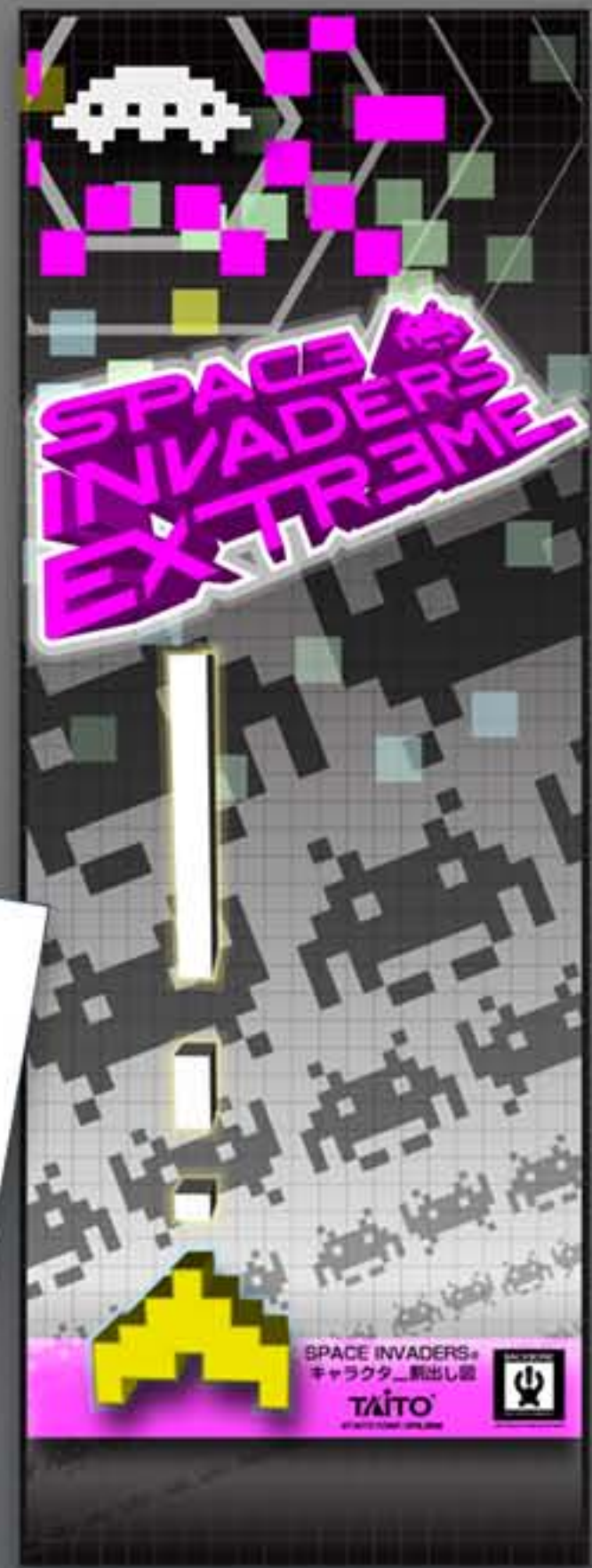
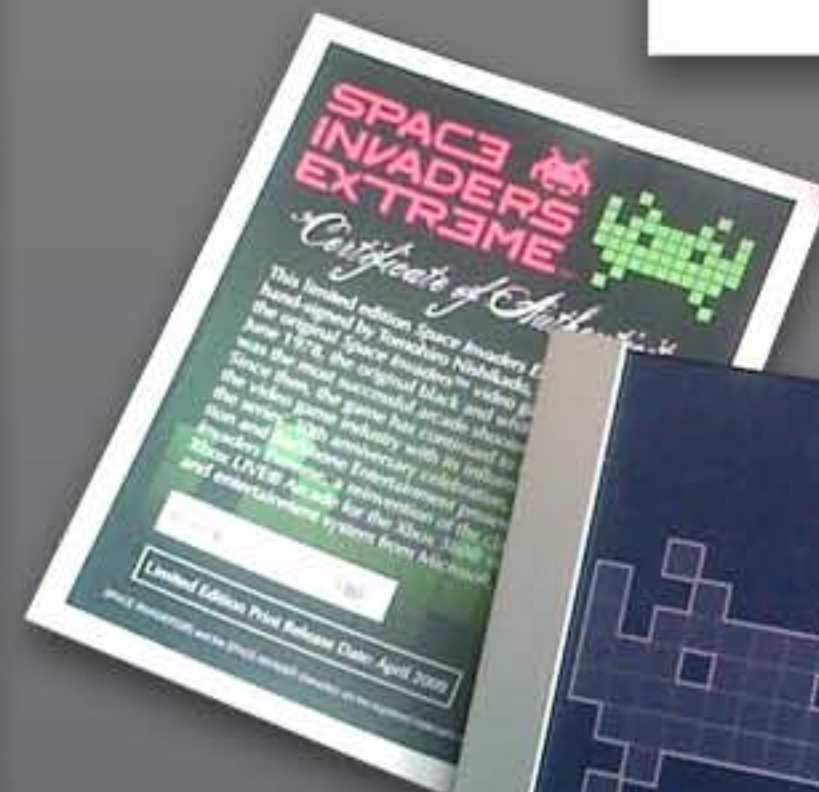
· DEMO REEL DVD  
concept, art direction, editing and transition sequences

