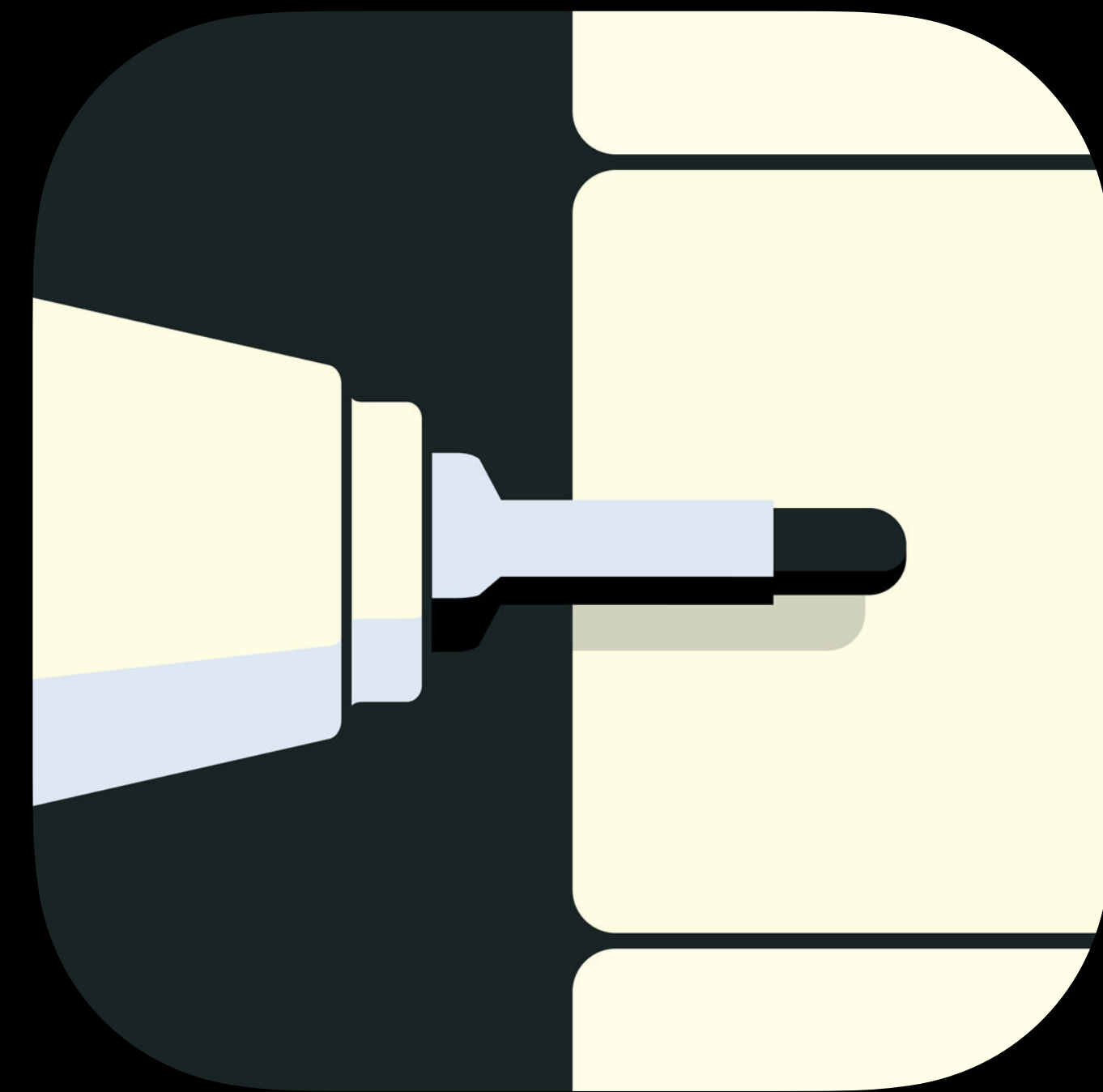


#WWDC19

Designing Award Winning Apps and Games

Lauren Strehlow and Doug LeMoine, Design Evangelists



How to Win an Apple Design Award

“How do you win
an Apple Design Award?”

“How do you win
an Apple Design Award?”

Innovation

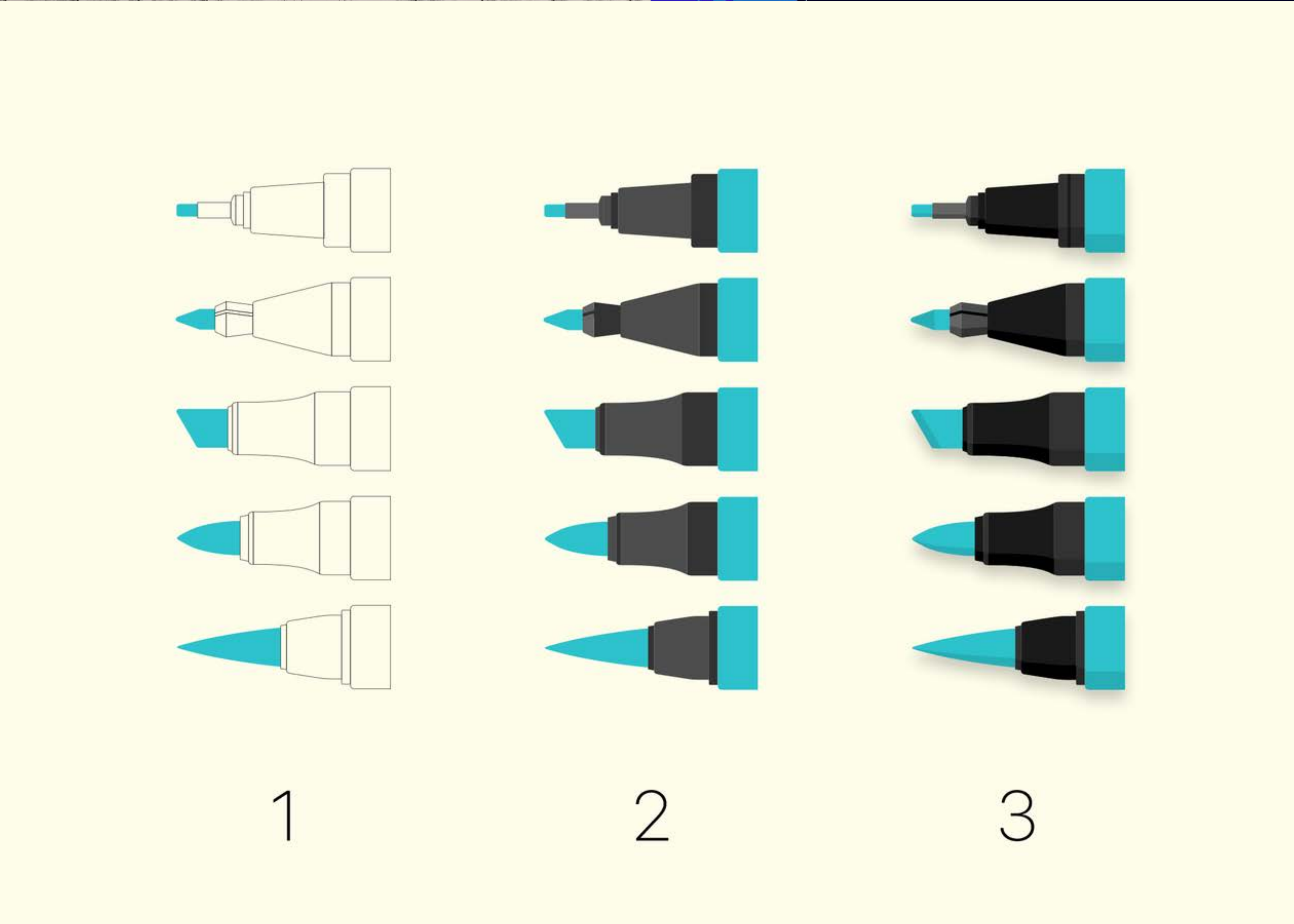
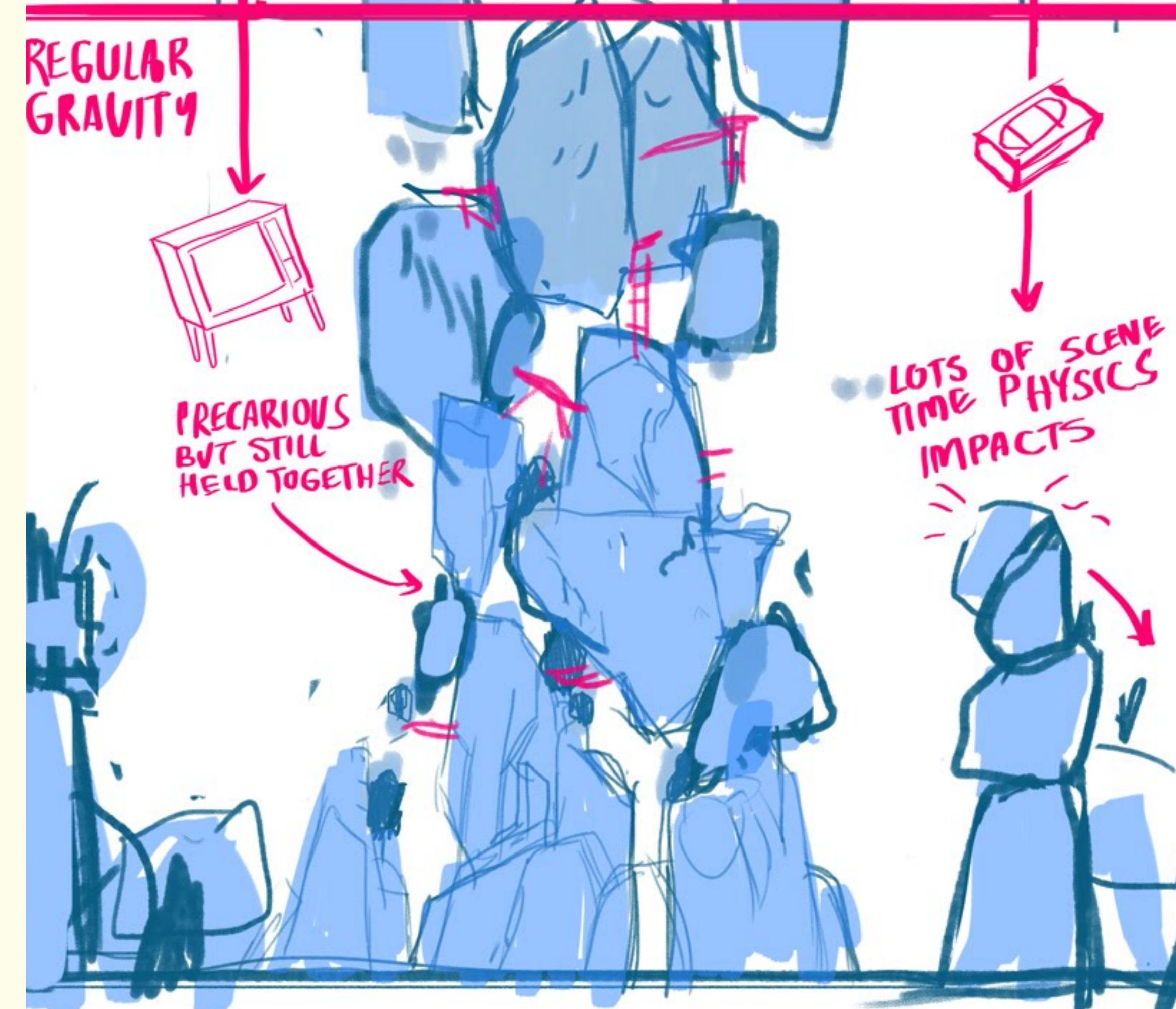
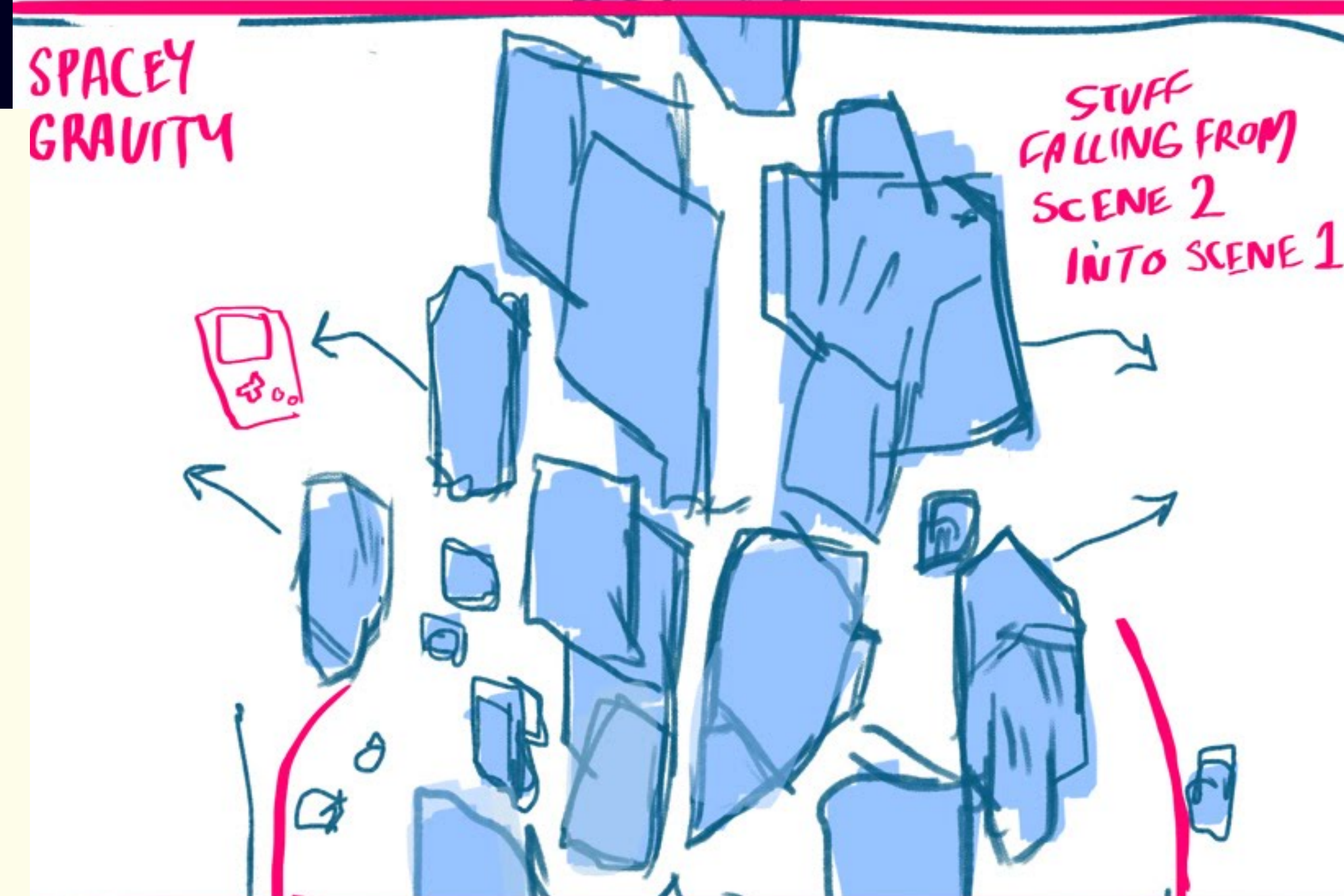
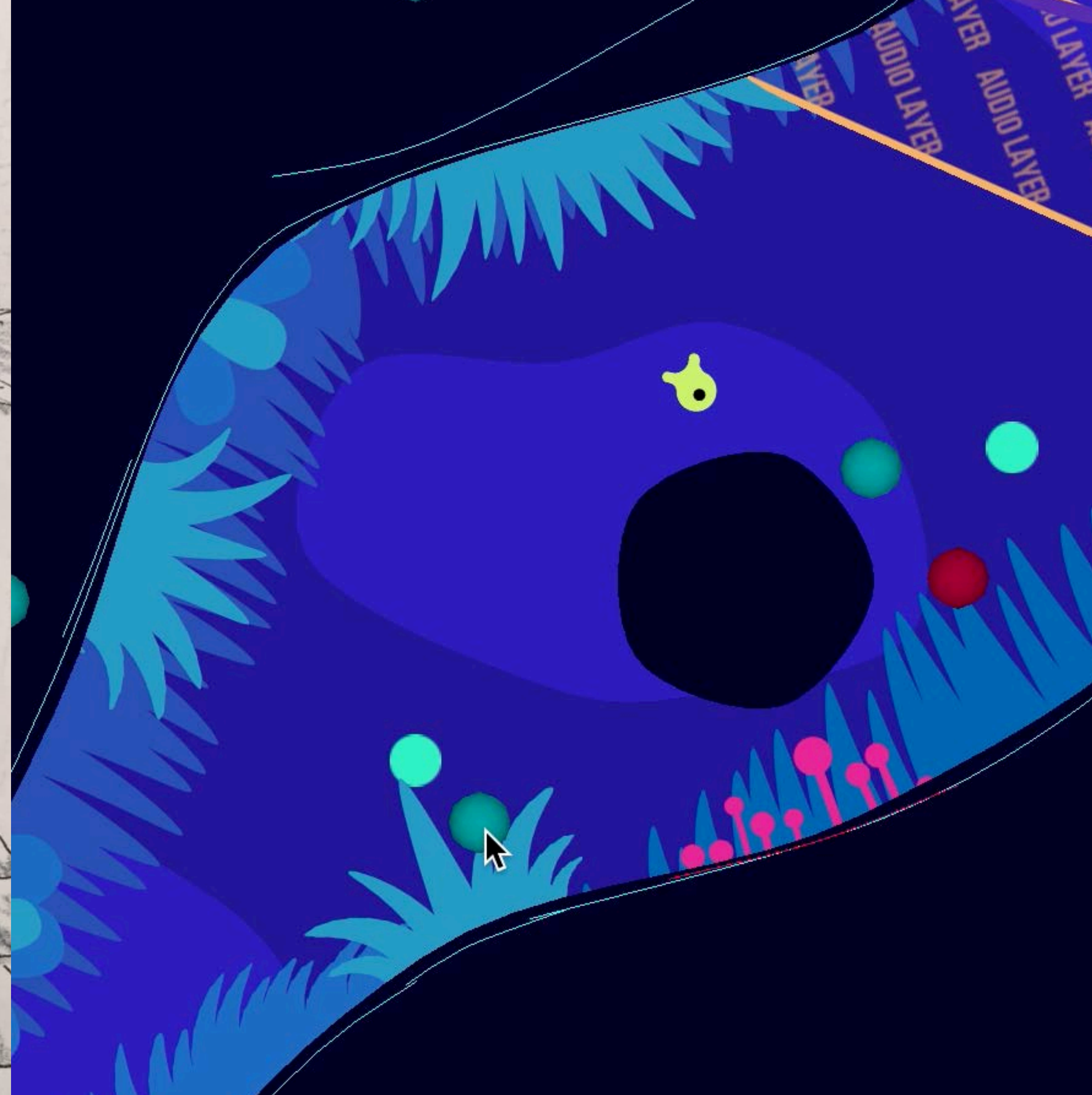
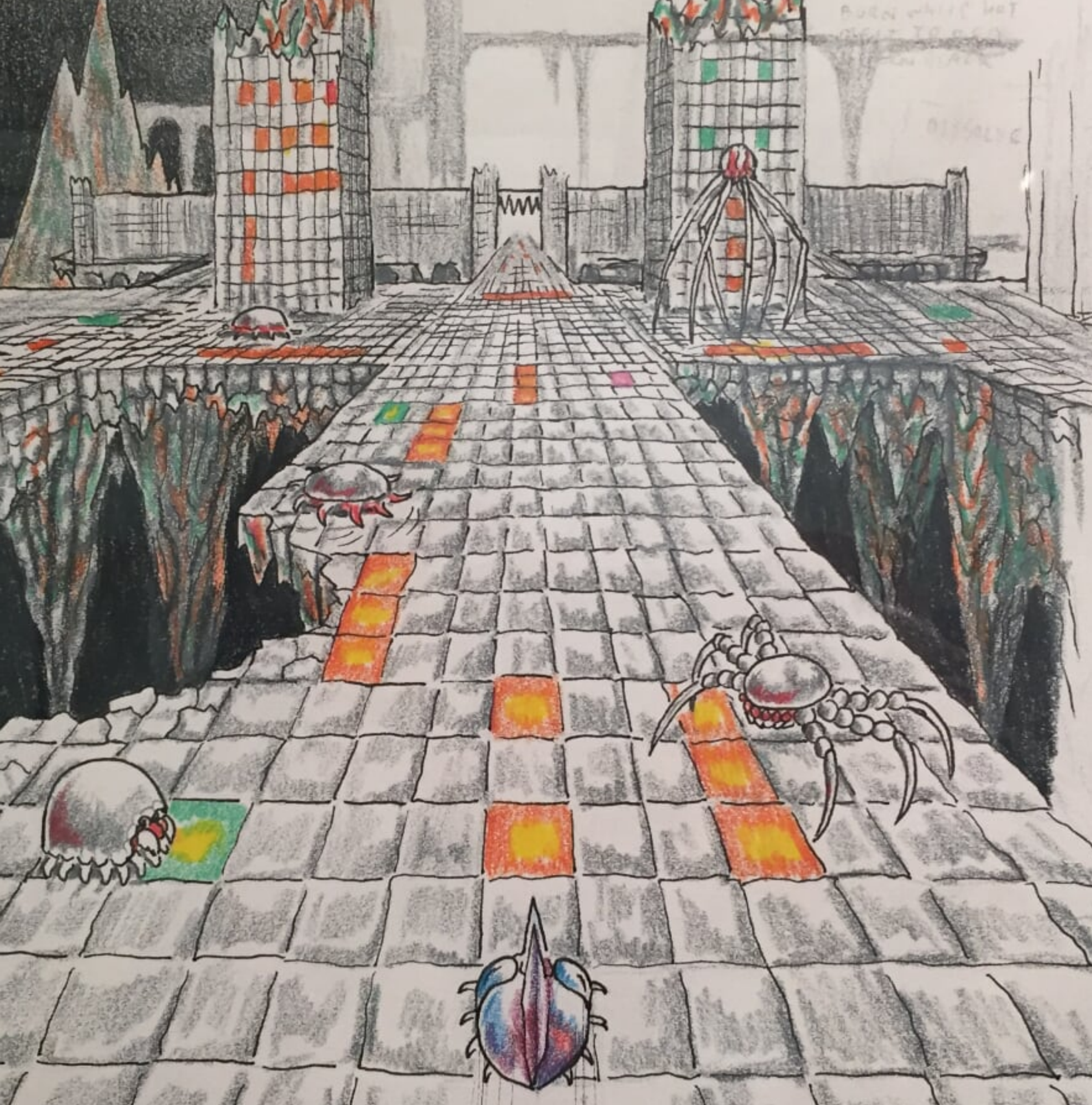
Trust

Refinement

Aesthetics

Inclusion

Attention to detail



TITLES

RAJDHANI Medium
72pts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890!"
\$£¥%&/()=?`~+'ç,-;:_ "Ç^*©®

RAJDHANI Semibold
56pts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890!"
\$£¥%&/()=?`~+'ç,-;:_ "Ç^*©®

03 COLORS

PRIMARY COLORS

RGB 255,0,64
CMYK 0,99,54,0
HEX #FF0054

RGB 20,21,27
CMYK 77,70,61,78
HEX #14151B

RGB 195,251,18
CMYK 28,0,100,0
HEX #C3FB12

RGB 255,255,255
CMYK 0,0,0,0
HEX #FFFFFF

SECONDARY COLORS

RGB 51,239,249
CMYK 52,0,11,0
HEX #33EFF9

RGB 63,75,87
CMYK 76,62,49,33
HEX #3F4B57

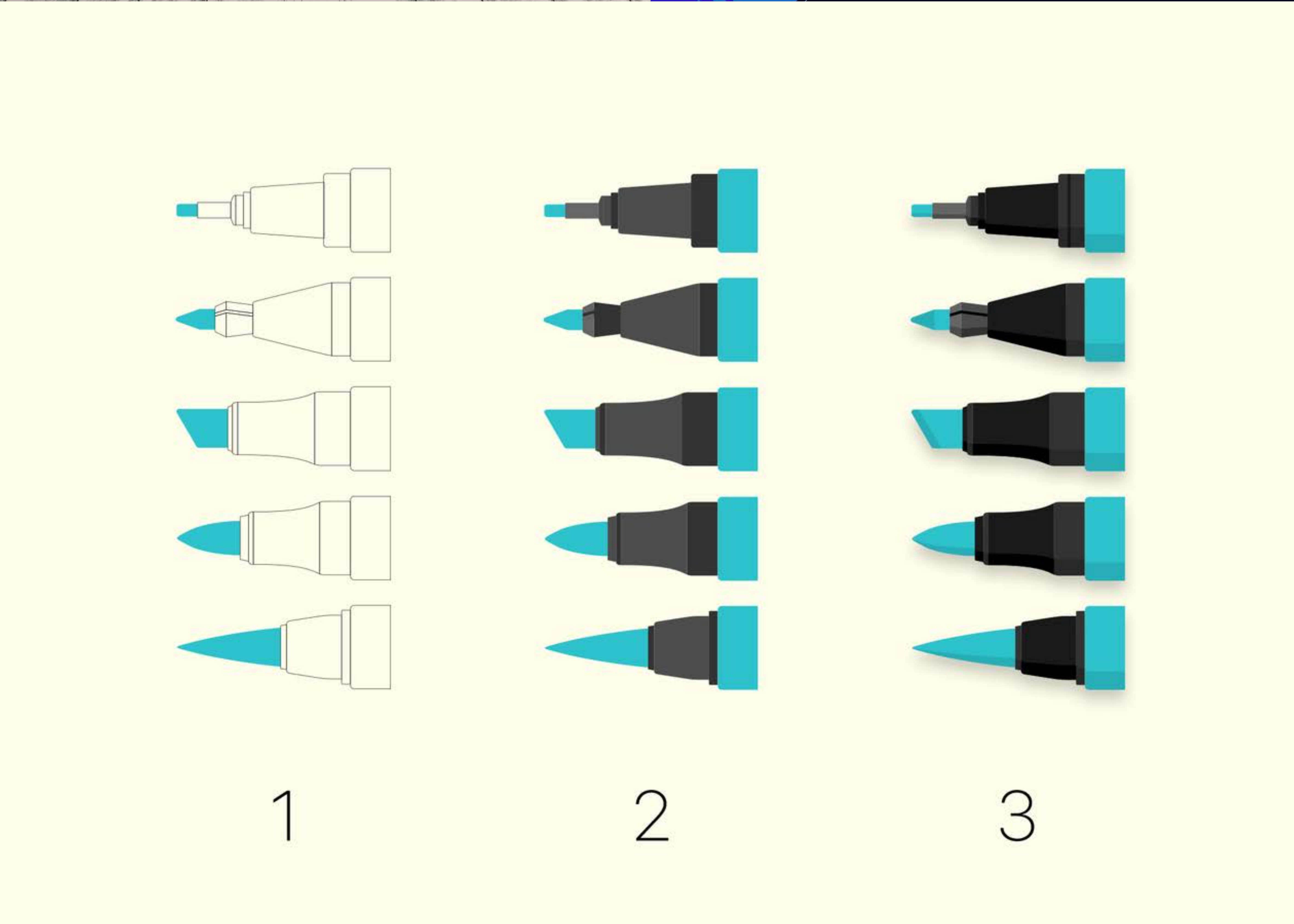
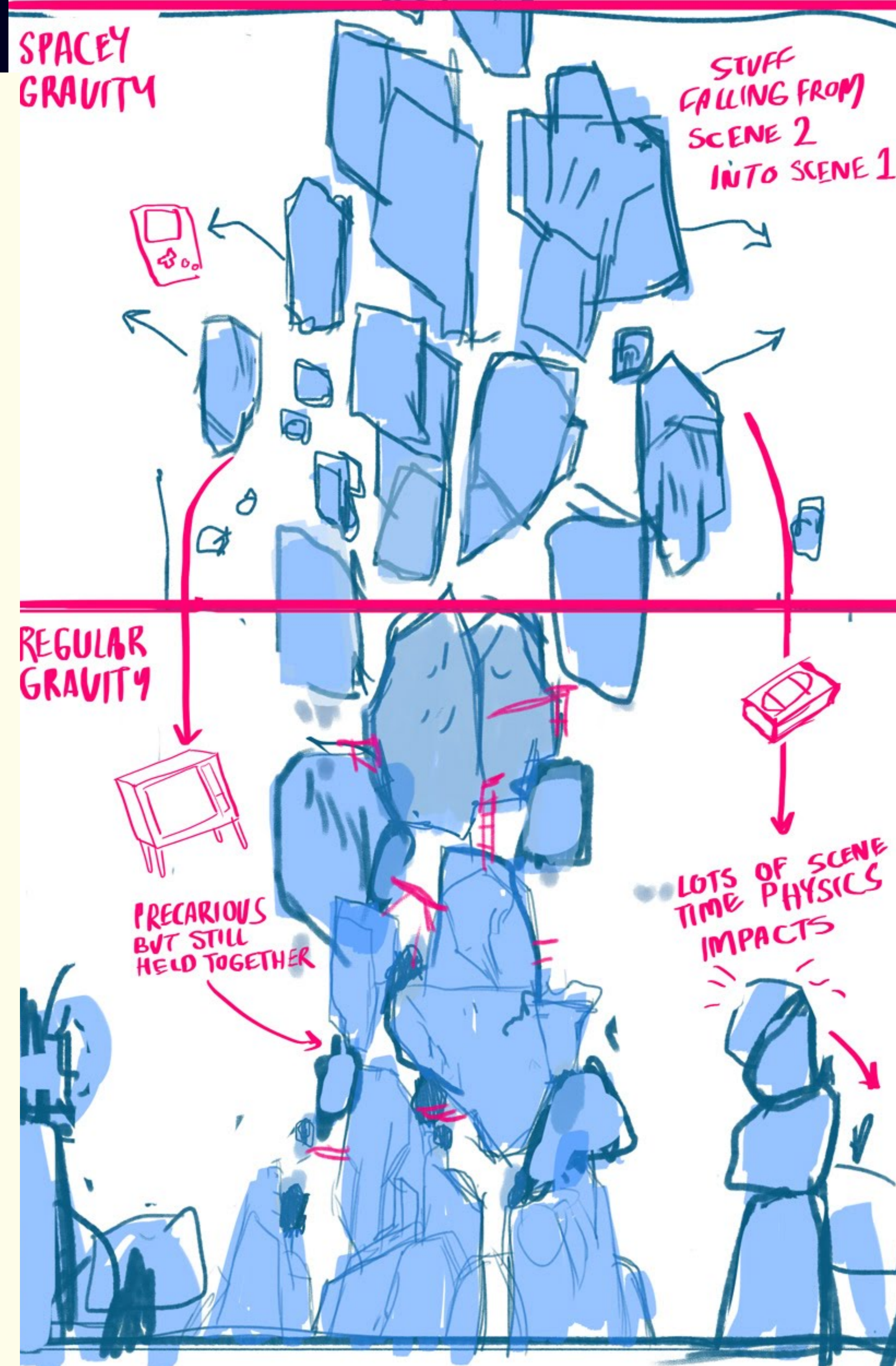
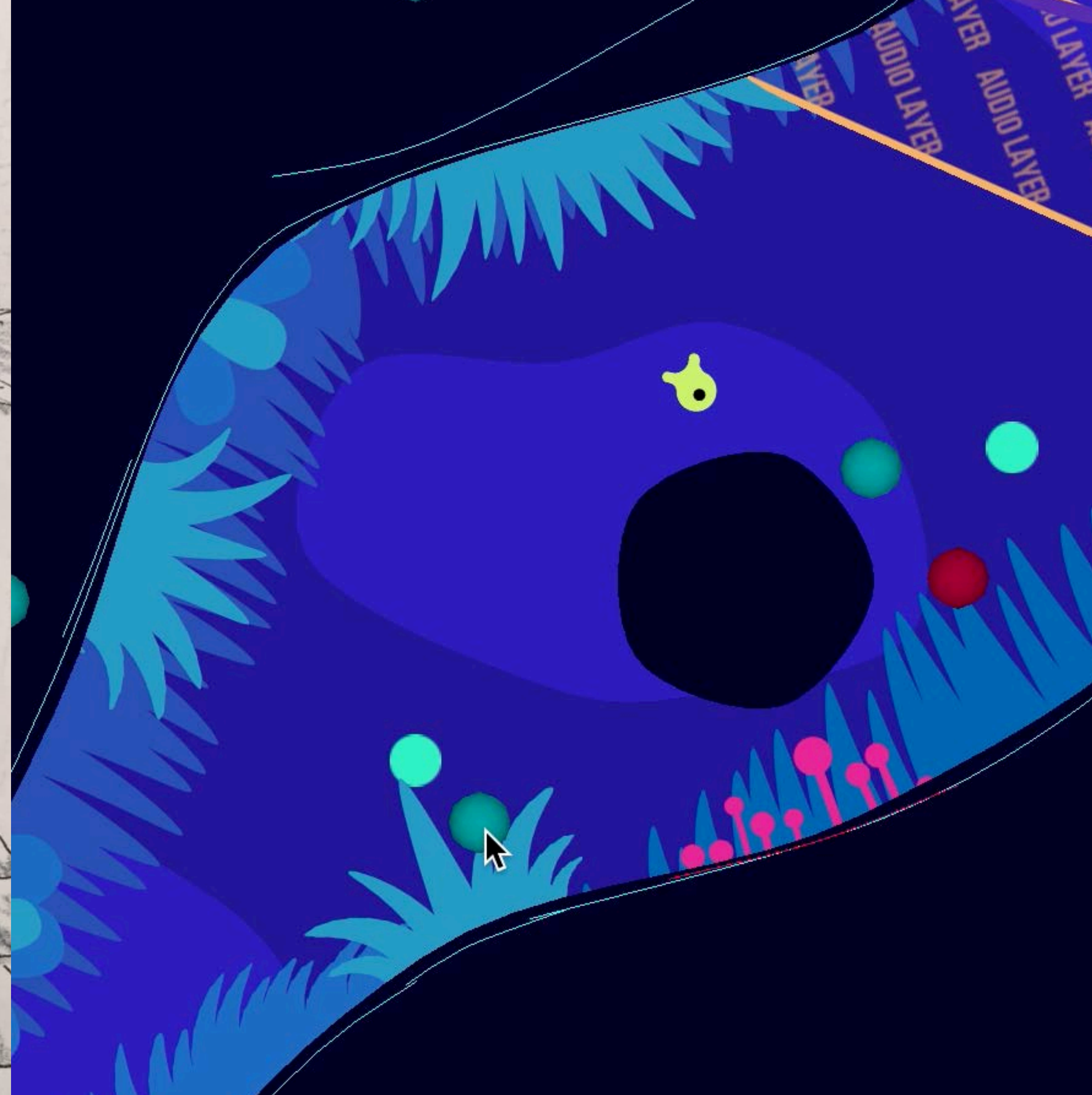
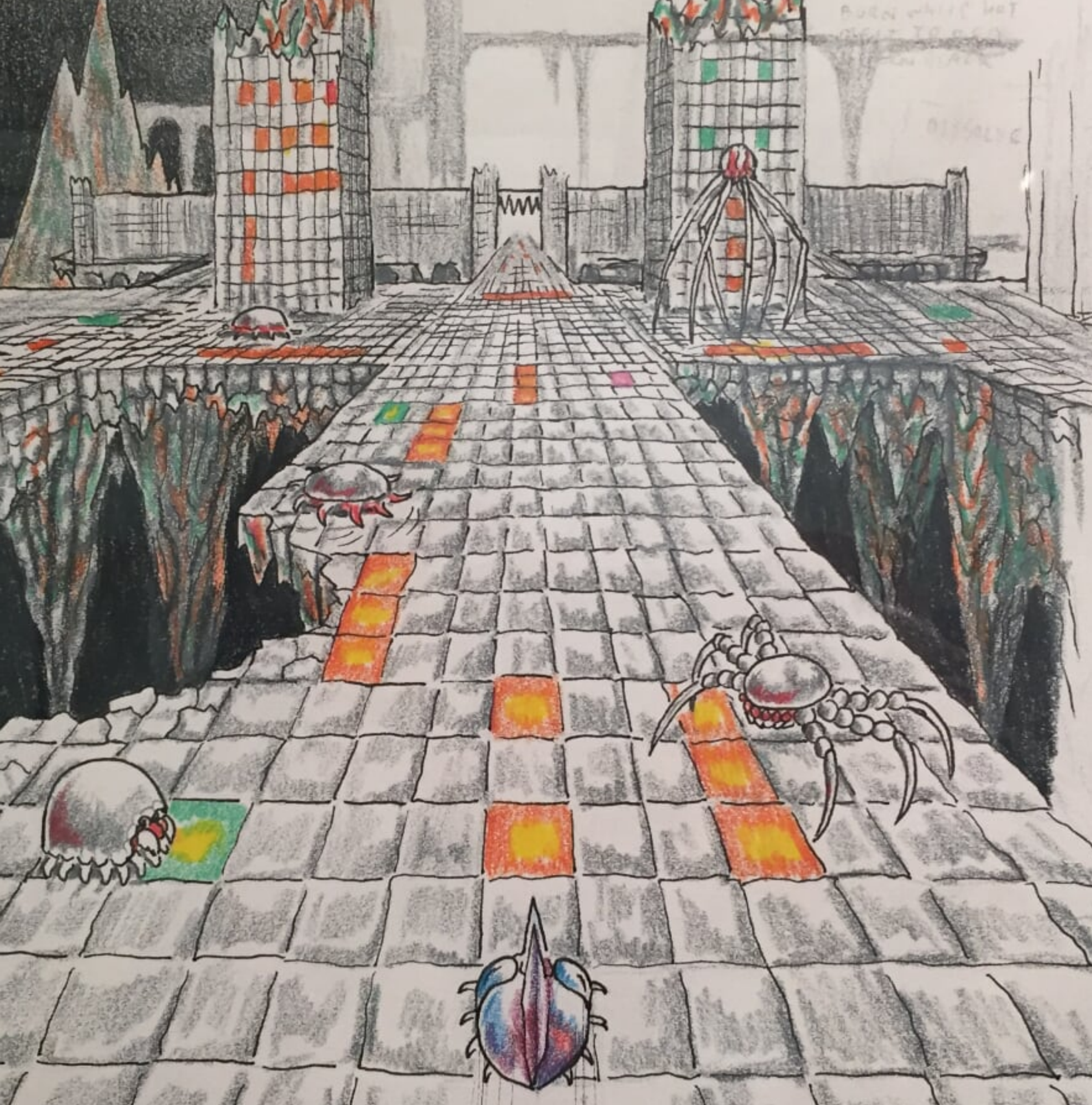
RGB 33,82,173
CMYK 92,76,0,0
HEX #2152A0

RGB 255,216,0
CMYK 0,14,100,0
HEX #FFD800

04 GRAPHIC ELEMENTS

BUTTONS





TITLES

RAJDHANI Medium
72pts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890!"
\$£¥%&/()=?`~+'ç,-;:_ "Ç^*©®

RAJDHANI Semibold
56pts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890!"
\$£¥%&/()=?`~+'ç,-;:_ "Ç^*©®

03
COLORS

PRIMARY COLORS

RGB 255,0,64
CMYK 0,99,54,0
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RGB 20,21,27
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CMYK 92,76,0,0
HEX #2152A0

RGB 255,216,0
CMYK 0,14,100,0
HEX #FFD800

04
GRAPHIC ELEMENTS

BUTTONS



FLIP CONTROLS



FLIP CONTROLS



CLAIM



BUY



CLAIM



BUY

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail





Asphalt 9





TOUCHDRIVE

Subverts expectations

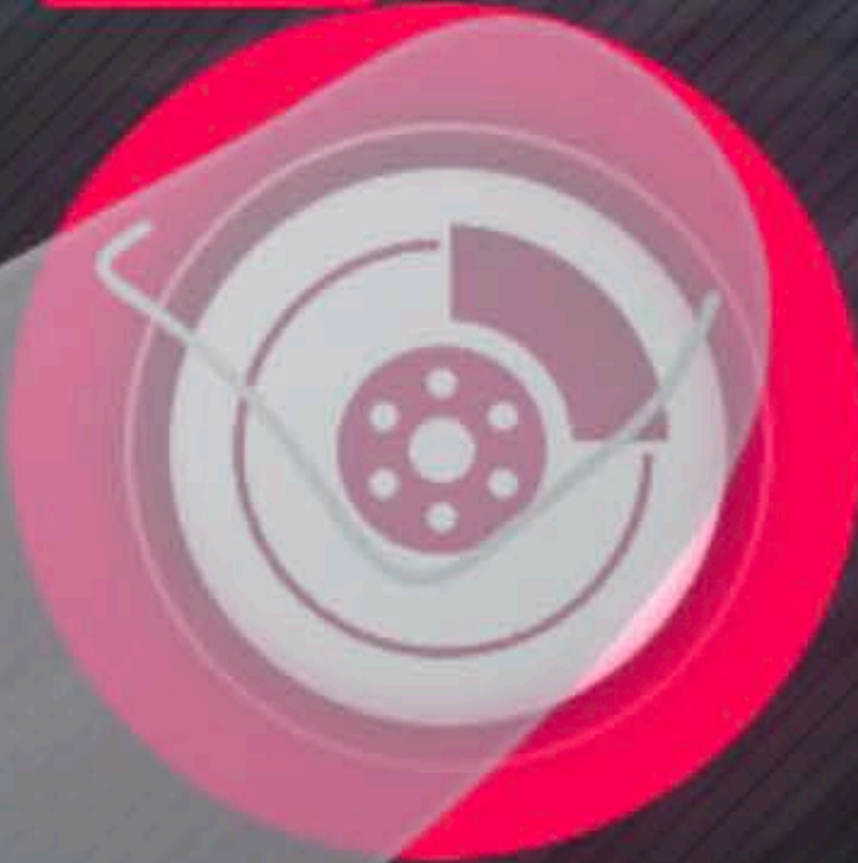
Question basic assumptions





DRIFTING RECHARGES YOUR NITRO BAR.