corporate branding ■ ■ ■ ■ ■





PROMOTIONAL GOODS  
concept, illustration, graphic design



corporate branding ■ ■ ■ ■ ■



chad pfarr | art and ui direction



HD REMIX



HD REMIX



· GAME LOGOS  
re-envision and update game logos

corporate branding ■ ■ ■ ■ ■





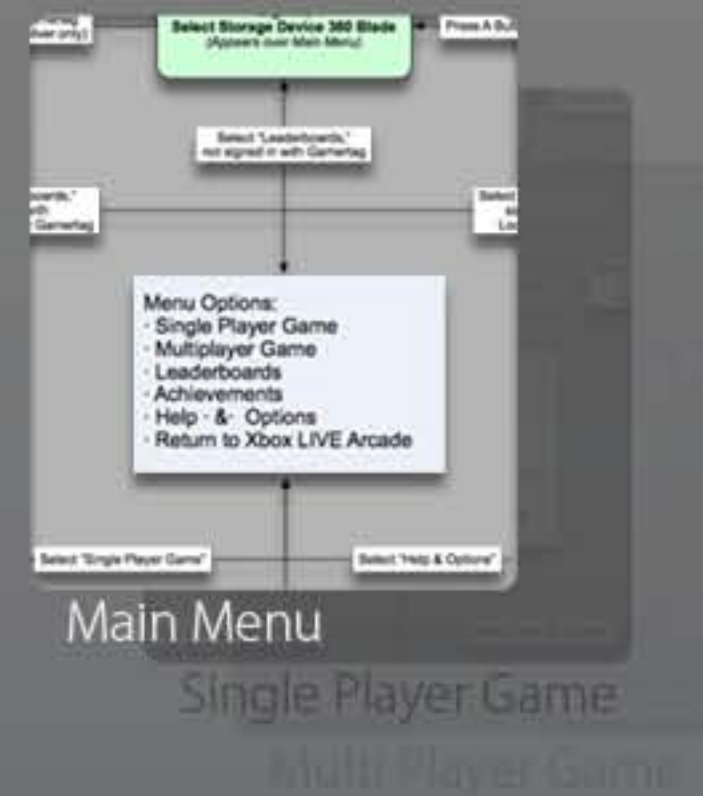
· PROPOSAL GRAPHICS  
concept, brand adhesion and graphic design