HOLD TO DRIFT



More fun, faster





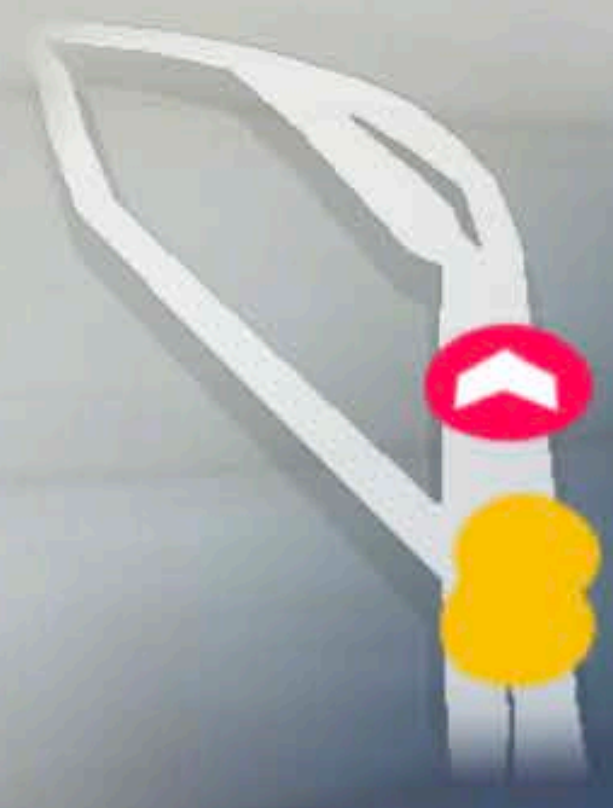
|| POS. 1/6
DIST. 76%

MPH 134

00:32.128

TOUCHDRIVE ON

R TIME: 3.53 s



ASPHALT

Less frustrated



CONTROLS

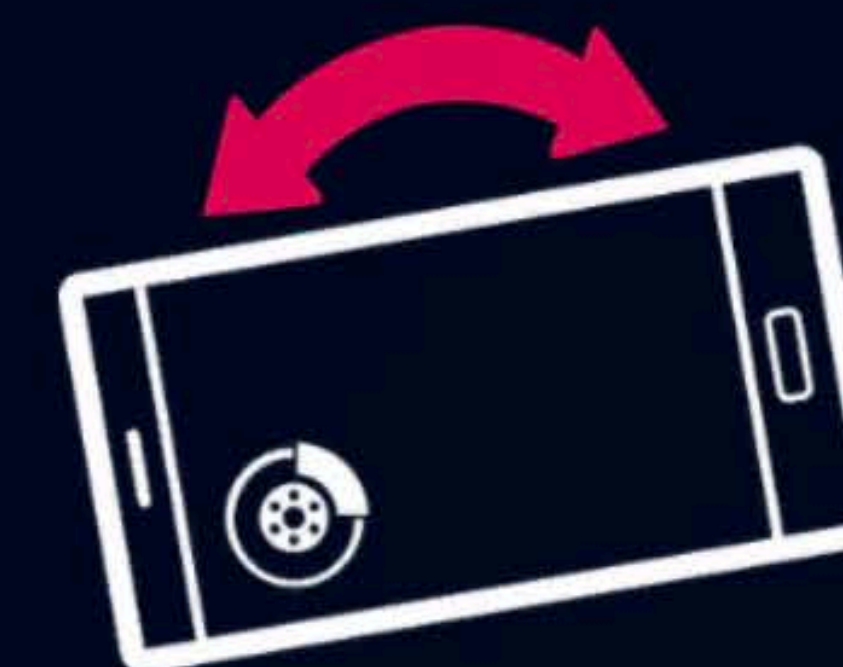
TOUCHDRIVE



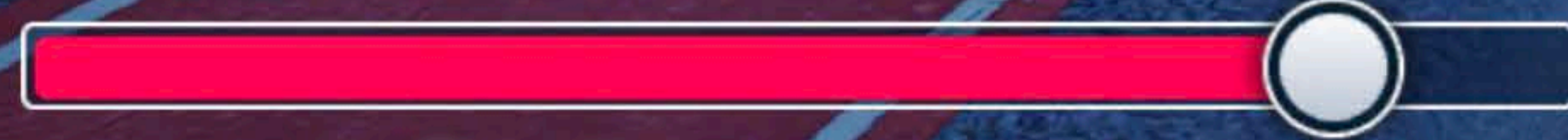
TAP TO STEER



TILT TO STEER



SWIPE SENSITIVITY



85%

Take a risk

New experience

Innovation

Innovation

Question assumptions

Innovation

Question assumptions

Convert problems into ideas



POS. 1/8

DIST. 63%

TOUCHDRIVE ON

MPH 169

00:55.814

PERFECT RUN

PERFECT NITRO





POS. 1/8

DIST. 63%

TOUCHDRIVE ON

MPH 169

00:55.814

PERFECT RUN

PERFECT NITRO



Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail



HomeCourt

Simplification

9:41



Feed



All

You



Doug LeMoine

Today at 11:22 AM

🕒 2m 26s 📍 Cupertino

SHOOTING DRILL
Around the Key

View detail



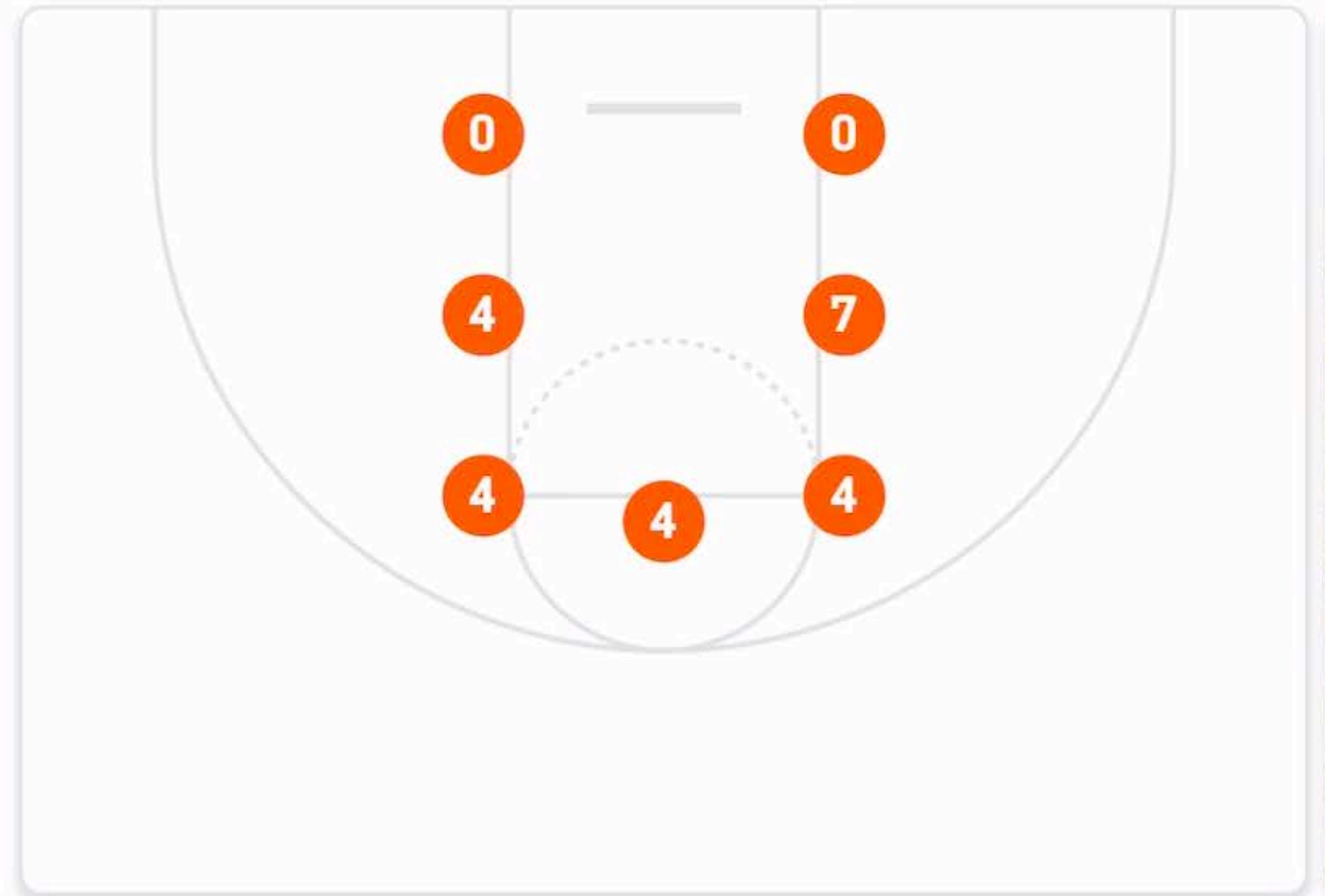
DRILL SCORE

12

MAKE

20

ATTEMPT



Doug LeMoine

Today at 11:09 AM

🕒 1m 0s 📍 Cupertino

DRIBBLE WORKOUT

View detail



Feed



Explore



Record



Profile



Teams

9:41



Feed



All

You



Doug LeMoine

Today at 11:22 AM

🕒 2m 26s 📍 Cupertino

SHOOTING DRILL
Around the Key

View detail



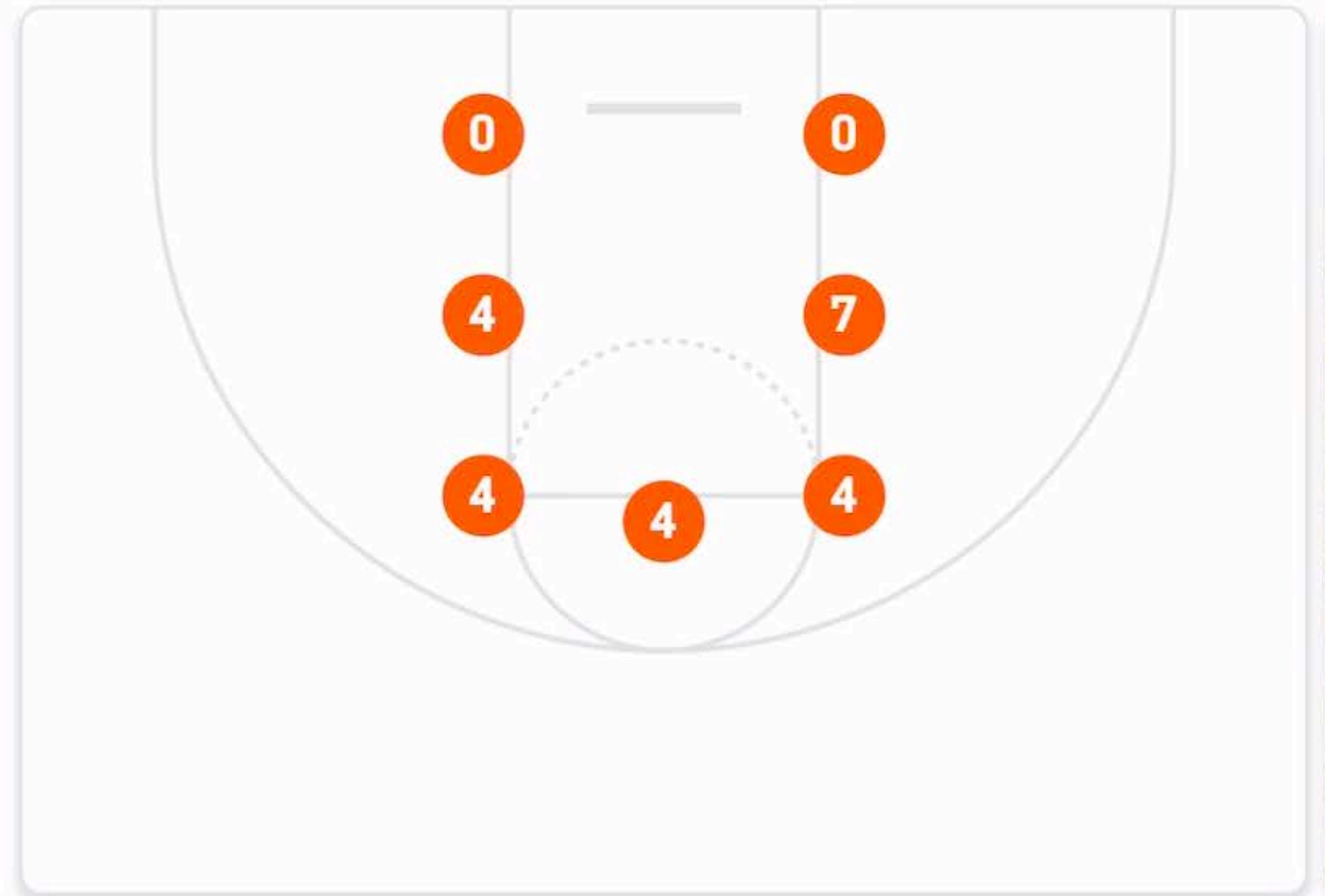
DRILL SCORE

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MAKE

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Doug LeMoine

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DRIBBLE WORKOUT

View detail



Feed



Explore



Record

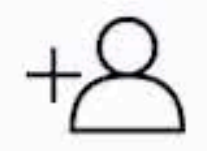


Profile



Teams

9:41



Feed



All

You



Doug LeMoine

Today at 11:22 AM

🕒 2m 26s 📍 Cupertino

SHOOTING DRILL
Around the Key

View detail



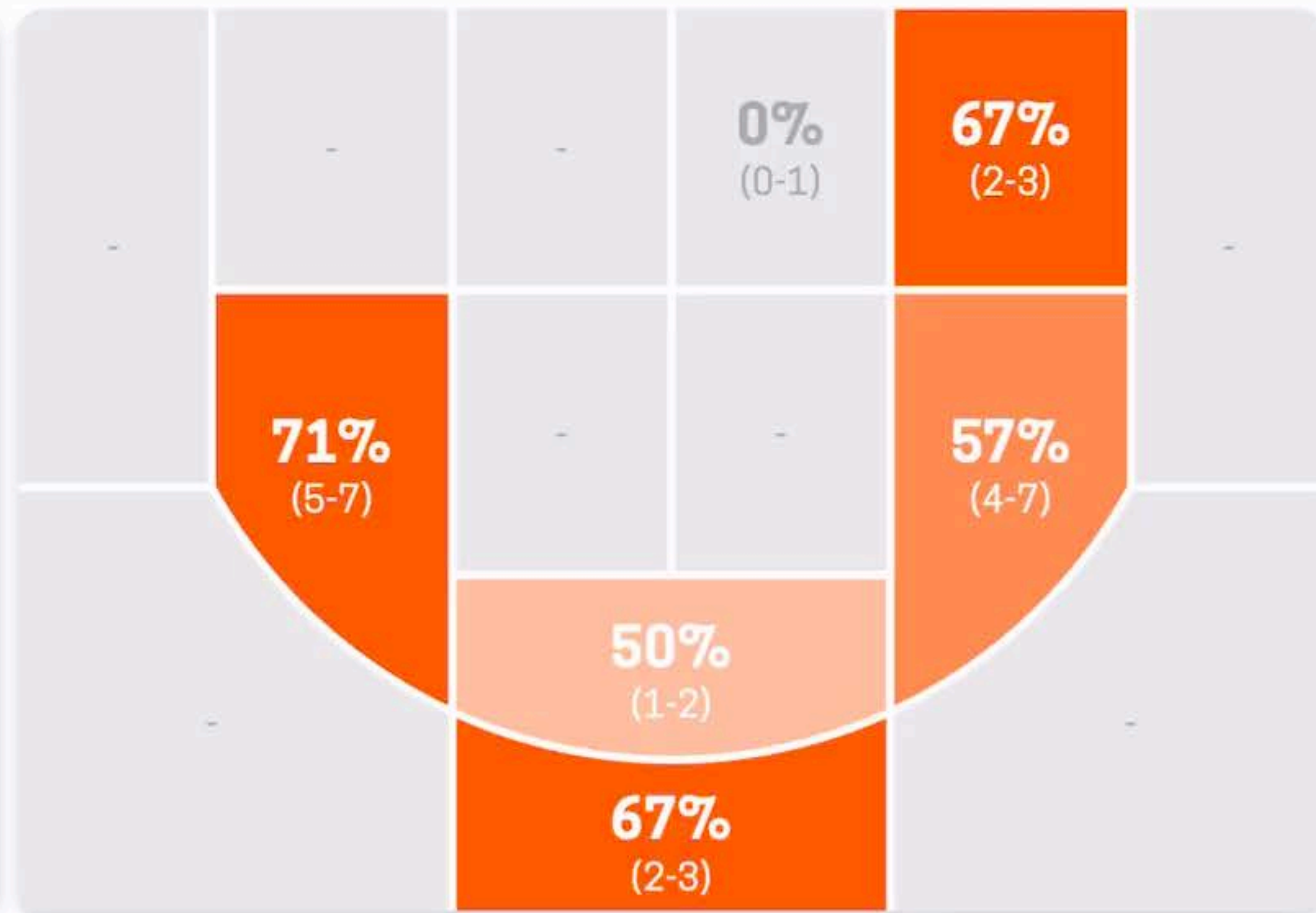
DRILL SCORE

12

MAKE

20

ATTEMPT



👁️ 1



Doug LeMoine

Today at 11:09 AM

🕒 1m 0s 📍 Cupertino

DRIBBLE WORKOUT

View detail



Feed



Explore



Record

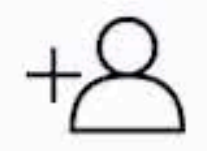


Profile



Teams

9:41



Feed



All

You



Doug LeMoine

Today at 11:22 AM

🕒 2m 26s 📍 Cupertino

SHOOTING DRILL
Around the Key

View detail



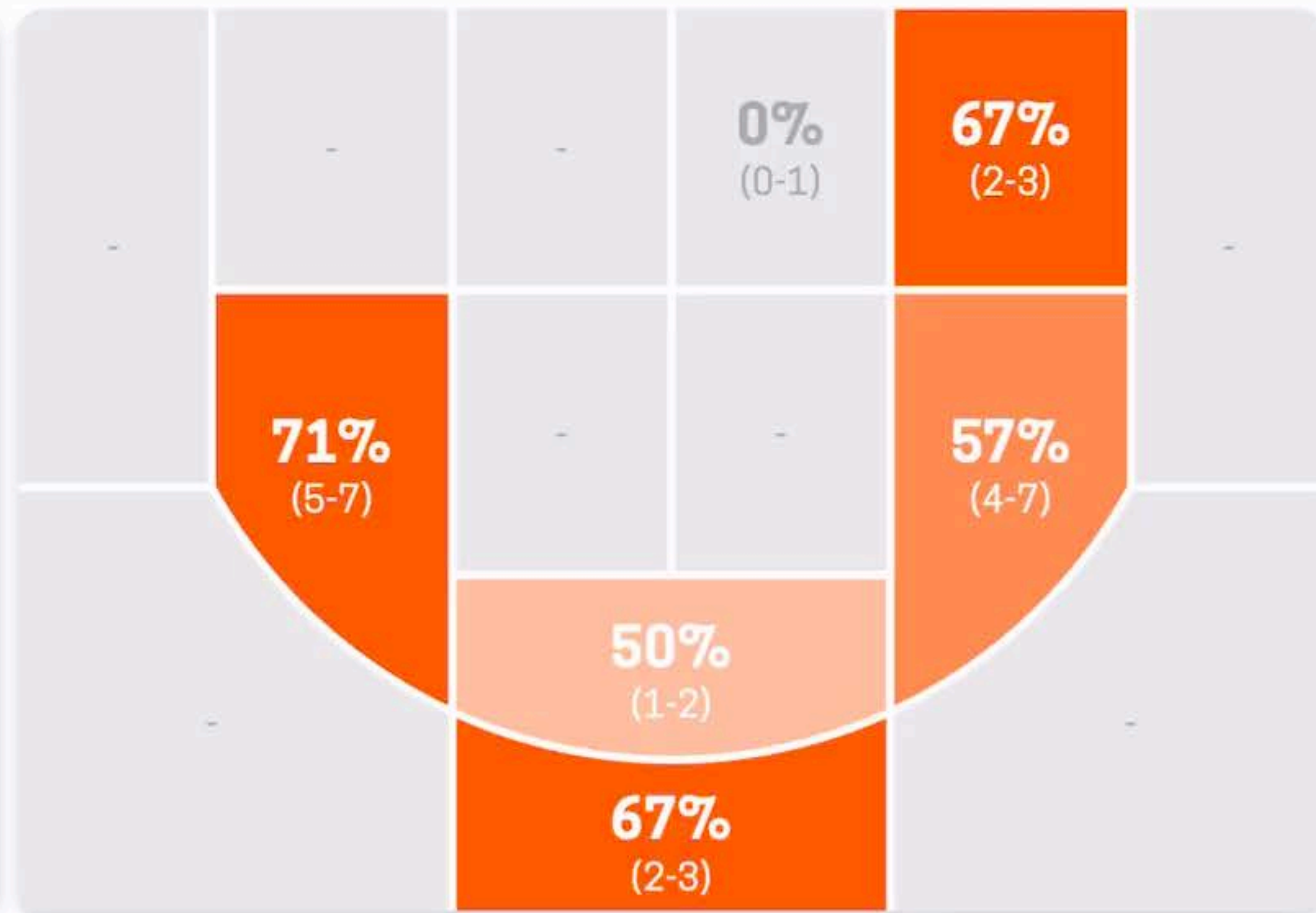
DRILL SCORE

12

MAKE

20

ATTEMPT



👁️ 1



Doug LeMoine

Today at 11:09 AM

🕒 1m 0s 📍 Cupertino

DRIBBLE WORKOUT

View detail



Feed



Explore



Record



Profile



Teams

“When we first launched, the experience was

Founder, HomeCourt

“When we first launched, the experience was not magical.”

Founder, HomeCourt

1. Place iPhone in tripod

1. Place iPhone in tripod

1. Place iPhone in tripod
2. Place tripod at half court
3. Make sure the tripod is 5' off the ground
4. Identify the hoop
5. Identify four points on the ground
6. Works best outside
7. But really only around noon or when cloudy

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- ~~7. But really only around noon or when cloudy~~

DEVICE SETUP



TRIPOD
OR HANDHELD

Most accurate
Required for Shot Science



GROUND

Simpler setup
Put directly on ground



1. Place iPhone in tripod
2. Place tripod at half court
3. Make sure the tripod is 5' off the ground
- ~~4. Identify the hoop~~
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- ~~5. Identify four points on the ground~~
- ~~6. Works best outside~~
- ~~7. But really only around noon or when cloudy~~



Now put the phone directly on the ground
at a far corner of the court





Now put the phone directly on the ground
at a far corner of the court



Magical



2 / **3**
MAKES / ATTEMPTS



2
MAKES

3
ATTEMPTS

Innovation

Innovation

Innovation

Fits into the flow of real life

Innovation

Fits into the flow of real life

Non-disruptive

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

Trust

Refinement

Aesthetics

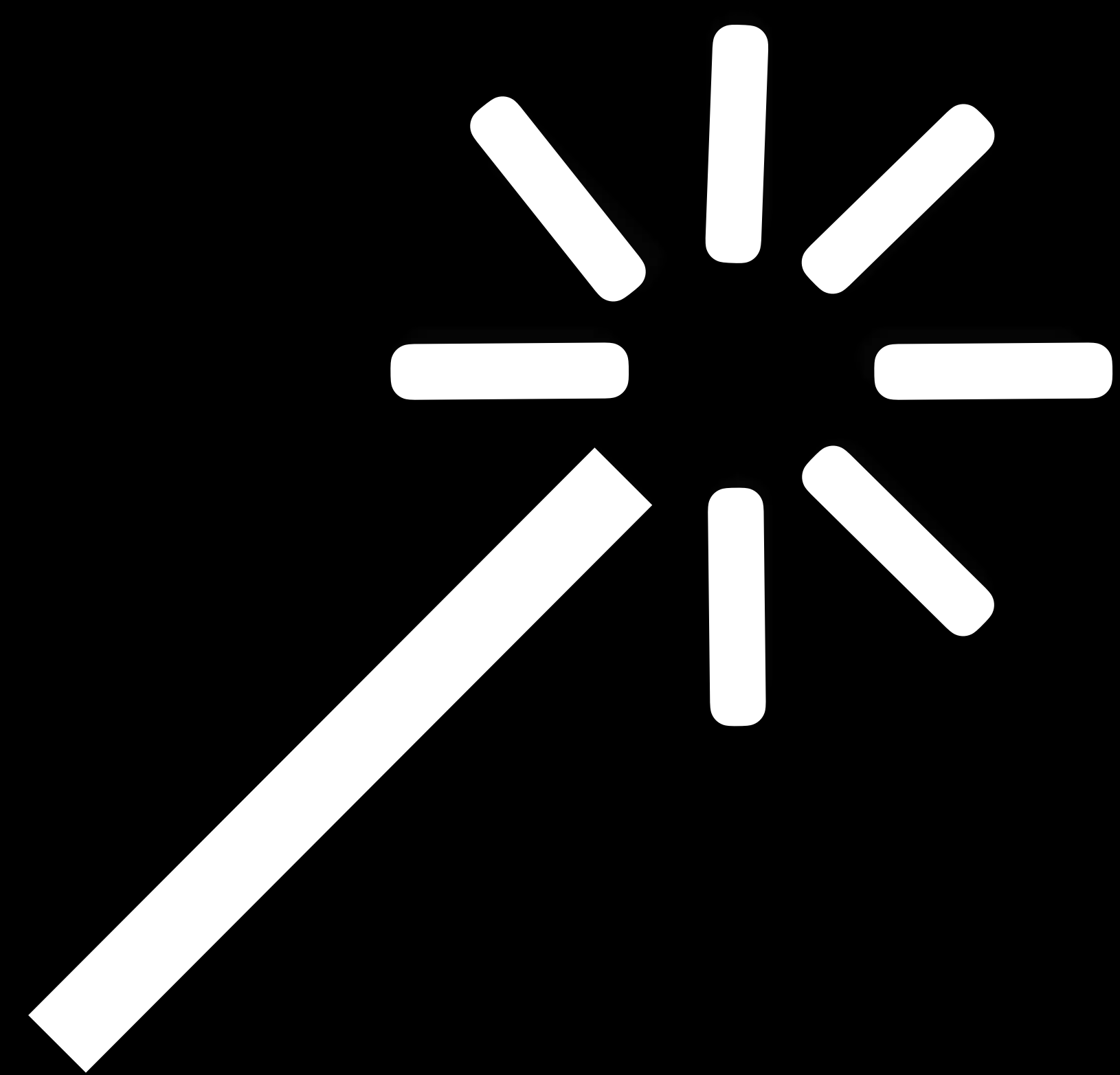
Inclusion

Attention to detail



Pixelmator Photo

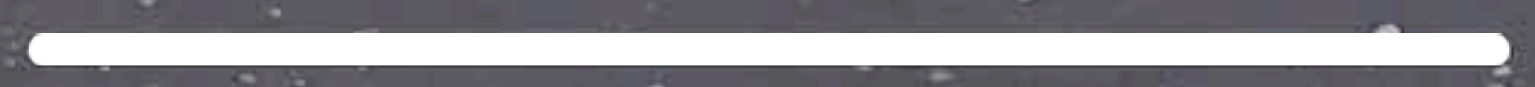
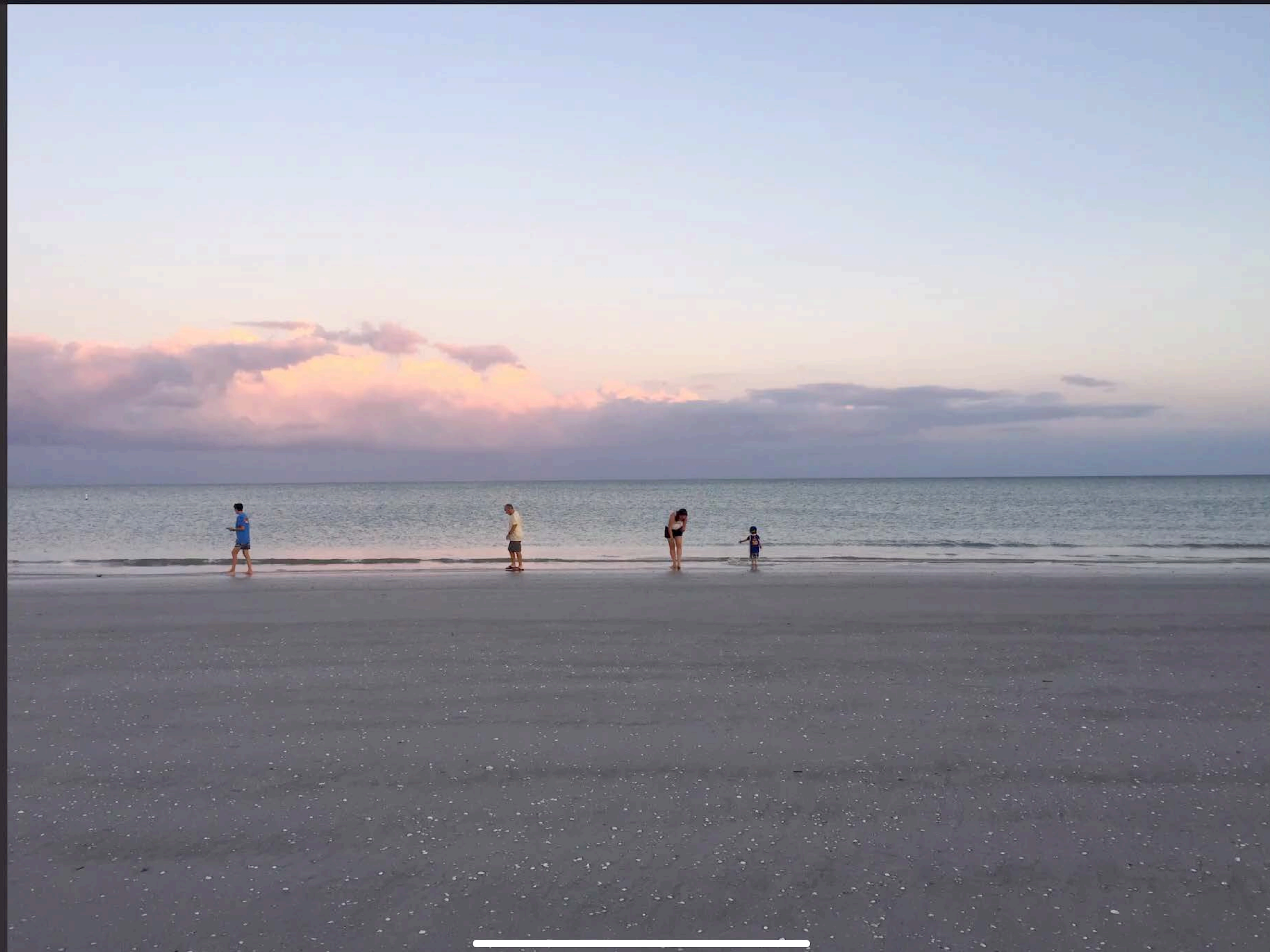
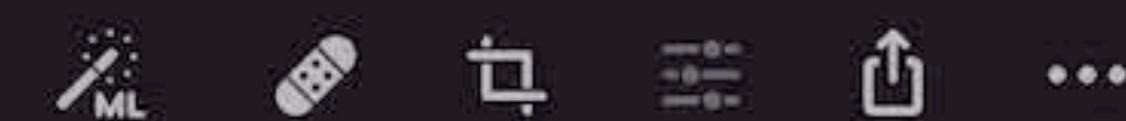
Black boxes





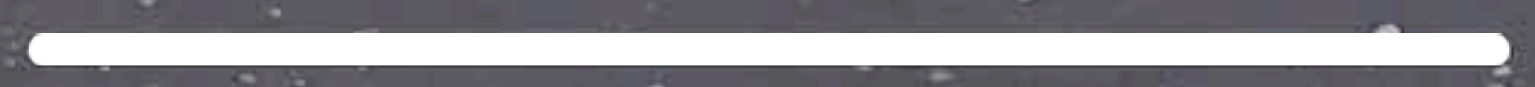
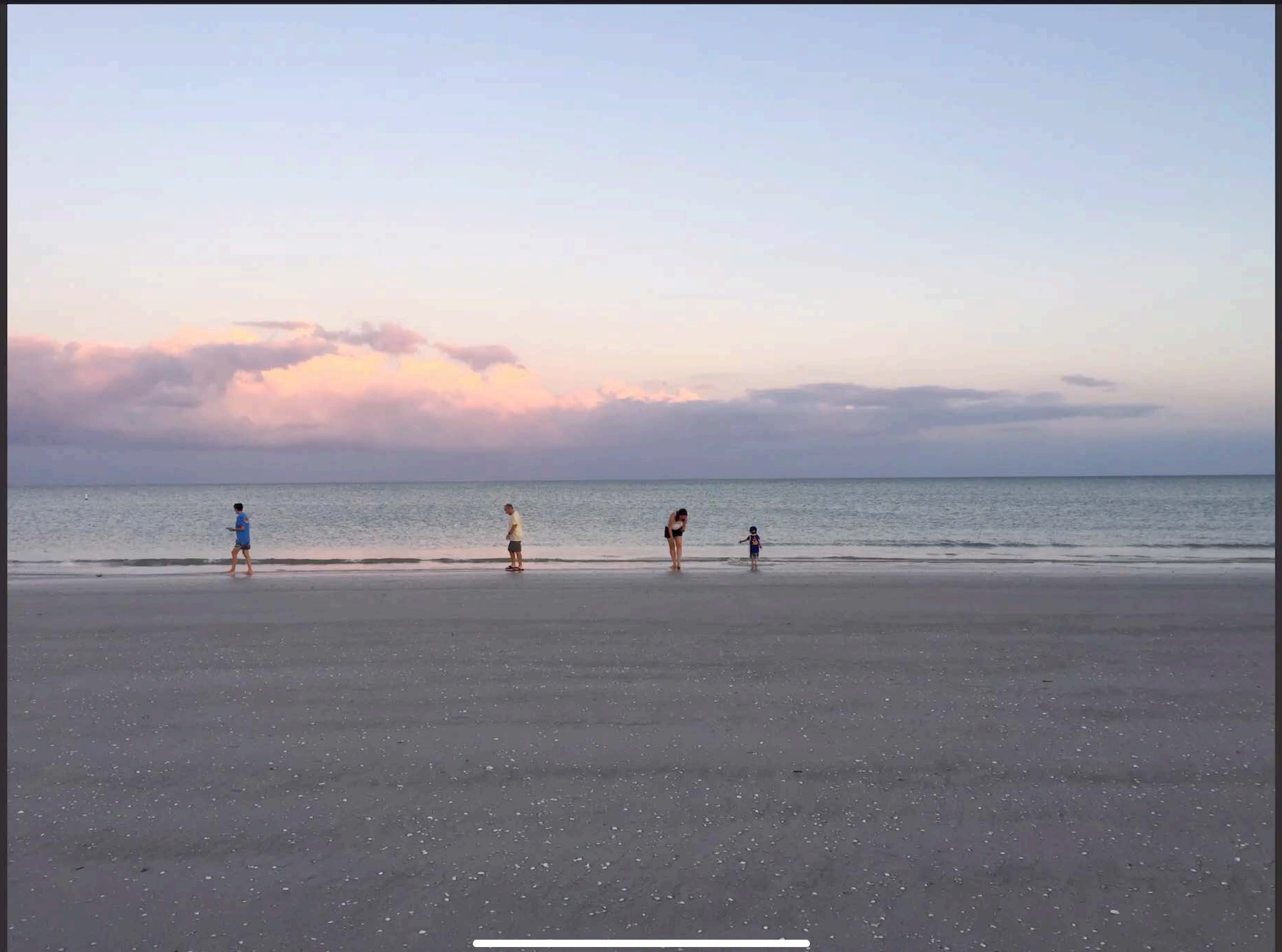
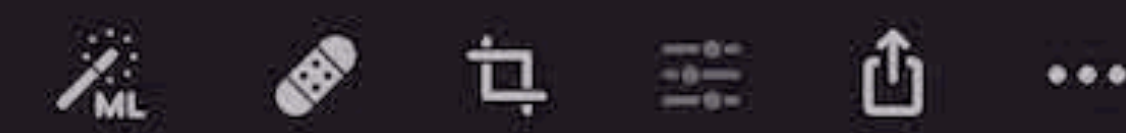
< Files Undo Revert

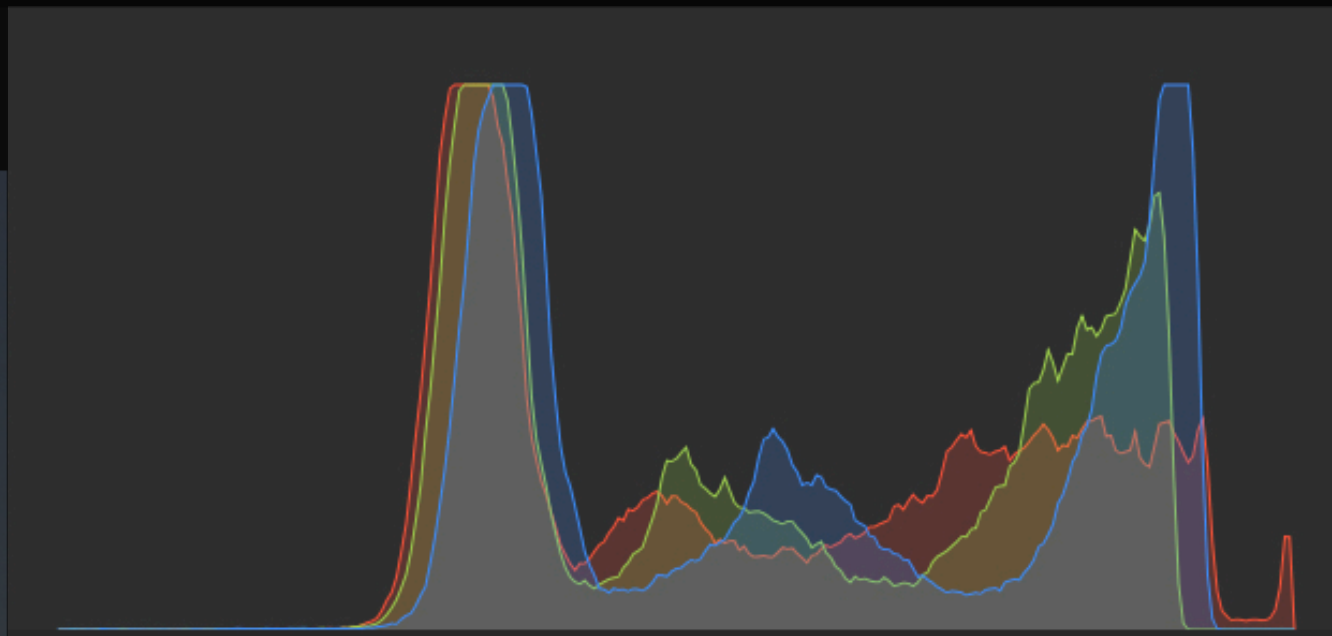
Beach Walk



< Files Undo Revert

Beach Walk





White Balance ML [Refresh] [Toggle]

Grey [Dropper]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Refresh] [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Refresh] [Toggle]

Exposure 0% [Slider]

Highlights 0% [Slider]

Shadows 0% [Slider]

Brightness 0% [Slider]

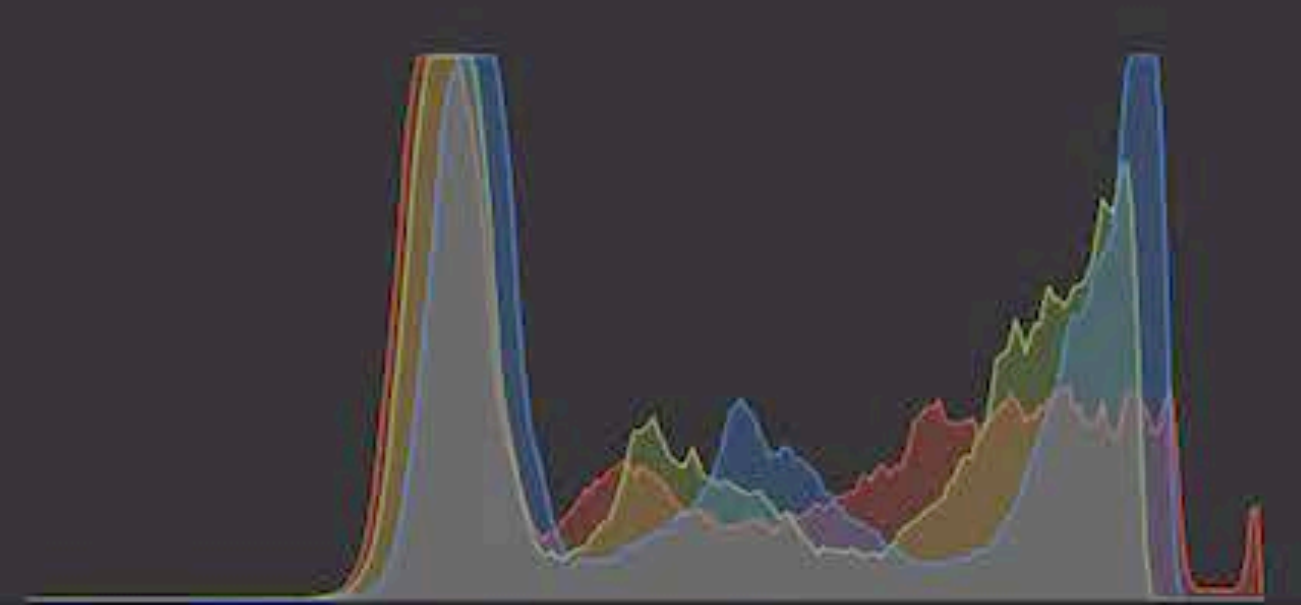
Contrast 0% [Slider]

Reset Adjustments

Thumbnail strip showing various photo adjustments:

- BW (Black and White)
- CN (Color Noise Reduction)
- CF (Color Filter)
- MF (Micro Focus)
- LS (Lens Shift)

Each adjustment is represented by a small thumbnail with a number (001-006) indicating the version or state.



White Balance ML [Toggle]

Grey [Icon]

Temperature 0%

Tint 0%

Hue & Saturation ML [Toggle]

Lightness ML [Toggle]

Exposure 0%

Highlights 0%

Shadows 0%

Brightness 0%

Contrast 0%

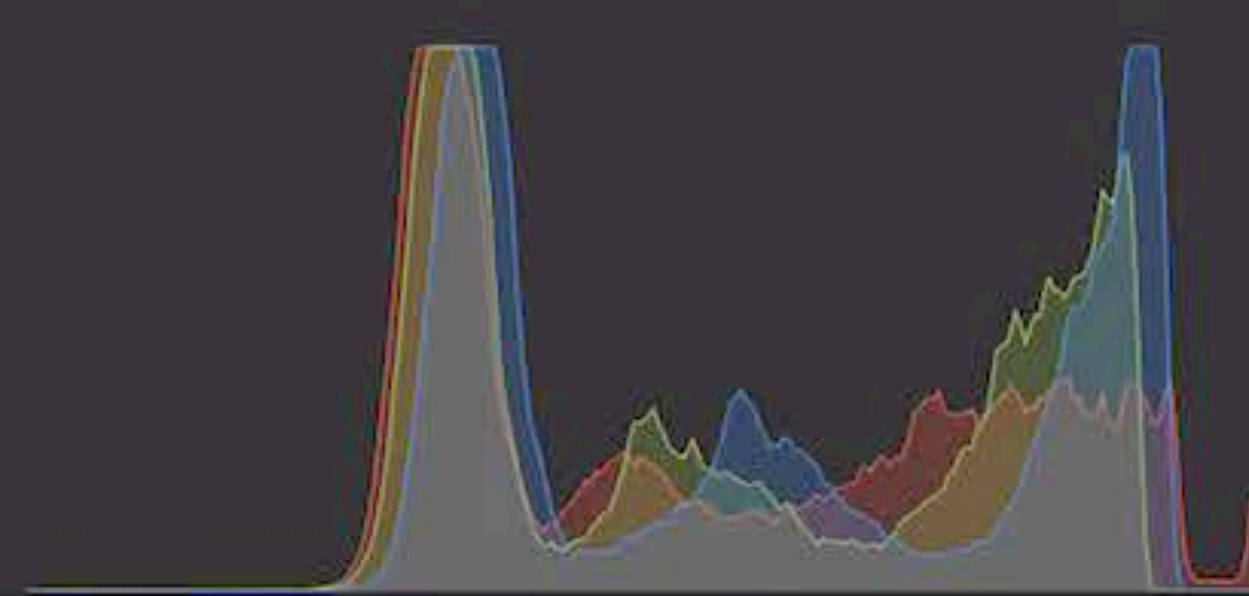
Black Point 0%

Color Balance ML [Toggle]

View Color Wheels

Reset Adjustments

Thumbnail strip showing various image adjustments: BW (001-003), CN (001-004), CF (001-005), MF (001-006), LS (001).



White Balance ML [Toggle]

Grey [Icon]

Temperature 0%

Tint 0%

Hue & Saturation ML [Toggle]

Lightness ML [Toggle]

Exposure 0%

Highlights 0%

Shadows 0%

Brightness 0%

Contrast 0%

Black Point 0%

Color Balance ML [Toggle]

View Color Wheels

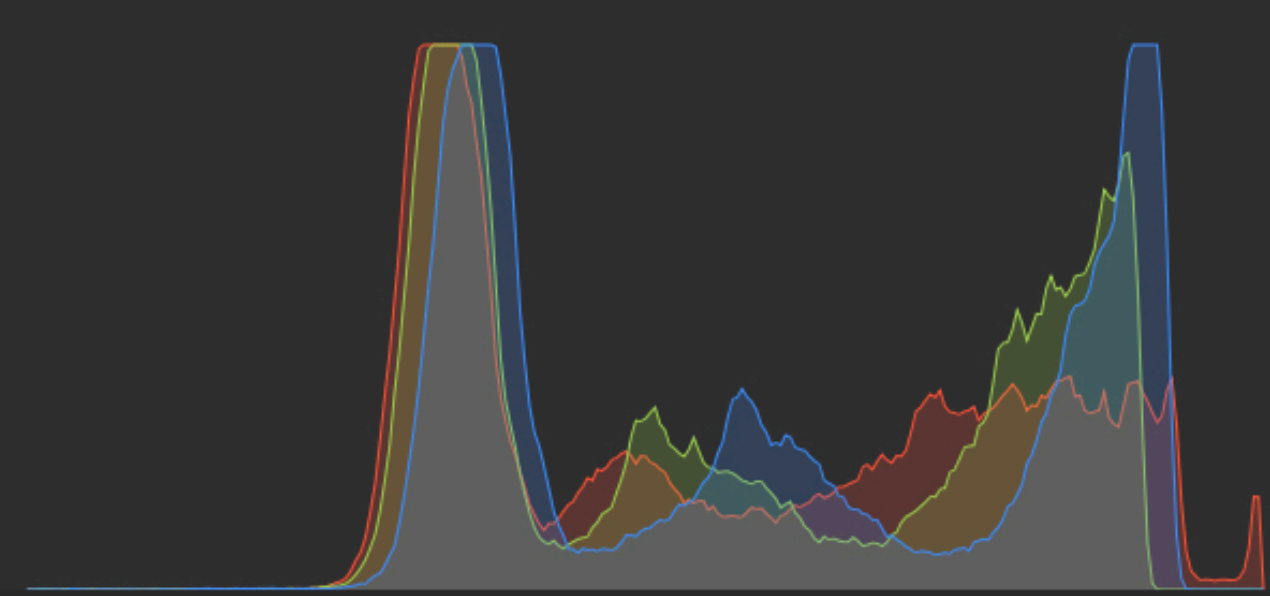
Reset Adjustments

Thumbnail strip showing various image adjustments:

- BW (Black and White)
- CN (Color Negative) - 001, 002, 003
- CF (Color Filter) - 001, 002, 003, 004
- MF (Micro Focus) - 001, 002, 003, 004, 005
- LS (Light Sensitivity) - 001, 002, 003, 004, 005, 006

20,000,000

Professional photos



White Balance ML 🔒 ⌂ 🔁 🔍

Grey 🎯

Temperature 0%

Tint 0%

Hue & Saturation ML 🔒 ⌂ 🔁 🔍

Hue 0%

Saturation 0%

Vibrance 0%

Lightness ML 🔒 ⌂ 🔁 🔍

Exposure 0%

Highlights 0%

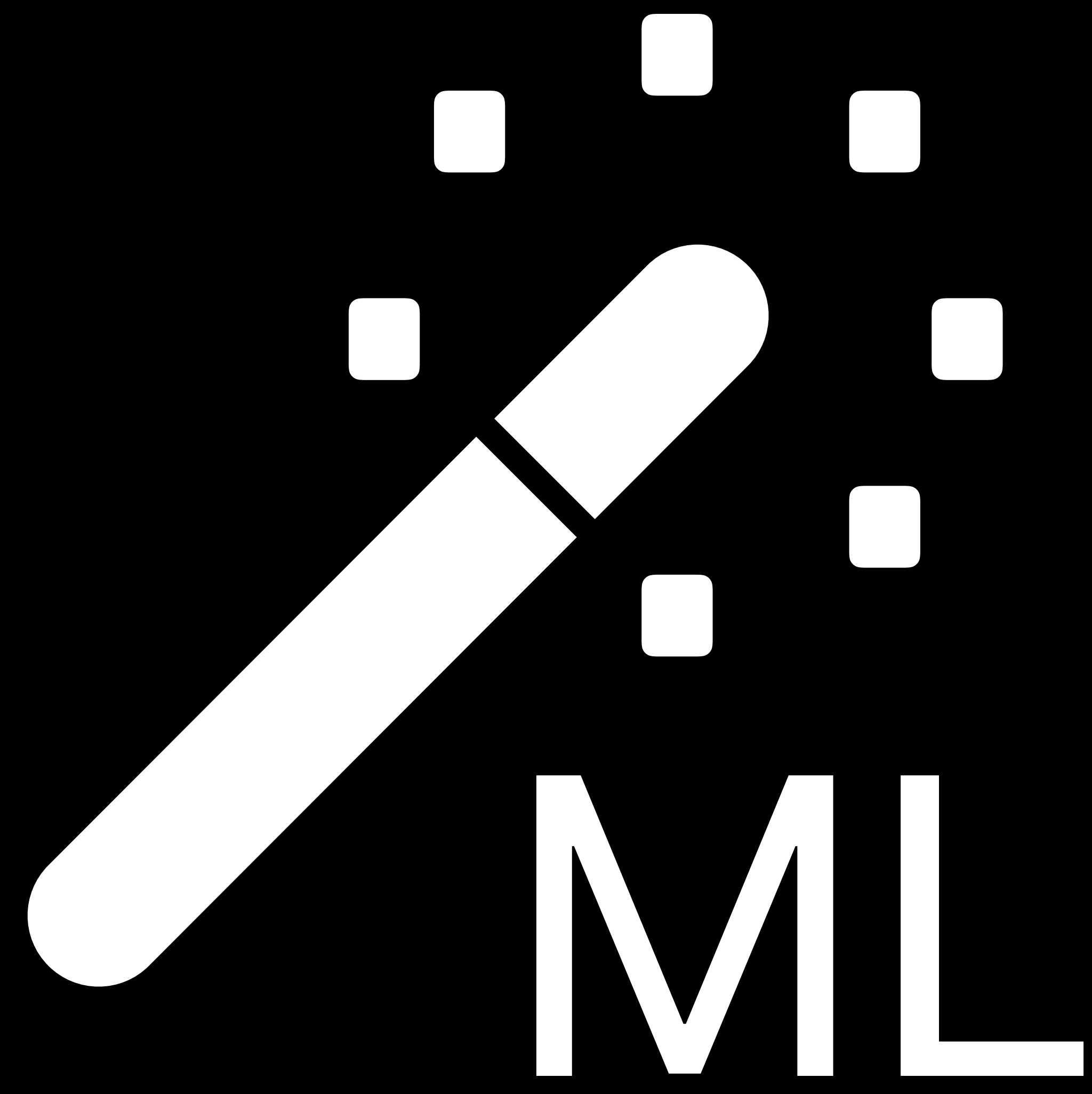
Shadows 0%

Brightness 0%

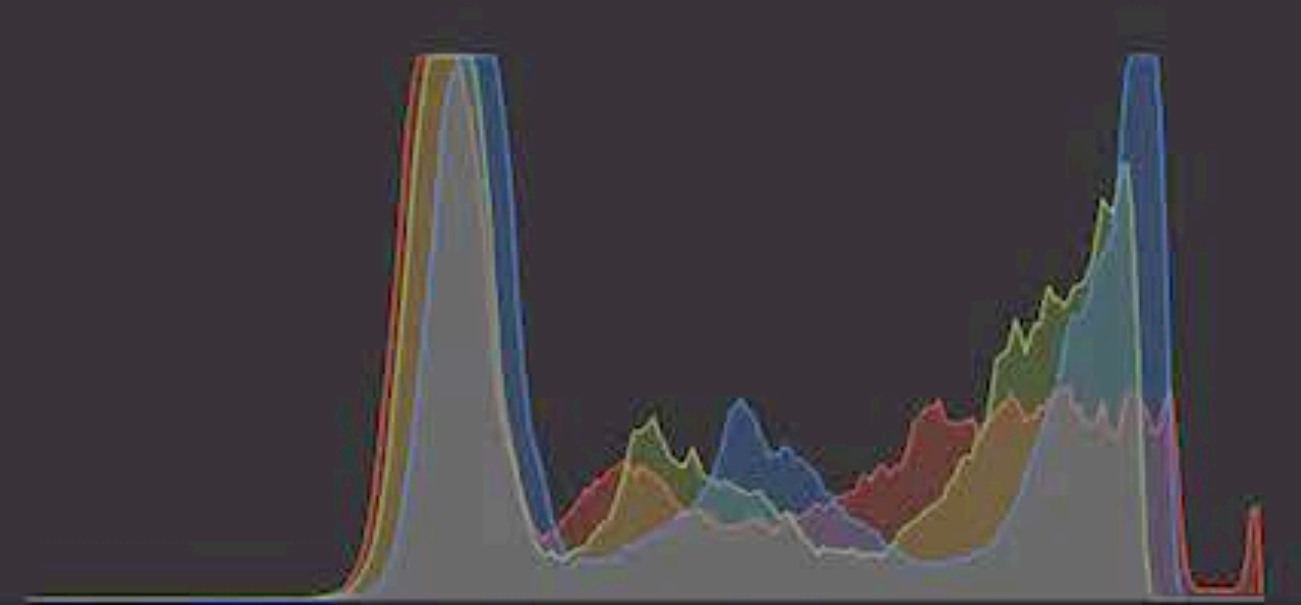
Contrast 0%

Reset Adjustments

Color calibration strip with tabs: BW, CN, CF, MF, LS and numbered thumbnails (001-006).