corporate branding ■ ■ ■ ■ ■

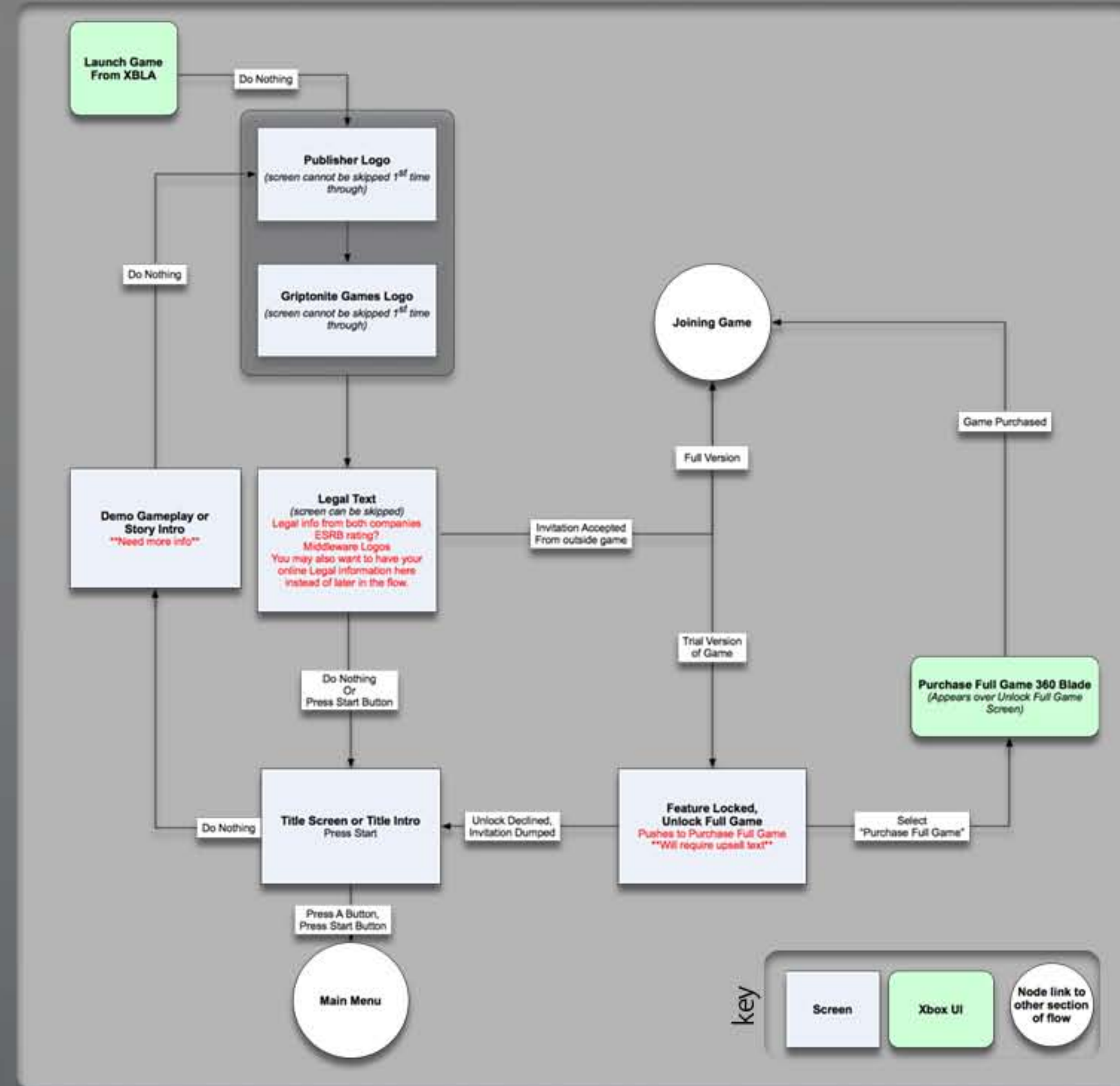


chad pfarr | art and ui direction

- GAME TITLE**
- Demo Loop**
- ▼ Main Menu
    - ▶ Single Player Game
    - ▼ Multi Player Game
      - ▶ Player Match
      - ▶ Ranked Match
      - ▶ Quick Match
    - ▶ Leaderboards
    - ▶ Achievements
    - ▶ Help & Options