“Underwhelming”



White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

Highlights 0% [Slider]

Shadows 0% [Slider]

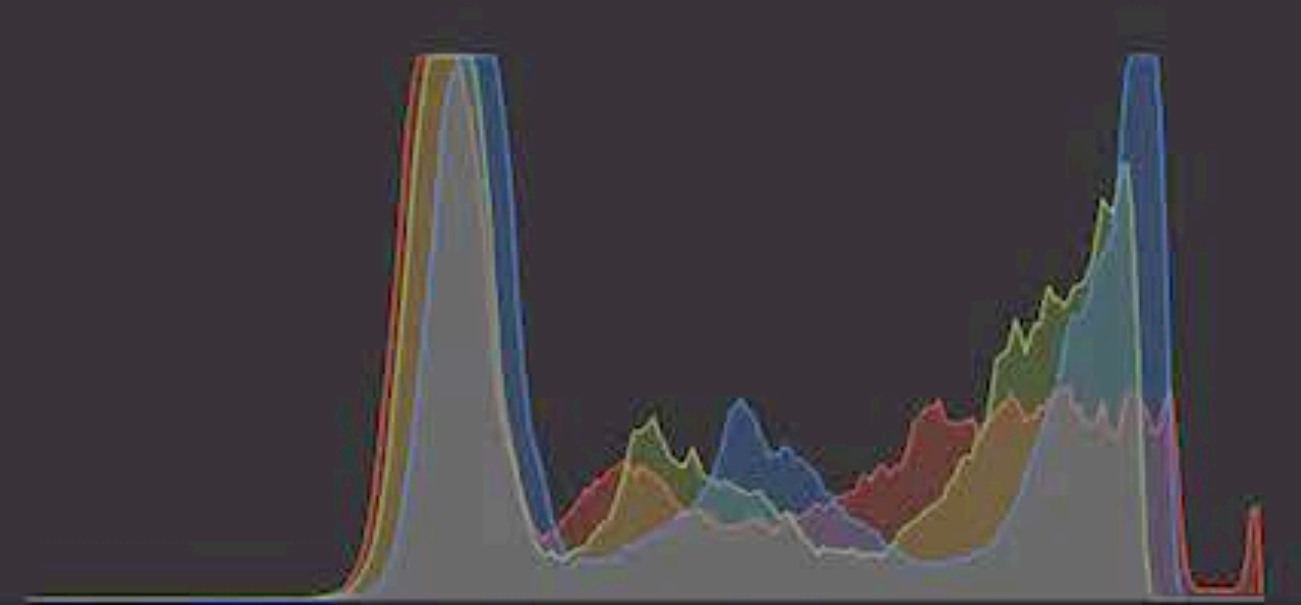
Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments

Thumbnail strip showing various image adjustments:

- BW (Black and White)
- CN (Color Neutral) - 001, 002, 003
- CF (Color Filter) - 001, 002, 003, 004
- MF (Micro Focus) - 001, 002, 003, 004, 005
- LS (Light Sensitivity) - 001, 002, 003, 004, 005, 006



White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

Highlights 0% [Slider]

Shadows 0% [Slider]

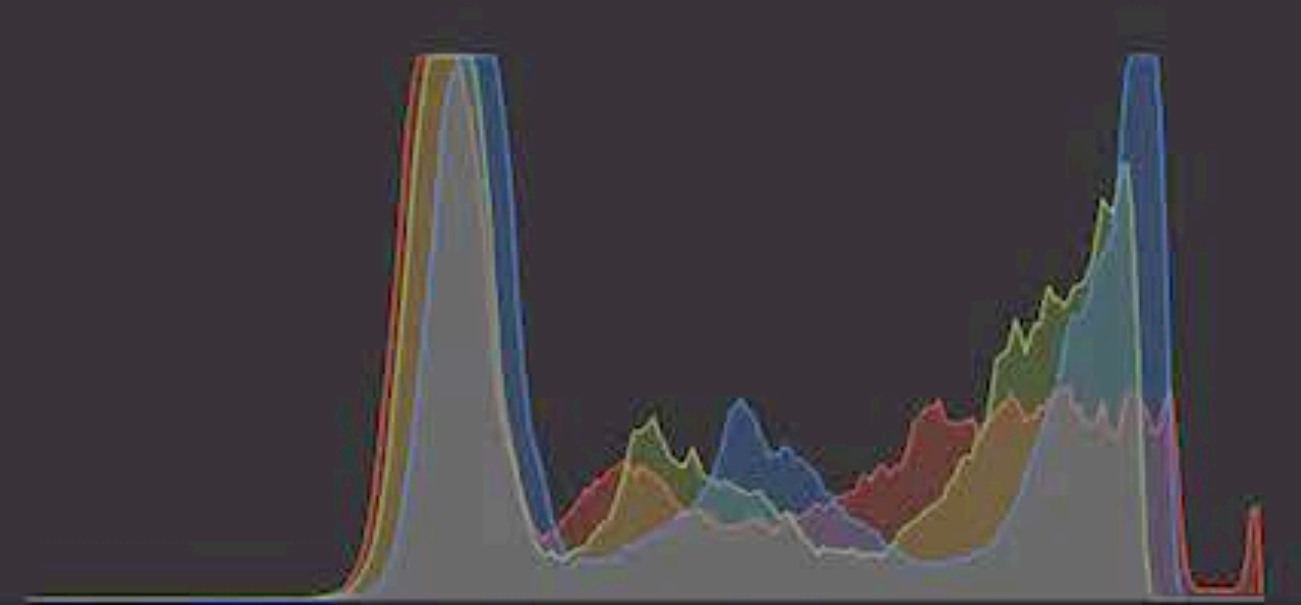
Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments

Thumbnail strip showing various image adjustments:

- BW (Black and White)
- CN (Color Neutral) - 001, 002, 003
- CF (Color Filter) - 001, 002, 003, 004
- MF (Micro Focus) - 001, 002, 003, 004, 005
- LS (Light Sensitivity) - 001, 002, 003, 004, 005, 006



White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

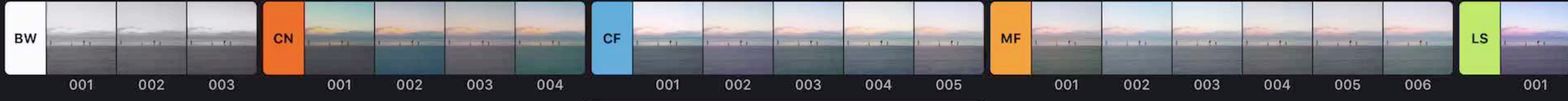
Highlights 0% [Slider]

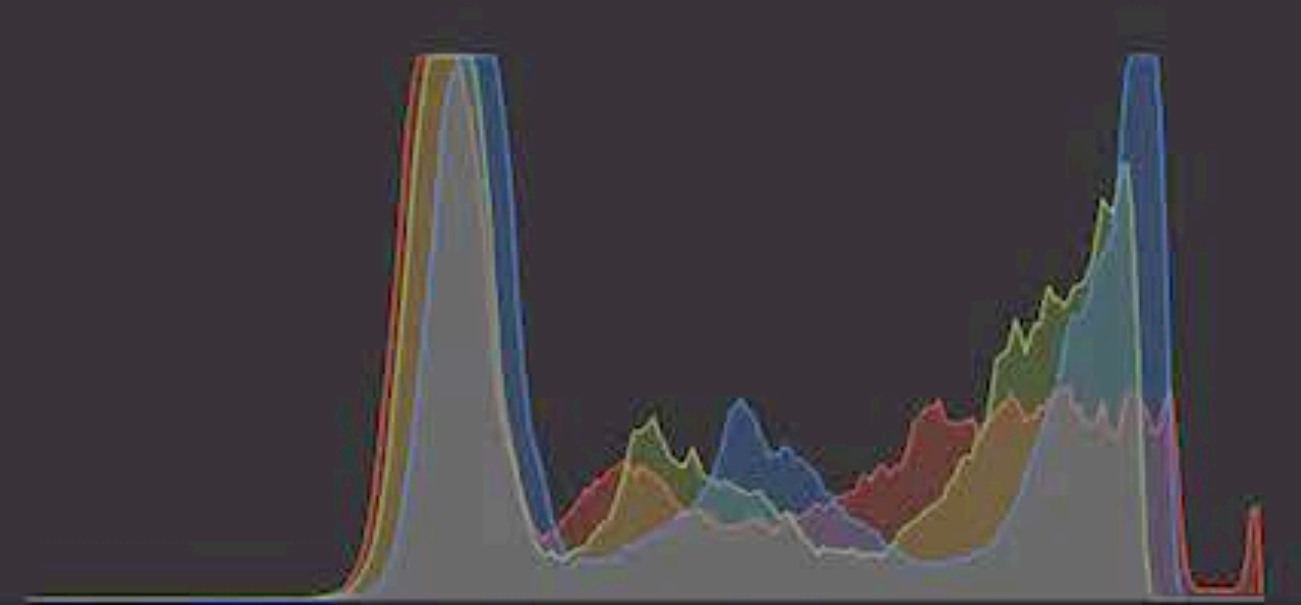
Shadows 0% [Slider]

Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments





White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

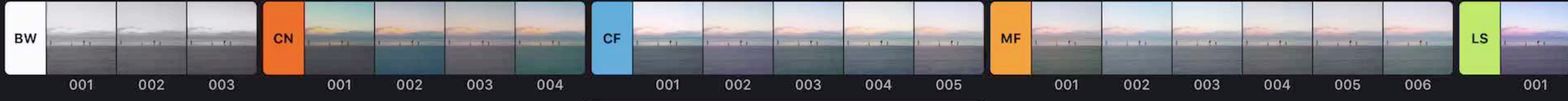
Highlights 0% [Slider]

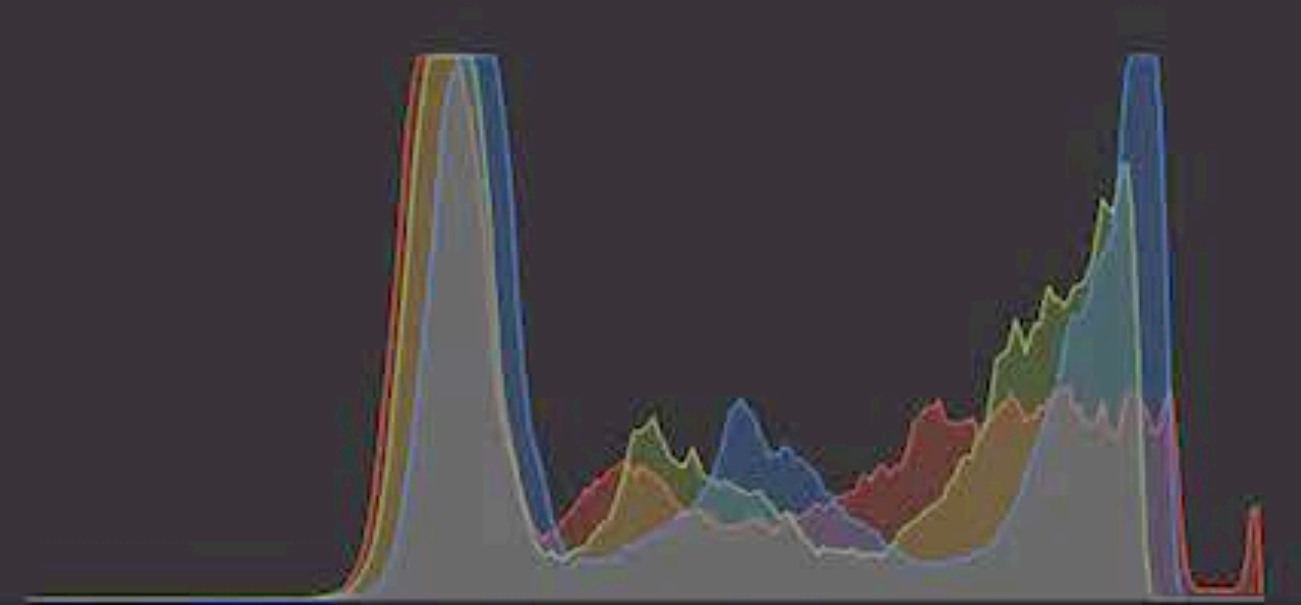
Shadows 0% [Slider]

Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments





White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

Highlights 0% [Slider]

Shadows 0% [Slider]

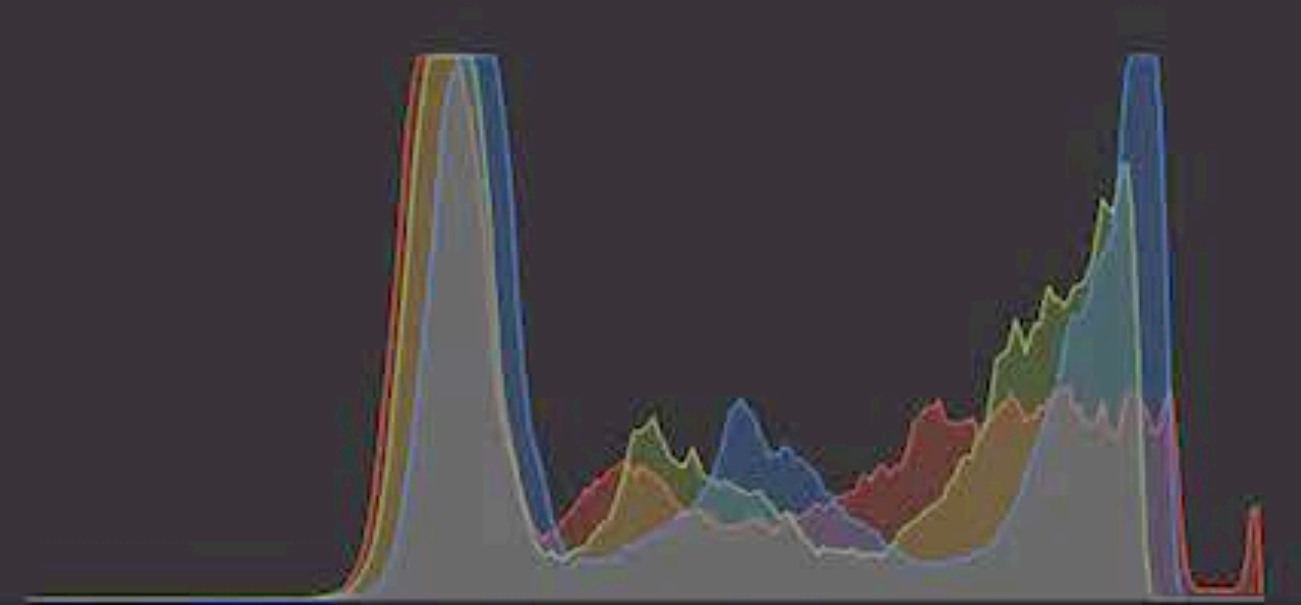
Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments

Thumbnail strip showing various image adjustments:

- BW (Black and White)
- CN (Color Neutral) with sub-thumbs 001, 002, 003
- CF (Color Filter) with sub-thumbs 001, 002, 003, 004, 005
- MF (Micro Filter) with sub-thumbs 001, 002, 003, 004, 005, 006
- LS (Light Select) with sub-thumb 001



White Balance ML [Toggle]

Grey [Icon]

Temperature 0% [Slider]

Tint 0% [Slider]

Hue & Saturation ML [Toggle]

Hue 0% [Slider]

Saturation 0% [Slider]

Vibrance 0% [Slider]

Lightness ML [Toggle]

Exposure 0% [Slider]

Highlights 0% [Slider]

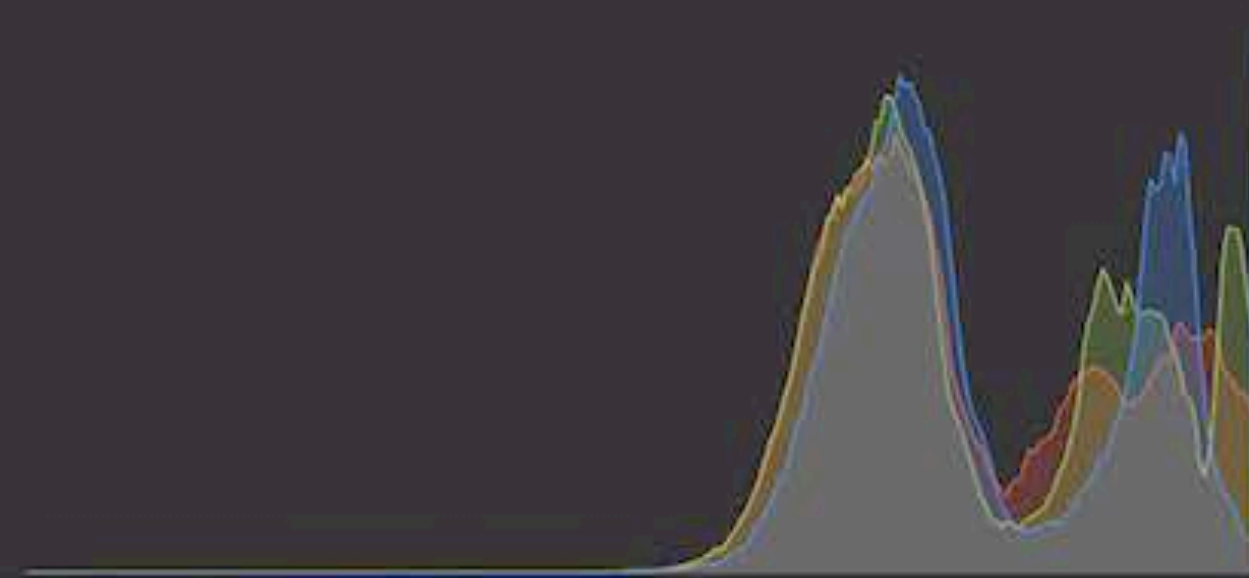
Shadows 0% [Slider]

Brightness 0% [Slider]

Contrast 0% [Slider]

Reset Adjustments

Thumbnail strip showing various image adjustments: BW, CN, CF, MF, LS with numbered sub-thumbs (001-006).



Lightness ML [Refresh] [Toggle]

Exposure 181%

Highlights -2%

Shadows -41%

Brightness -6%

Contrast 4%

Black Point 17%

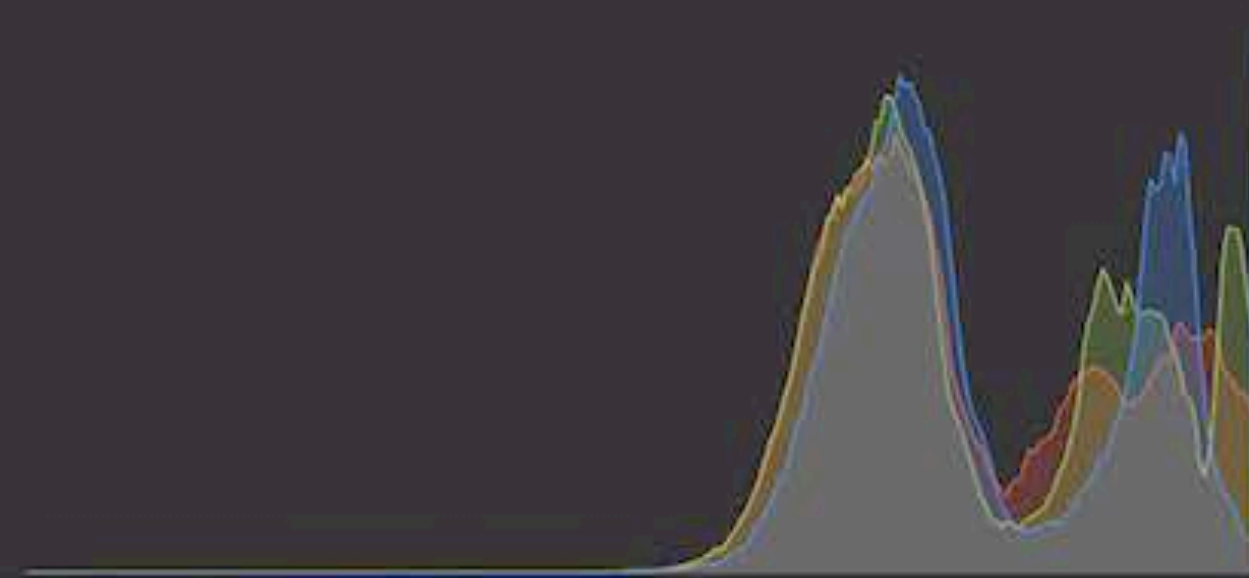
Color Balance ML [Refresh] [Toggle]

View Color Wheels

Master 3-Way Color

Reset Adjustments

BW 001 002 003 CN 001 002 003 004 CF 001 002 003 004 005 MF 001 002 003 004 005 006 LS 001



Lightness ML [Refresh] [Toggle]

Exposure 181%

Highlights -2%

Shadows -41%

Brightness -6%

Contrast 4%

Black Point 17%

Color Balance ML [Refresh] [Toggle]

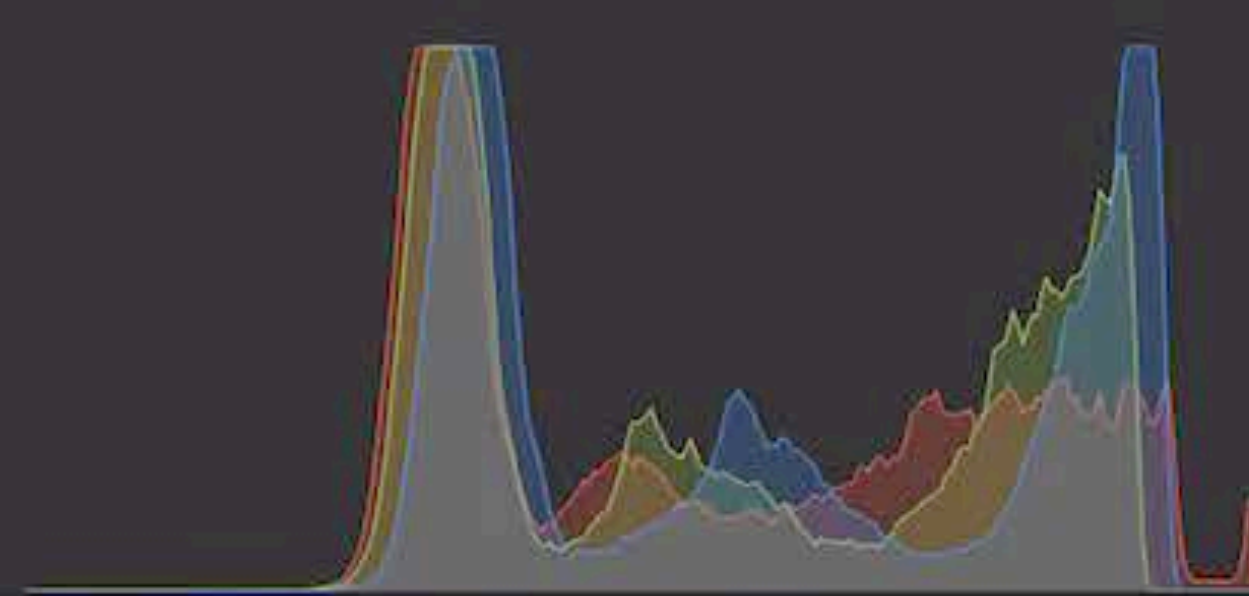
View Color Wheels

Master 3-Way Color

Reset Adjustments

BW 001 002 003 CN 001 002 003 004 CF 001 002 003 004 005 MF 001 002 003 004 005 006 LS 001

Attribution



White Balance ML [Toggle]

Grey [Icon]

Temperature 0%

Tint 0%

Hue & Saturation ML [Toggle]

Hue 0%

Saturation 0%

Vibrance 0%

Lightness ML [Toggle]

Exposure 0%

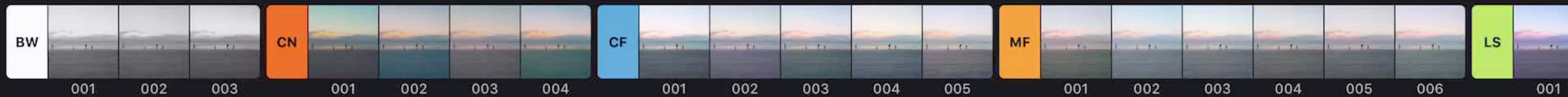
Highlights 0%

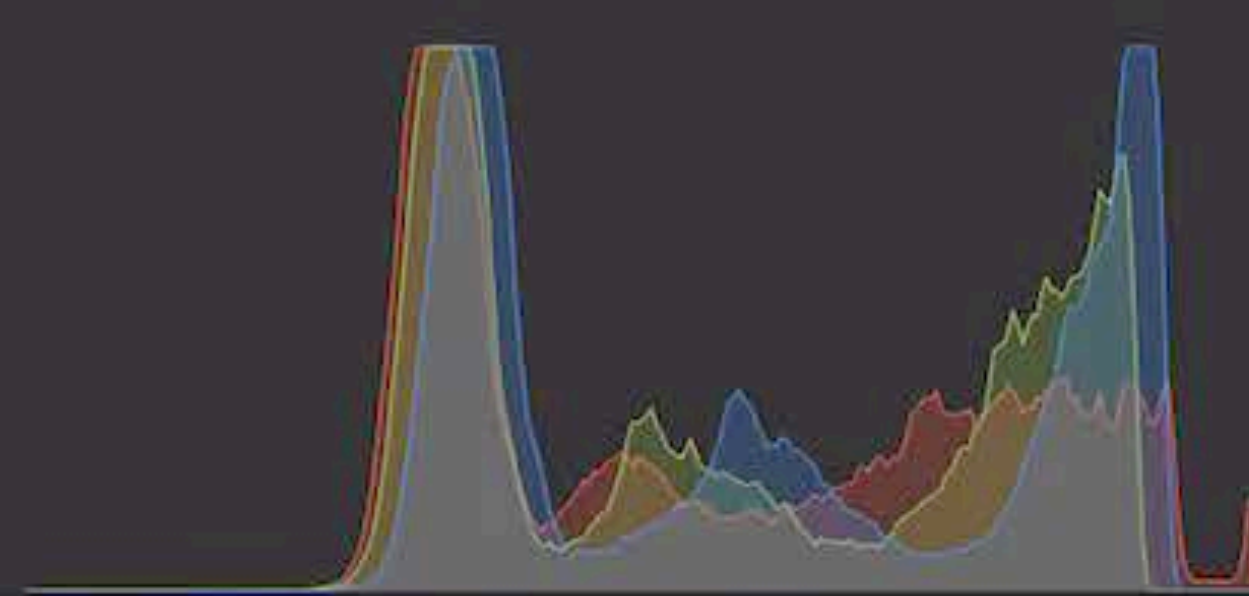
Shadows 0%

Brightness 0%

Contrast 0%

Reset Adjustments





White Balance ML [Toggle]

Grey [Icon]

Temperature 0%

Tint 0%

Hue & Saturation ML [Toggle]

Hue 0%

Saturation 0%

Vibrance 0%

Lightness ML [Toggle]

Exposure 0%

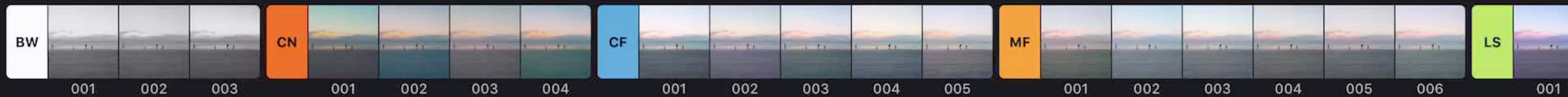
Highlights 0%

Shadows 0%

Brightness 0%

Contrast 0%

Reset Adjustments



Trust

Trust

Trust

Reveal what's behind the app's intelligence

Trust

Reveal what's behind the app's intelligence

Offer ways to adjust

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail



The Gardens Between





















FROG DEITY



INEXPERIENCED KNIGHT



BIOLOGIST COUPLE CATALOGUING RARE FLORA + FAUNA



ENERGETIC OLD MAN



RUNAWAY PRINCE



FAMOUS ARTIST SEEKS TO PAINT THE WILDS



FOREST HUNTER



TRAVELLING SALESMAN



SUSPICIOUS LOOKING MAN



APPRENTICE SOURCERER



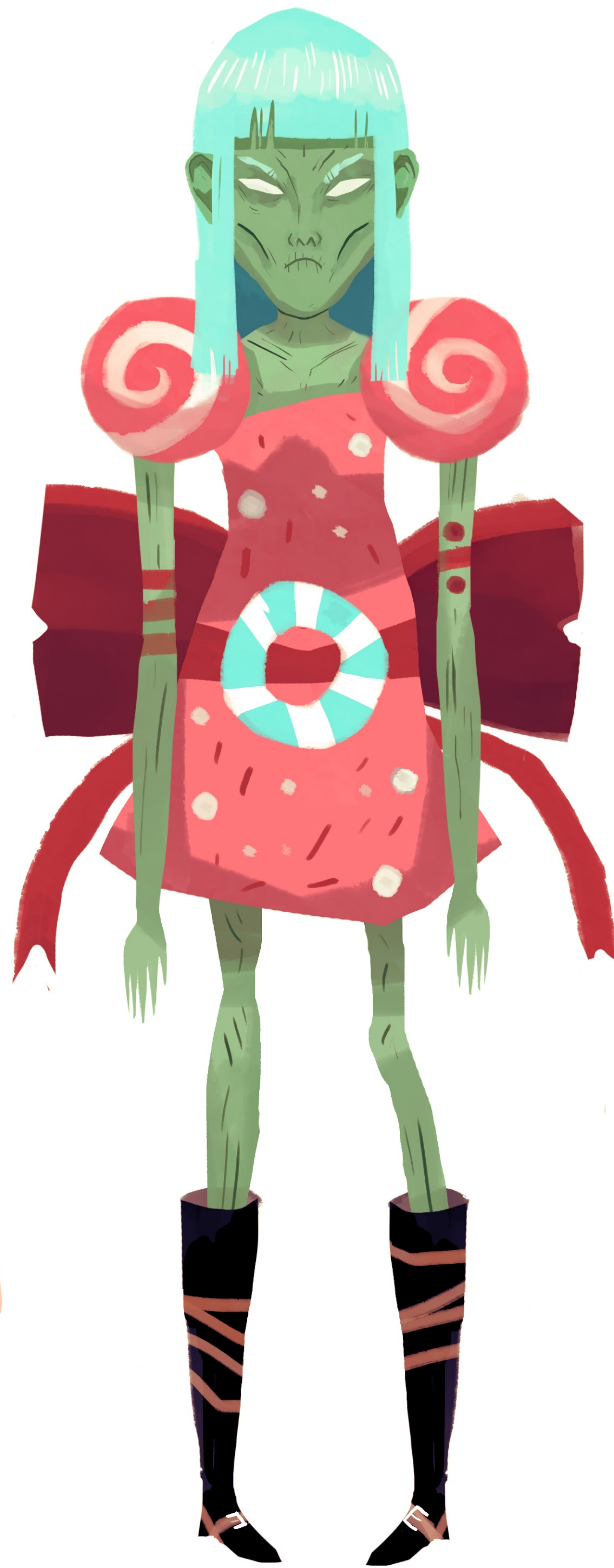
MASTER BLACKSMITH SEARCHING FOR RARE ORE

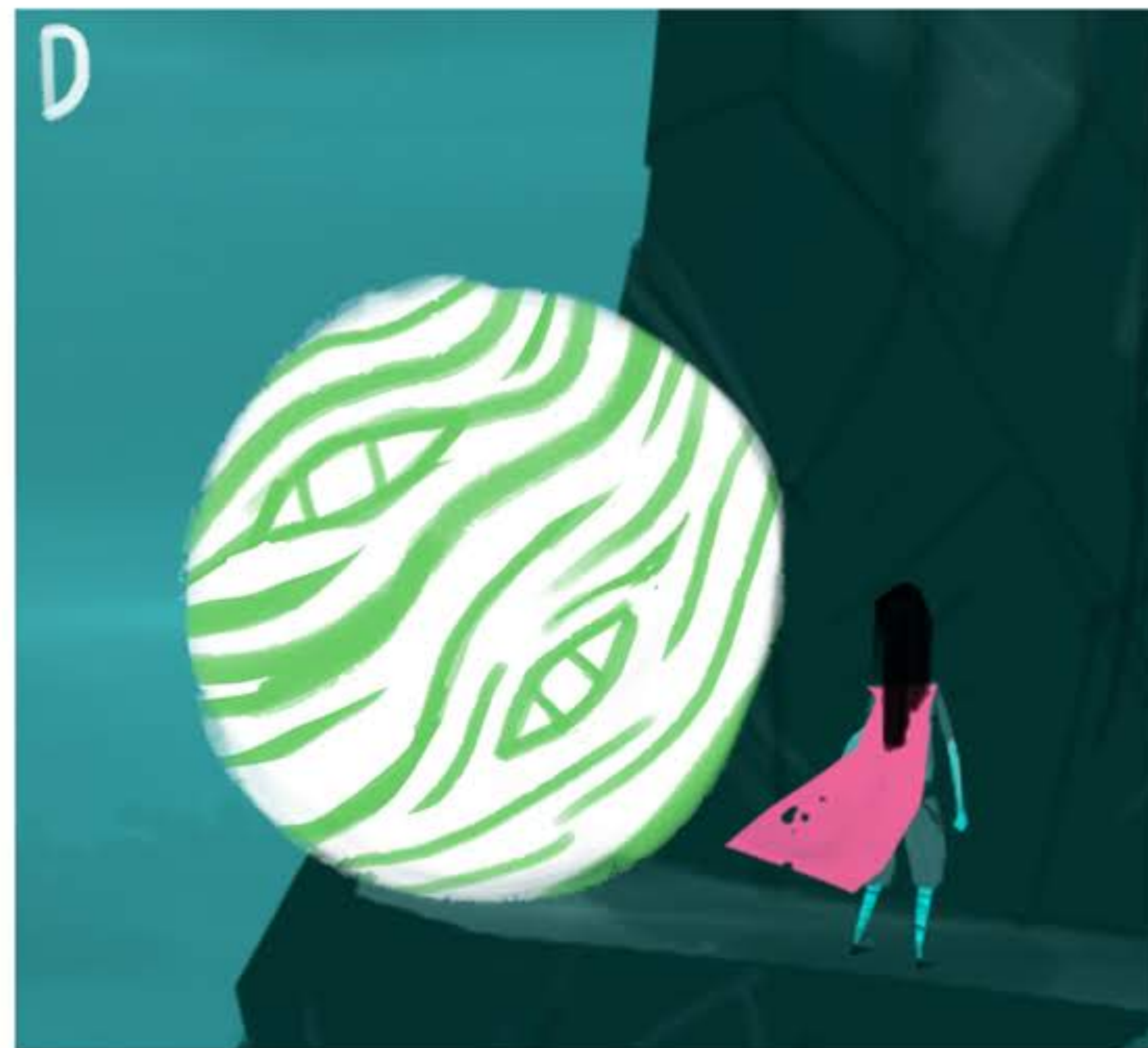
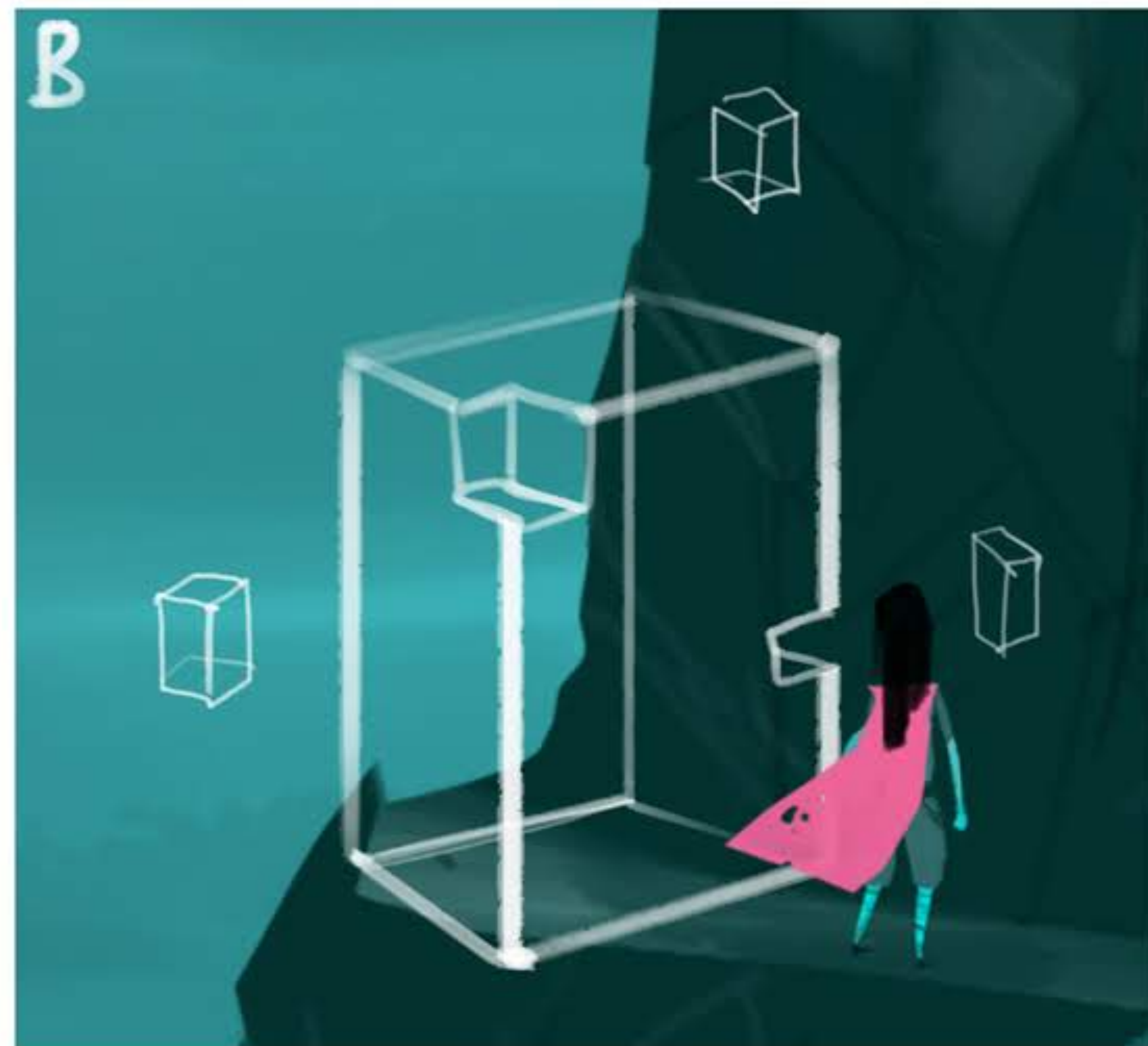


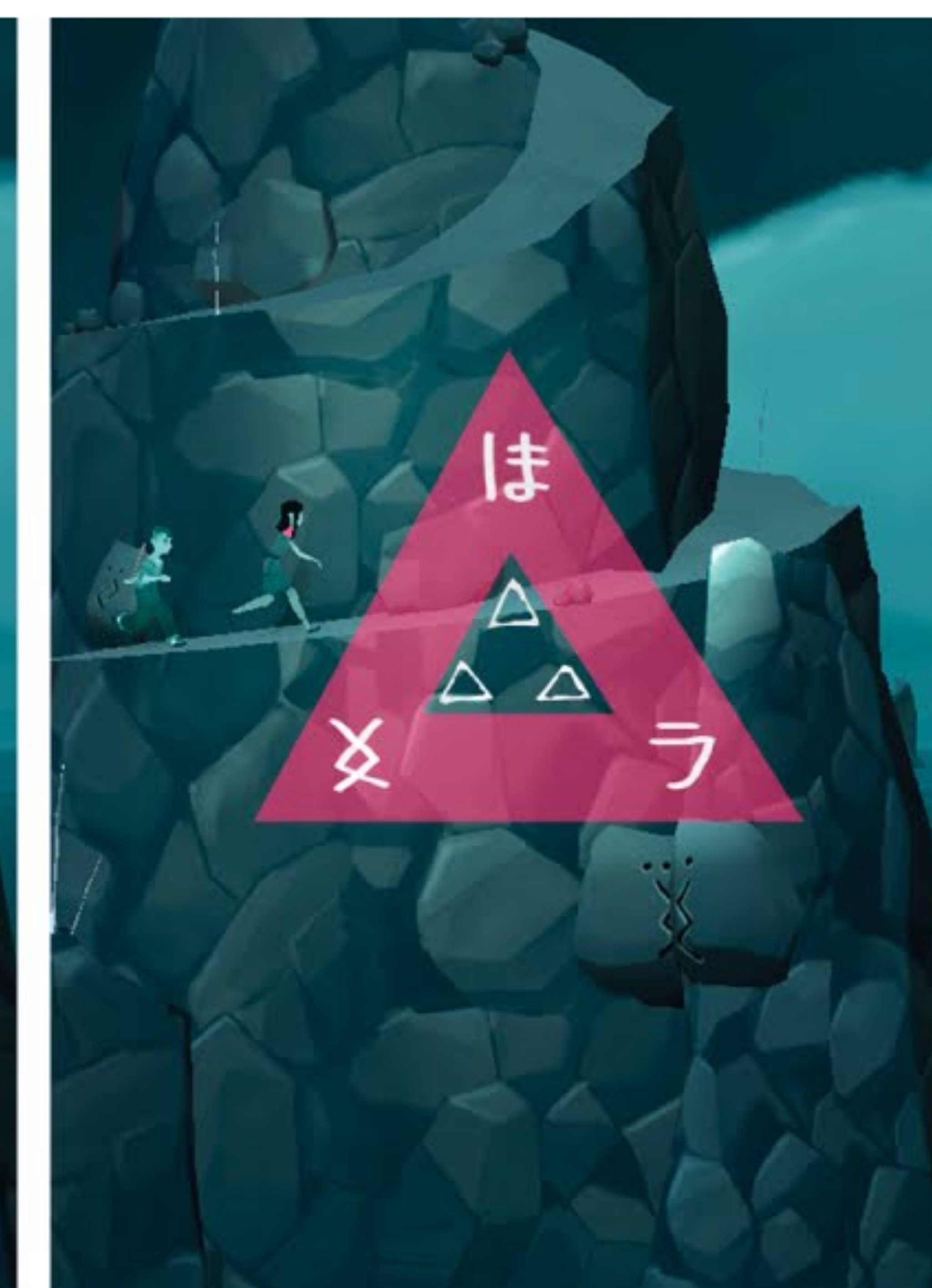
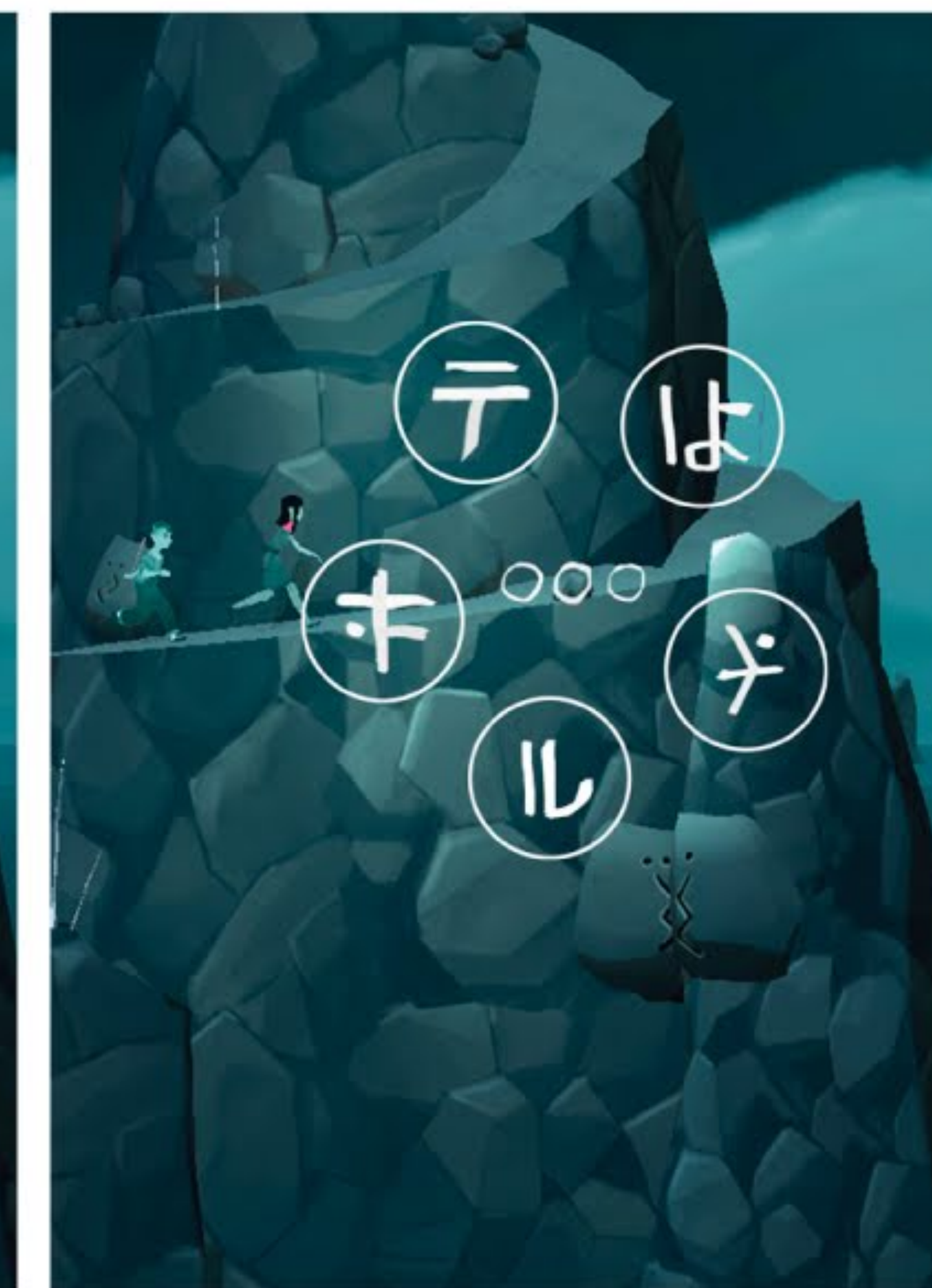
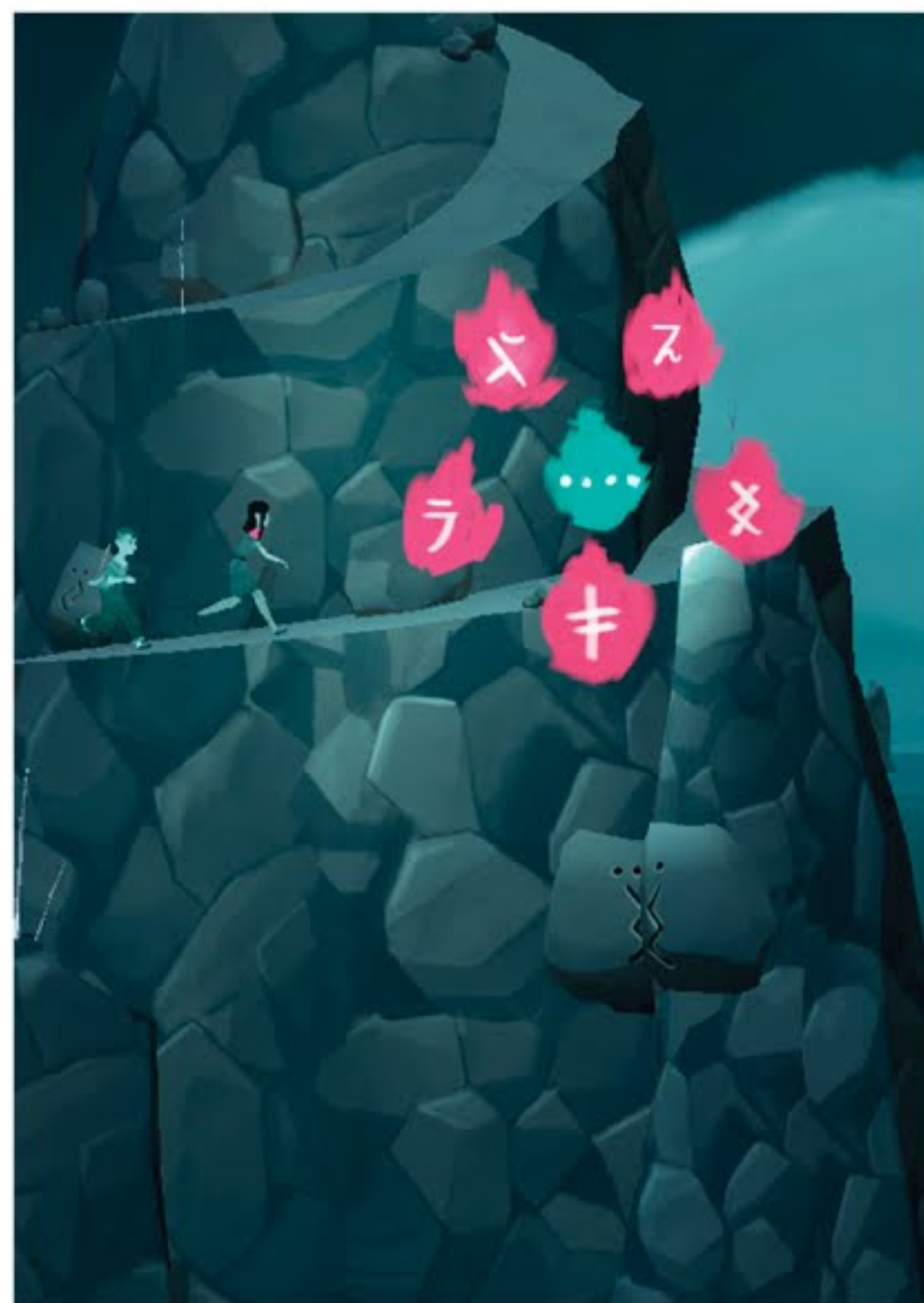
AMBASSADOR TO THE SEA KINGDOM