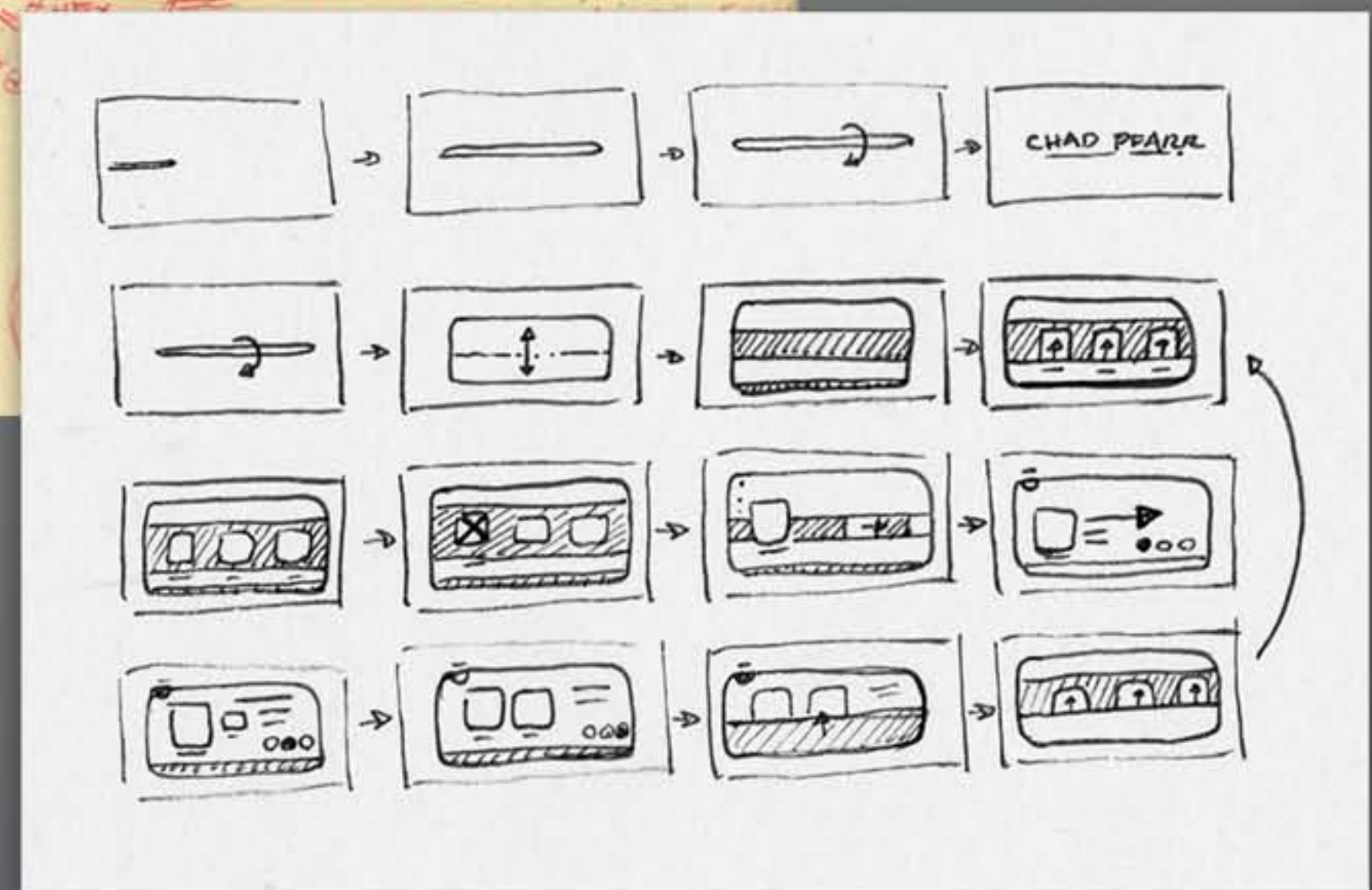
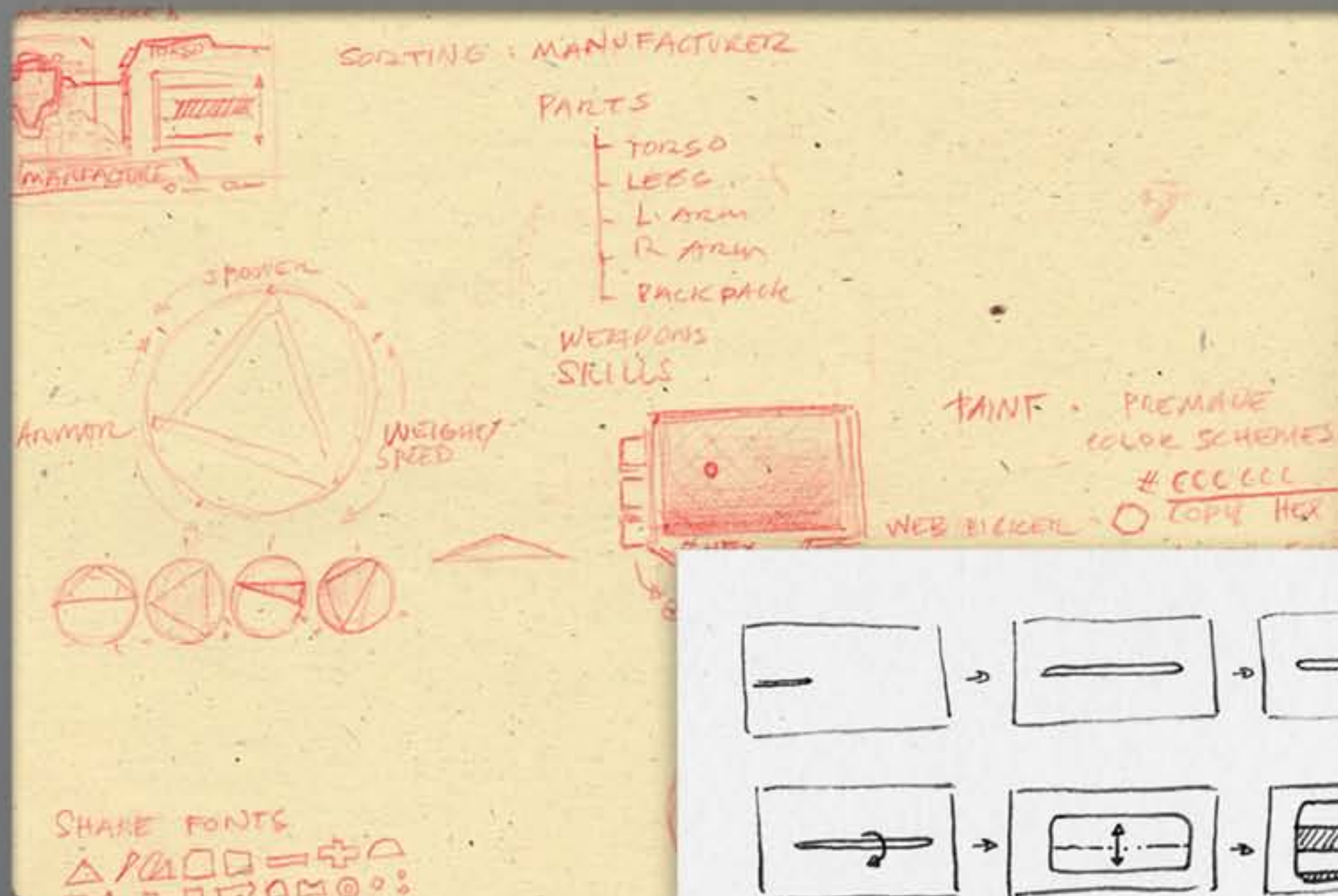