MAN JOURNEYING















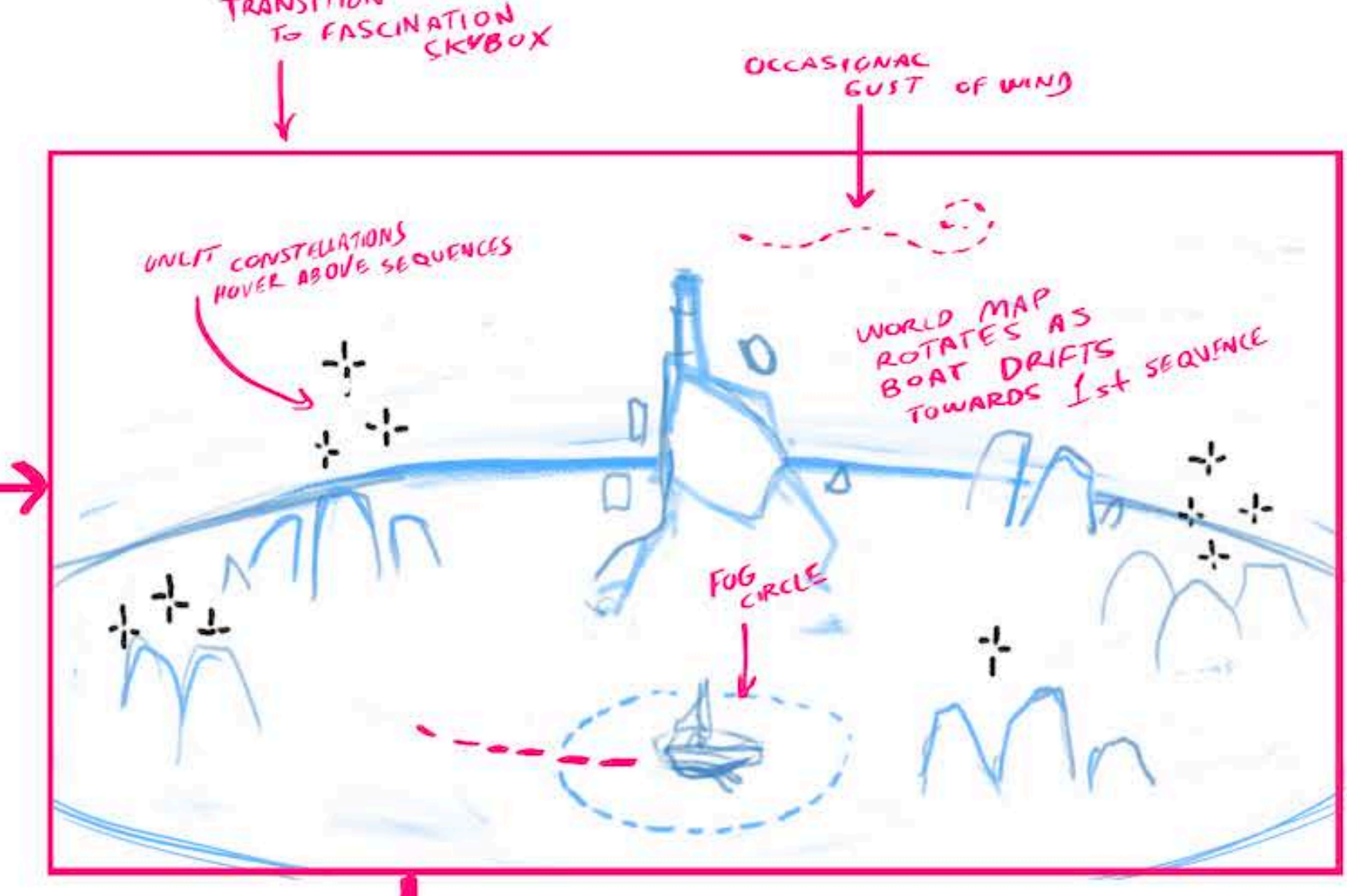
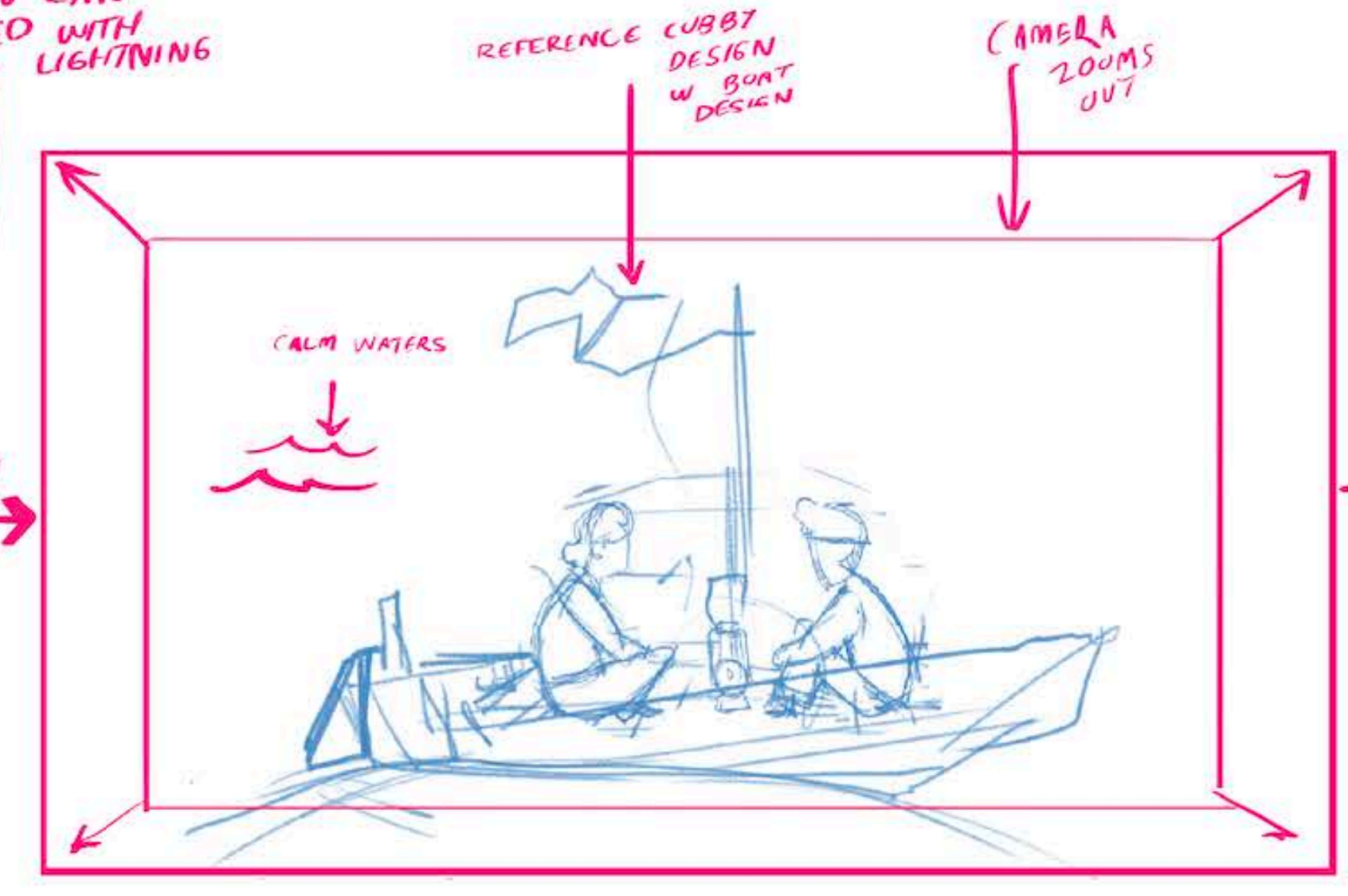
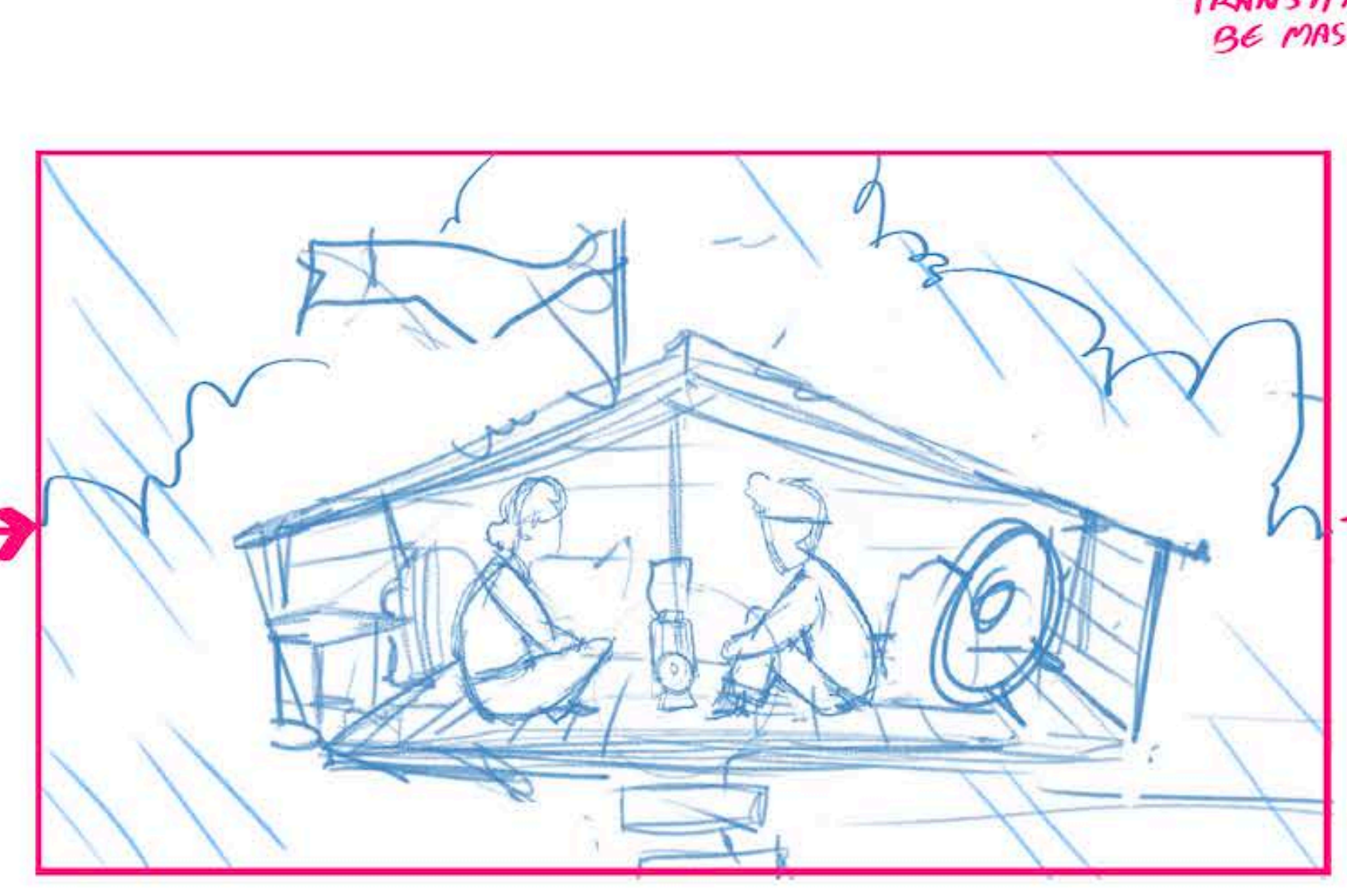
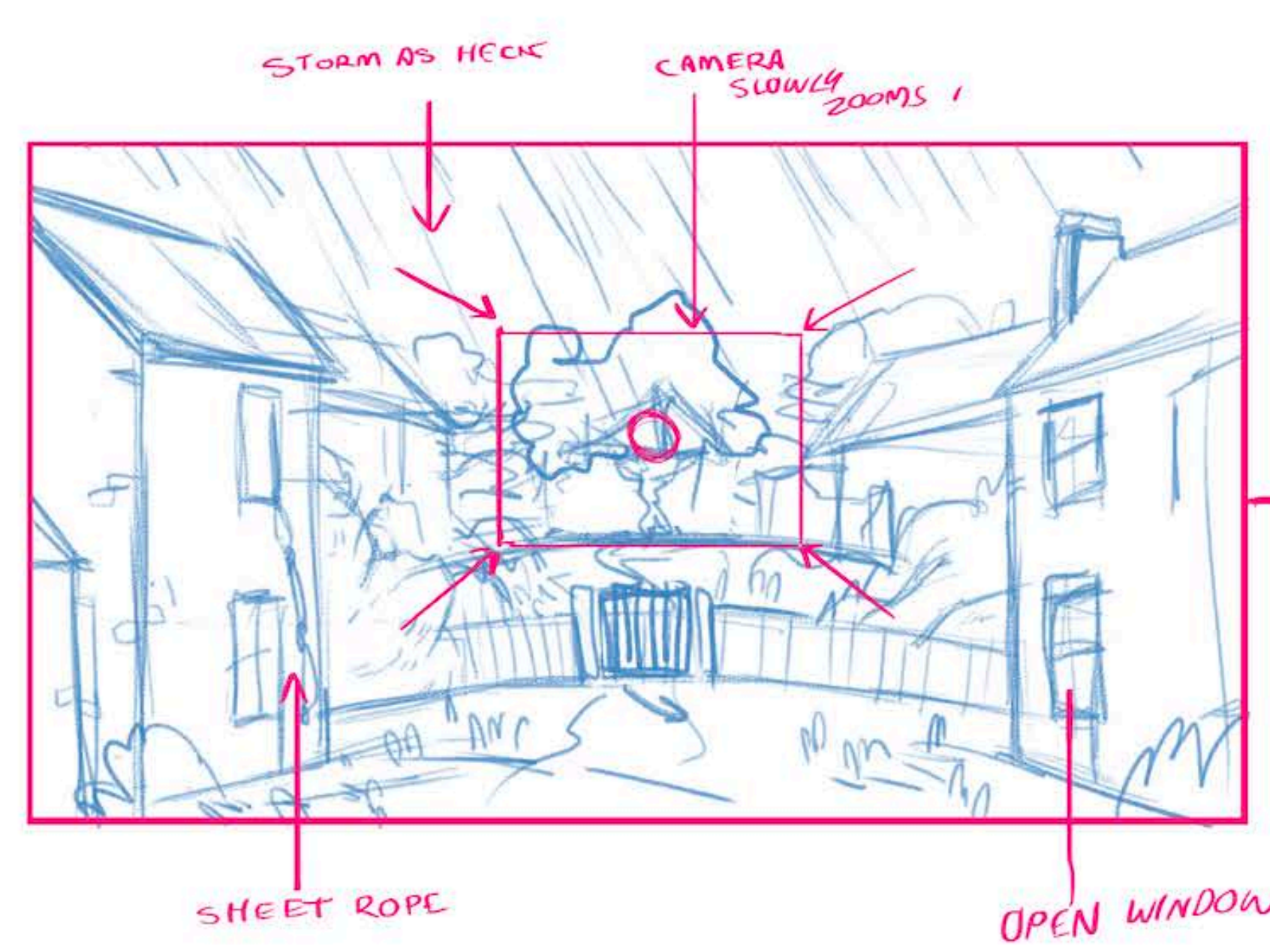




Refinement

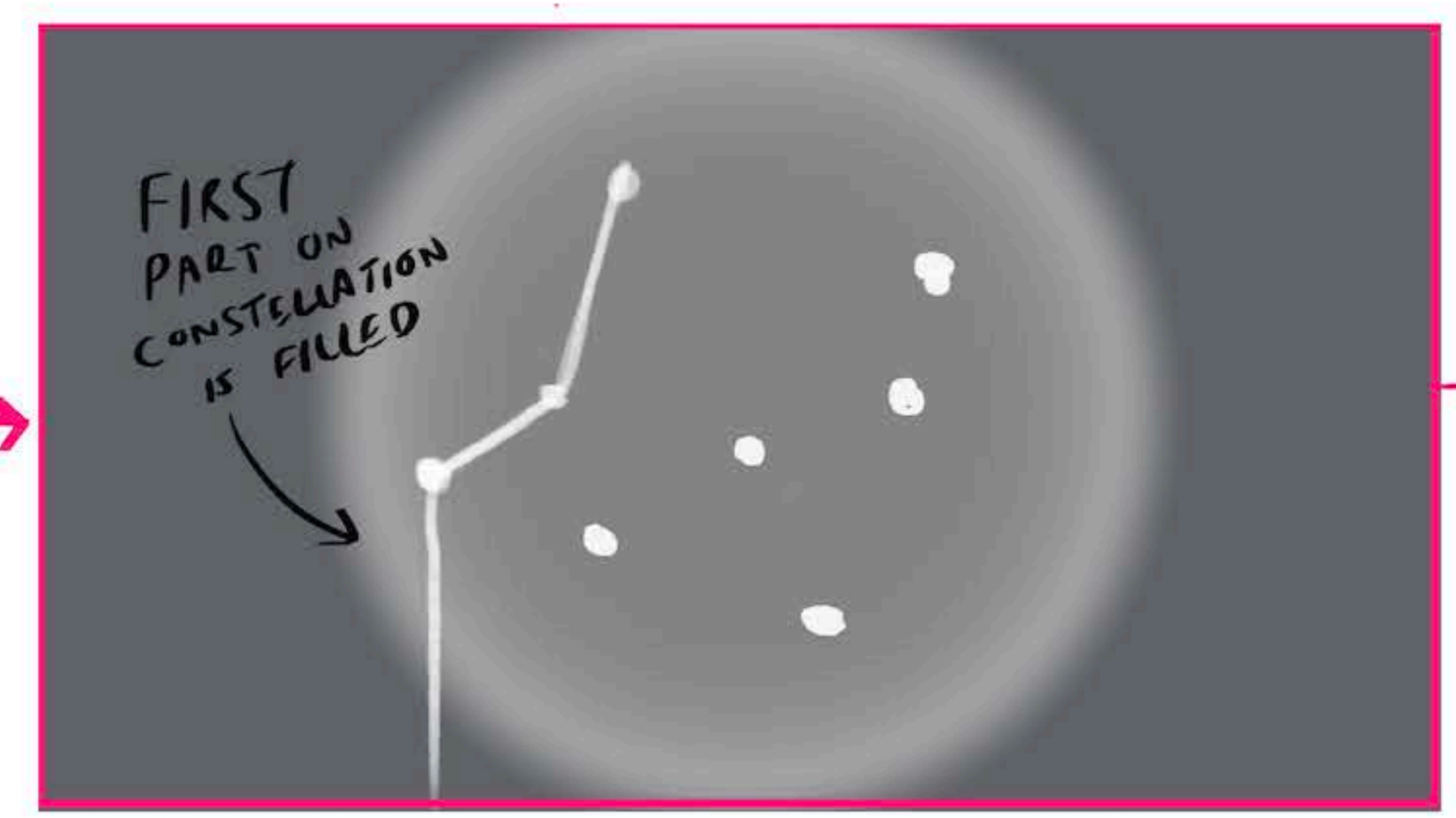
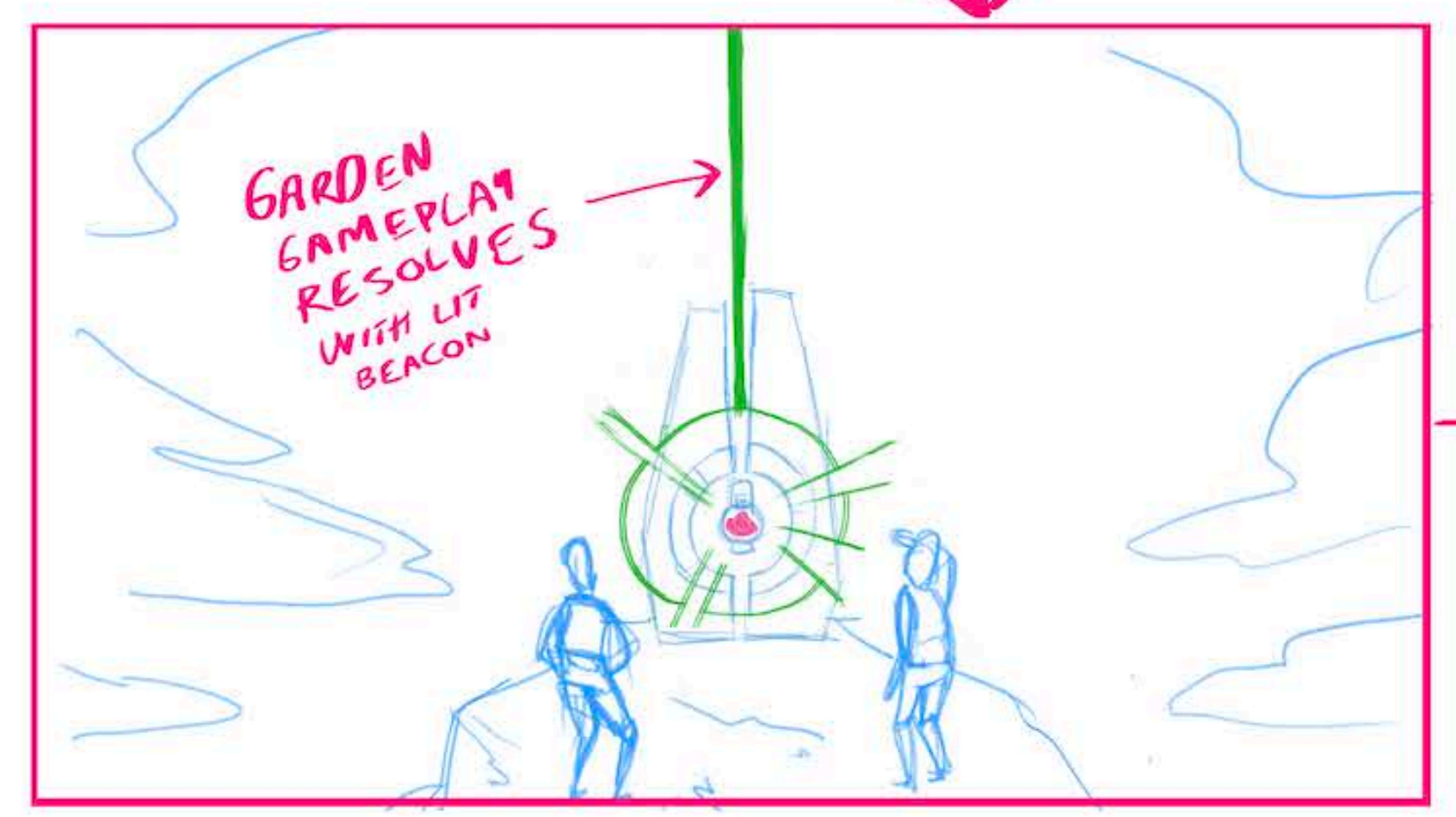
“The creative process is not like a situation where you get struck by a single lightning bolt. You have ongoing discoveries, and there's ongoing creative revelations... along the way, you must allow yourself room for your ideas to blossom, take root, and grow.”

Carlton Cuse, Producer

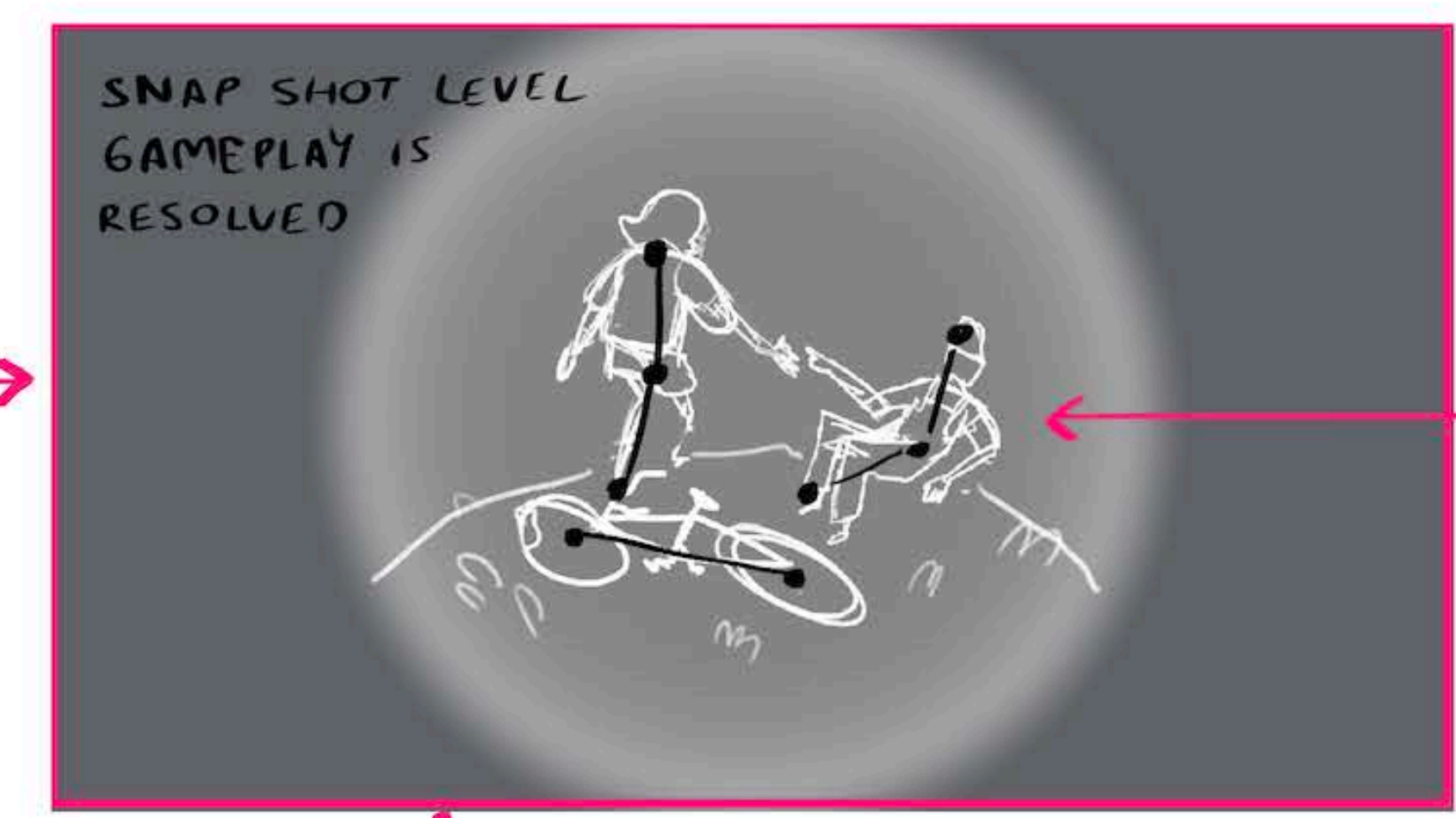


GAMEPLAY SEQUENCE LOOP STARTS HERE

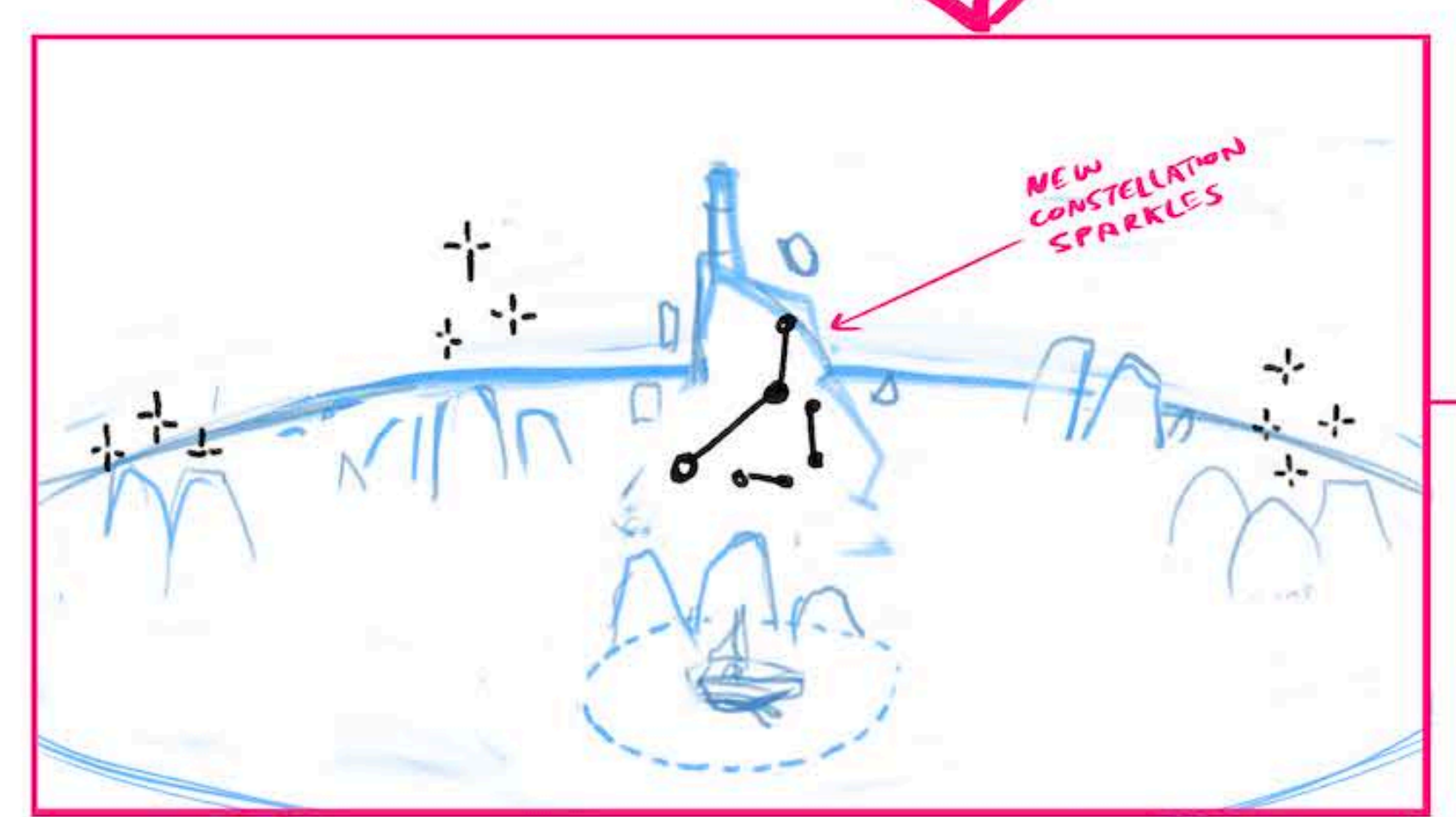
[THE GARDEN GAMEPLAY IS TUTORIALISED. INTRO TO FIRST GARDEN AMPS UP THE WONDER]



[PATHING SEQUENCES PROGRESS X 3 UNTIL CONSTELLATION IS FULLY LIT]

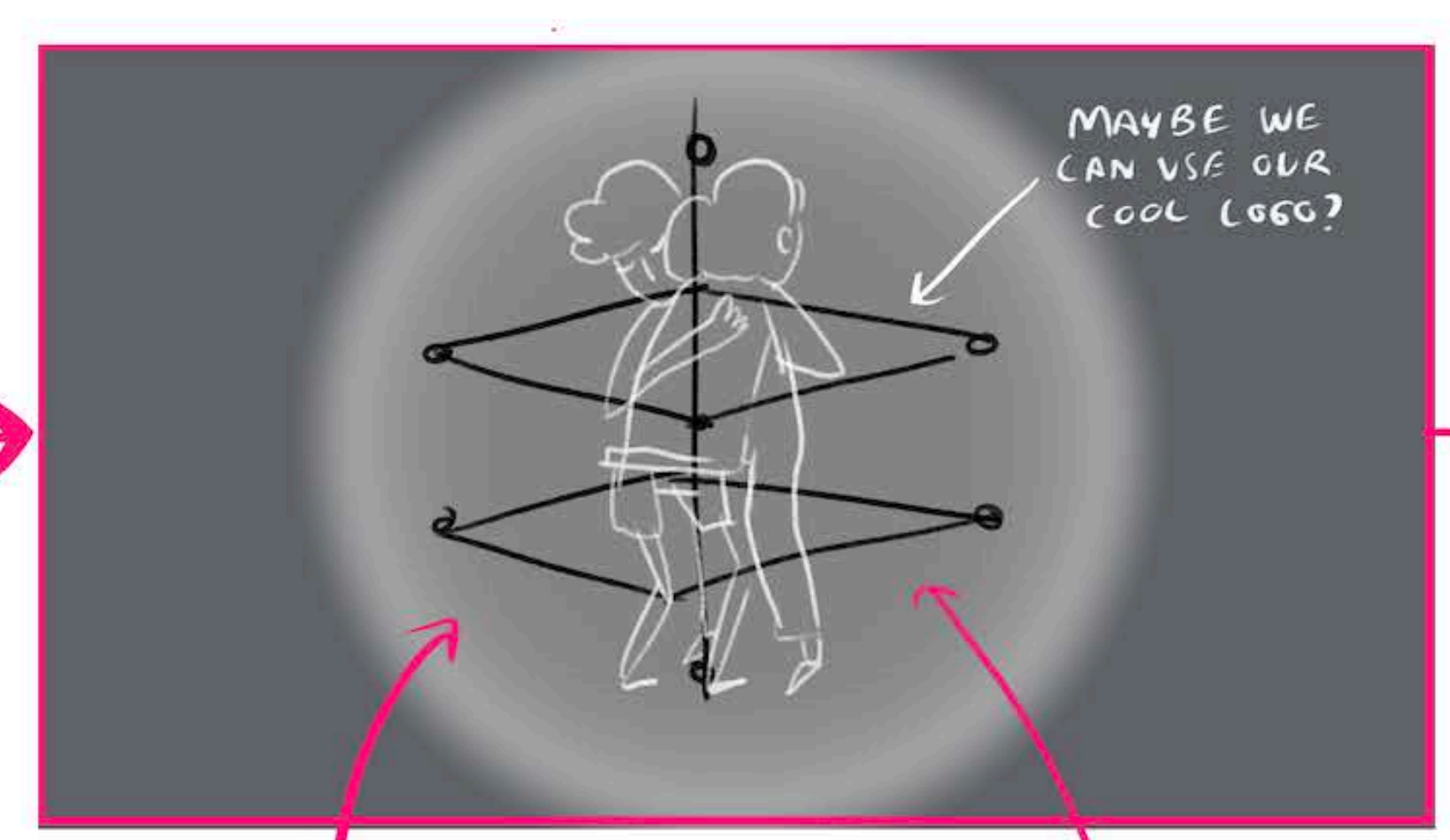
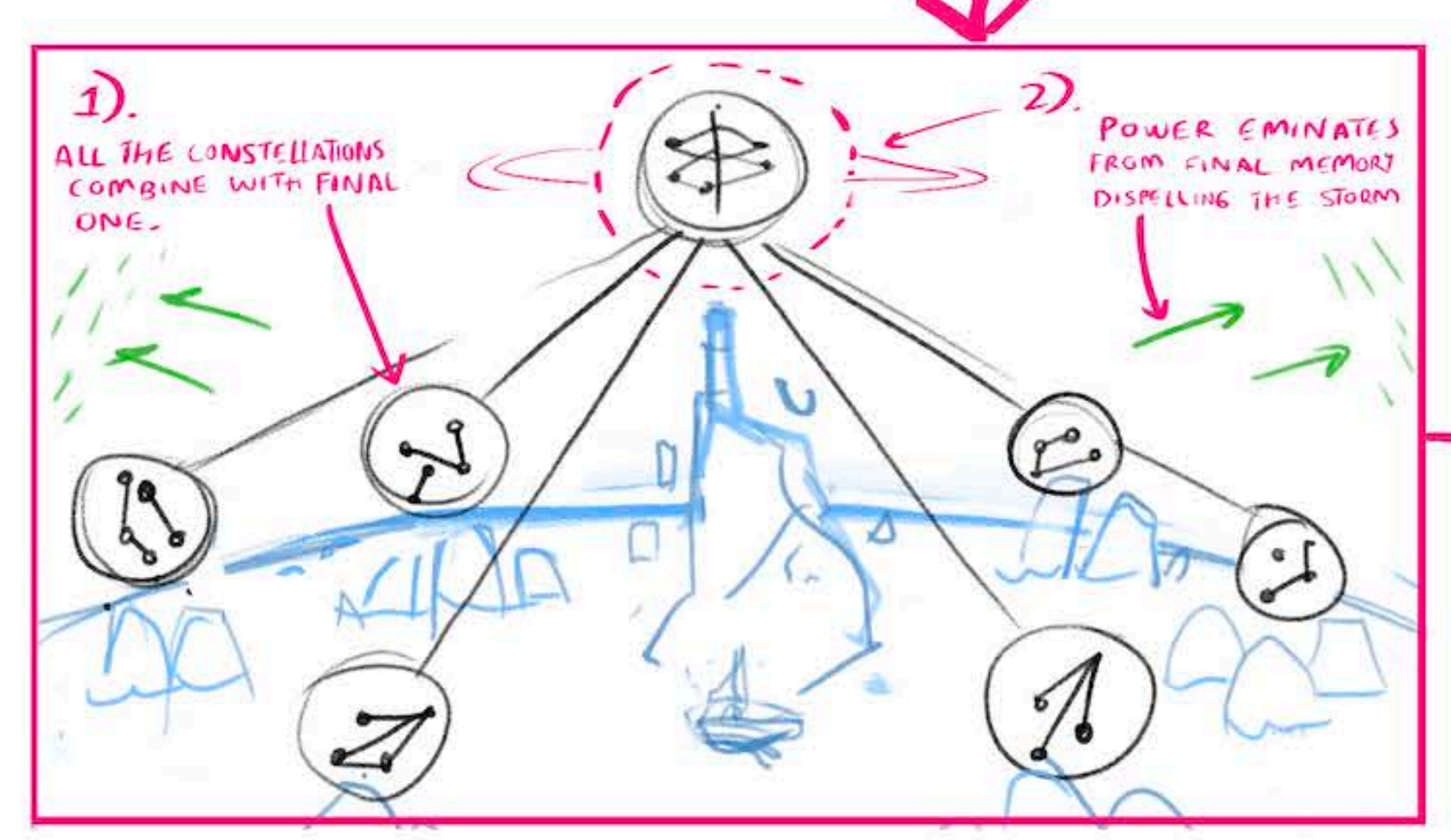
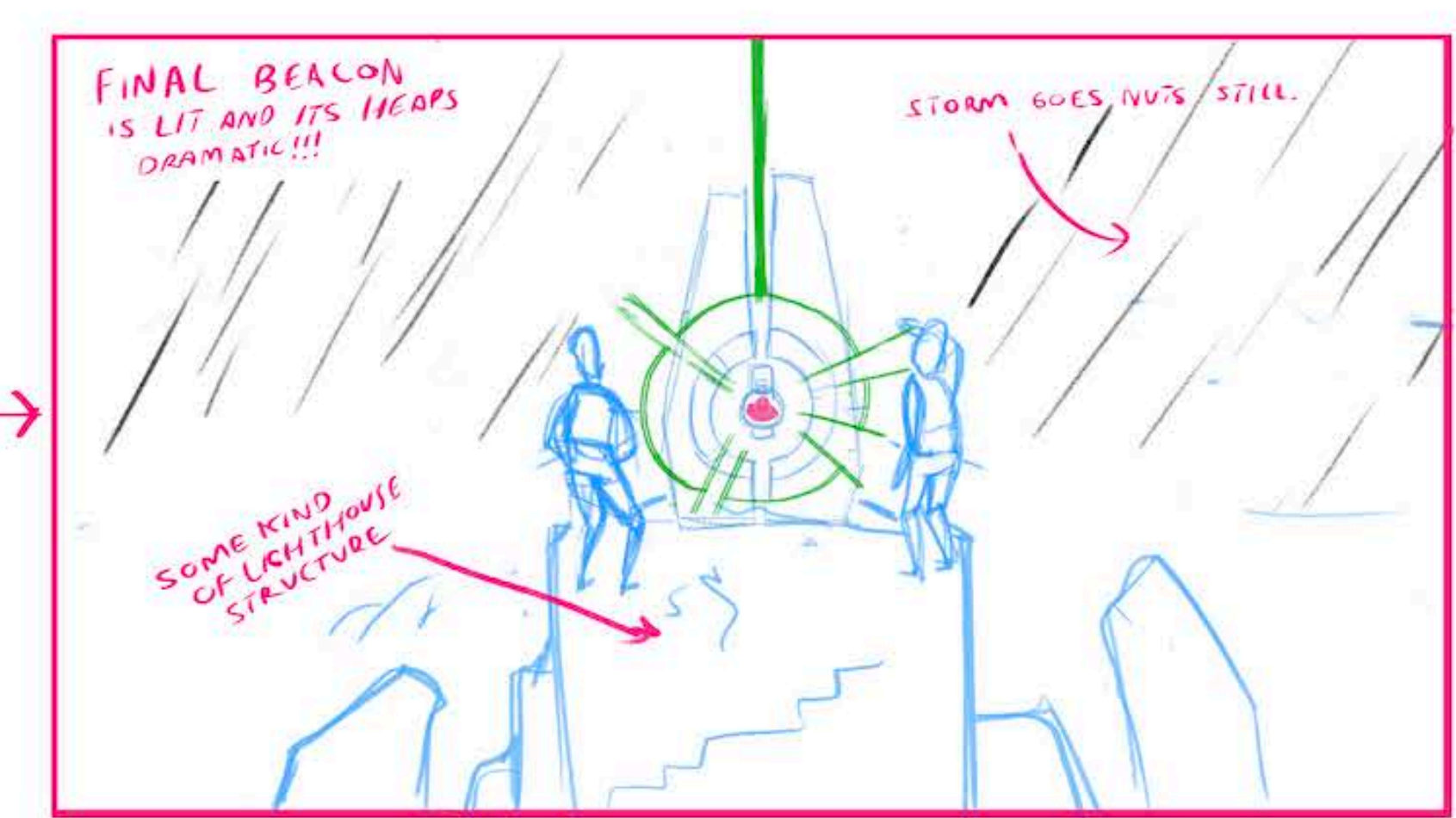
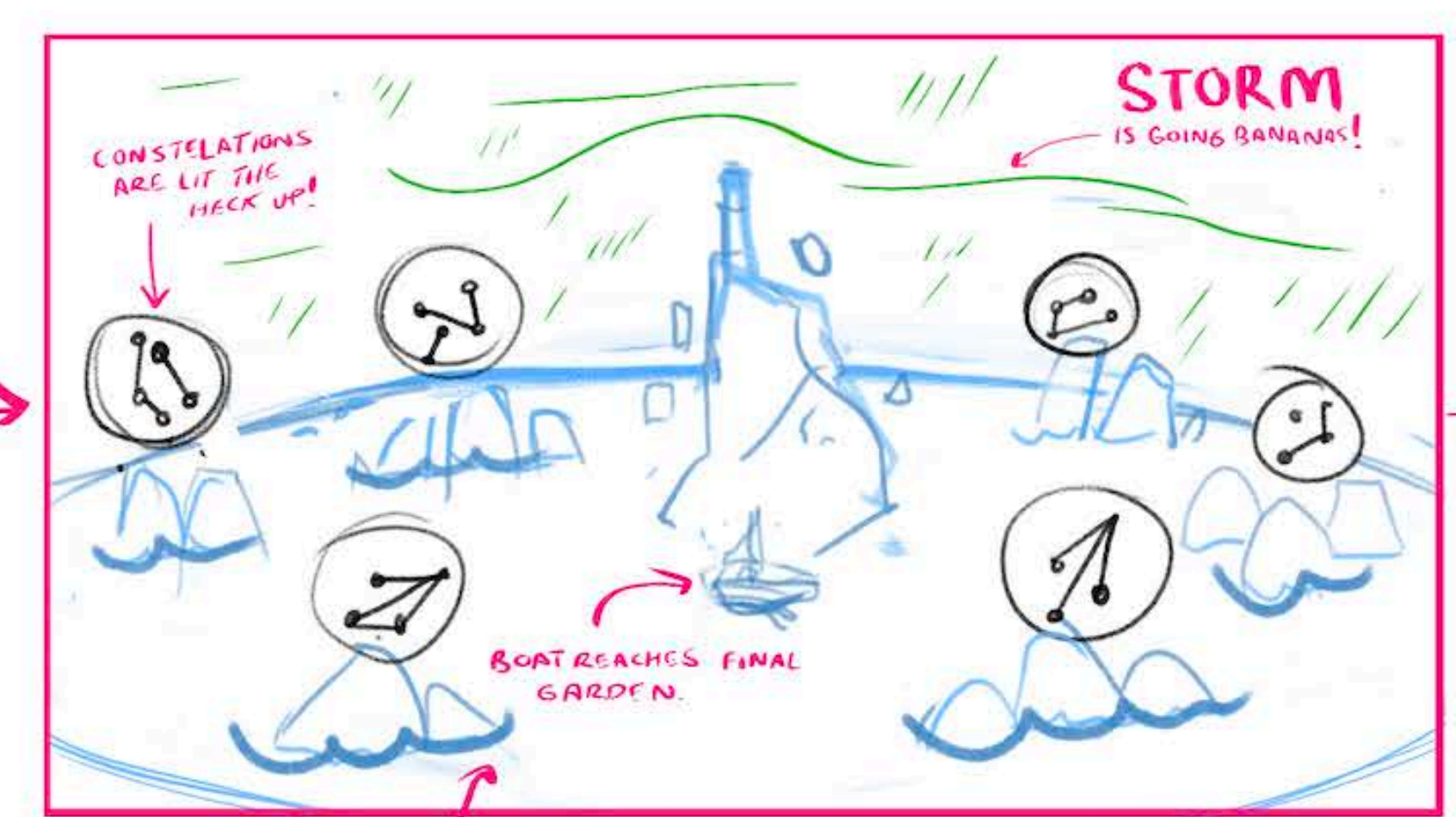


EACH SNAPSHOT SHOWS OUR HEROES EXPRESSING FRIENDSHIP, CARE, ETC. IN SOME CAPACITY



[META GAMEPLAY LOOP REPEATS FOR EACH SEQUENCE]

[WORLD MAP CYCLES THROUGH ART TREATMENTS AS STORM DEVELOPS]

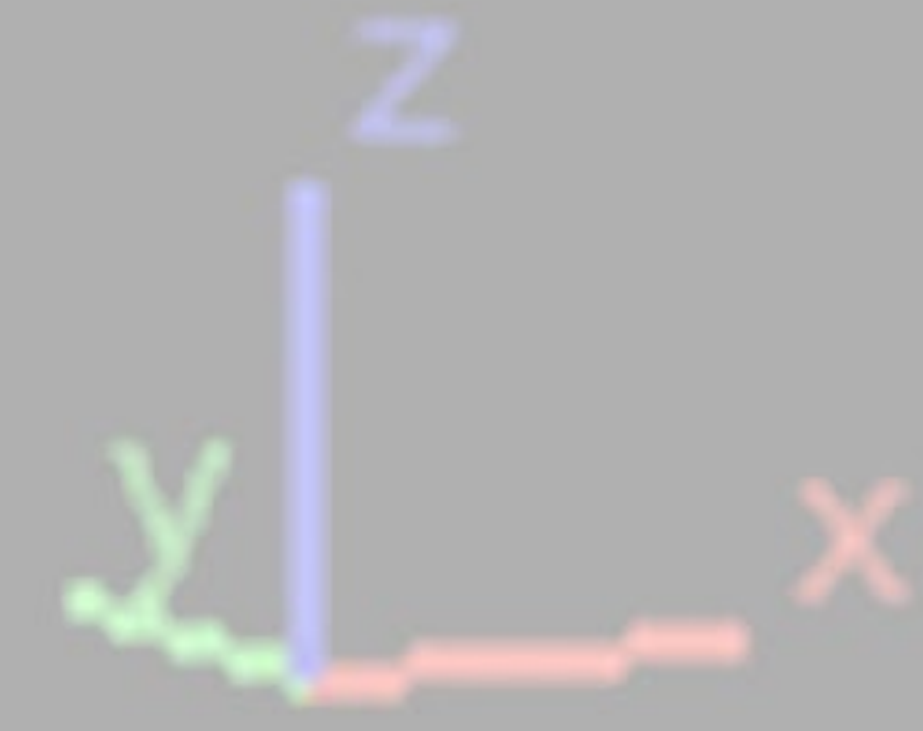


SOME KIND OF NICE TRANSITION BETWEEN CONSTELLATION AND SNAPSHOT



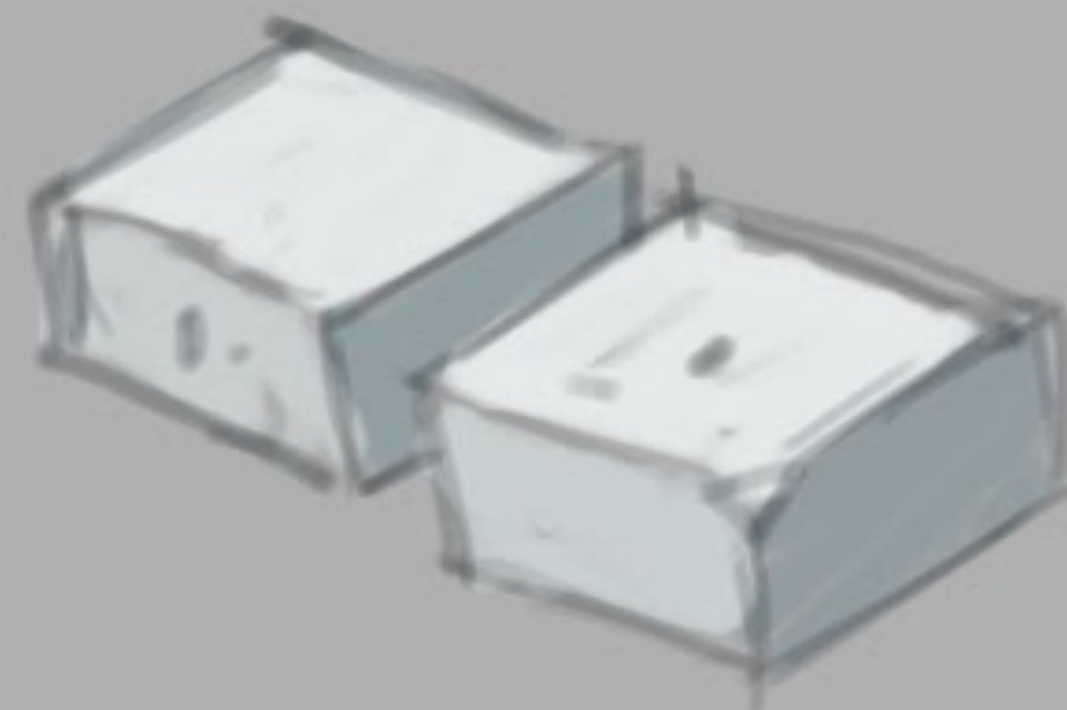
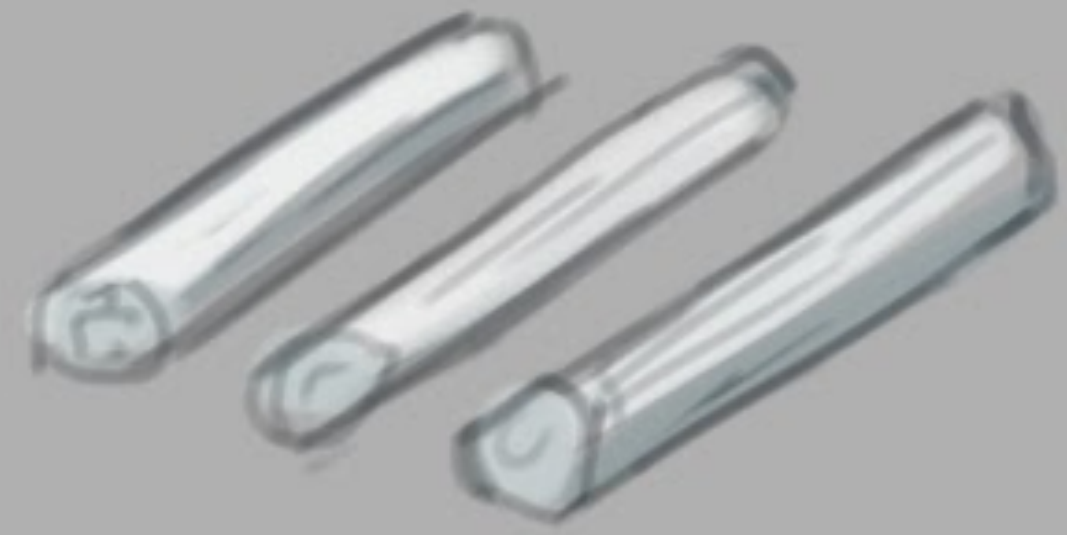
TRANSITION COULD BE A FLASH/ GLOW TO MIMIC FIRST ENTRANCE TO GARDEN SEA

CASSETTE AS PORTION OF LEVEL LANDMASS



PATH

ARTIFICIAL | NATURAL FEATURE
OF THE LANDSCAPE

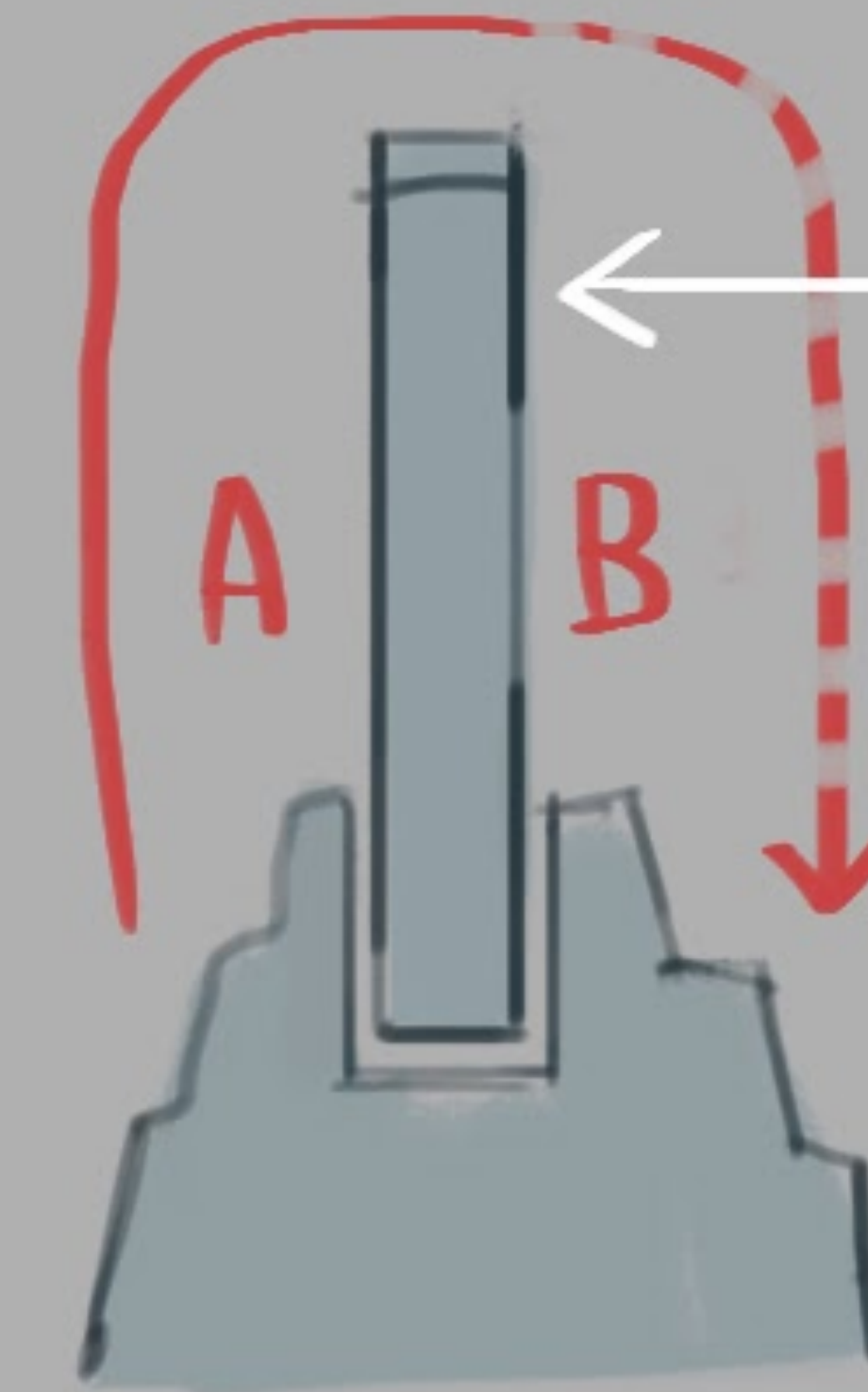
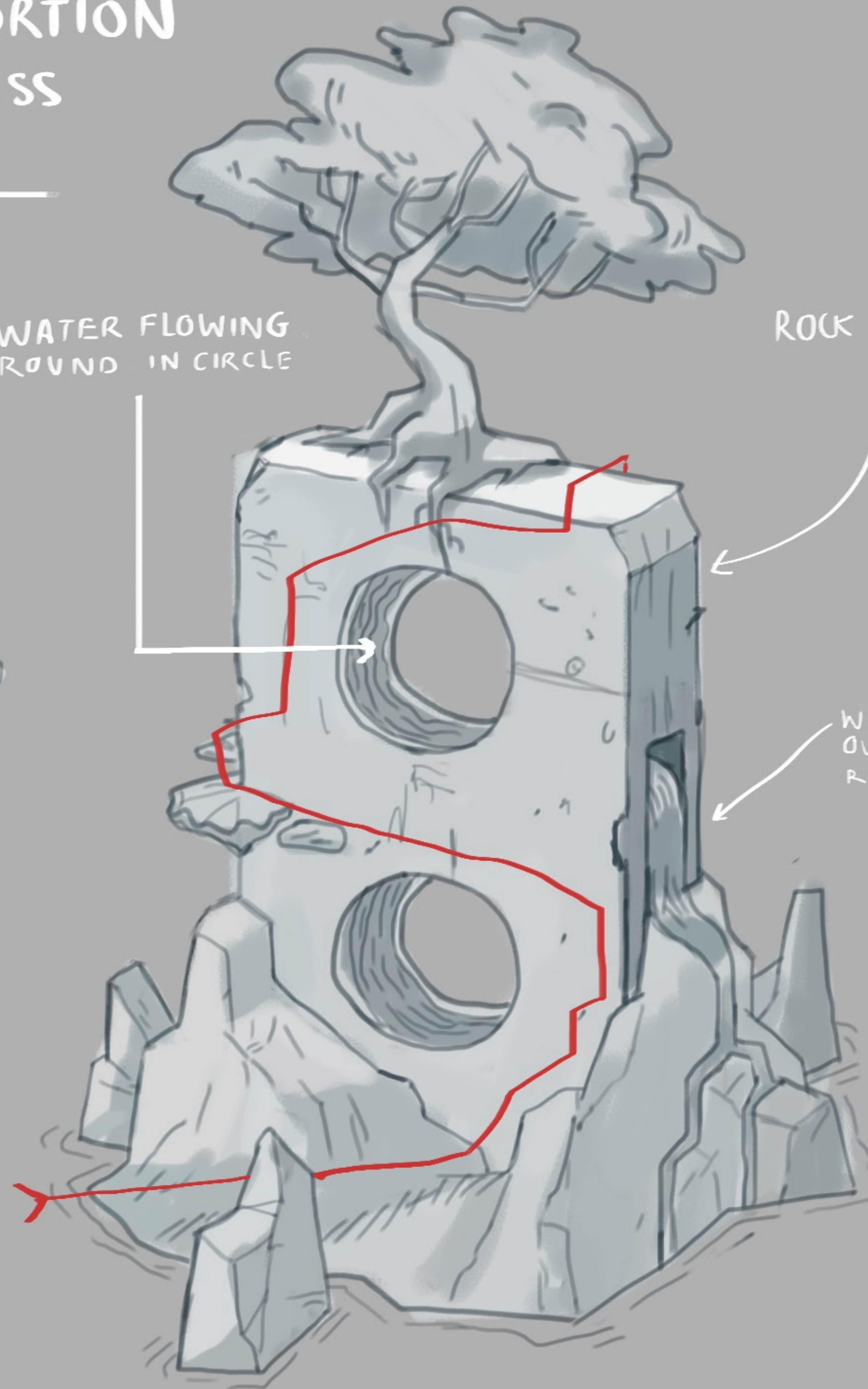


WATER FLOWING
ROUND IN CIRCLE

ROCK MATERIAL

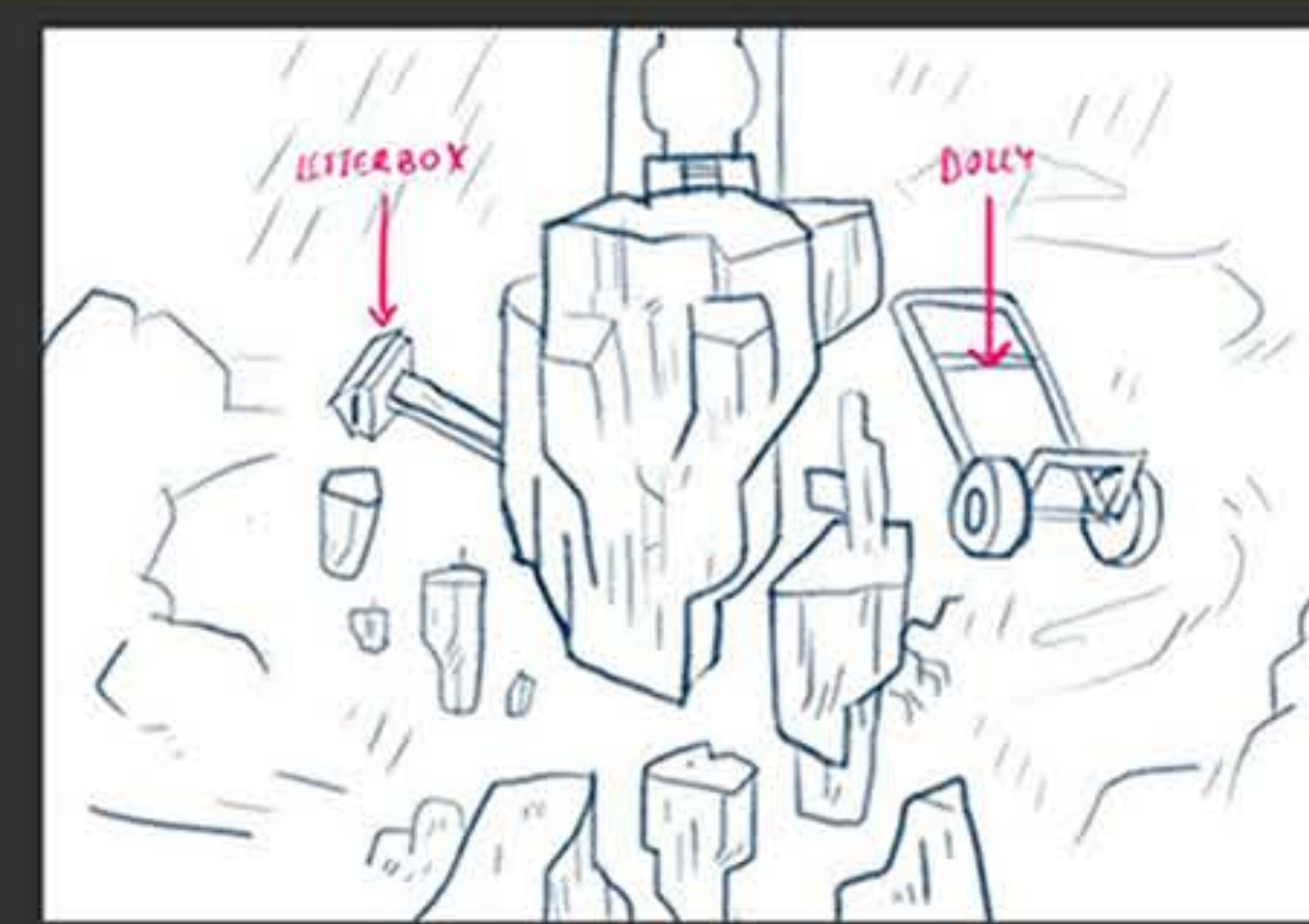
WATER FLOWS
OUT LIKE TAPE
RIBBON.