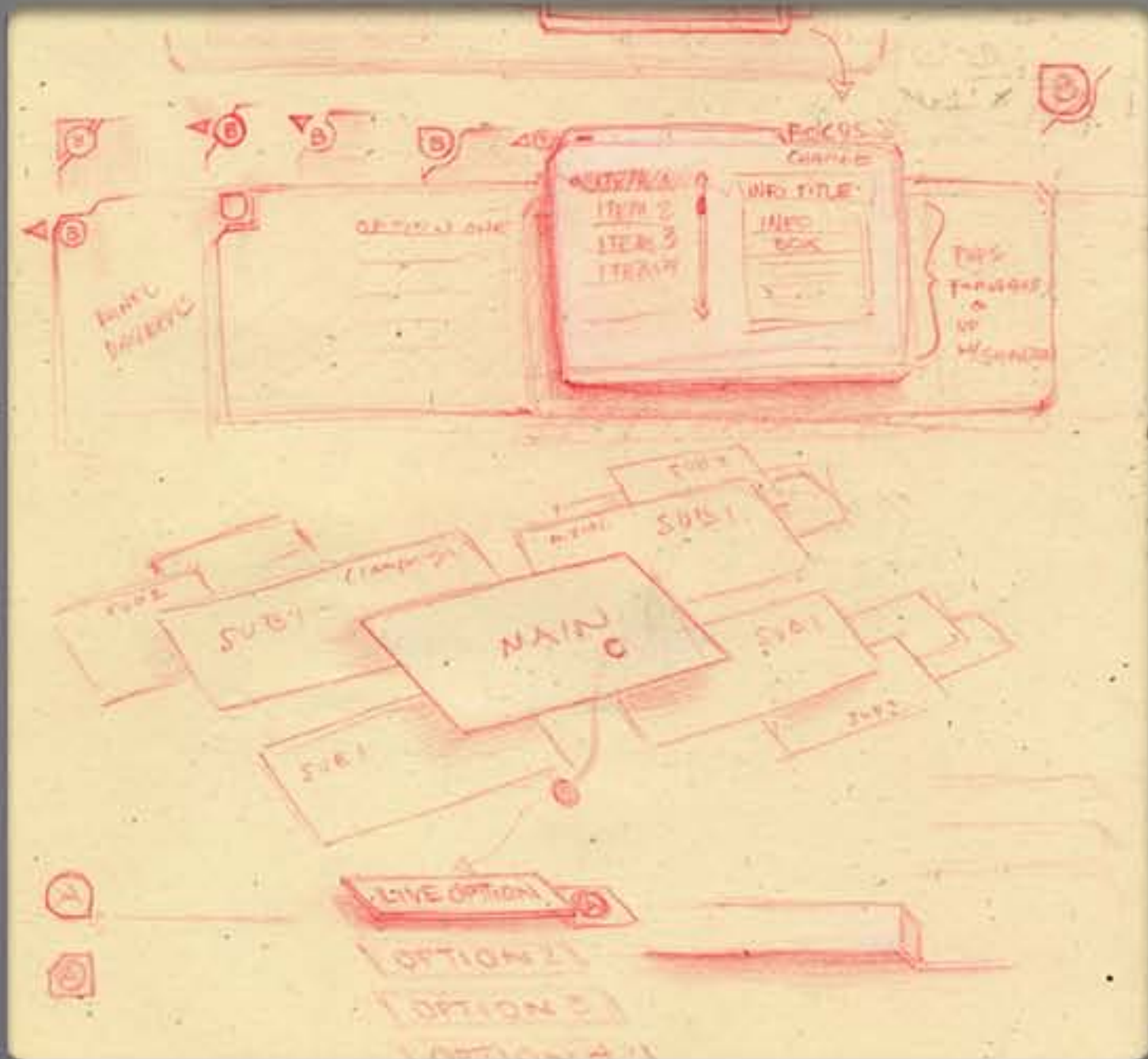
Demo Loop