TAPE STRUCTURE
CLIPS INTO ROCK
LAND MASS.





long ladder climb
with music.
no puzzle
final beacon



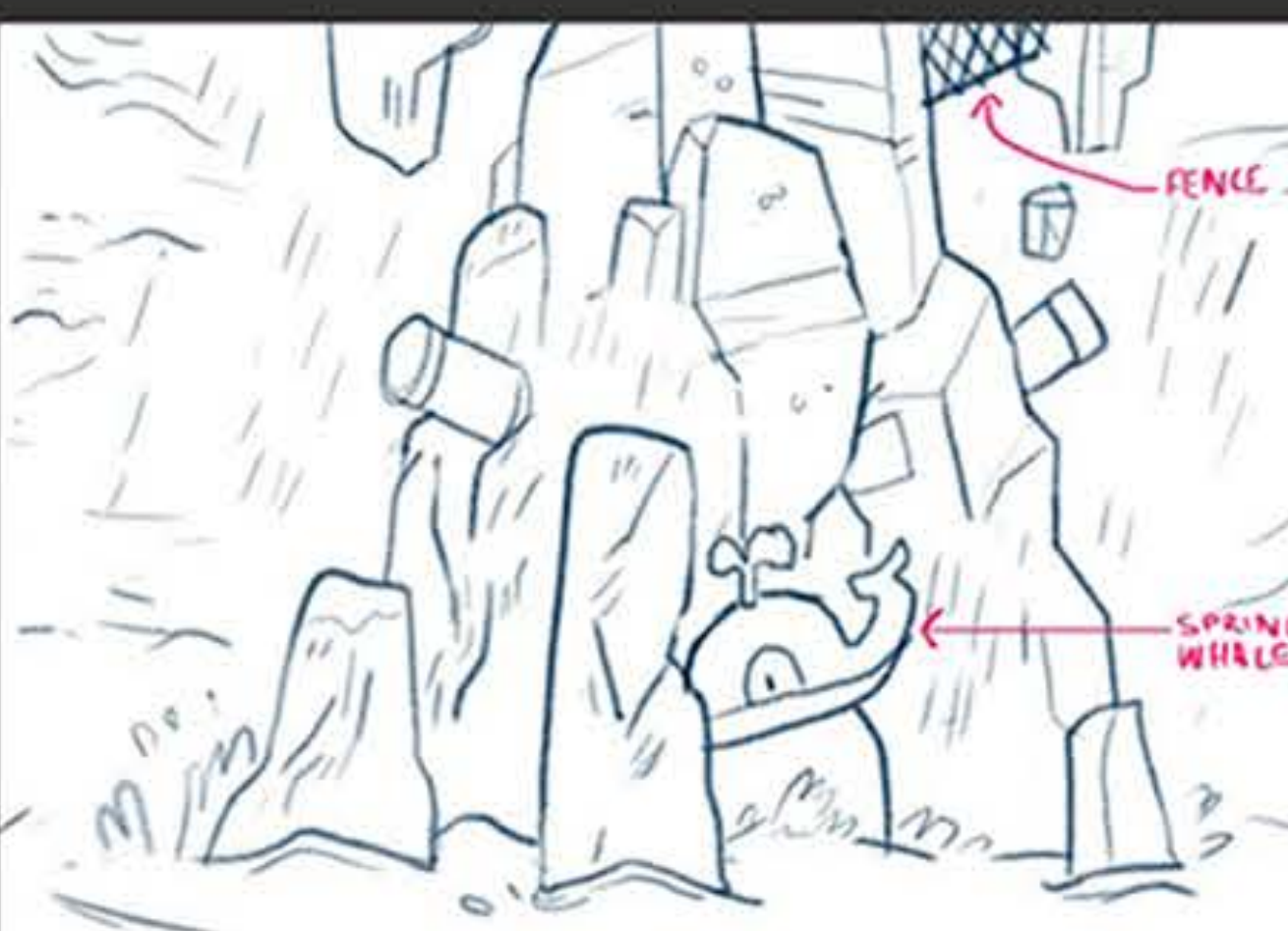
EARLY MEMORY ASSETS

darker enviroment.
never loose the light
lightning puzzle
glitch puzzles
-- double console
-- jenga remix



MID MEMORY OBJECTS

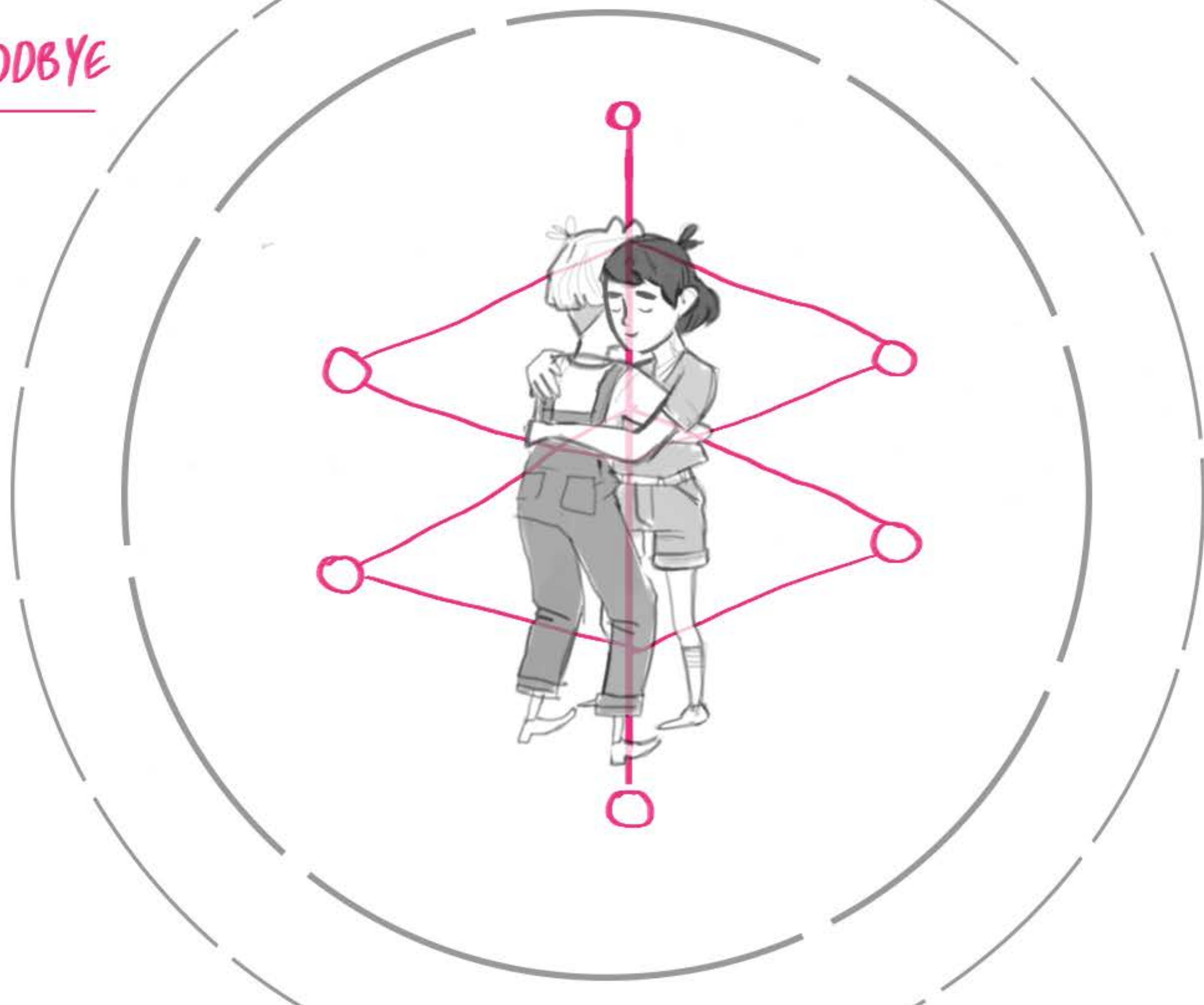
reversal gravity
light puzzles
jumper puzzles

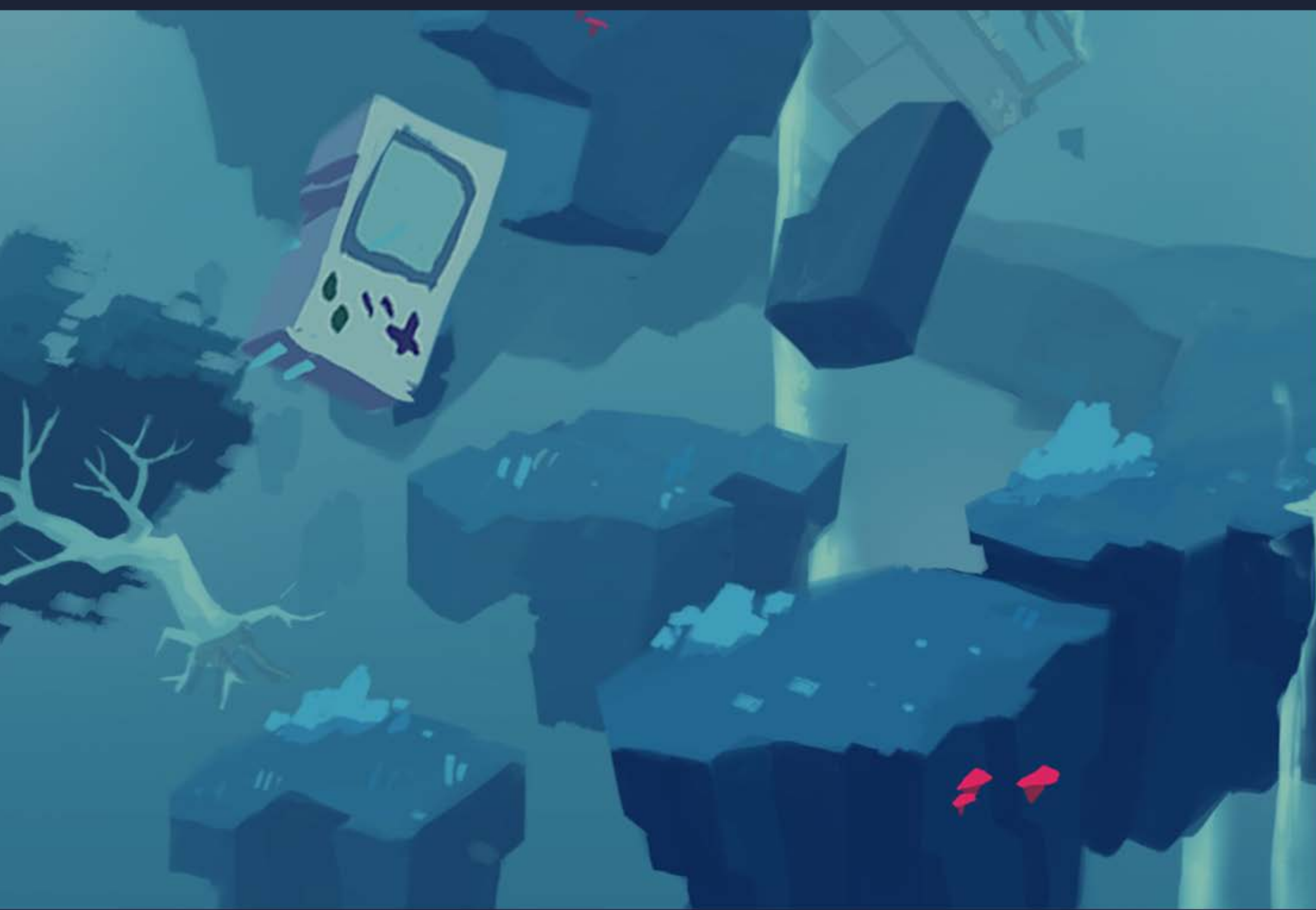


LATE MEMORY ASSETS



SAYING GOODBYE

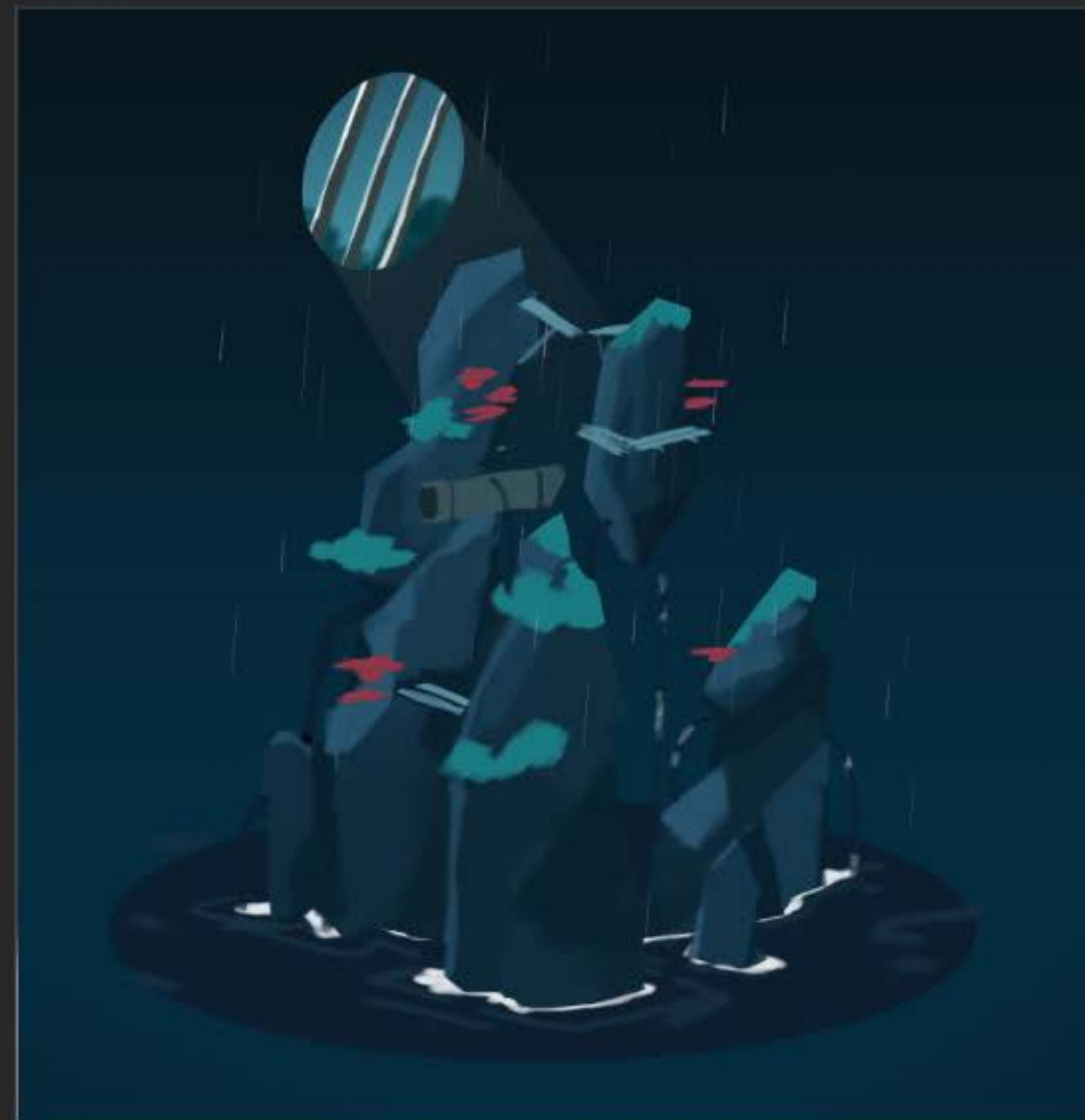




Artboard 2



Artboard 3











Refinement

Take time to explore and sit with ideas

Refinement

Take time to explore and sit with ideas

Discover new ideas

Refinement

Take time to explore and sit with ideas

Discover new ideas

Justify design decisions

Innovation

Trust

Refinement

Aesthetics

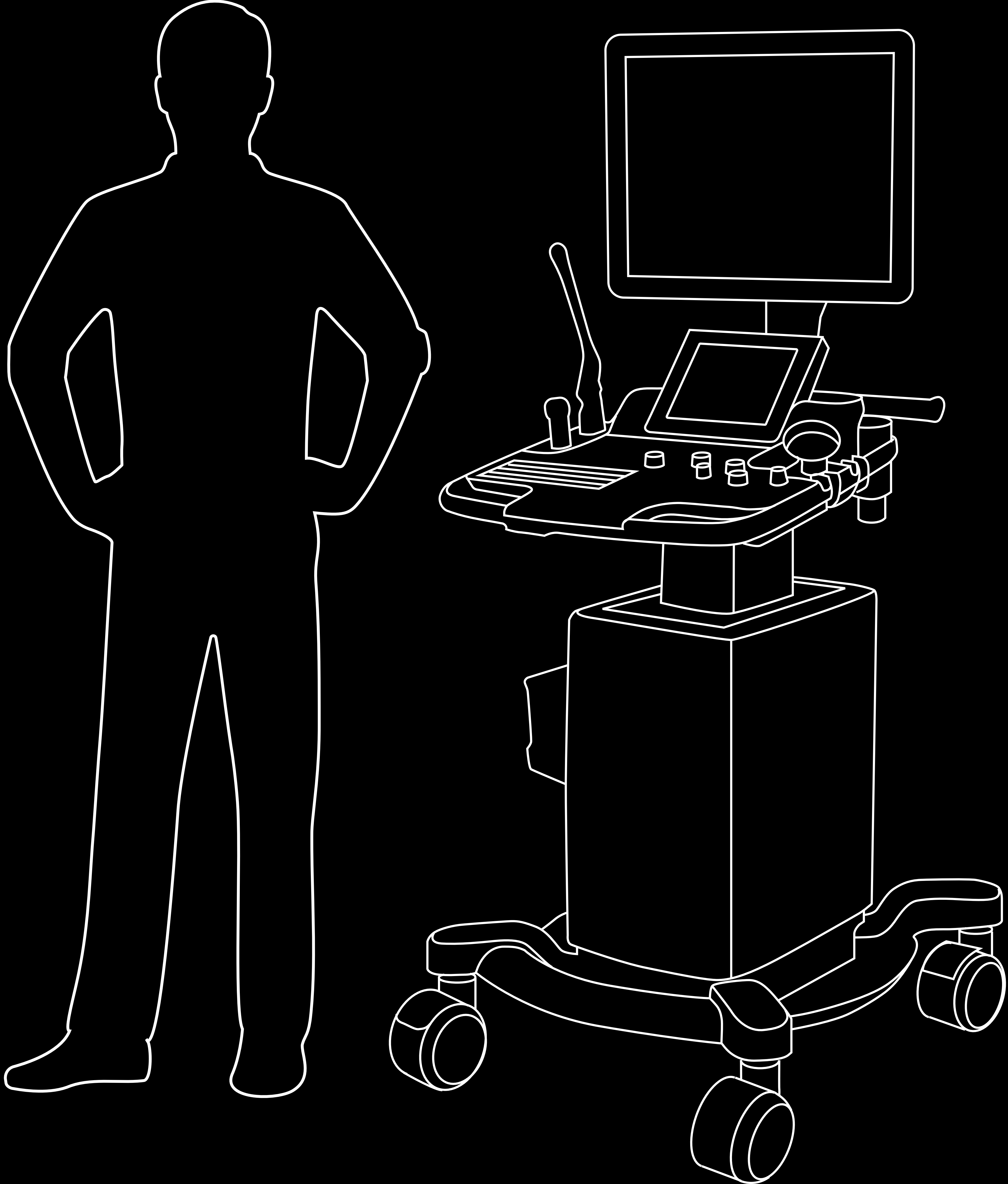
Inclusion

Attention to detail



Butterfly iQ









9:41



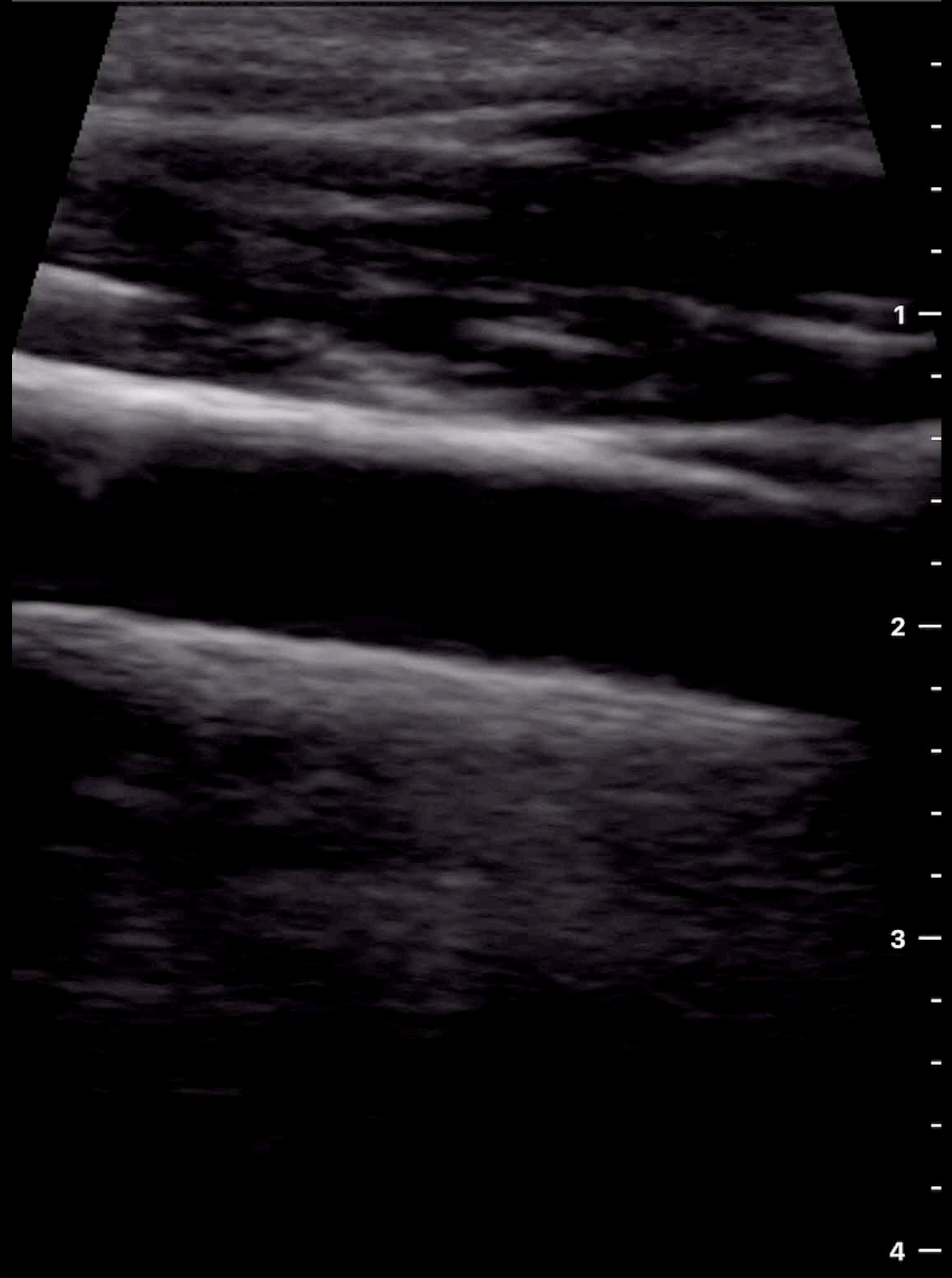
TIS MI Hz
0.01 0.37 17



CRTD

0

B

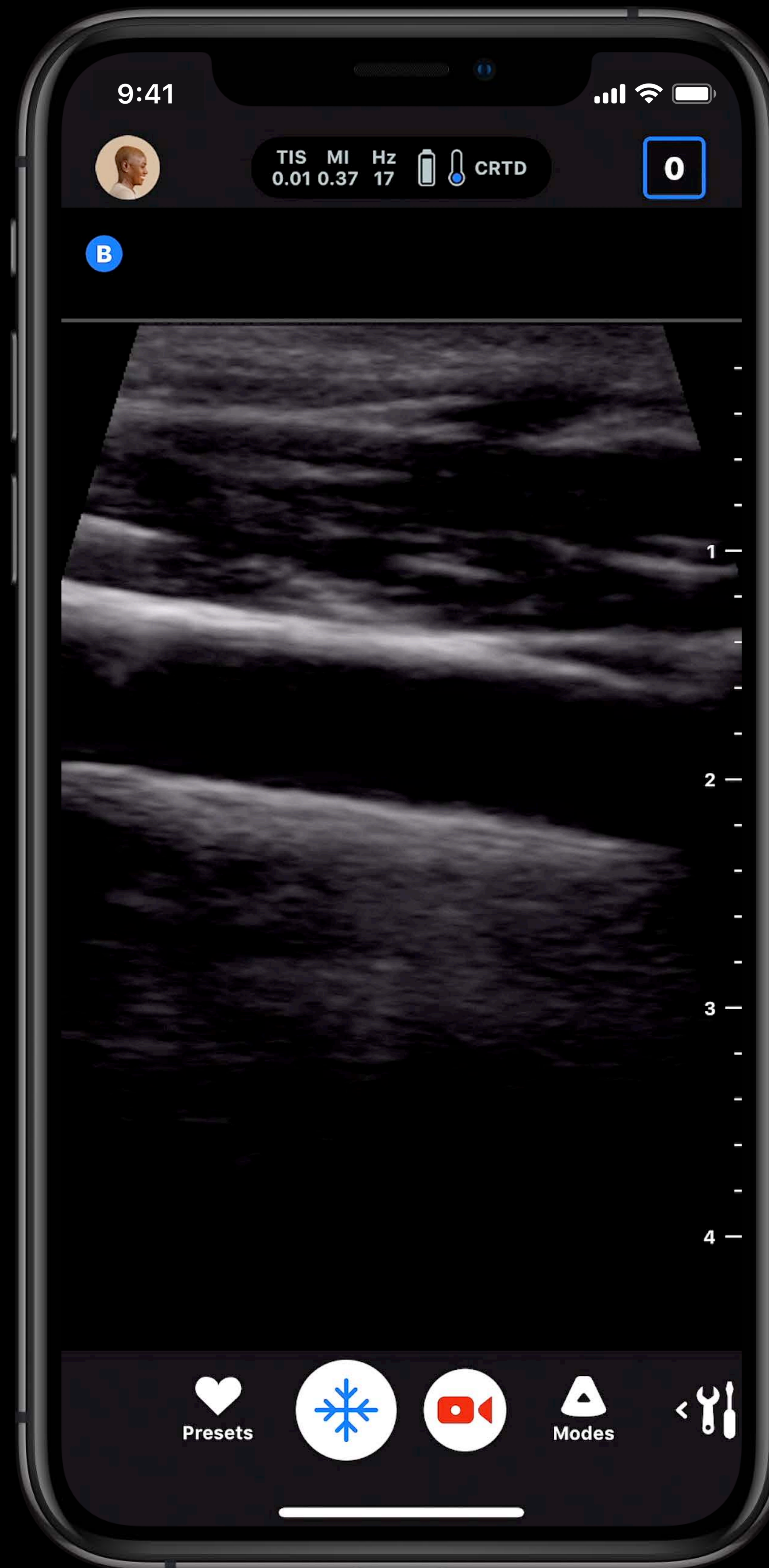


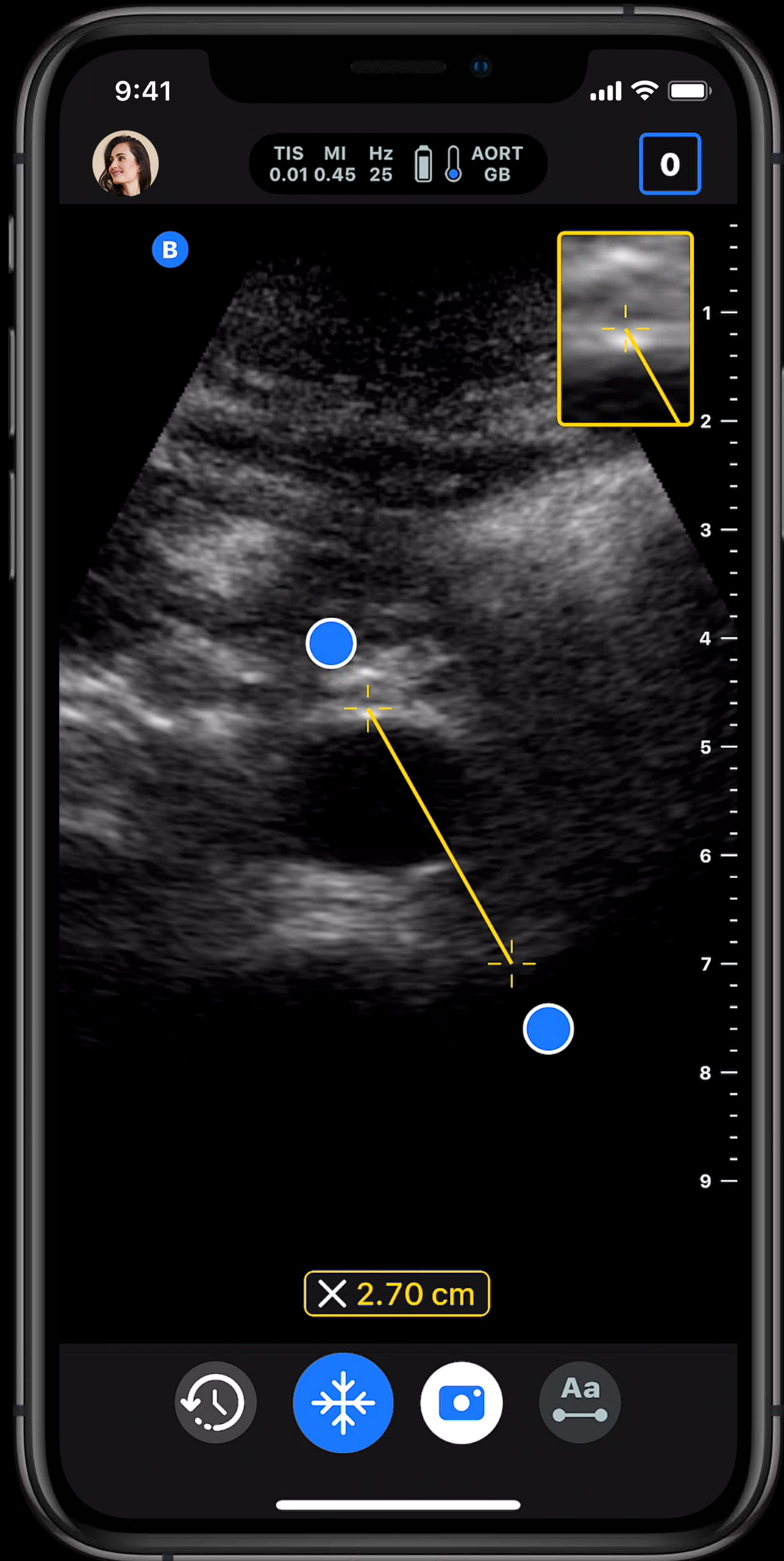
Presets

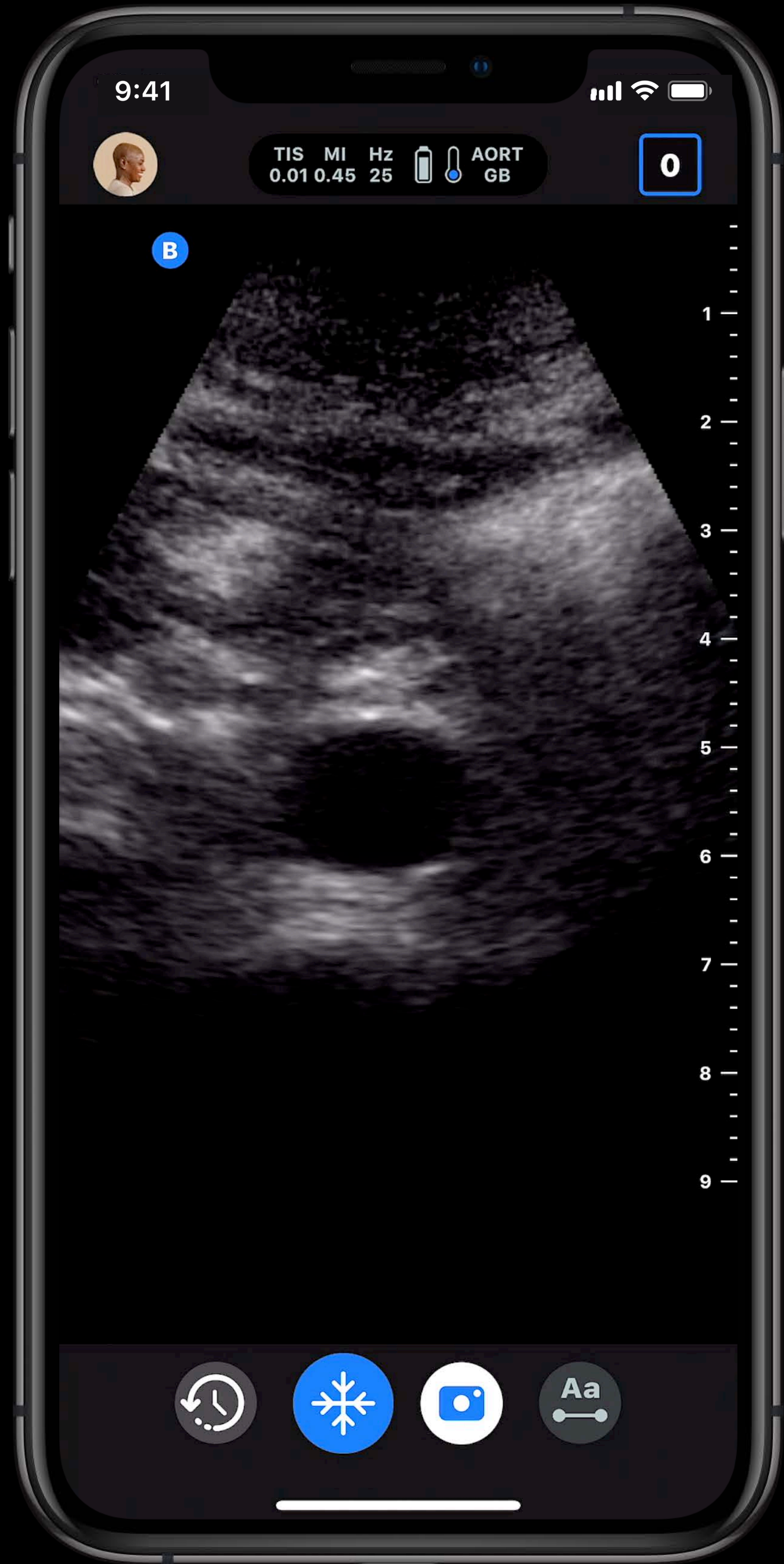


Modes

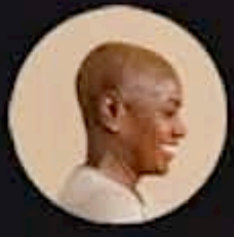








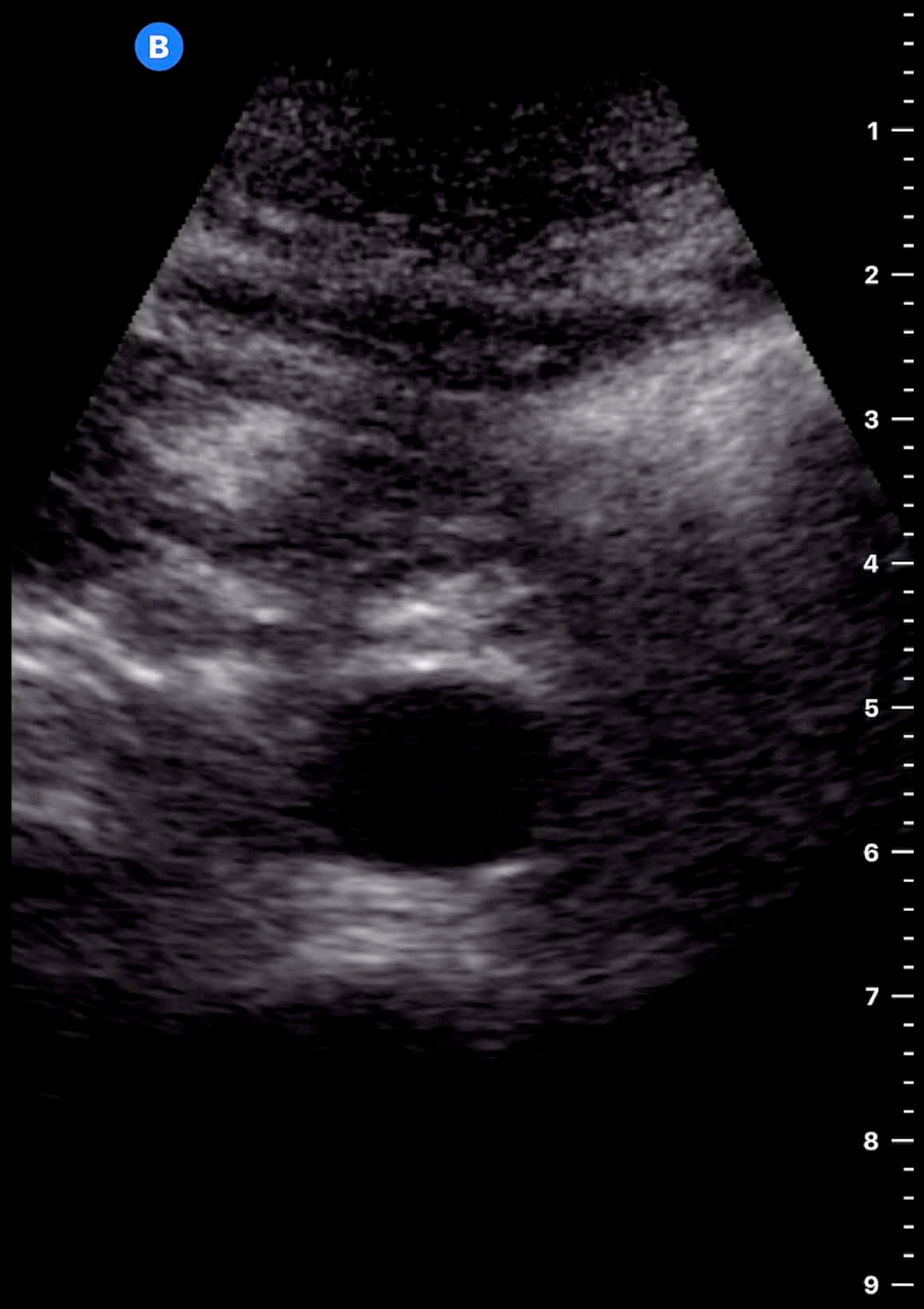
9:41

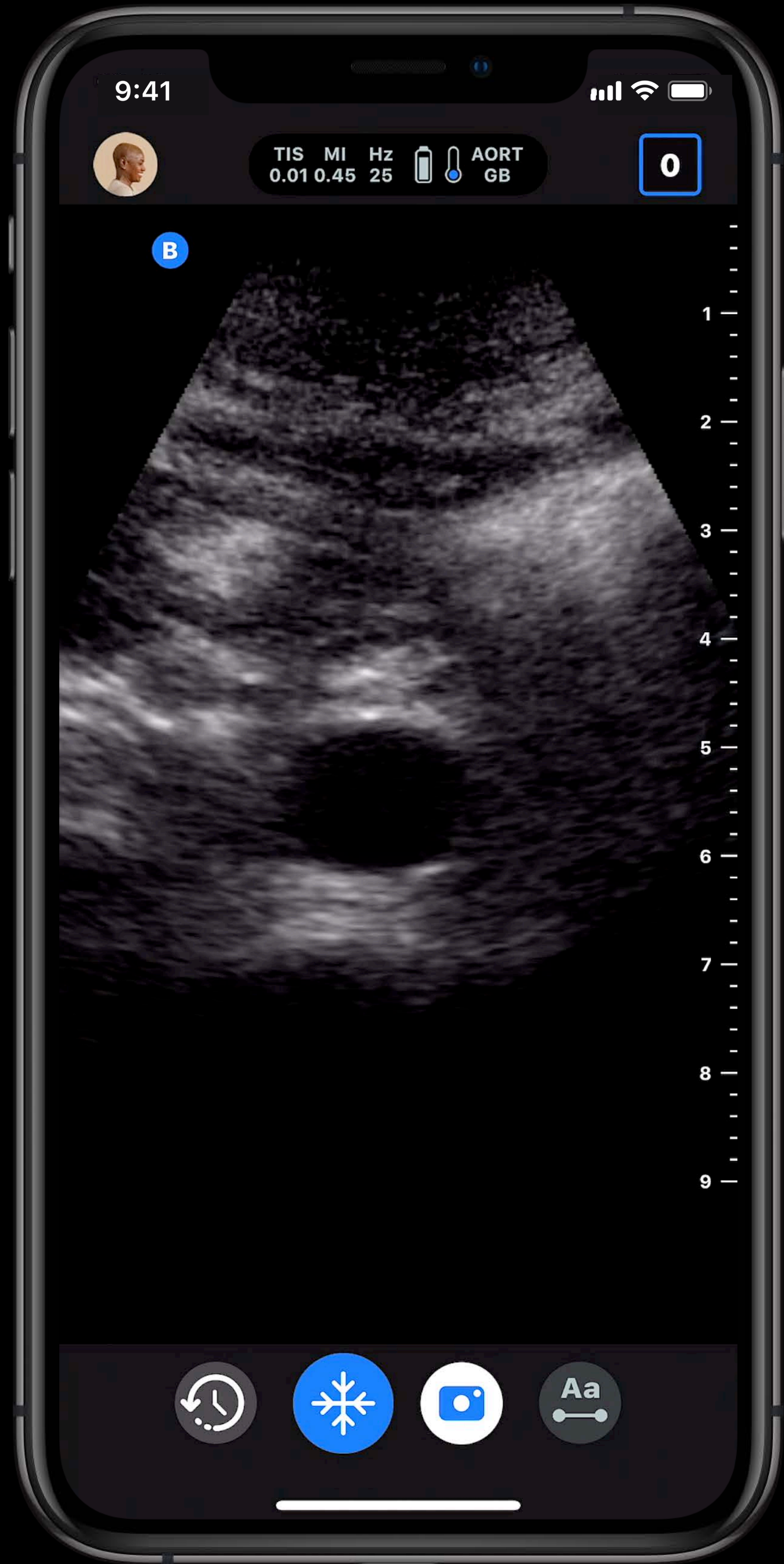


TIS MI Hz AORT
0.01 0.45 25 GB

0

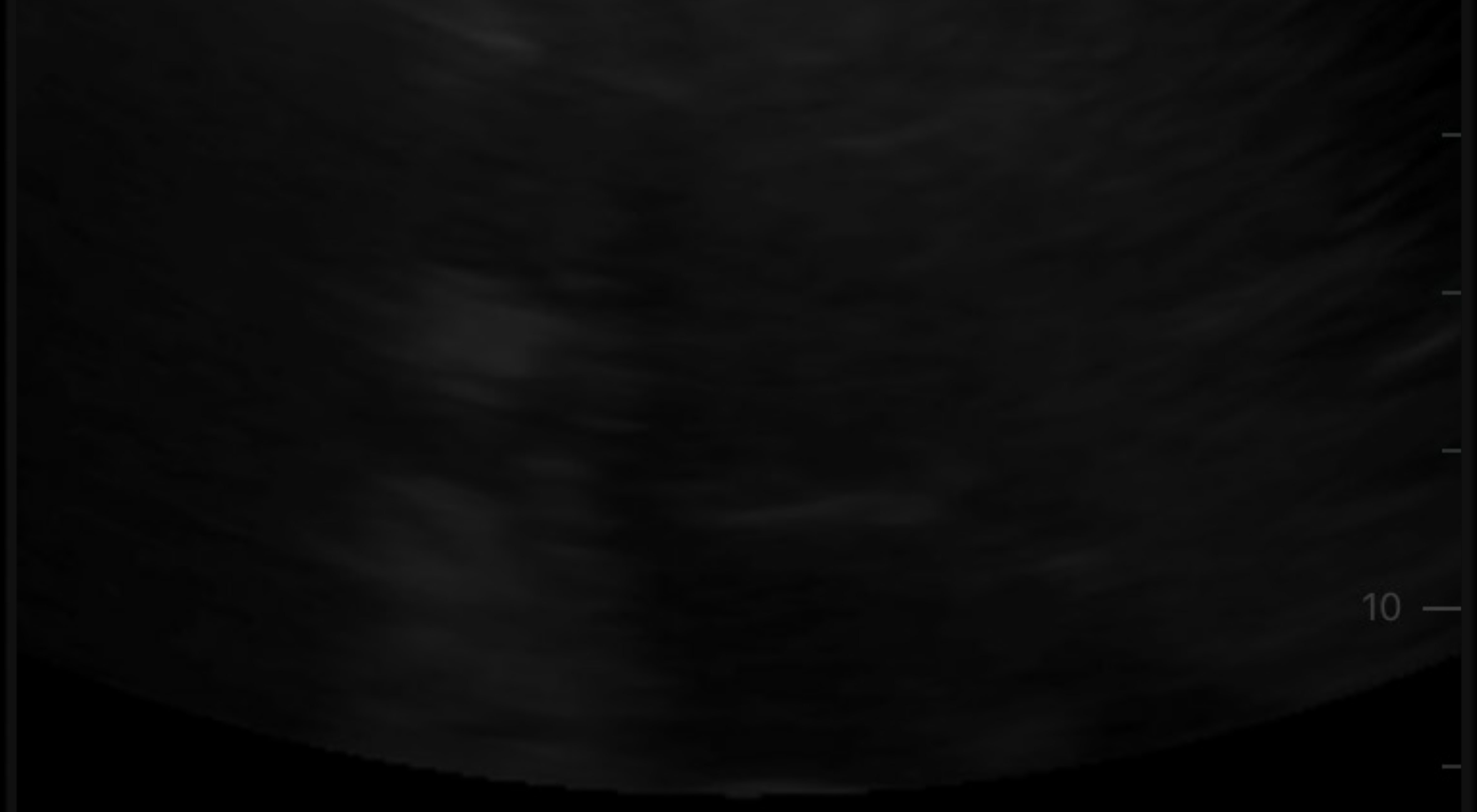
B





2016 Demo





12
11 cm
10

Depth

33
38 %
27

Gain



TGC



Color Dopple



Freeze



Record



2016 Demo



2016 Demo



2016 Demo



Metaphors





2



3



B

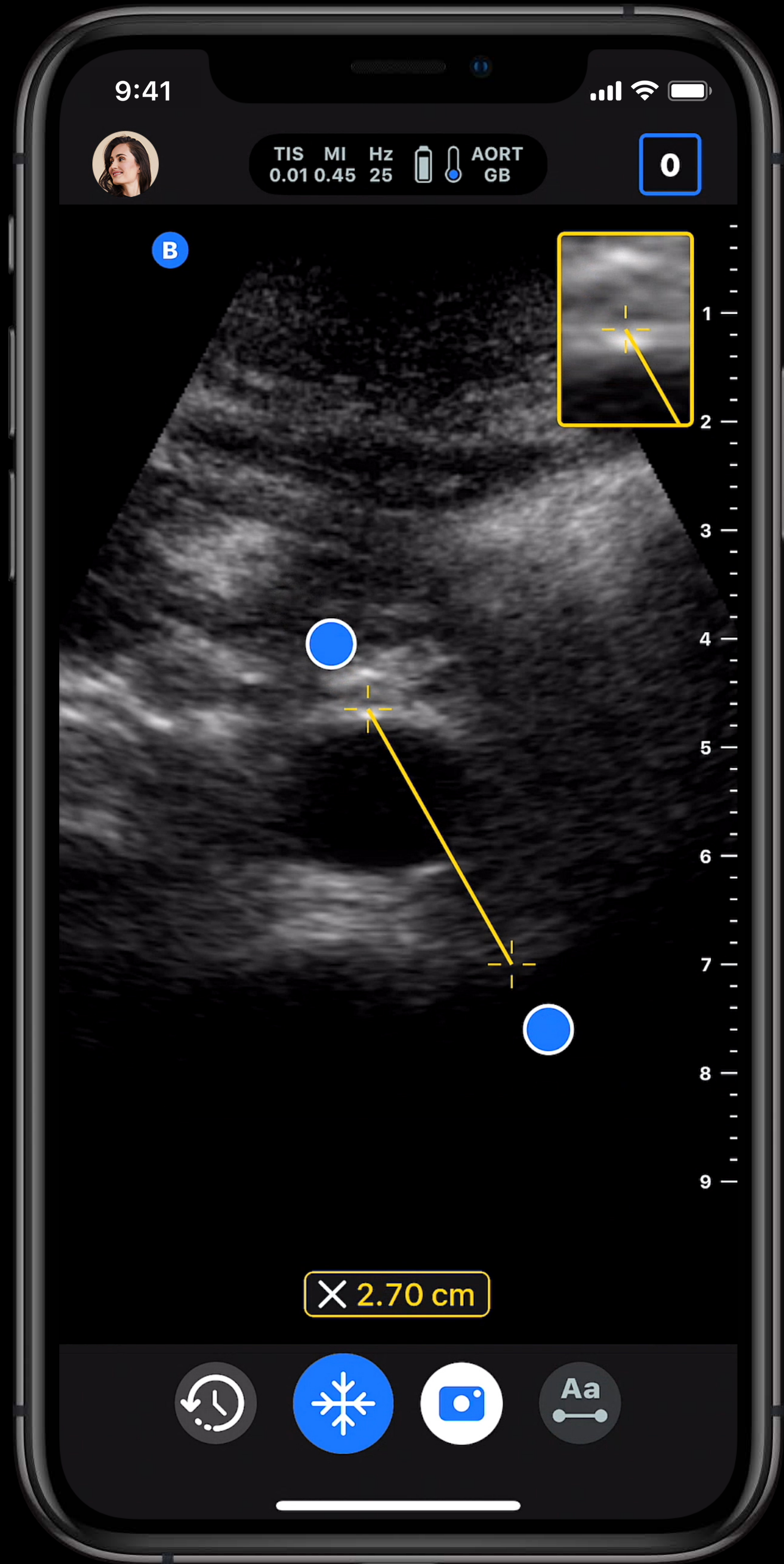


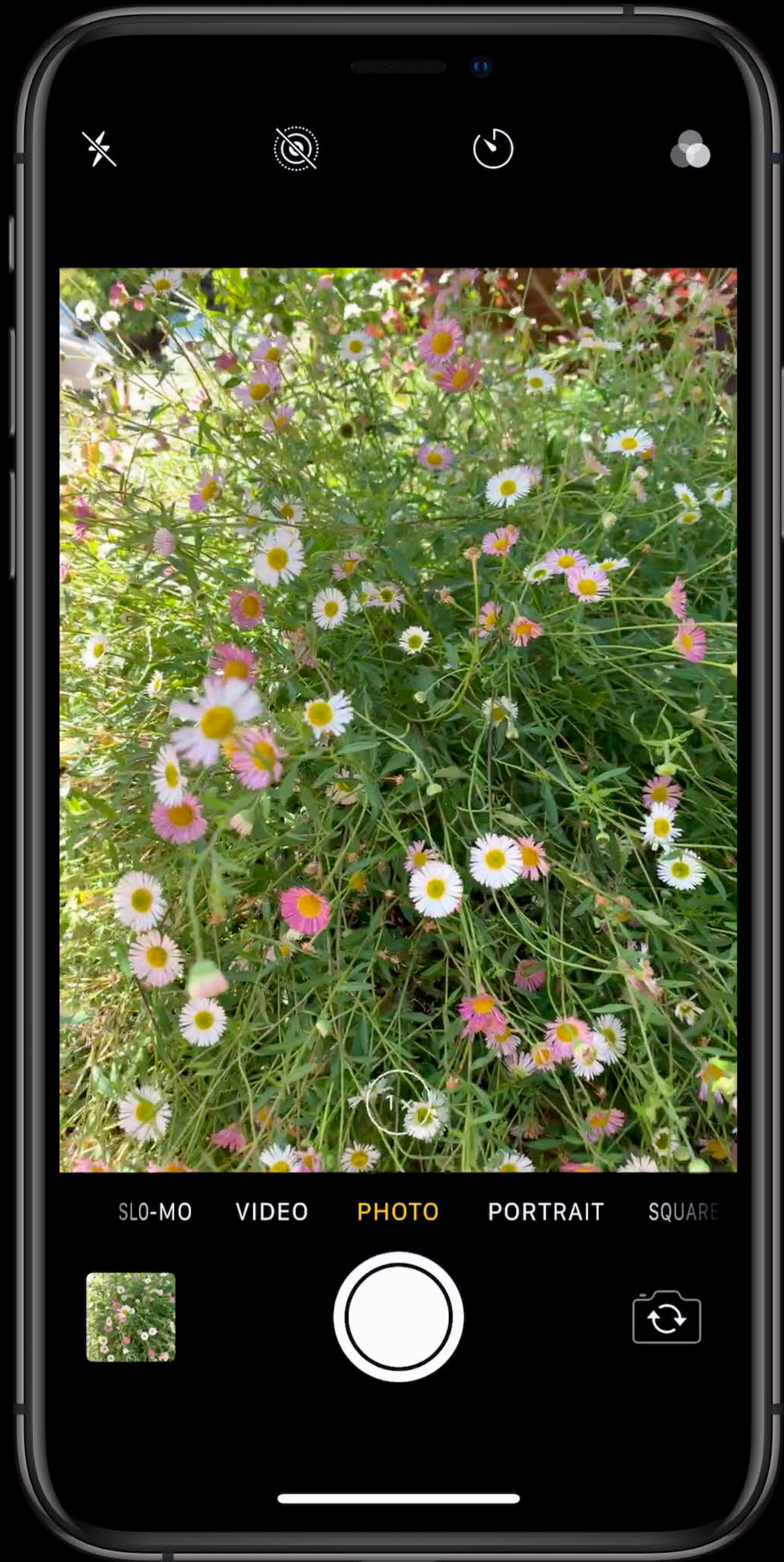
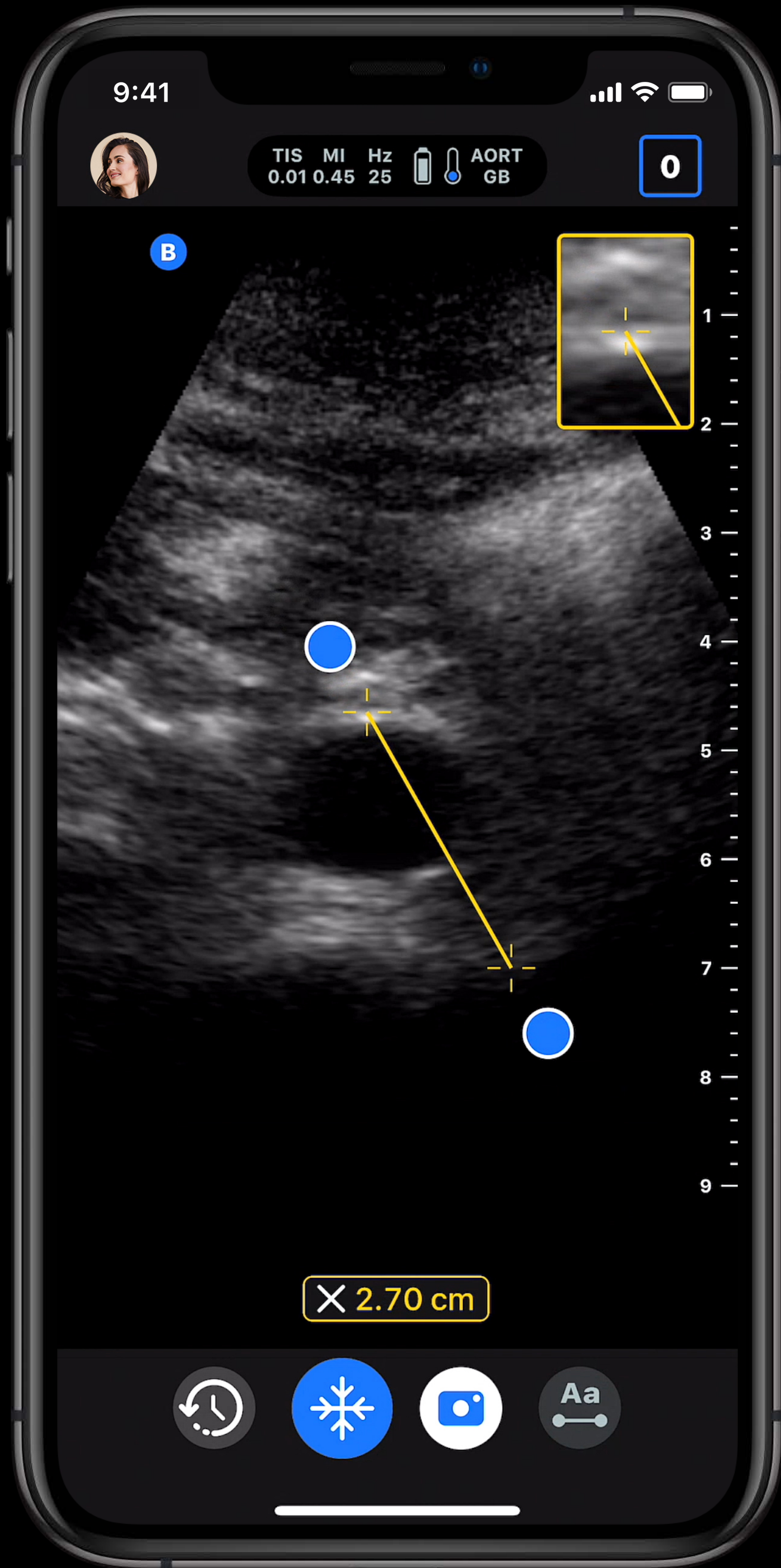
1

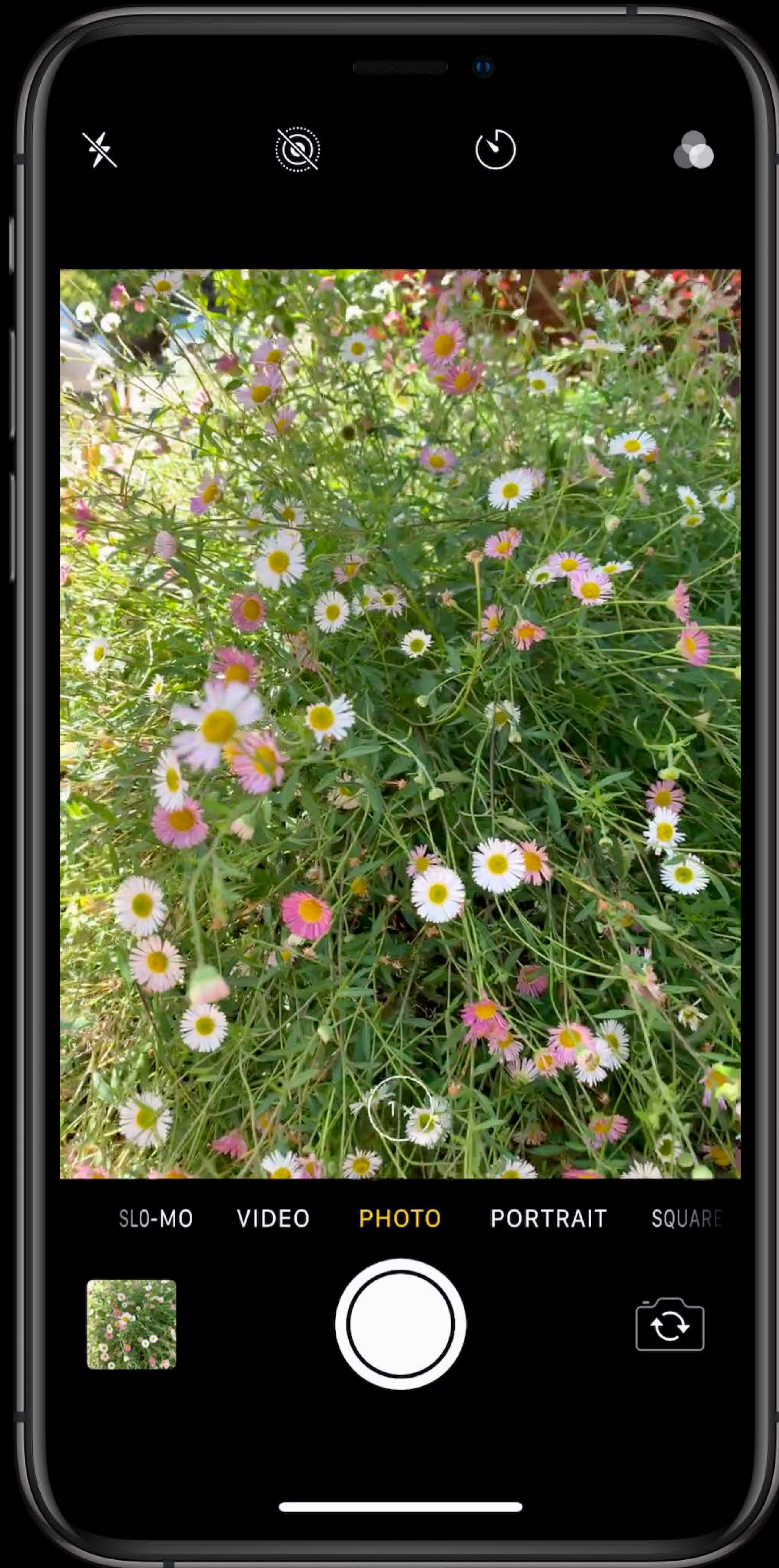
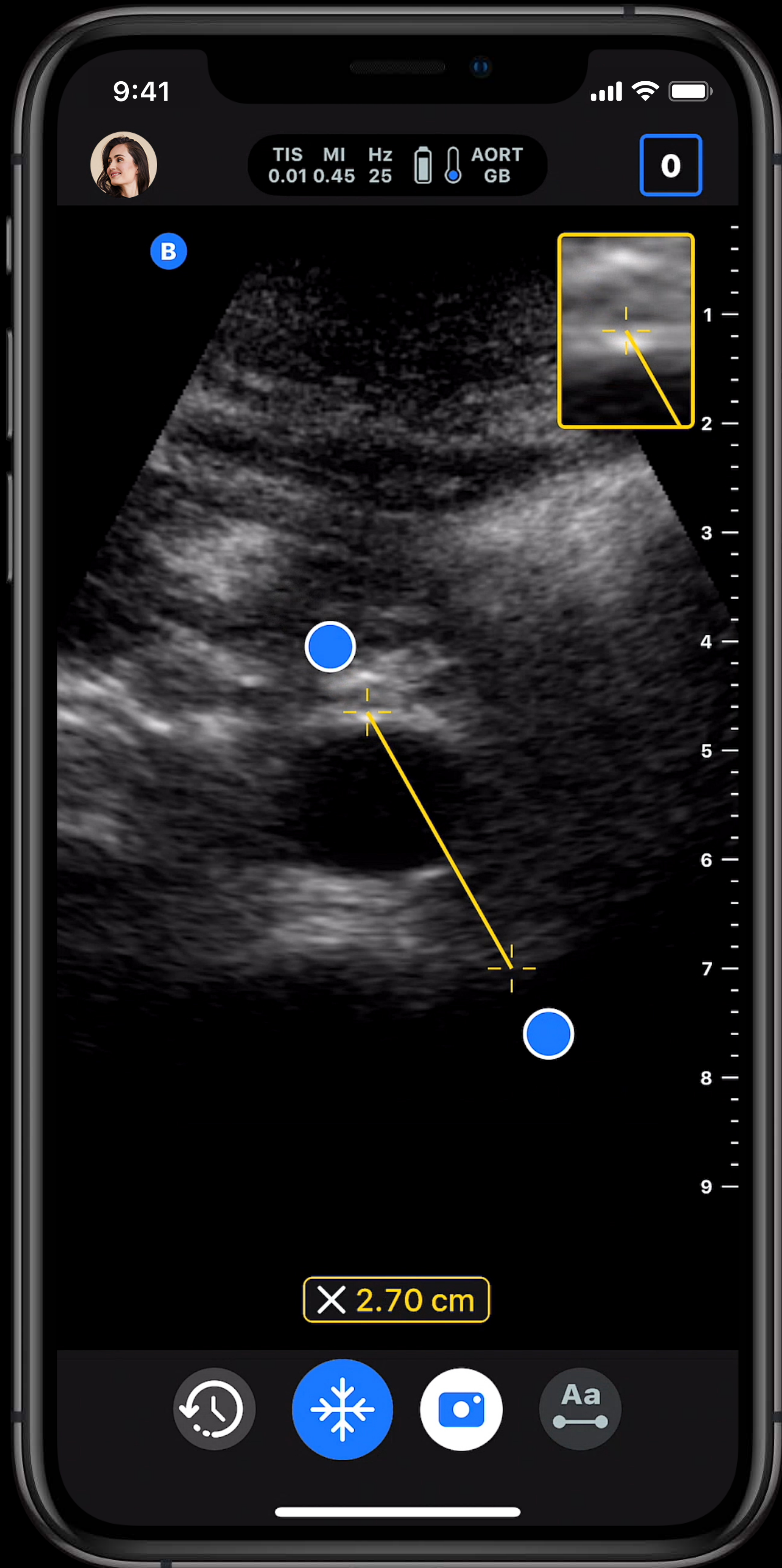


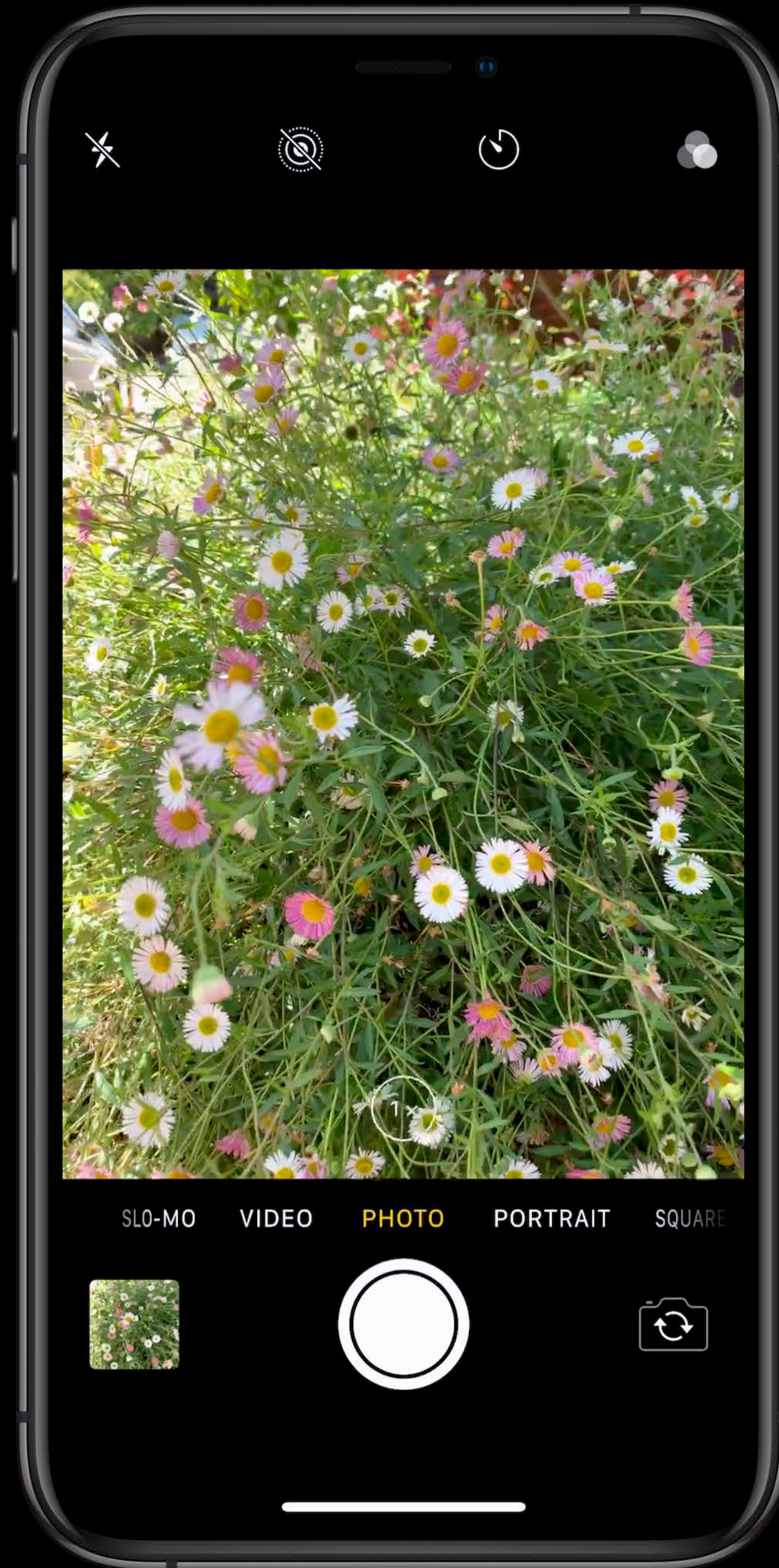
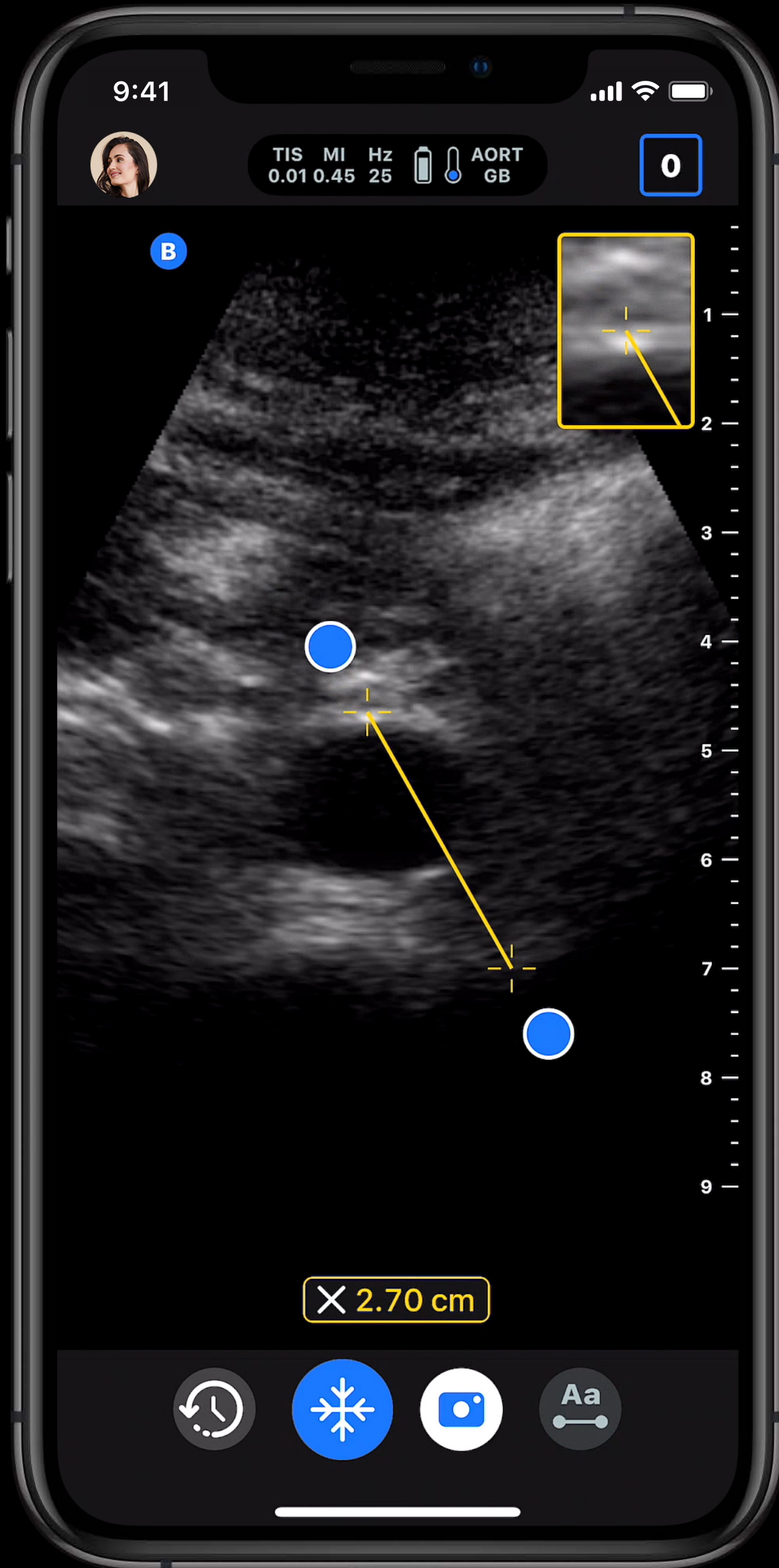
“In our early testing, we learned that the image is sacrosanct. Doctors kept telling us to move things out of the way.”