TECHNICAL DIAGRAMS  
system logic and loads  
ui map creation  
user input diagramming







PROCESS AND WORKFLOW  
 menu sketches  
 menu flow thumbnails  
 menu outlining

ui shell architecture ■ ■ ■



SCENE 1 – 2D only.

Description:

2d menu with x/y list navigation (n items long).

Utilizing text color, text size, text positioning, item highlight, and sfx - a user will navigate to the desired option within the list.

Contextual screen text will give them information relating to each highlighted item. Selecting an option will take the user to a 2D/3D combo menu.

Scene visual breakdown:

Screen fades in from black.

Menu items animate into camera space from off screen.

User gains control of active item at the top of the list.

Highlight, text color and text size will indicate current selected item.

Navigating up/down will move highlight to new line with an animation, sound hit and new contextual description of item.

Selecting option will de-focus menu locking out interaction, trigger transition animation, and accompanying sfx during animation.

User gains control of new menu once the new menu has entered focus state

Outline:

Scene elements:

xy list (n items long)

text colors: active, inactive, locked, contextual help text

uv animated texture on a 2D quad

highlight graphics & animation

background music

sfx : available selection, unavailable selection, confirmation

· DOCUMENTATION AND UI BREAKDOWN

text snippet describing a 2d ui template intended for re purposed use across multiple games  
this vignette is one of seven scenes that utilizes the full capabilities of an internal ui tool chain  
once created the template will allow creators to leverage pre made components for any game





revised layout and design



old layout and stylization



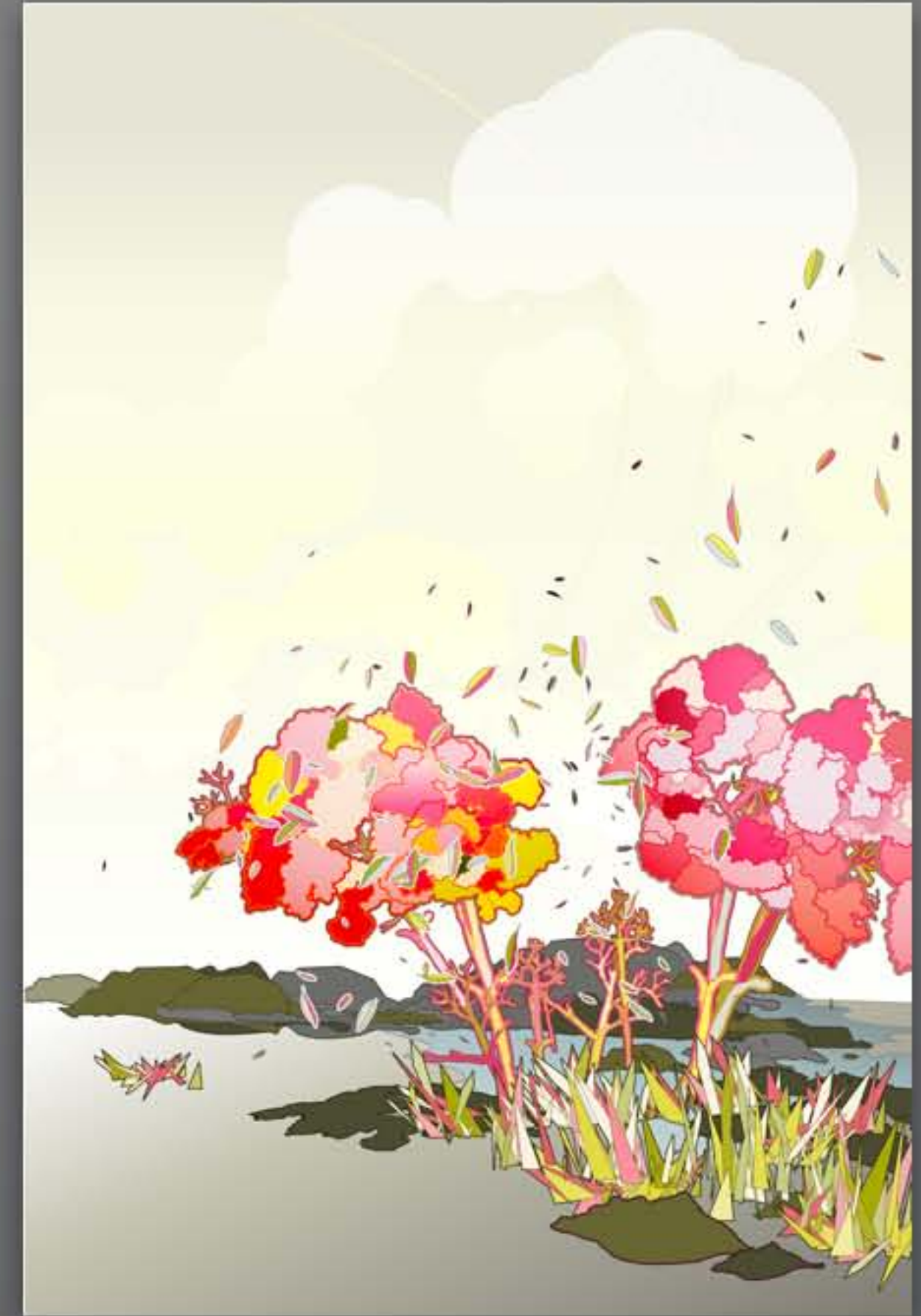
revised design applied to shell and HUD



- FRONT MISSION EVOLVED continued reboot: the top left menu design was too heavy and unfocused leading to player confusion the revised design kept all information available and helped focus user navigation