Product Designer, Butterfly iQ



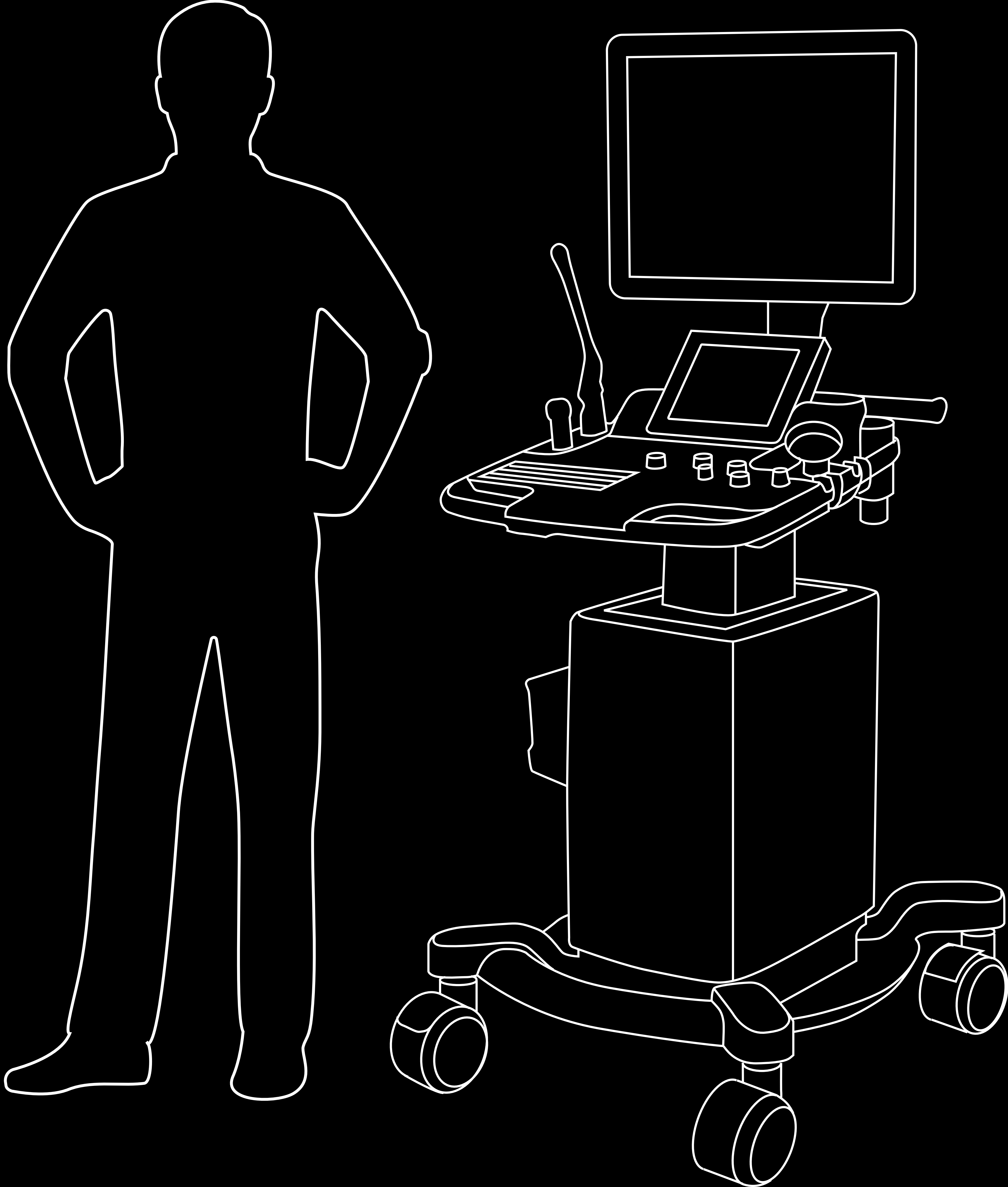












Refinement

Refinement

Refinement

Leverage real world expectations and behaviors

Refinement

Leverage real world expectations and behaviors

Unless they conflict with established digital behaviors

Refinement

Leverage real world expectations and behaviors

Unless they conflict with established digital behaviors

Be ready to throw things out

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail





Thumper







LEVEL 2-1





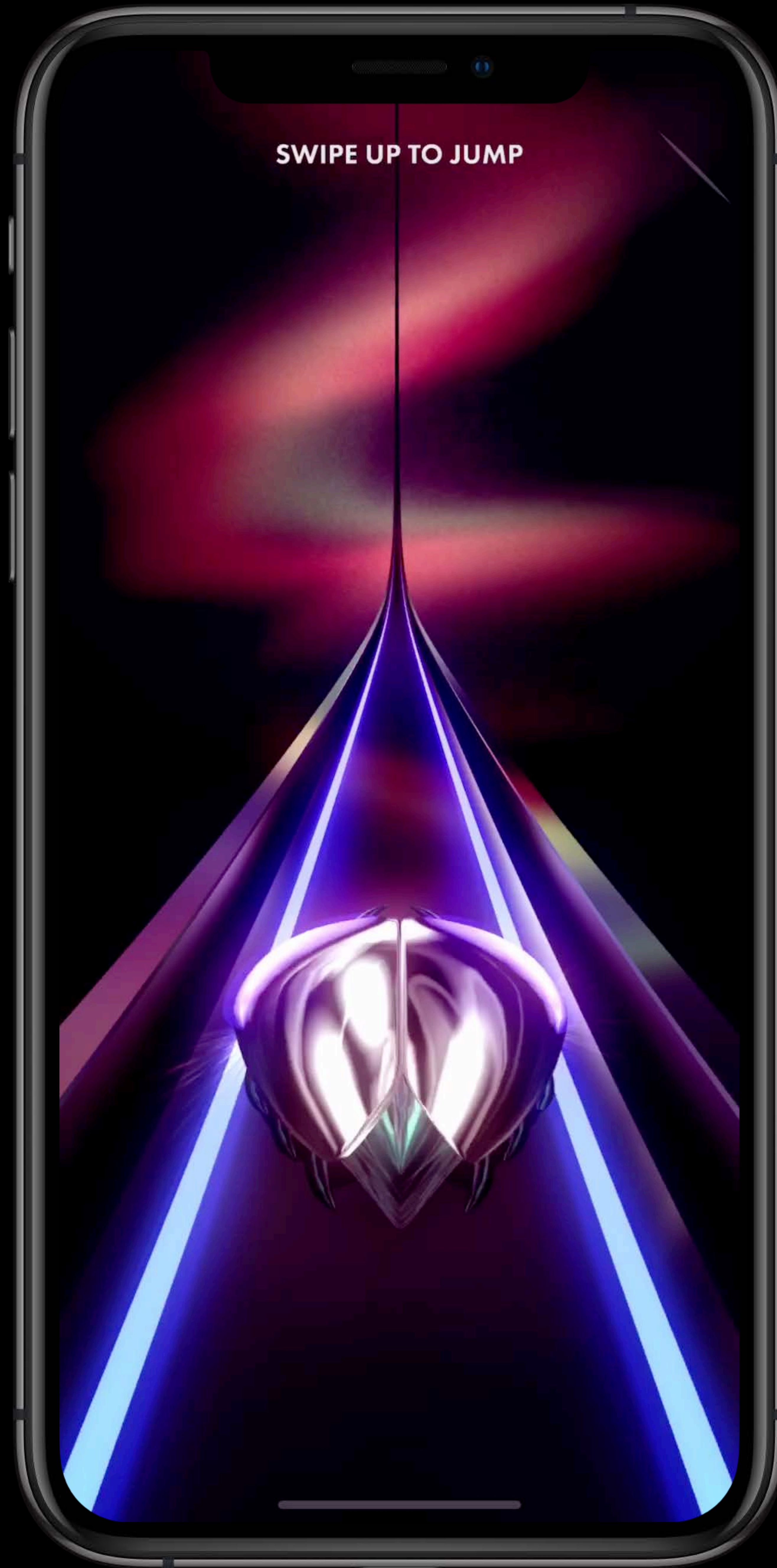
LEVEL 2-1



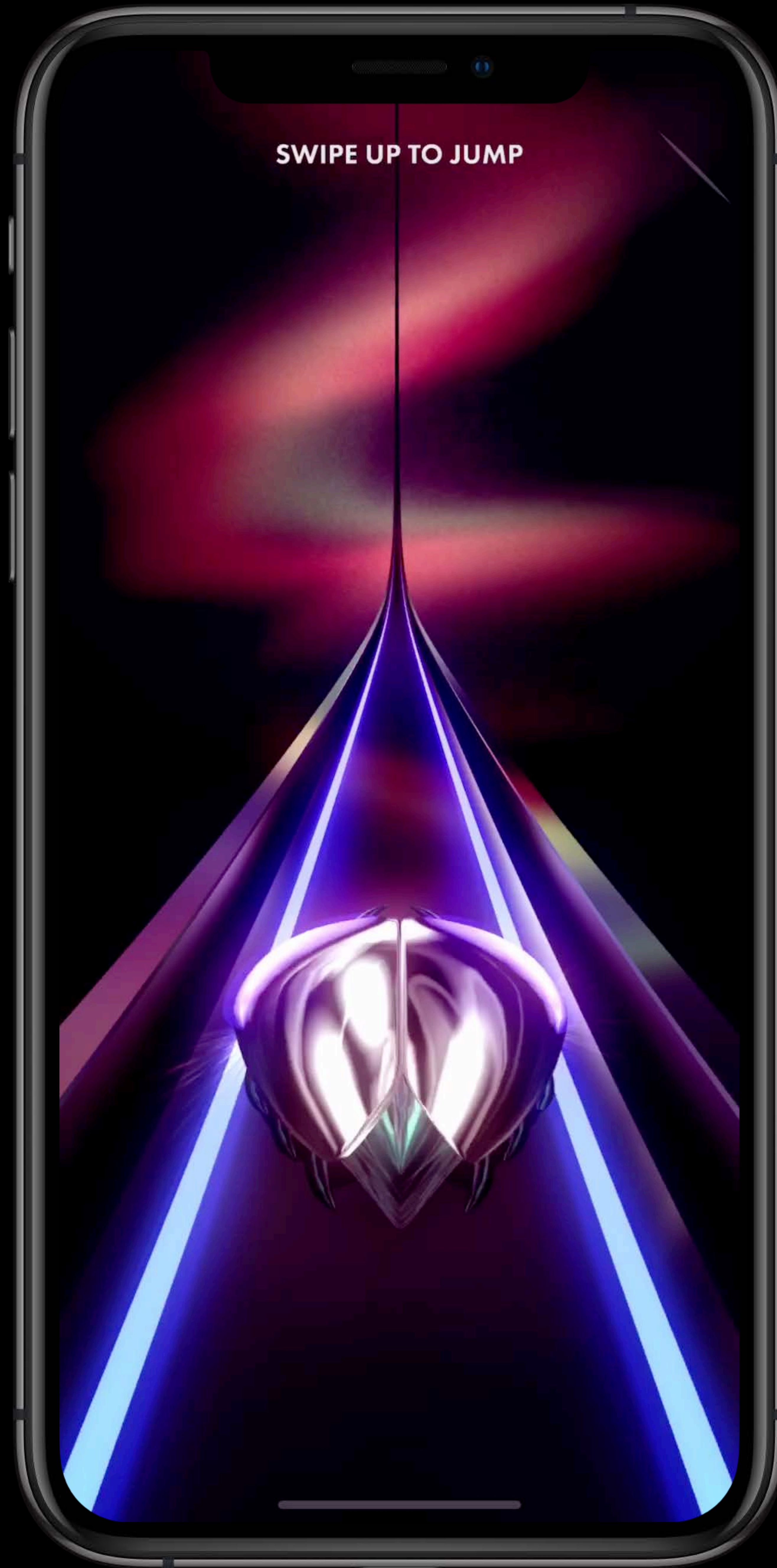




SWIPE UP TO JUMP

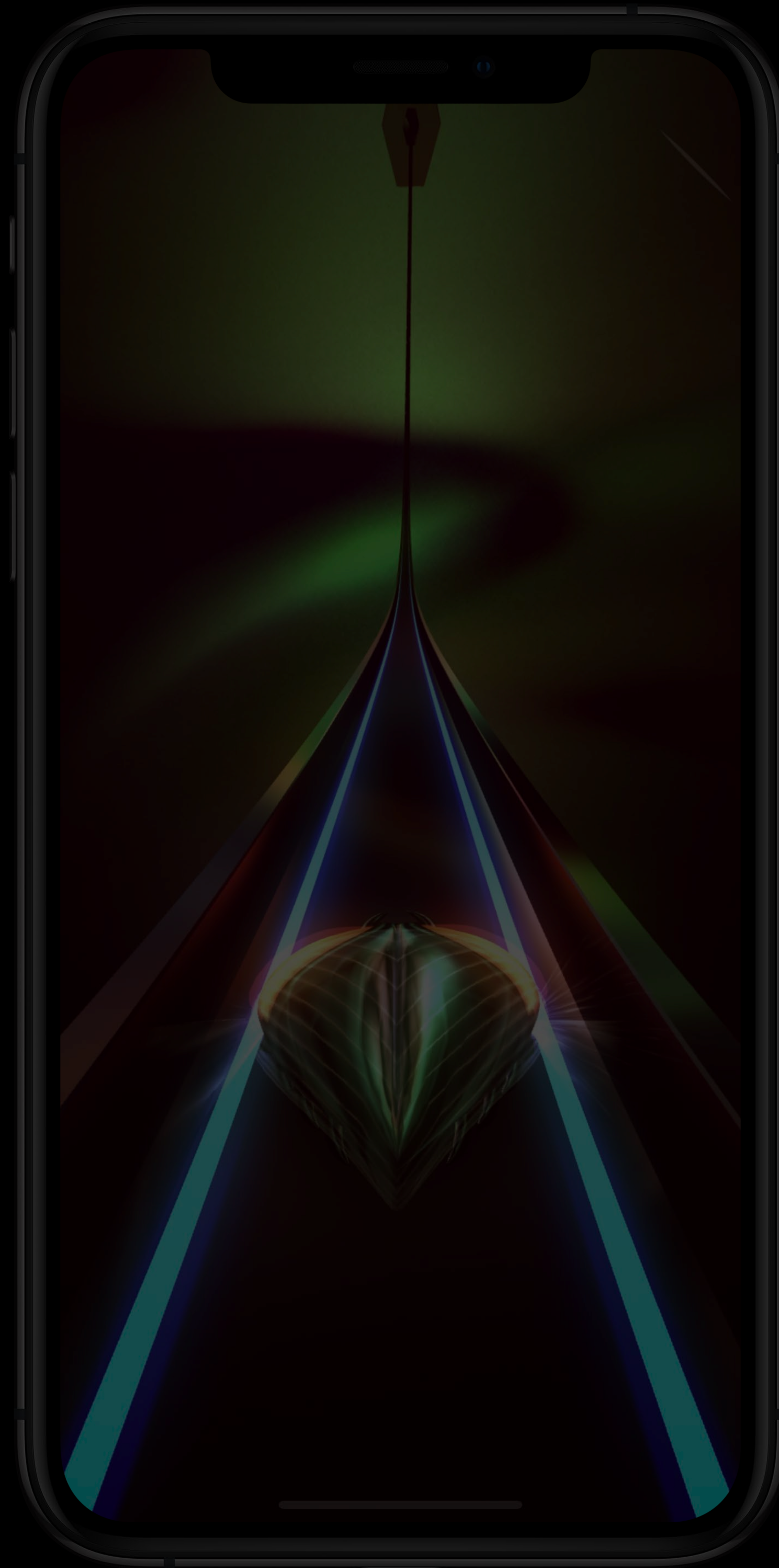


SWIPE UP TO JUMP

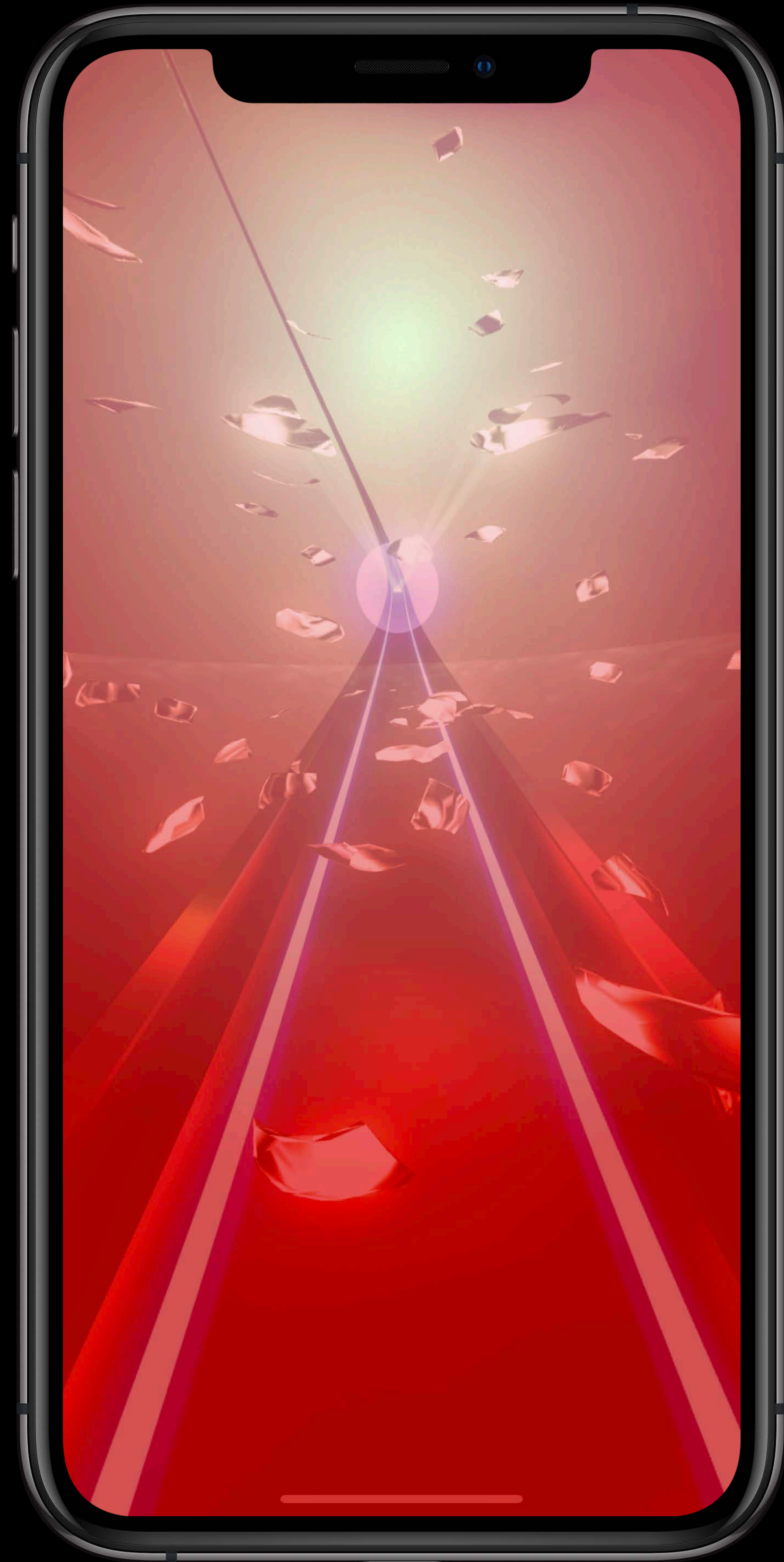












Feel







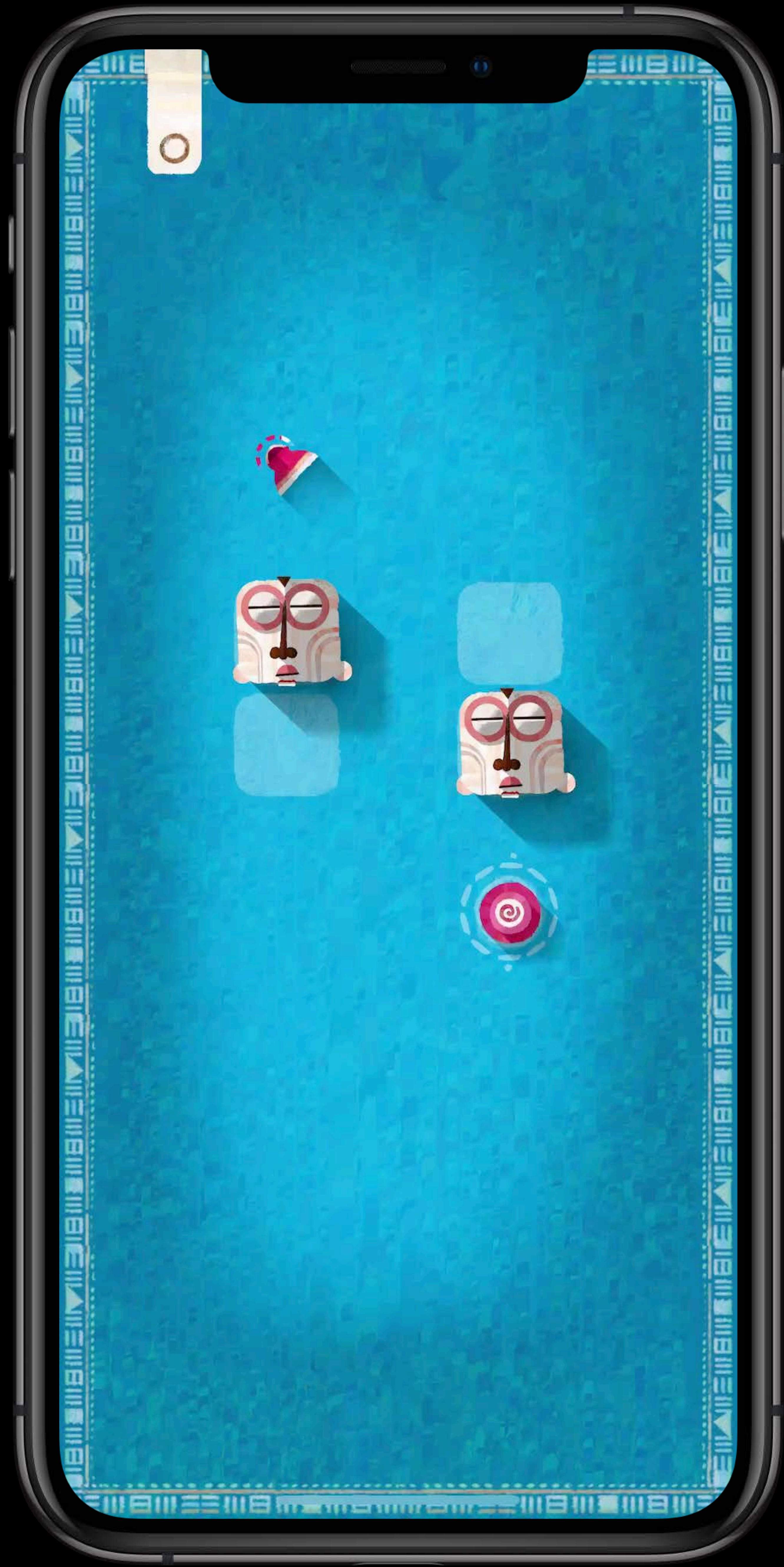


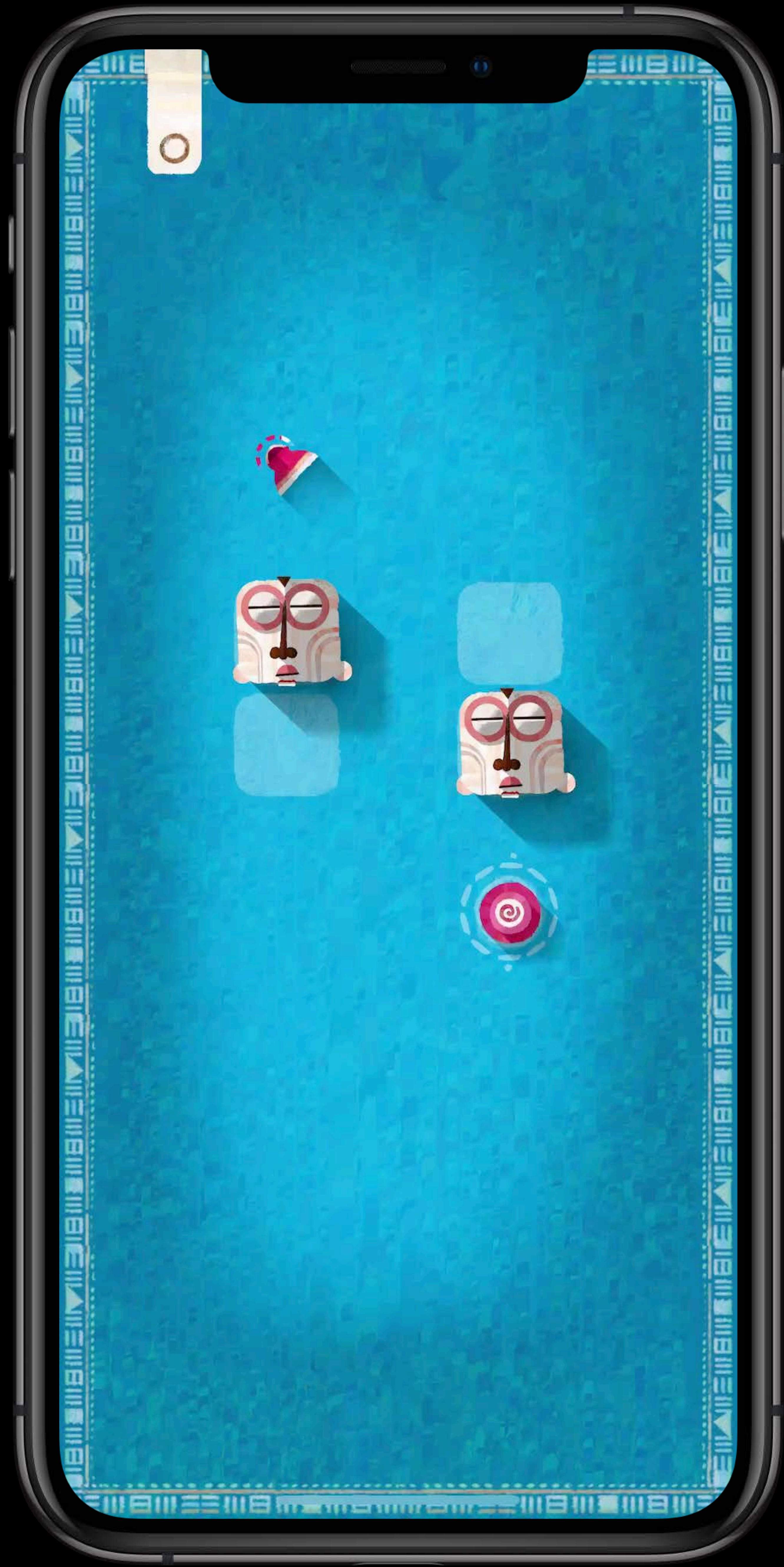


Immersive



ELOH





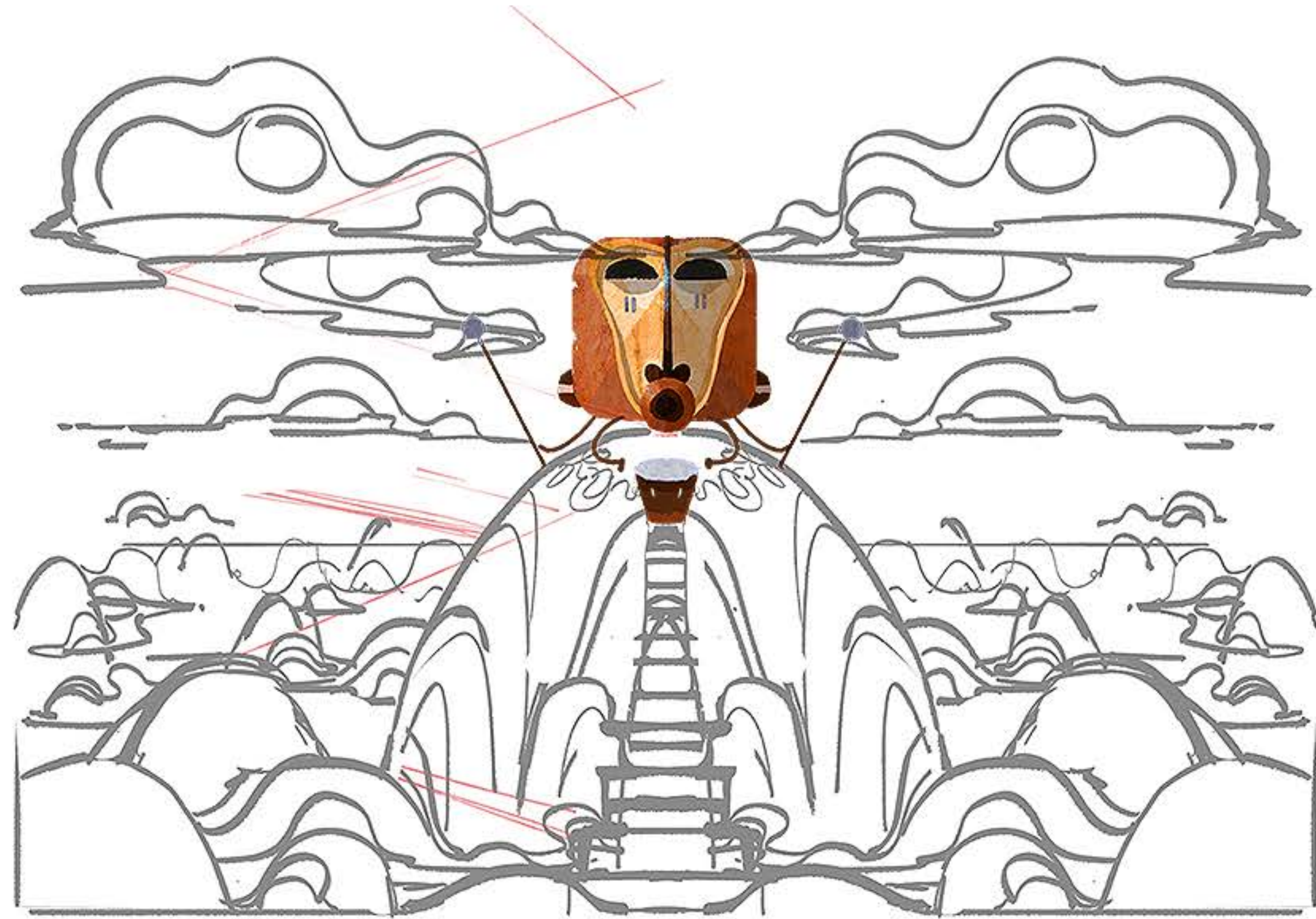


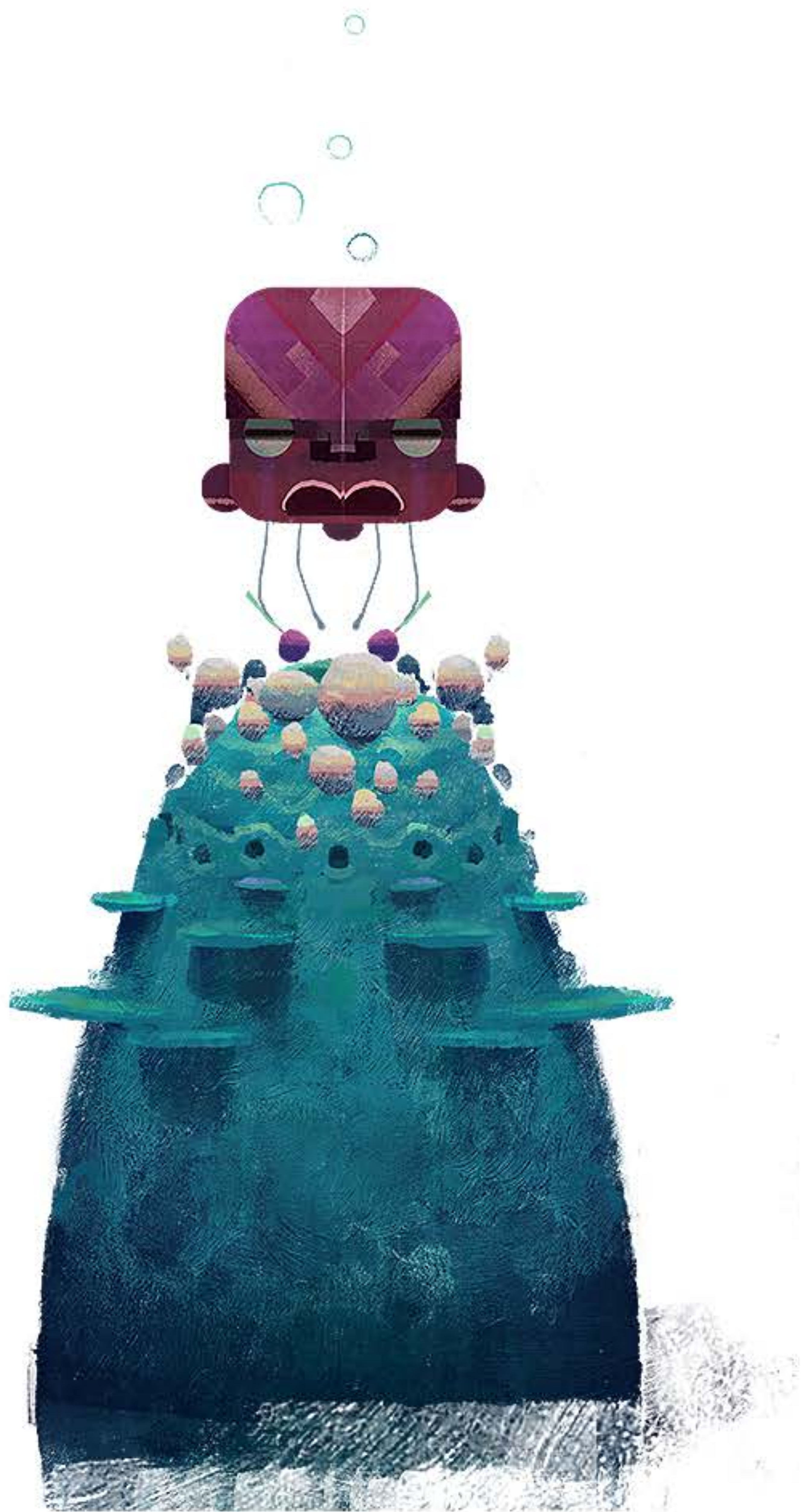








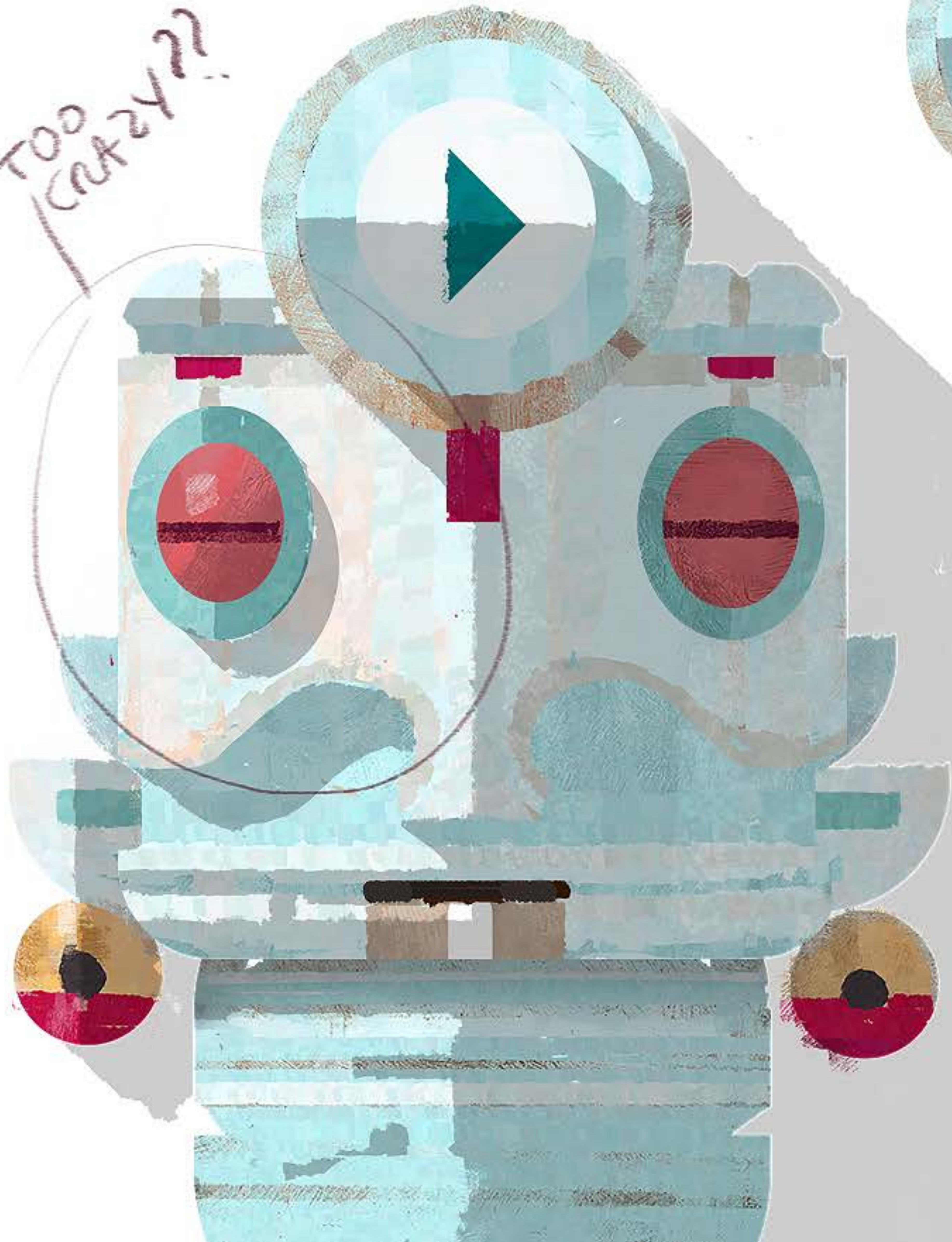




Beautiful

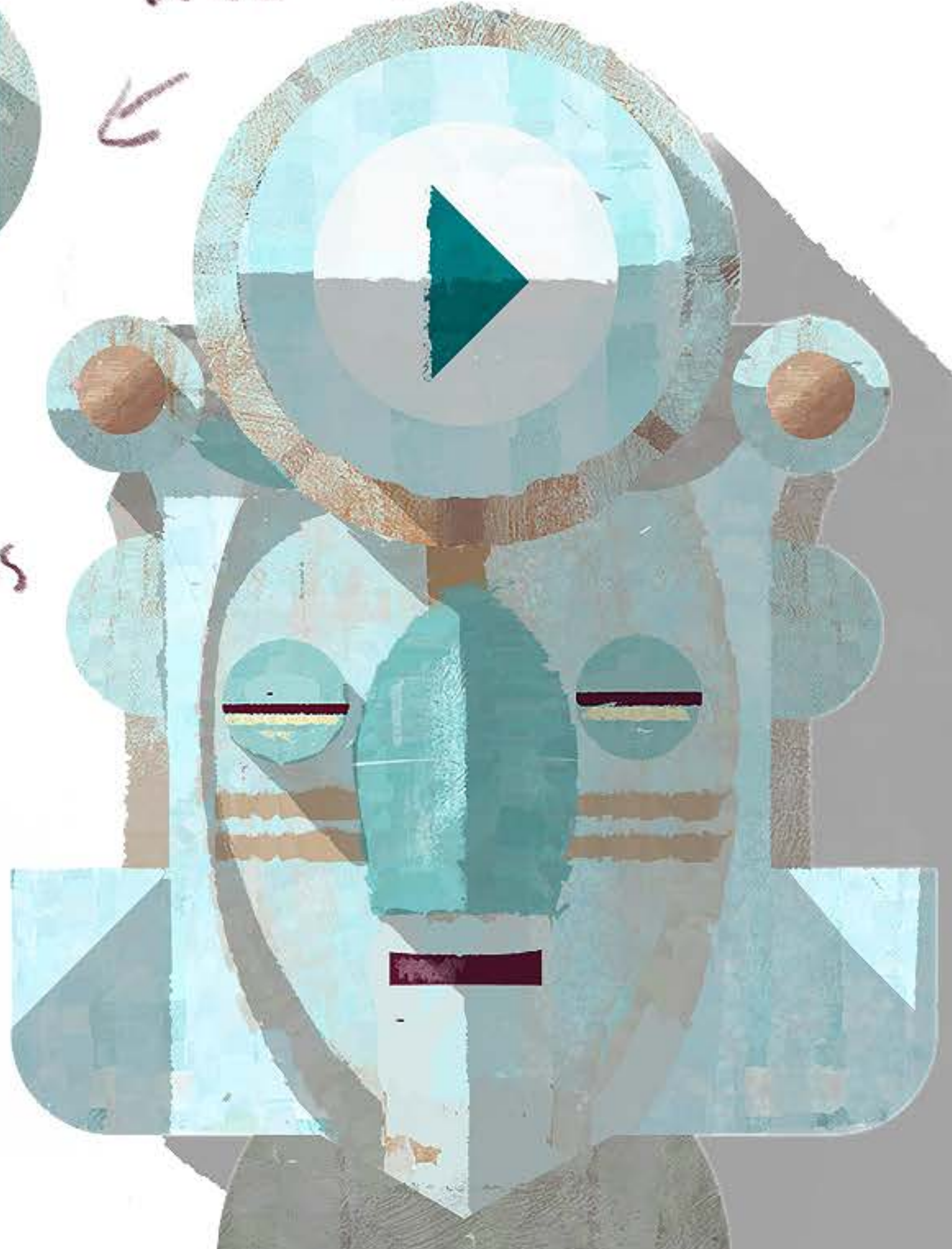
TOO CRAZY??

NEXT



MINI
TOTEM
AFTER
X LEVELS

TOTEM RISE
WHEN LEVEL IS DONE



spine PRO *eloh_animations

ANIMATE



Weights

Mode: Direct

Weight: [input field]

Smooth Auto Prune

Pics Overlay Selected

Bones:

Tree

- Hierarchy
 - dude_4
 - dude_3
 - dude_2
 - dude_1
 - root
 - body X
 - Y and SCALE
 - Constraints
 - Draw Order
 - Skins
 - Events
 - Animations
 - active
 - idle

- shadow_A

Preview



Skeleton: dude_1

- active
- idle

Speed: 84.7

Mix: 0.25

Track: 0 1 2 3 4

Tools

- Pose
- Weights
- Create

Transform

- Rotate
- Translate
- Scale
- Shear

Axes

- Local
- Parent
- World

Compensate

- Bones
- Images

Options

- Bones
- Images
- Others

Graph

Curve: [input field] Match Presets

Dopesheet

Current: 27 Loop Start End Auto key Graph

0 5 10 15 20 25 27 30 35 40 45 50 55 60 65 70 75 80

- dude_1: idle
- body X
- Translate
- HeadTon

MacBook Pro

spine PRO *eloh_animations

ANIMATE

Weights

Mode: Direct

Weight: [Slider]

Smooth Auto Prune

Pies Overlay Selected

Bones:

Tree

Hierarchy

- dude_4
- dude_3
- dude_2
- dude_1
 - root
 - body X
 - Y and SCALE
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 - Skins
 - Events
 - Animations
 - active
 - idle

- shadow_A

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Skeleton: dude_1

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Speed: 84.7

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Track: 0 1 2 3 4

Tools

- Pose
- Weights
- Create

Transform

- Rotate
- Translate
- Scale
- Shear

Axes

- Local
- Parent
- World

Compensate

- Bones
- Images

Options

- Bones
- Images
- Others

Graph

Curve: [Graph]

Dopesheet

Current: 27 Loop Start End Auto key Graph

0 5 10 15 20 25 27 30 35 40 45 50 55 60 65 70 75 80

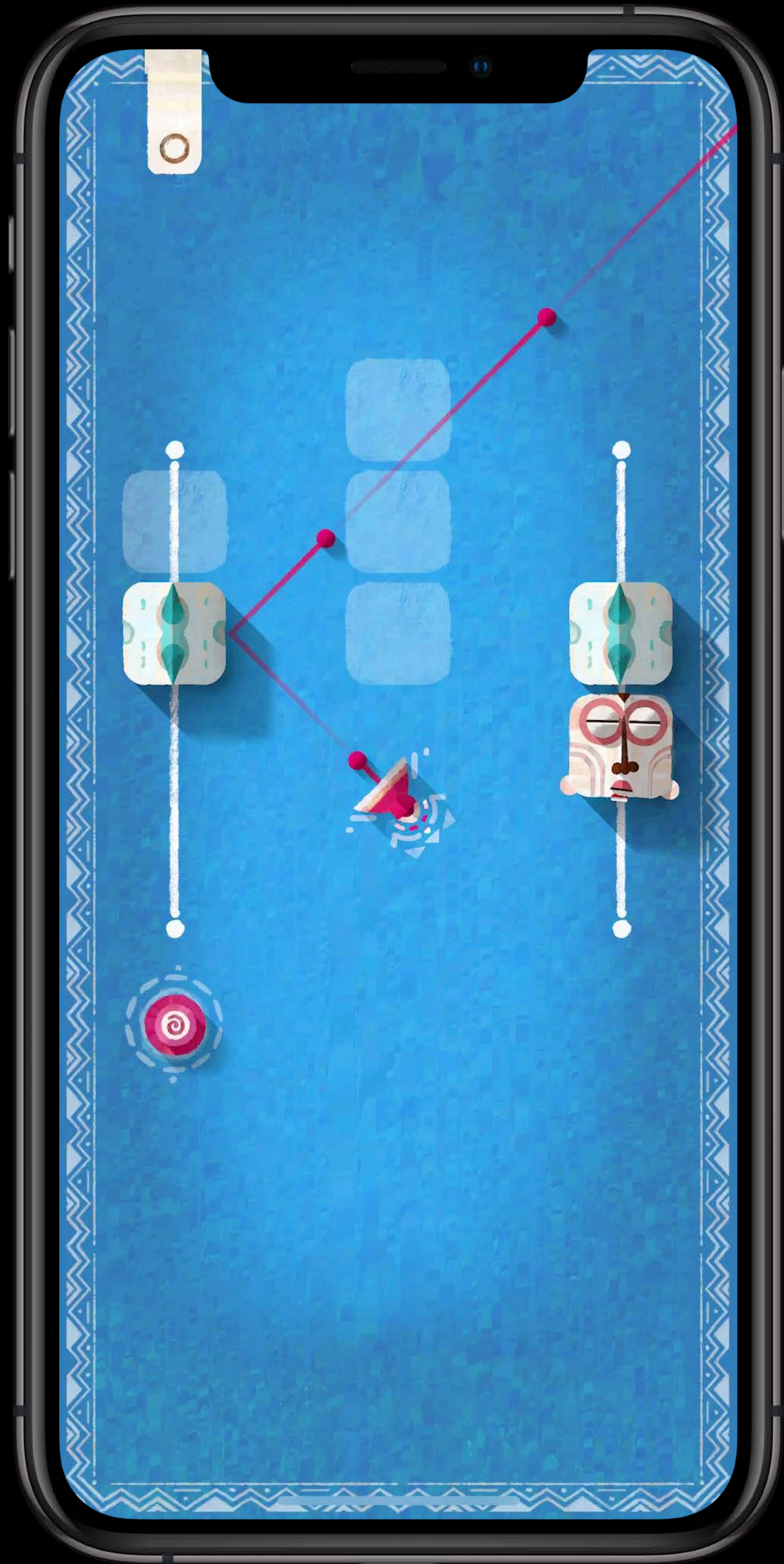
dude_1: idle

body X

Translate

HeadTon

MacBook Pro



Reinforce the intent

And One More Subtle Point!

“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay because they just get more difficult from level to level.”

Game Designer, ELOH

“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay because they just get more difficult from level to level.”

Game Designer, ELOH

“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay **because they just get more difficult from level to level.**”