- HALO 3 LIMITED EDITION DISC accompanying disc to halo 3 game multi-track hd video playback, 9 language world disc release video/surround sound calibration, concept art gallery behind the scenes video with subtitles



· DYNAMIC ABSTRACTION ART MACHINE  
process taught by Joshua Davis. Flash AS3  
color extraction from photo used to populate an array of colors used in landscape  
simple shapes were used as base to make elaborate illustration  
procedural generated landscape could be user modified on the stage and output through postscript



· VECTOR ILLUSTRATION  
used in the opening sequence of *Brooktown High (PSP)*  
spanning 15 screen lengths with motion graphics

graphic arts/design ■ ■ ■ ■ ■





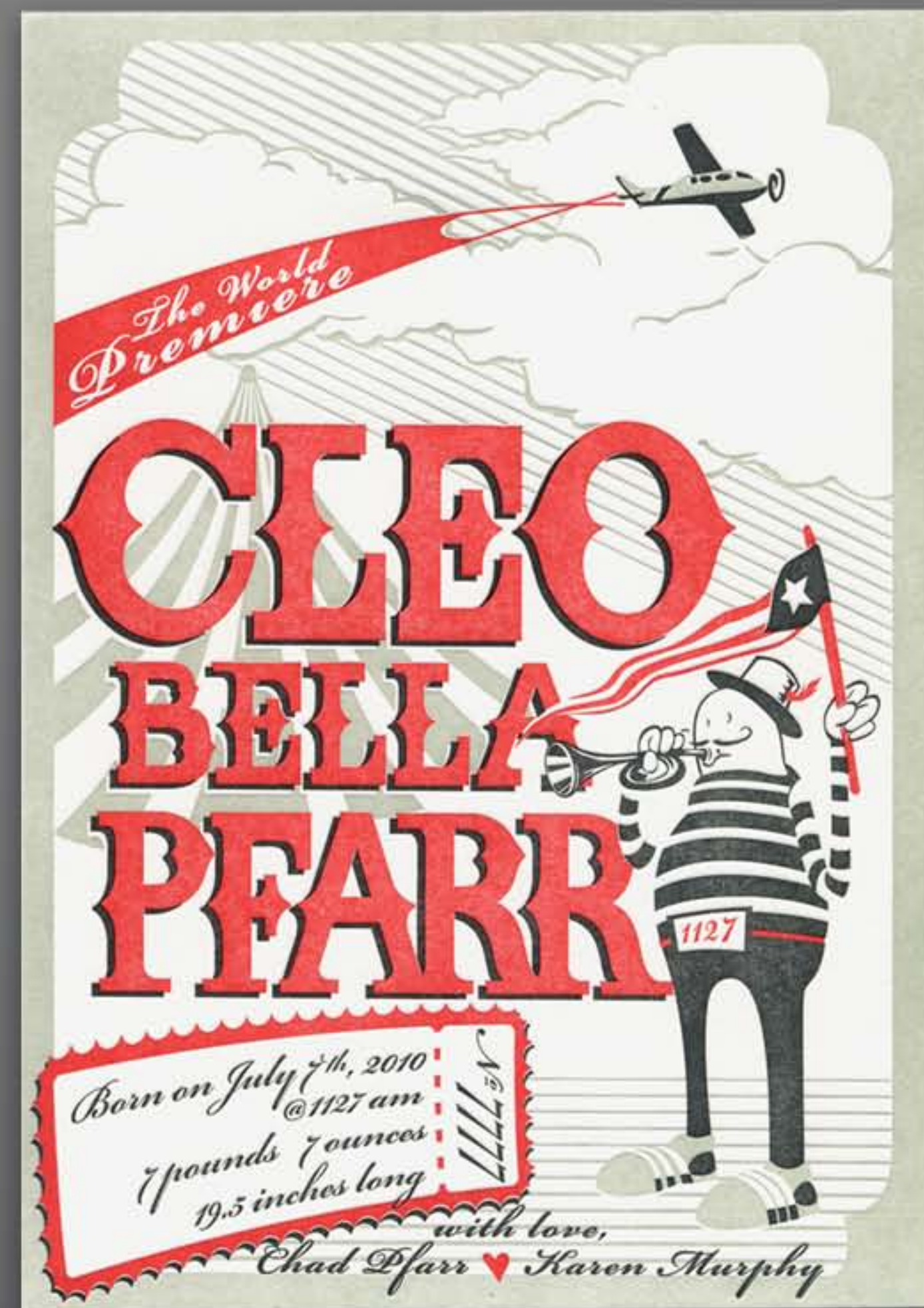
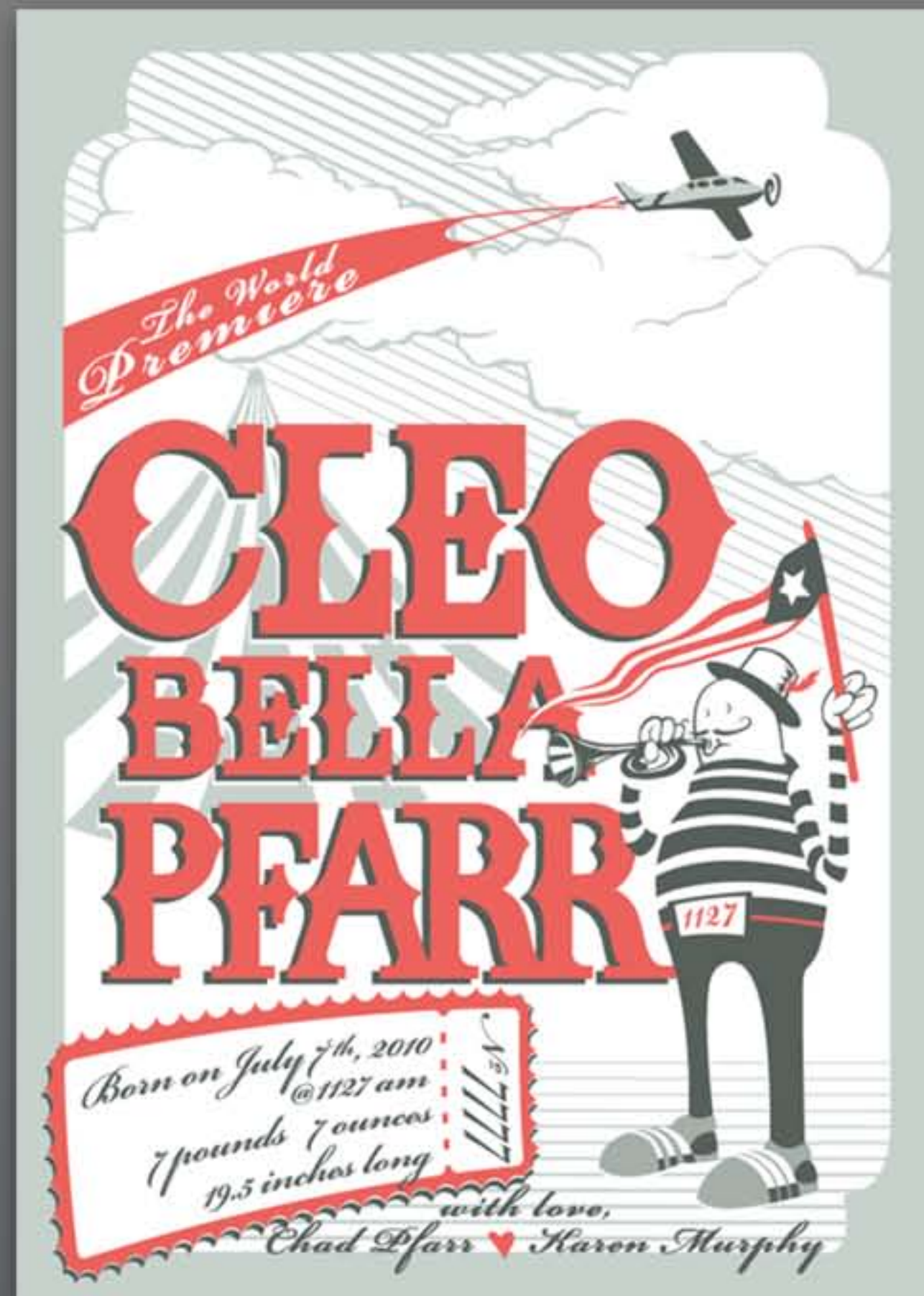
· BUSINESS CARD & FLYER DESIGN  
graphic design, type layout and color correction

graphic arts/design ■ ■ ■ ■ ■



chad pfarr | art and ui direction





BIRTH ANNOUNCEMENT PROCESS  
 initial sketch, vector illustration  
 final letter press print by Milkfed Press

graphic arts/design ■ ■ ■ ■ ■



chad pfarr | art and ui direction



· PERSONAL PAINTINGS  
acrylic, enamel, pencil, ink, watercolor