Game Designer, ELOH



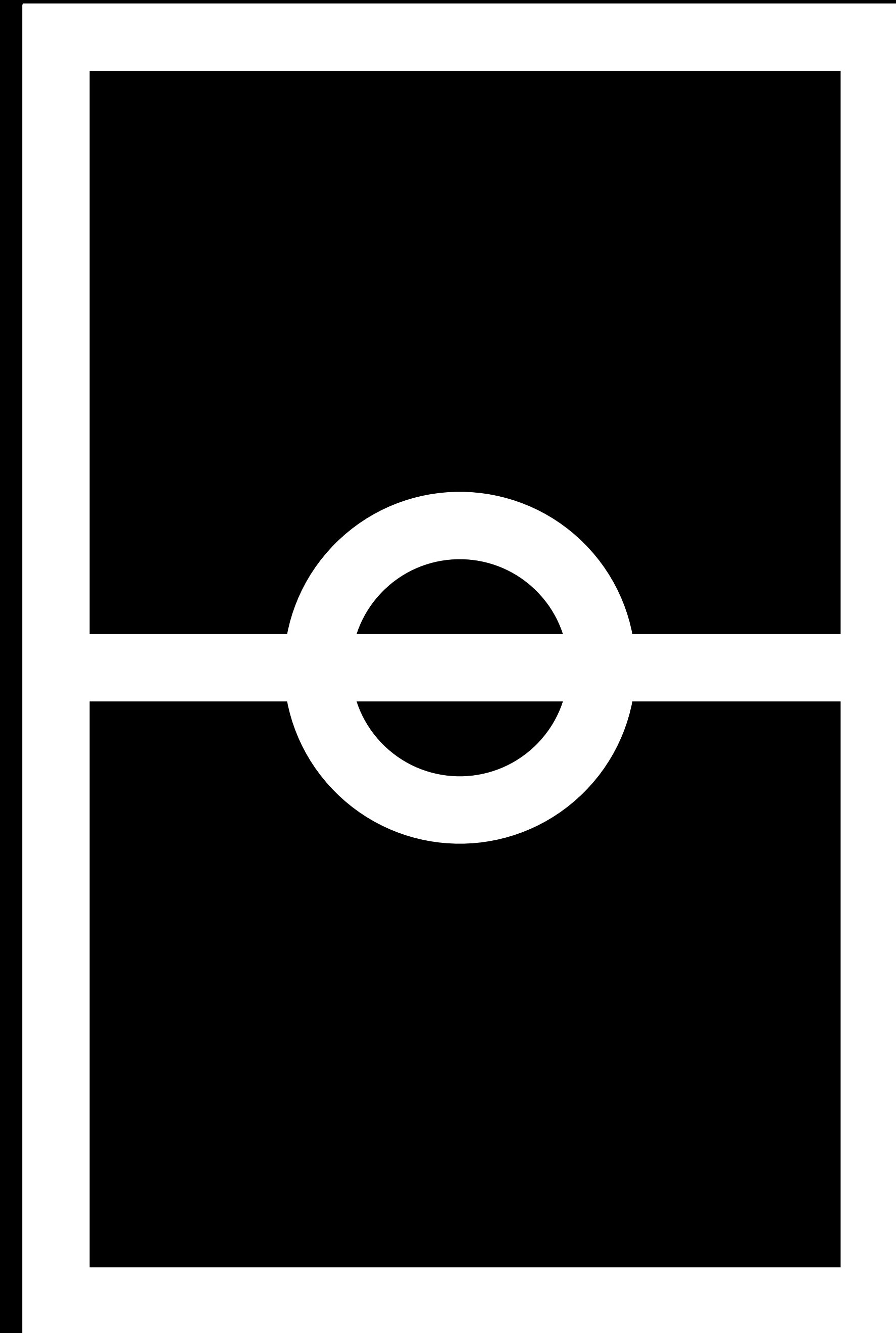


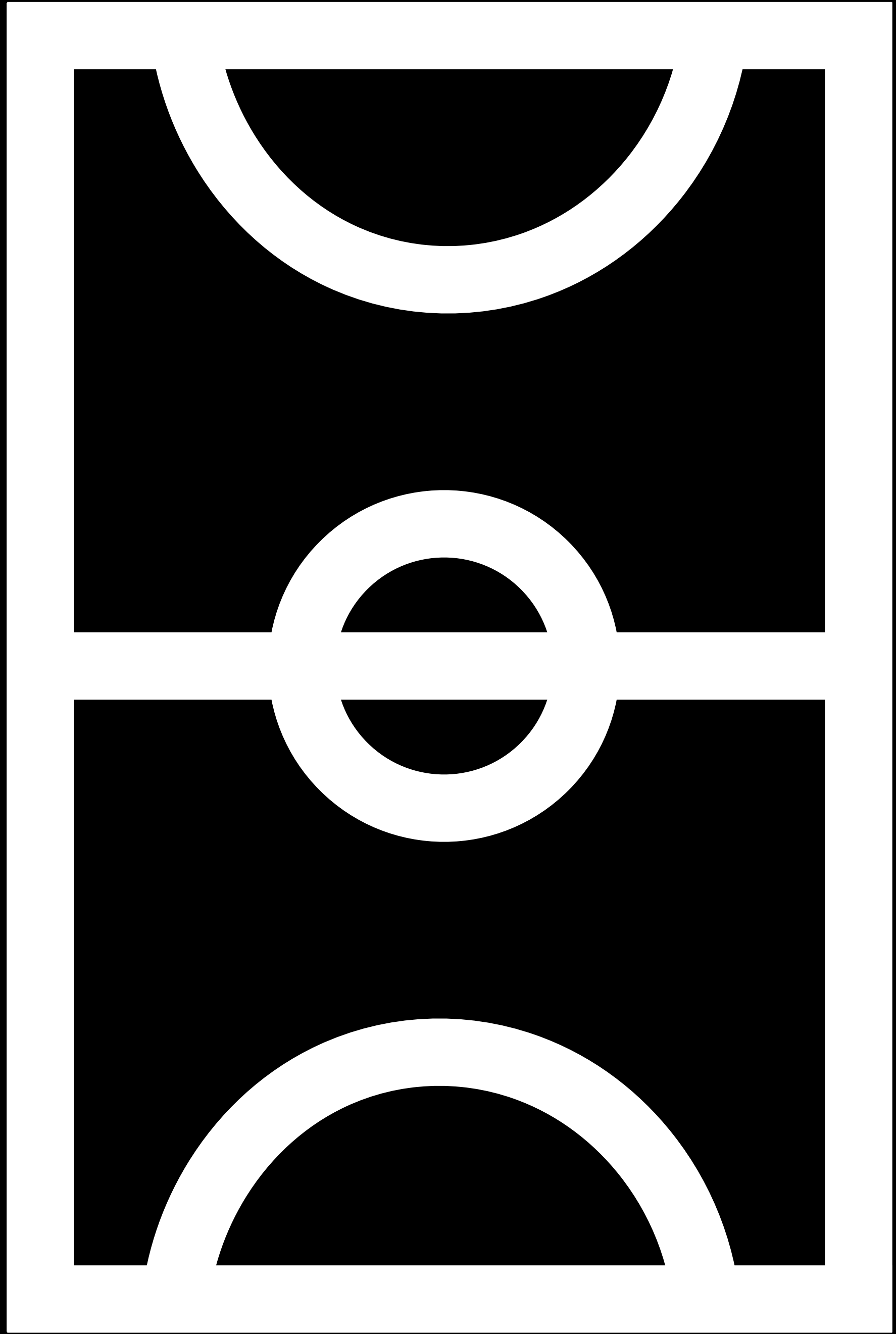
Support the behavior

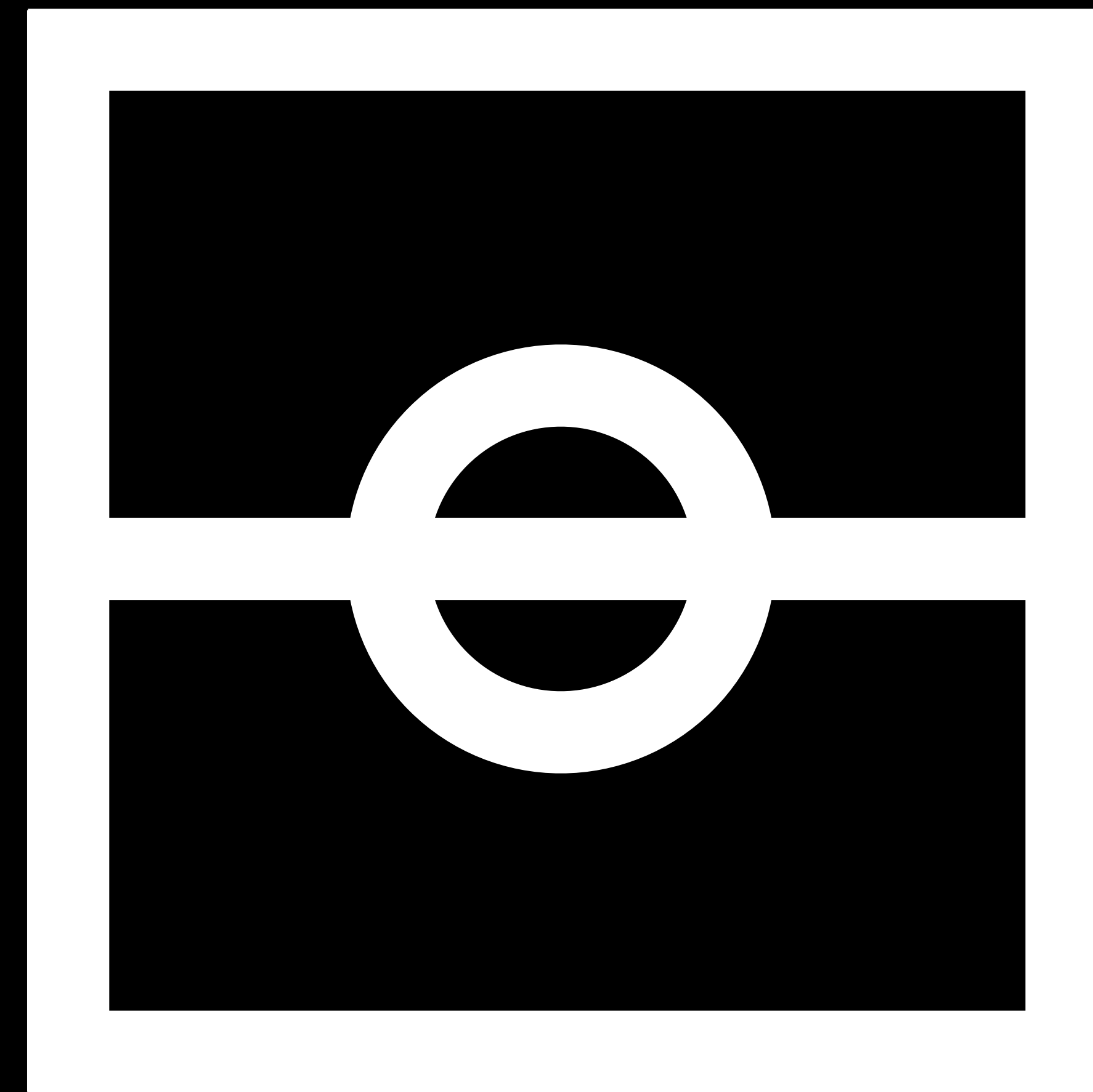
Embodied in every element

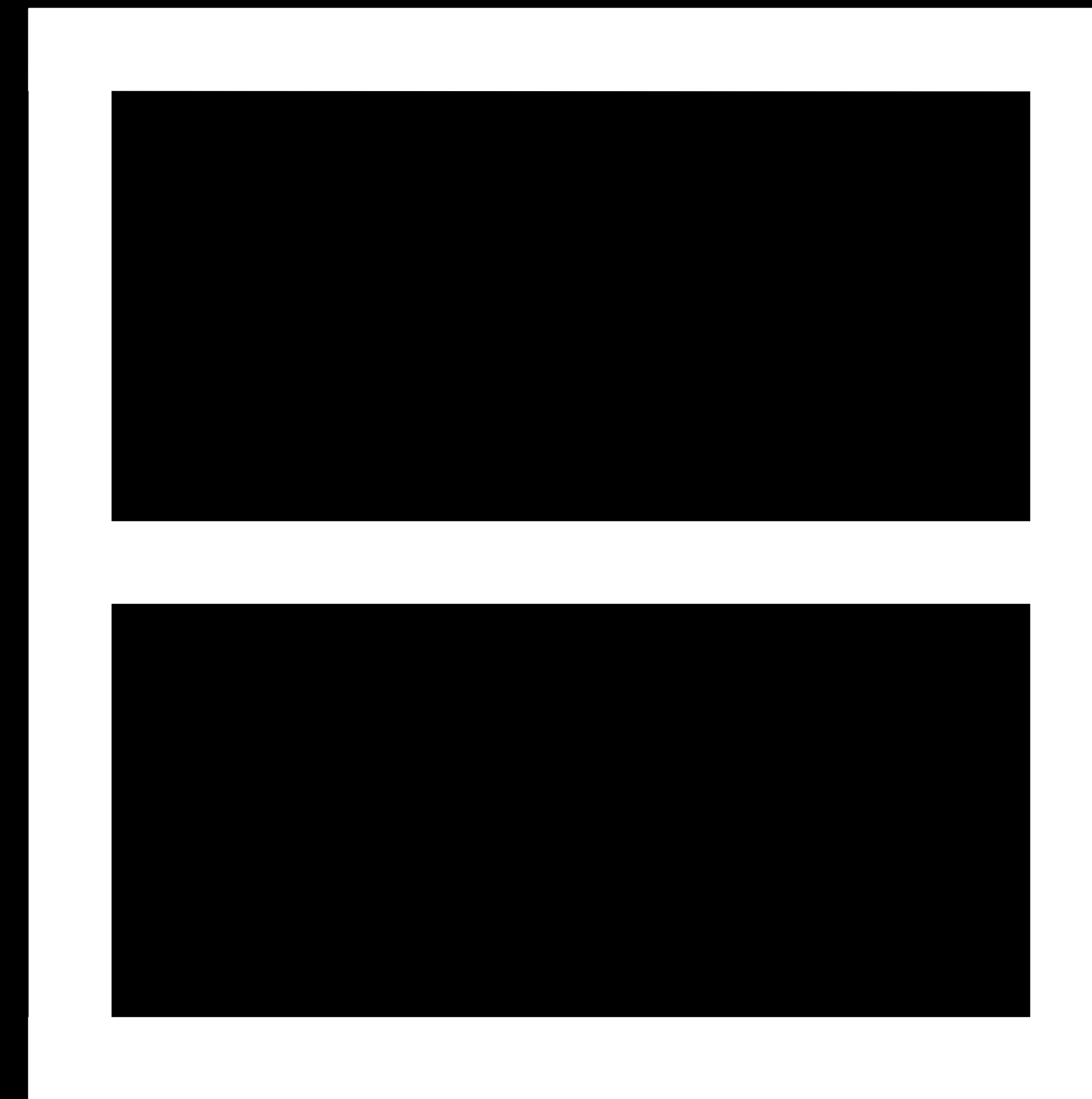


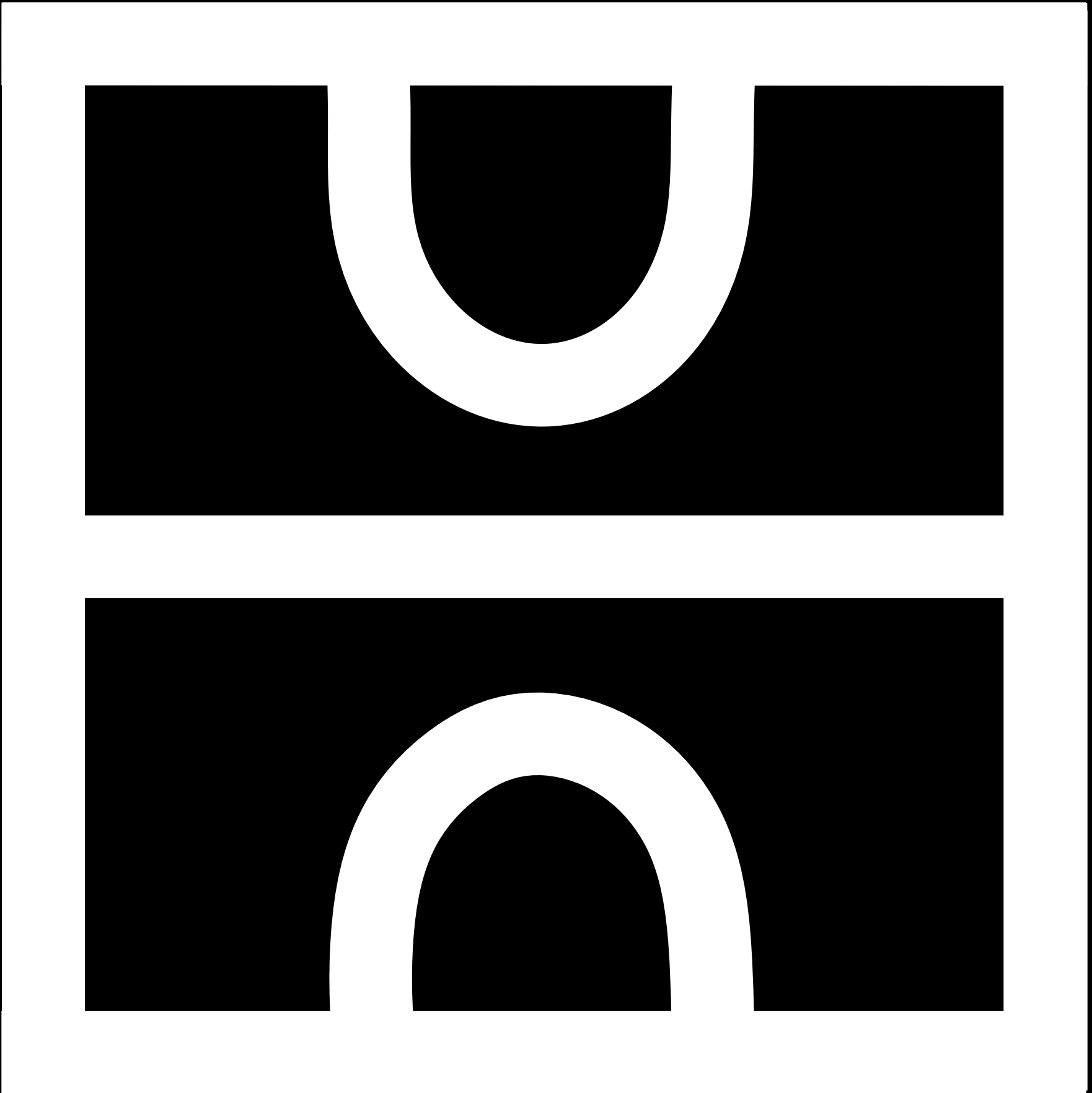




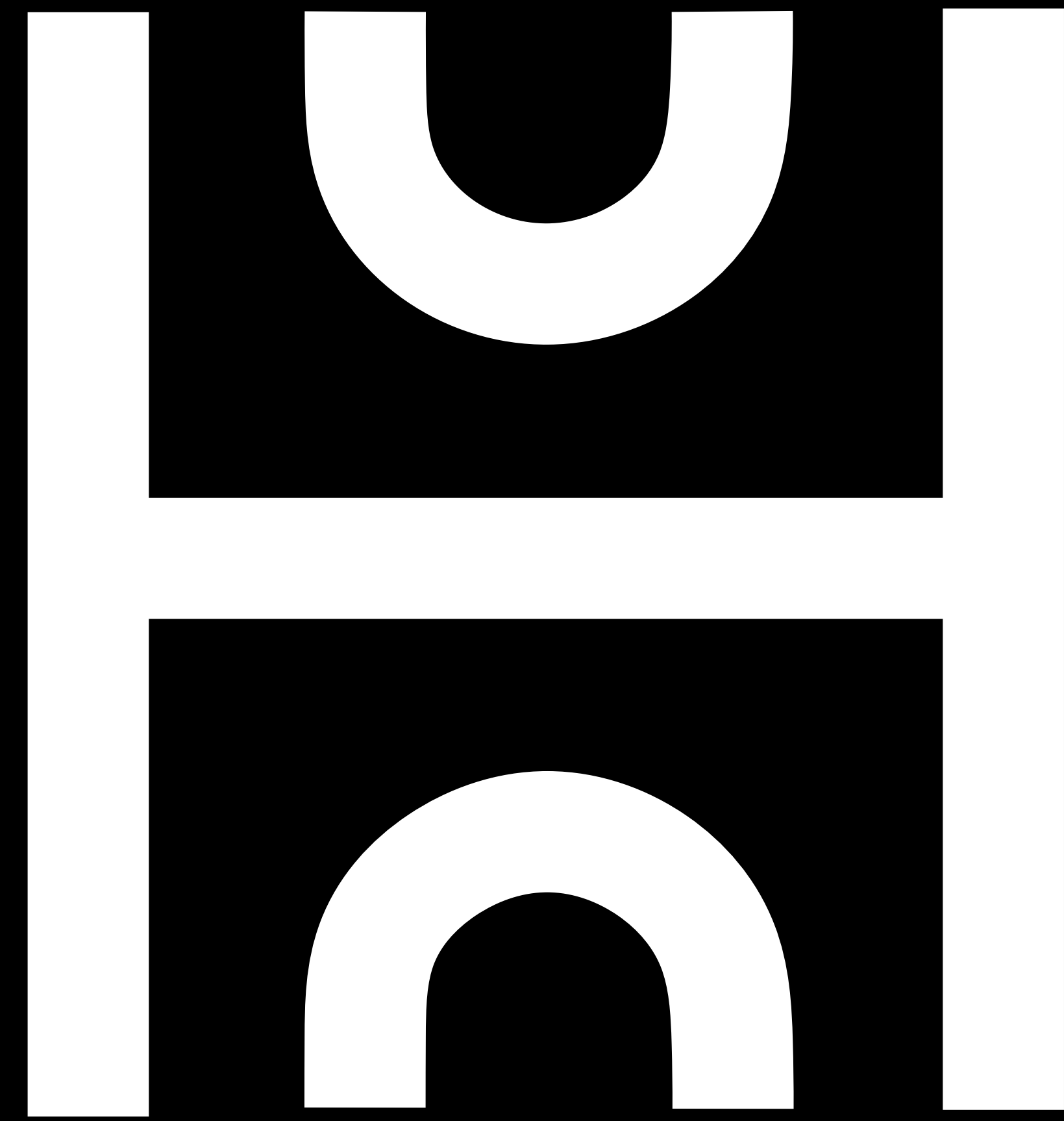








НН



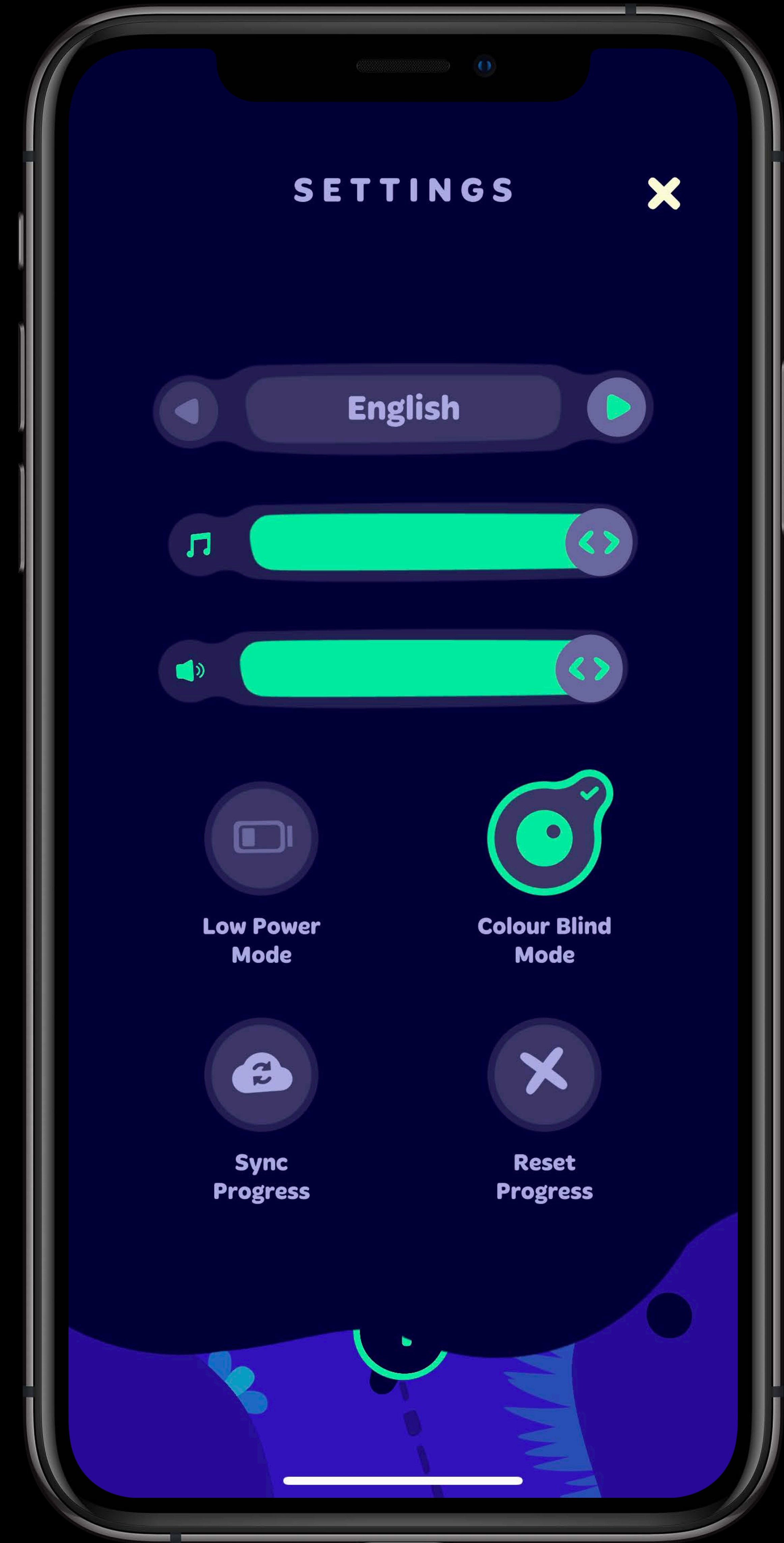




Ordia

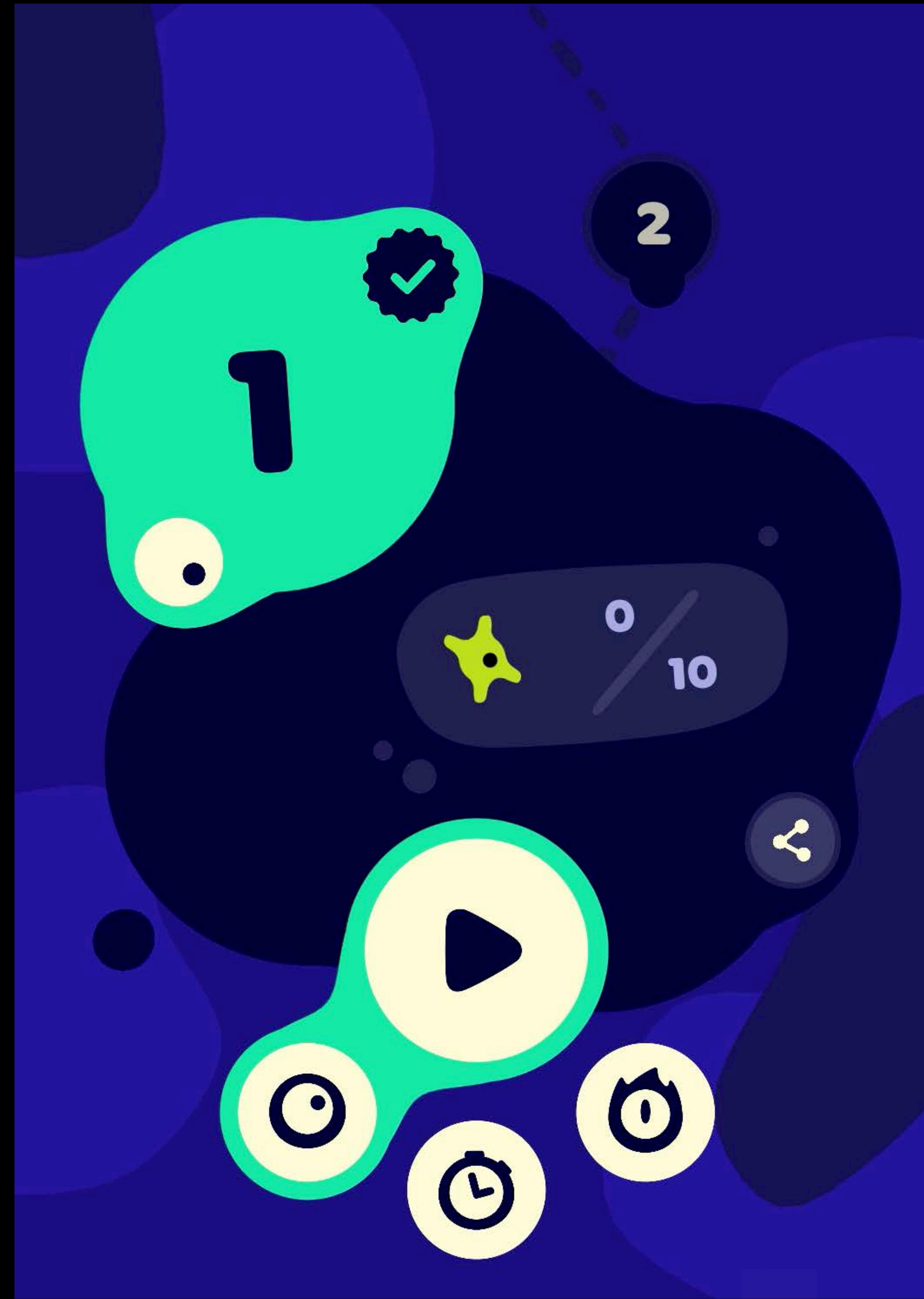
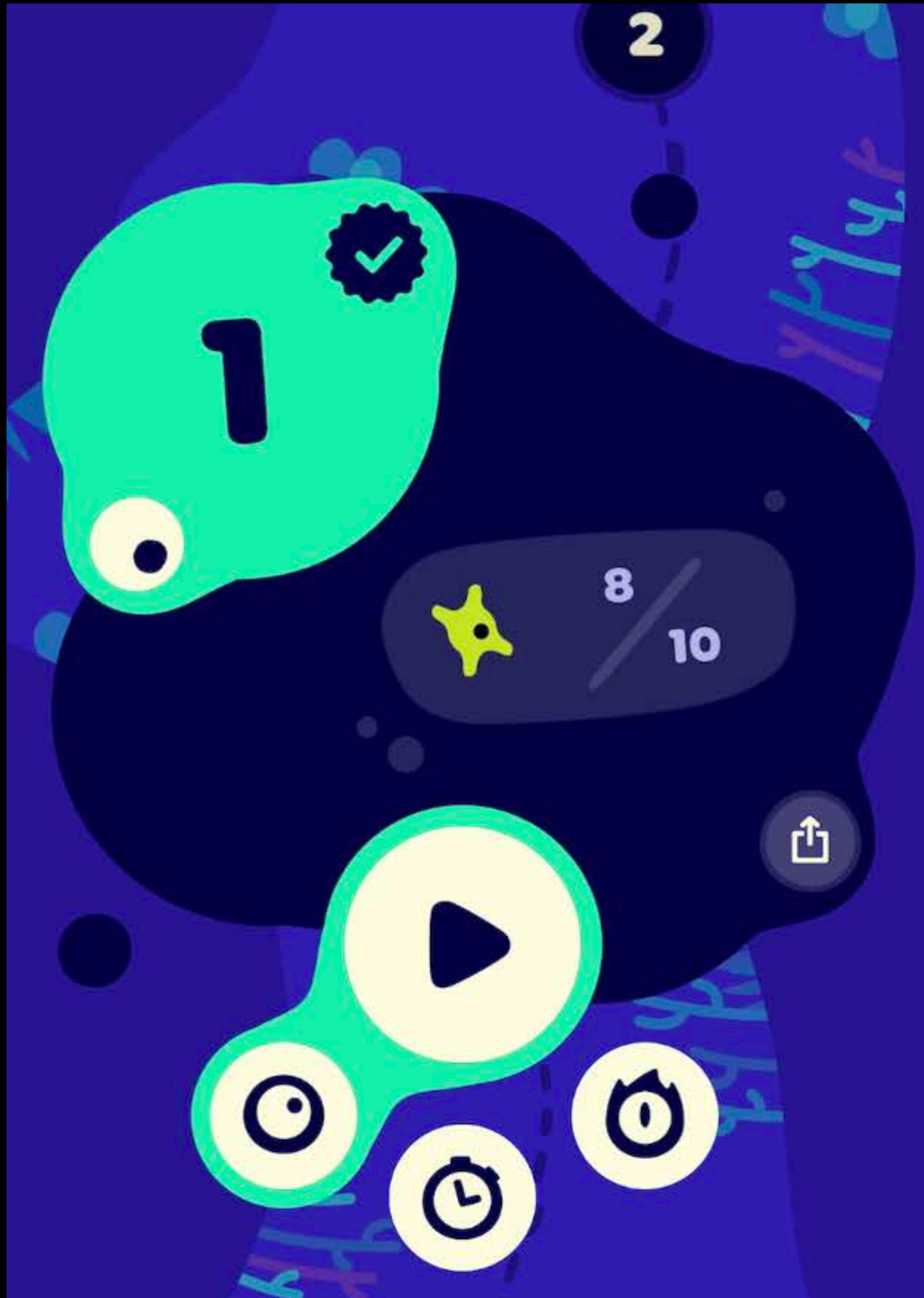


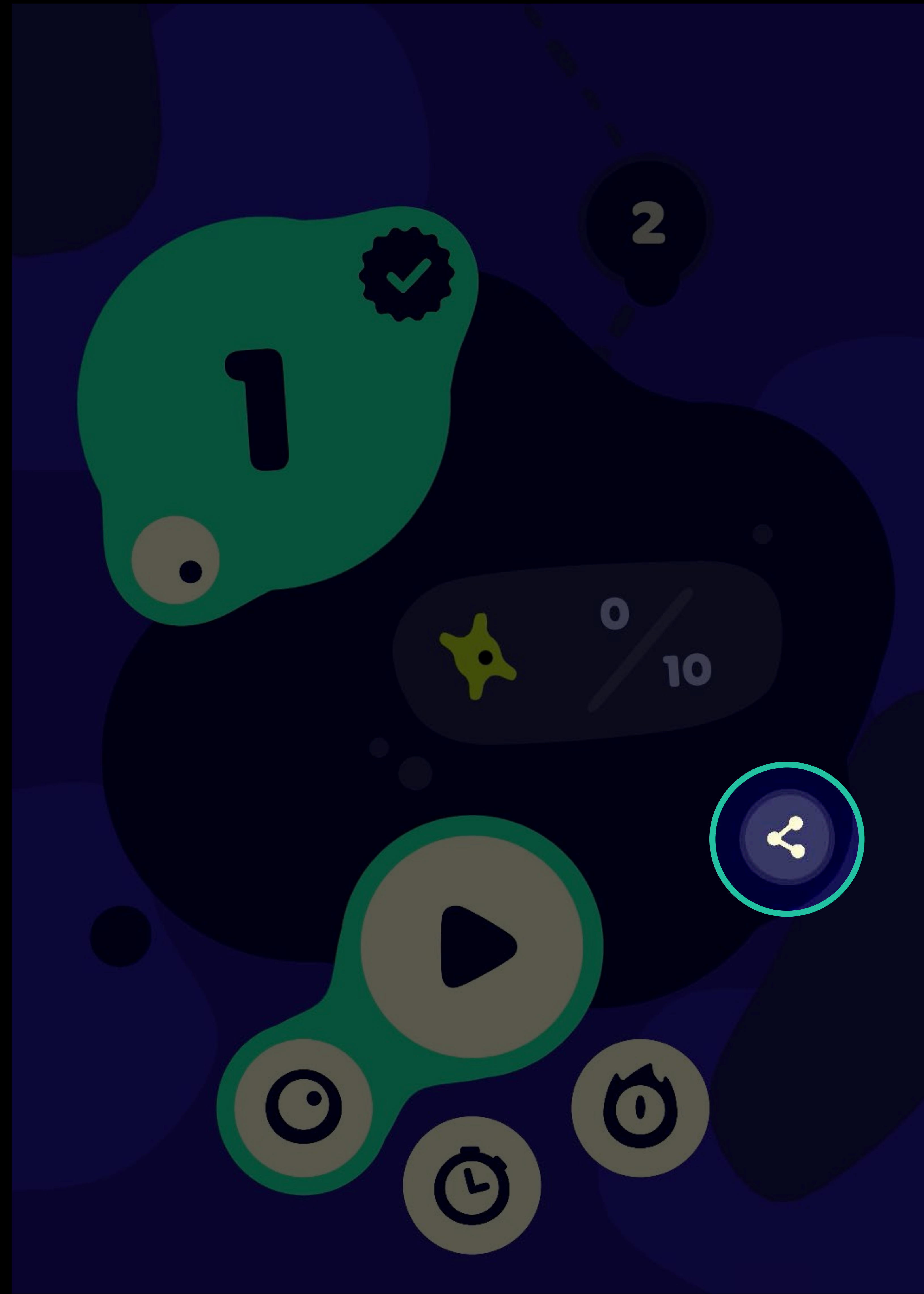
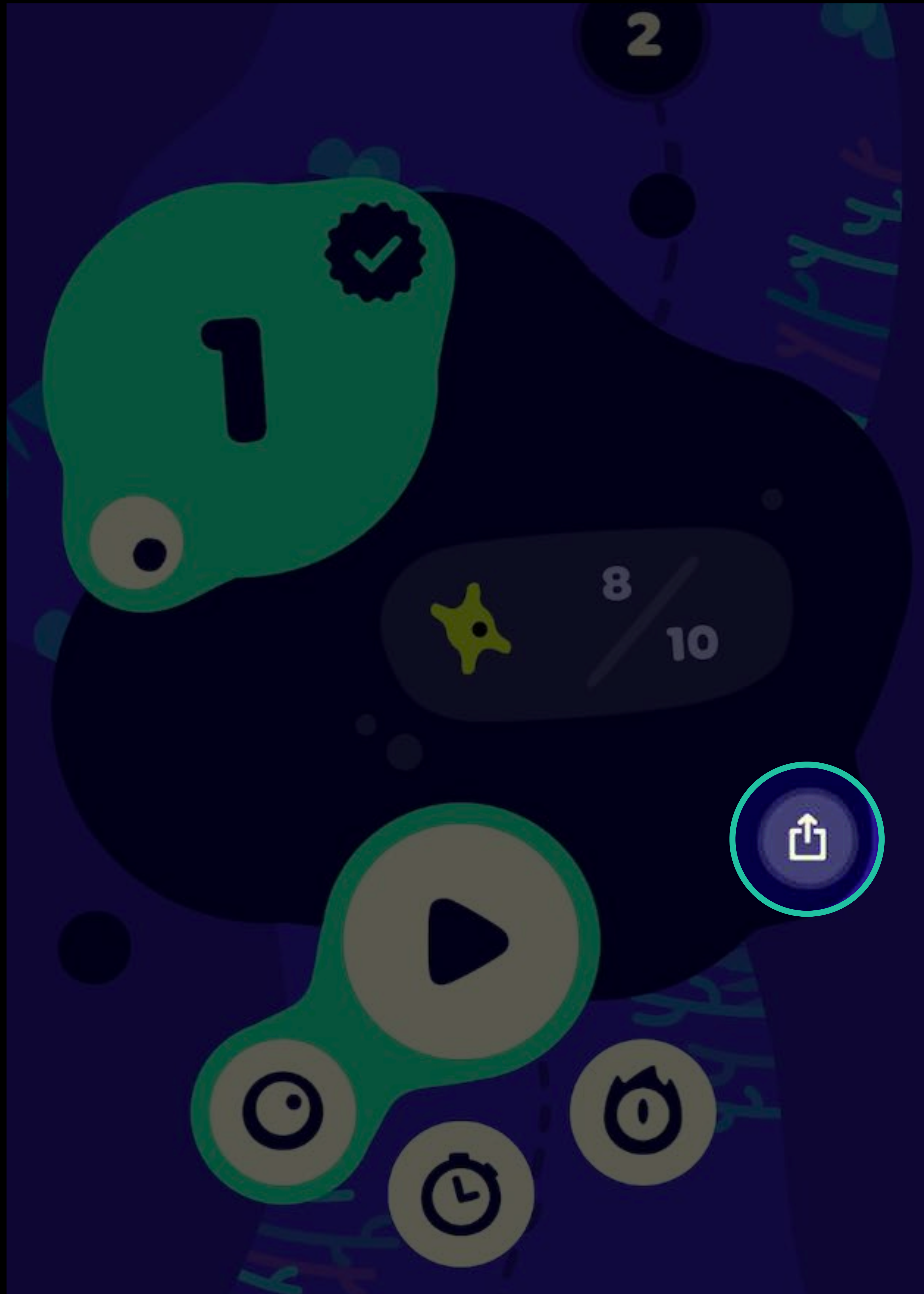




“I wanted the player to always feel like they were in the same environment, whether they’re playing a level, scrolling through the map or changing a setting on the menu.”

Art Director, Ordia









Cohesiveness

Cohesiveness

Consistent design language

Cohesiveness

Consistent design language

Layout every screen side by side

Cohesiveness

Consistent design language

Layout every screen side by side

Design for the platform











Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

Trust

Refinement

Aesthetics

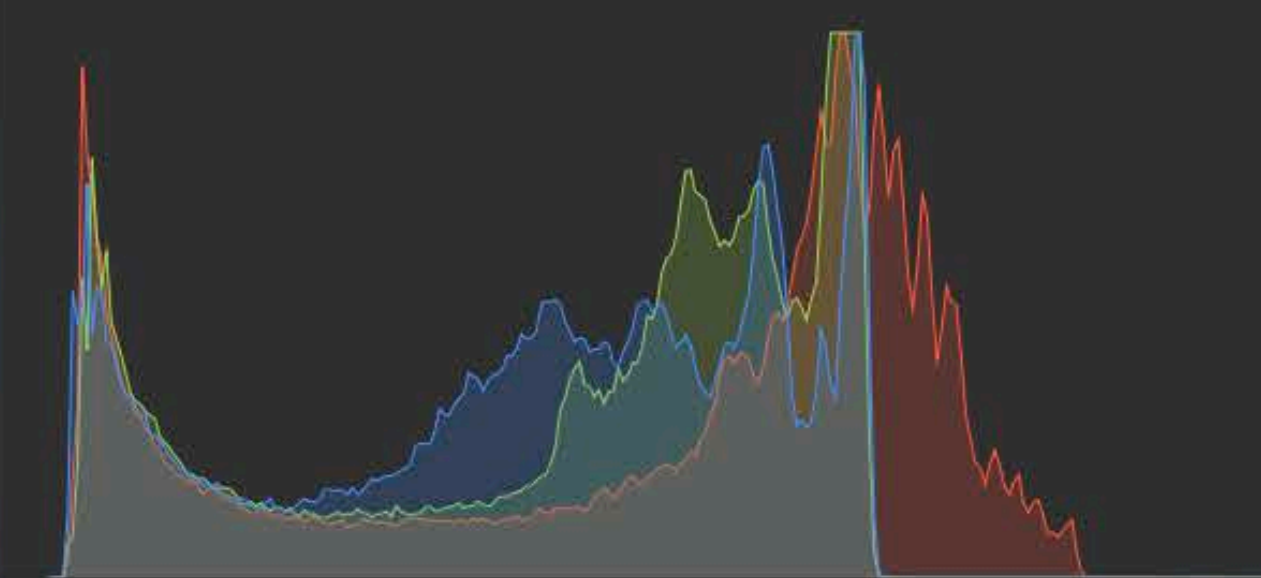
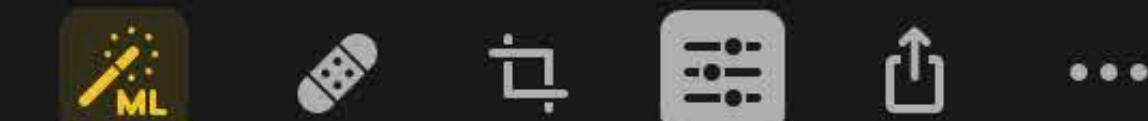
Inclusion

Attention to detail

Accessible to all

< Files Undo Revert

India Beach Evening 3



White Balance ML [lock] [refresh] [toggle]

Grey [dropper]

Temperature 8%

Tint 5%

Hue & Saturation ML [lock] [refresh] [toggle]

Hue -0%

Saturation 17%

Vibrance -7%

Lightness ML [lock] [refresh] [toggle]

Exposure 30%

Highlights -8%

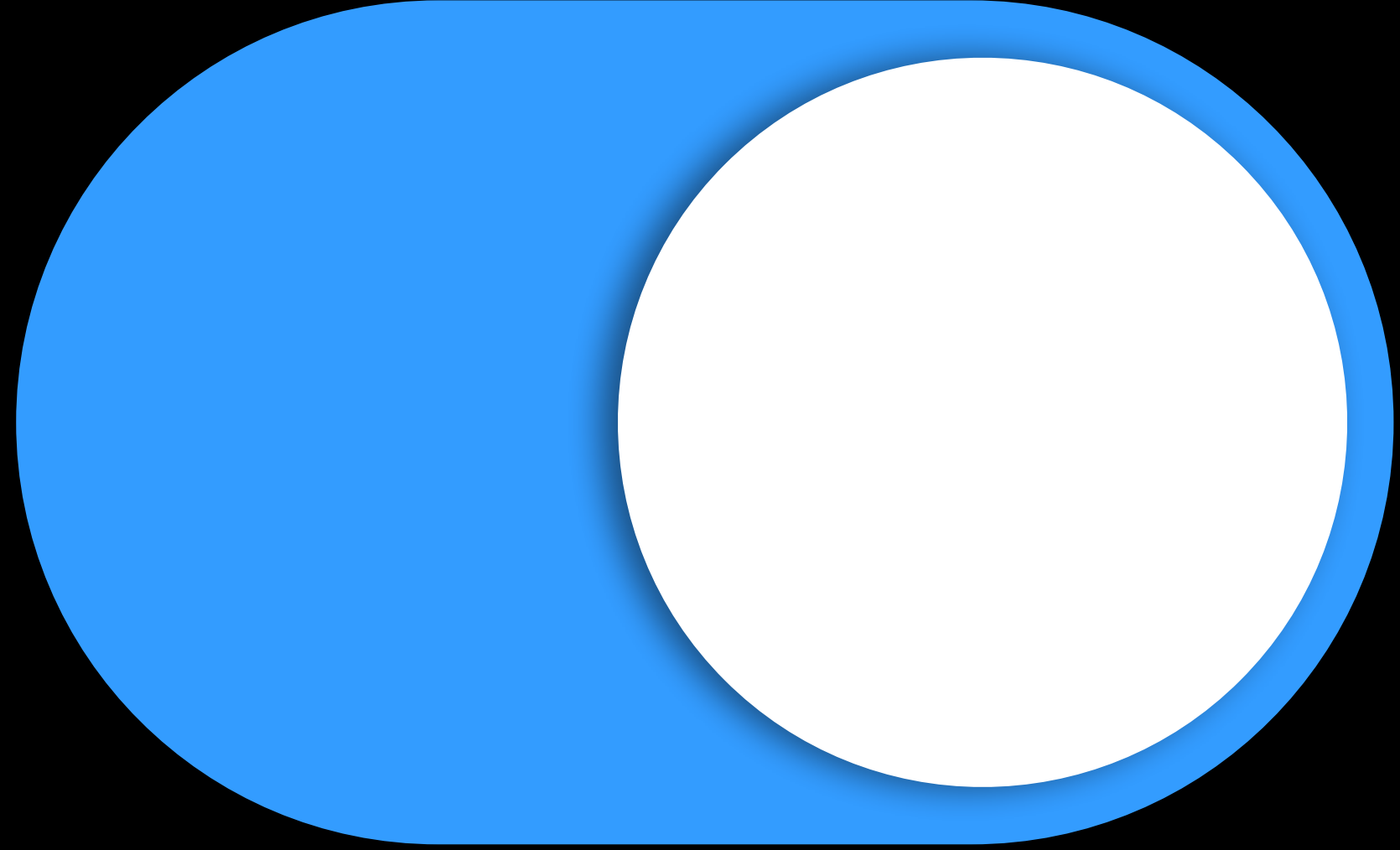
Shadows 52%

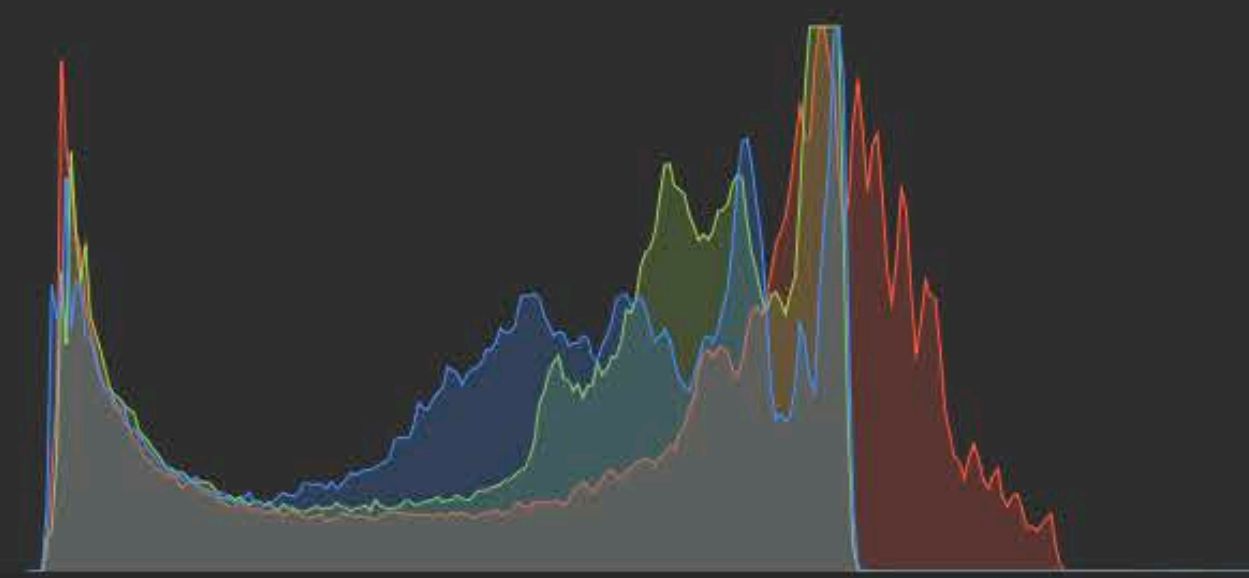
Brightness 51%

Contrast -1%

Reset Adjustments







White Balance ML

Grey

Temperature 8%

Tint 5%

Hue & Saturation ML

Hue -0%

Saturation 17%

Vibrance -7%

Lightness ML

Exposure 30%

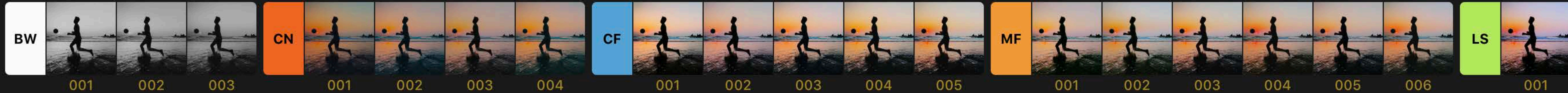
Highlights -8%

Shadows 52%

Brightness 51%

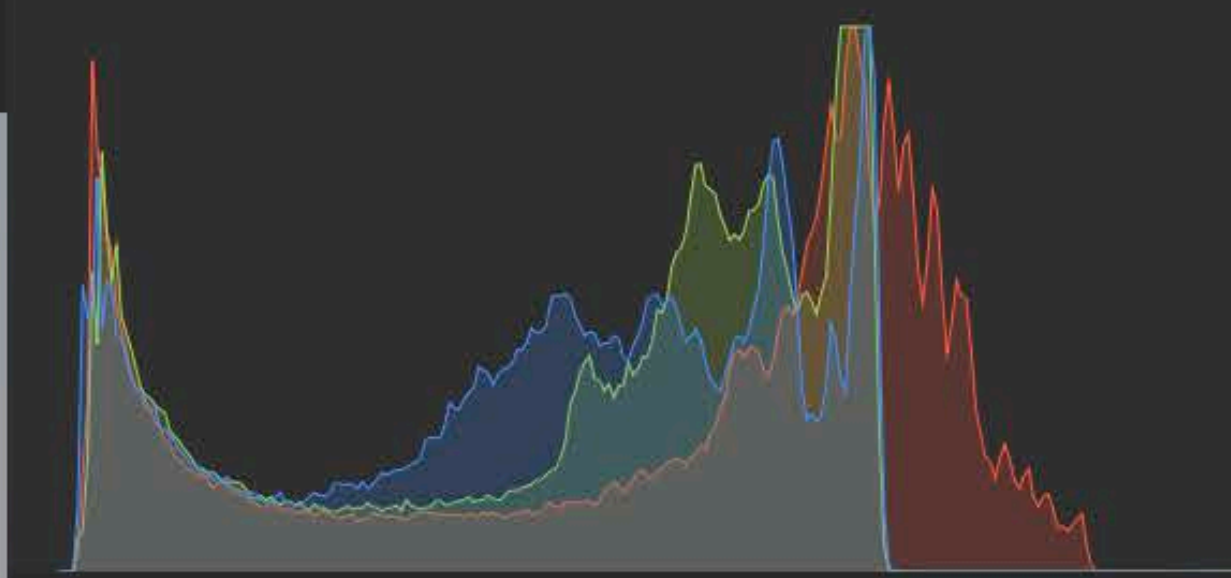
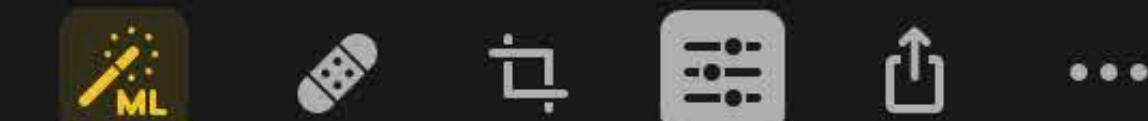
Contrast -1%

Reset Adjustments



< Files Undo Revert

India Beach Evening 3



White Balance ML [lock] [refresh] [toggle]

Grey [dropper]

Temperature 8%

Tint 5%

Hue & Saturation ML [lock] [refresh] [toggle]

Hue -0%

Saturation 17%

Vibrance -7%

Lightness ML [lock] [refresh] [toggle]

Exposure 30%

Highlights -8%

Shadows 52%

Brightness 51%

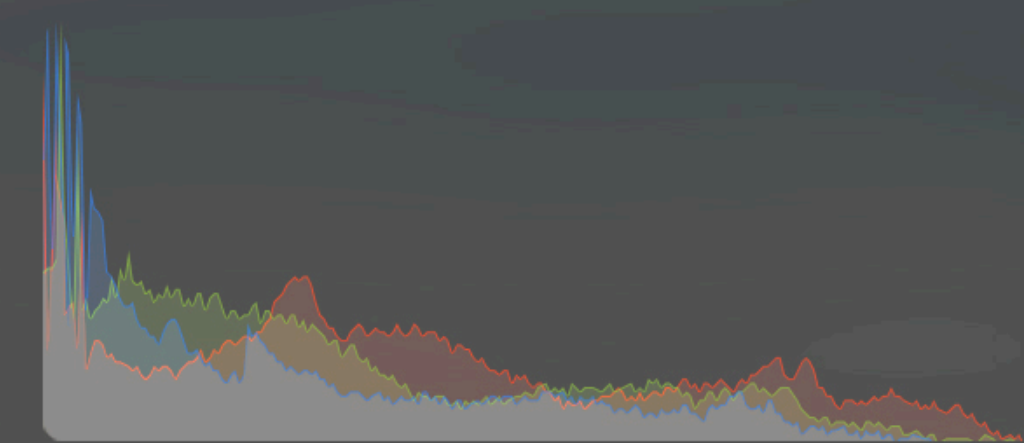
Contrast -1%

Reset Adjustments





Adjust Colors [Add](#)



Lightness

Brightness 0.73

Contrast -0.58

Exposure -0.58

Fade 0.24

Highlights & Shadows

Highlights 0.65

Shadows 0.48

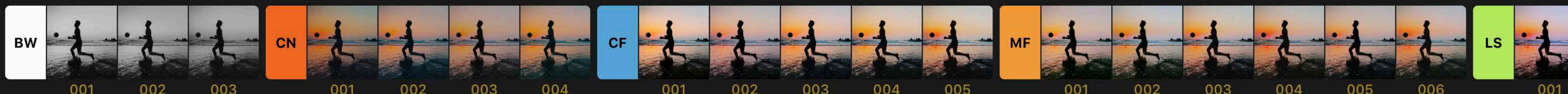
White Balance

Temperature 0.00

Tint 0.28

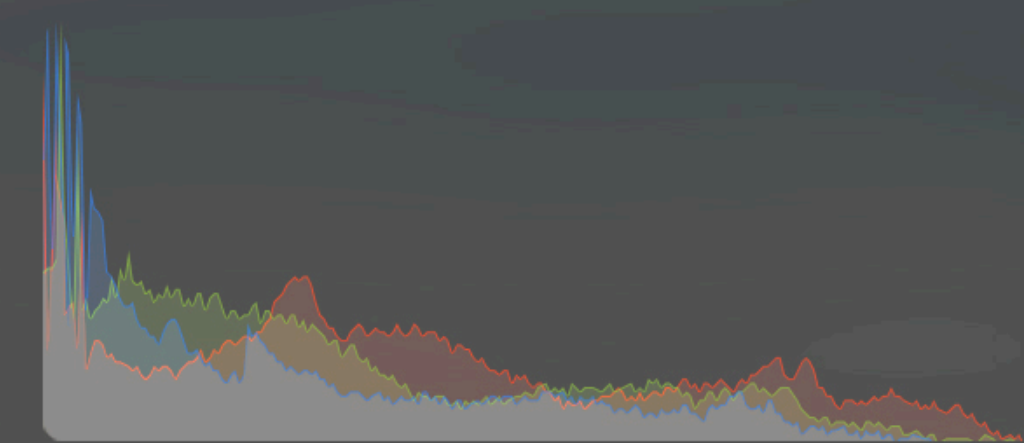
Neutral Gray 0.24

Reset Adjustments





Adjust Colors [Add](#)



Lightness

Brightness 0.73

Contrast -0.58

Exposure -0.58

Fade 0.24

Highlights & Shadows

Highlights 0.65

Shadows 0.48

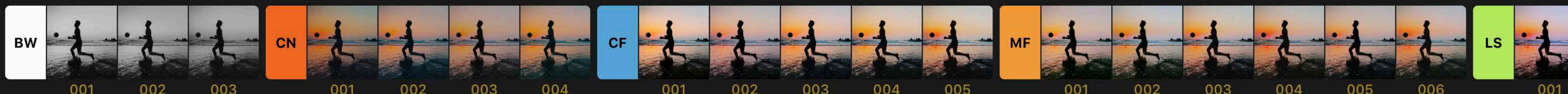
White Balance

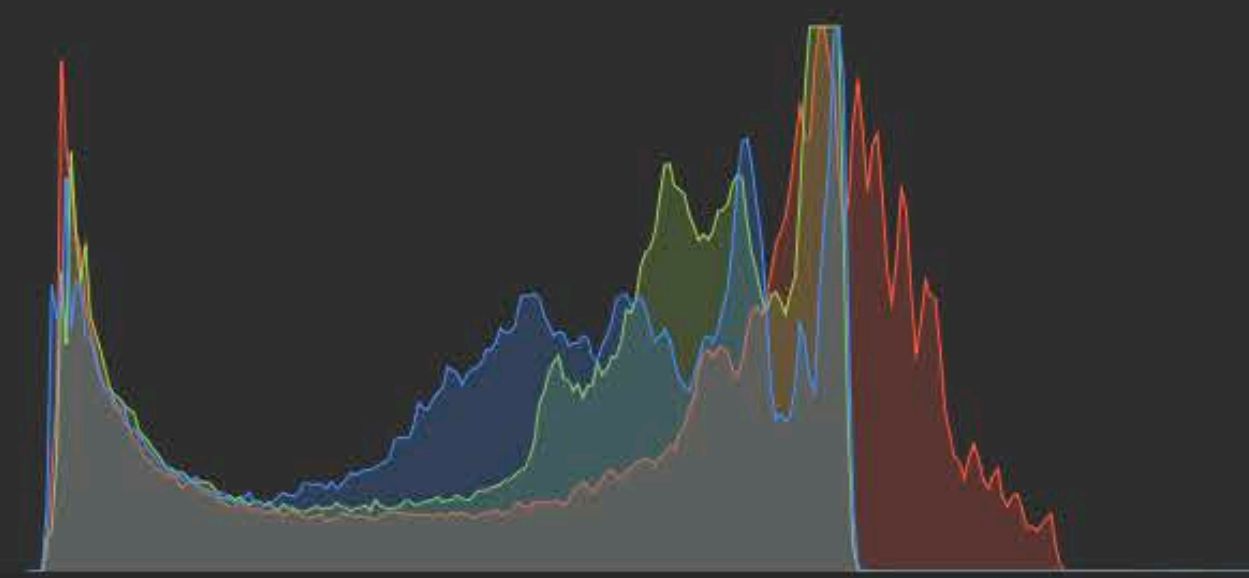
Temperature 0.00

Tint 0.28

Neutral Gray 0.24

Reset Adjustments

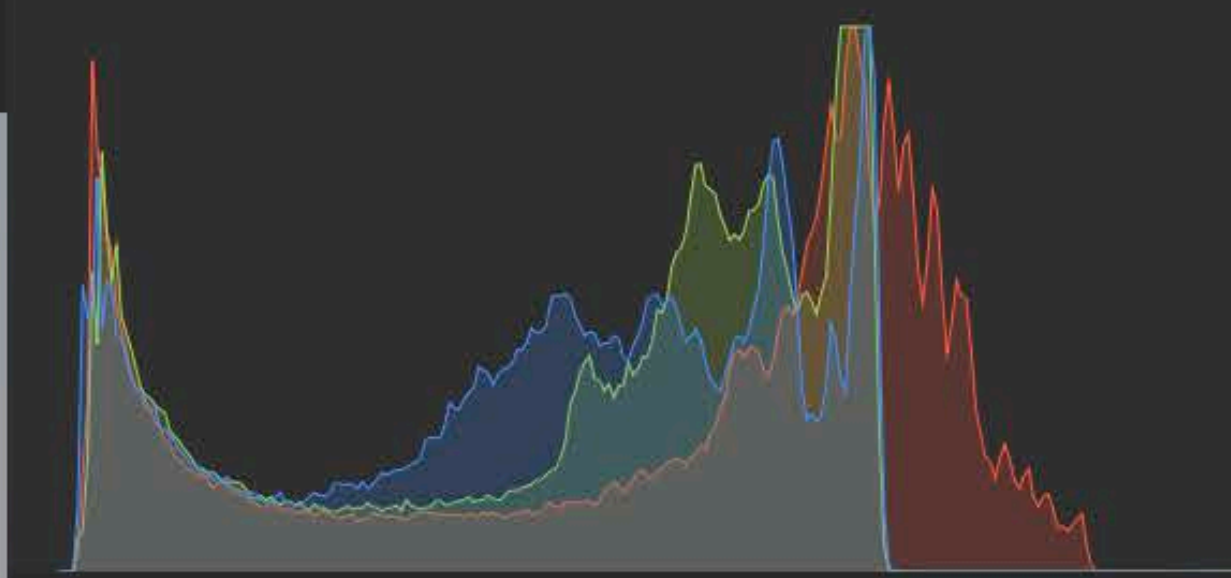




- White Balance ML [Lock] [Refresh] [Toggle] [Dropper]
- Grey [Dropper]
- Temperature 8%
- Tint 5%
- Hue & Saturation ML [Lock] [Refresh] [Toggle]
- Hue -0%
- Saturation 17%
- Vibrance -7%
- Lightness ML [Lock] [Refresh] [Toggle]
- Exposure 30%
- Highlights -8%
- Shadows 52%
- Brightness 51%
- Contrast -1%

Reset Adjustments





White Balance ML [Reset] [Toggle]

Grey [Pipette]

Temperature 8%

Tint 5%

Hue & Saturation ML [Reset] [Toggle]

Hue -0%

Saturation 17%

Vibrance -7%

Lightness ML [Reset] [Toggle]

Exposure 30%

Highlights -8%

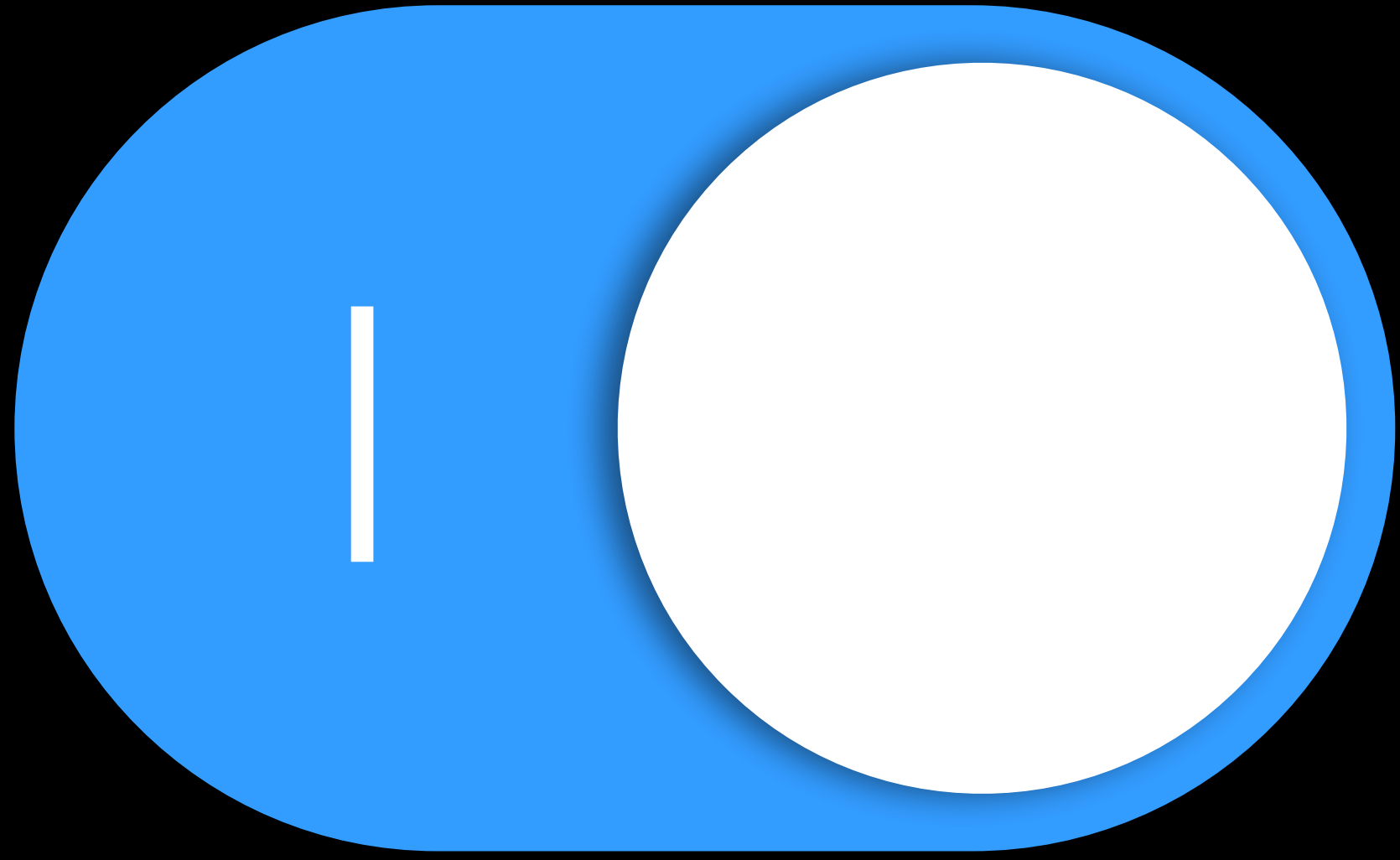
Shadows 52%

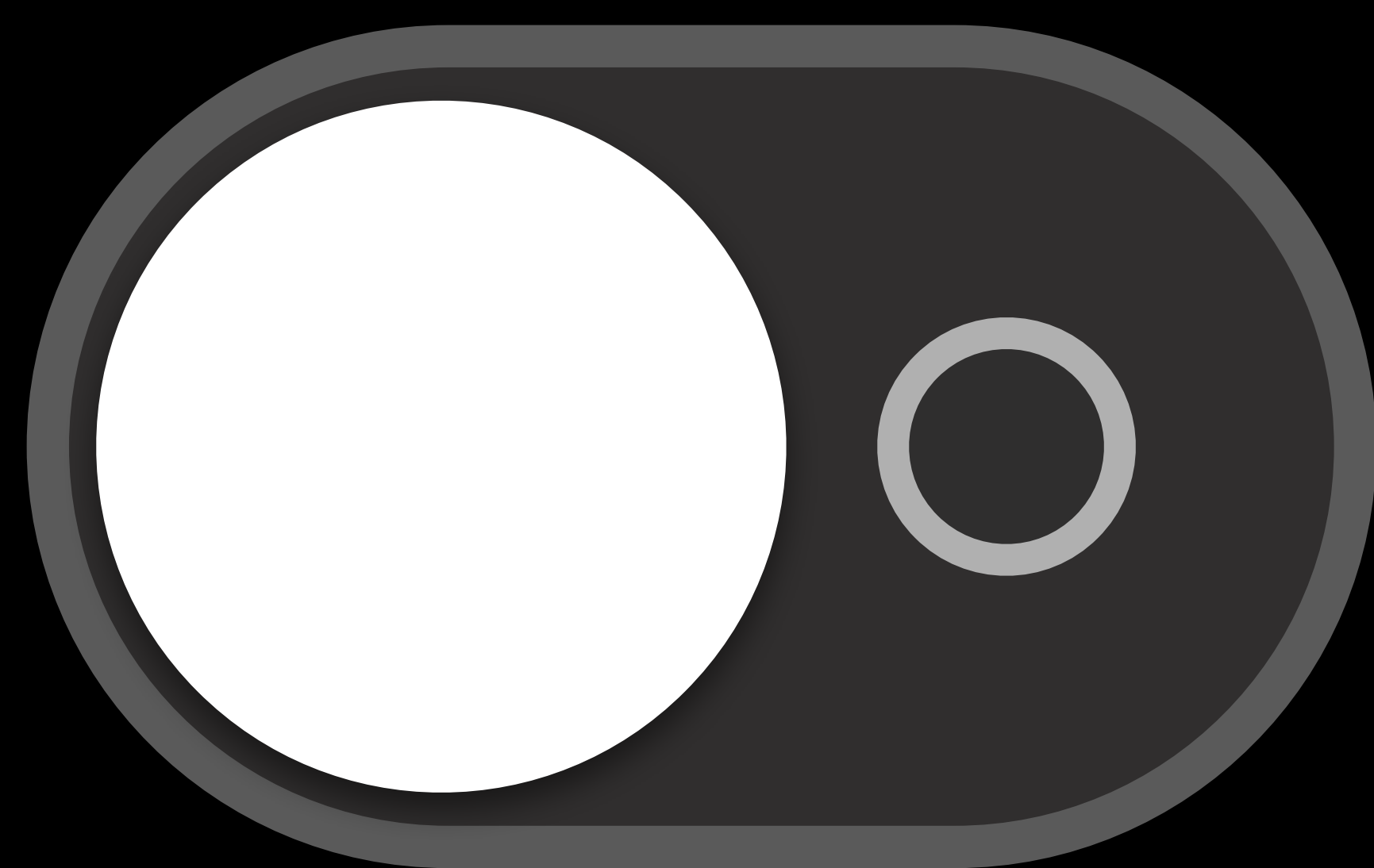
Brightness 51%

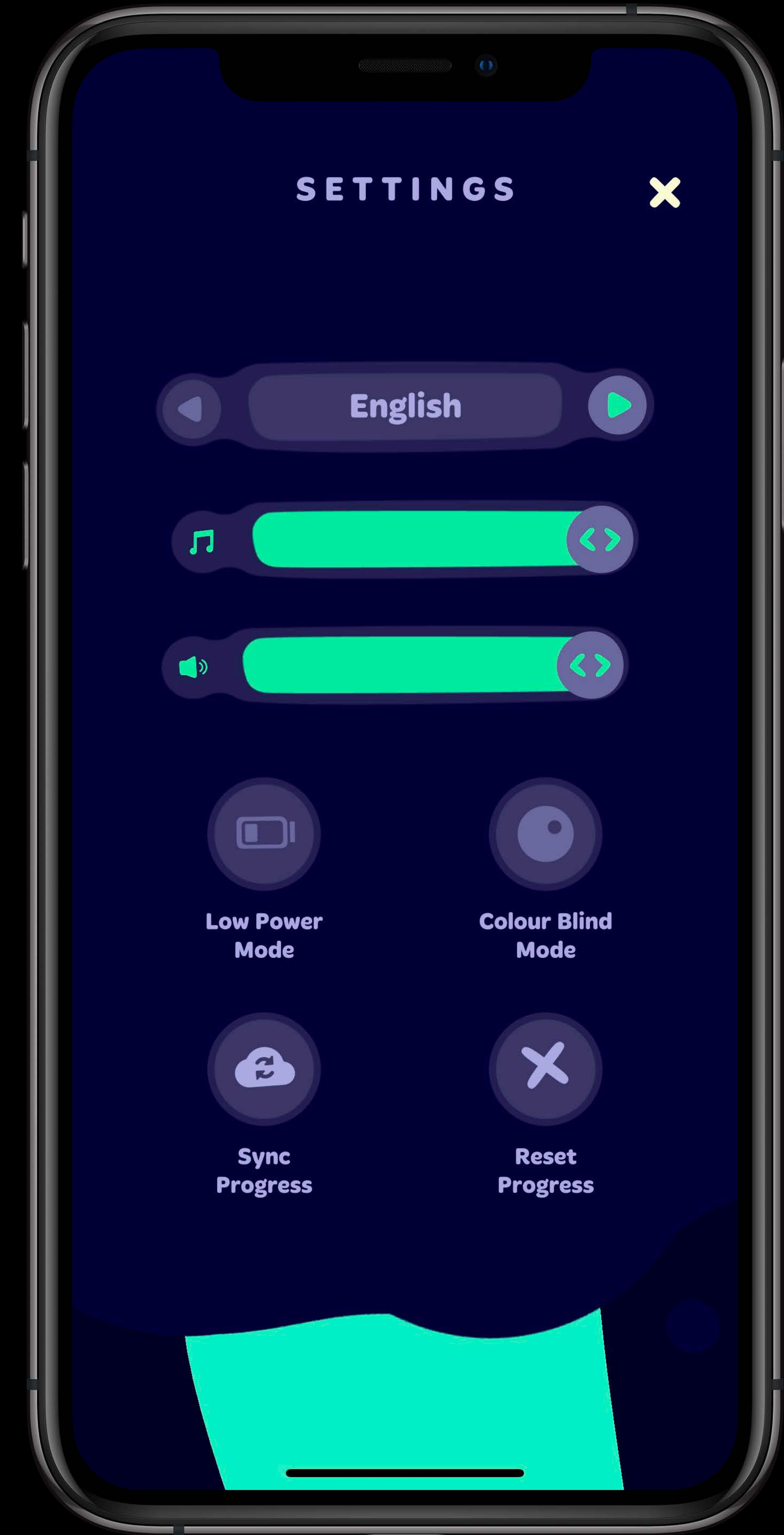
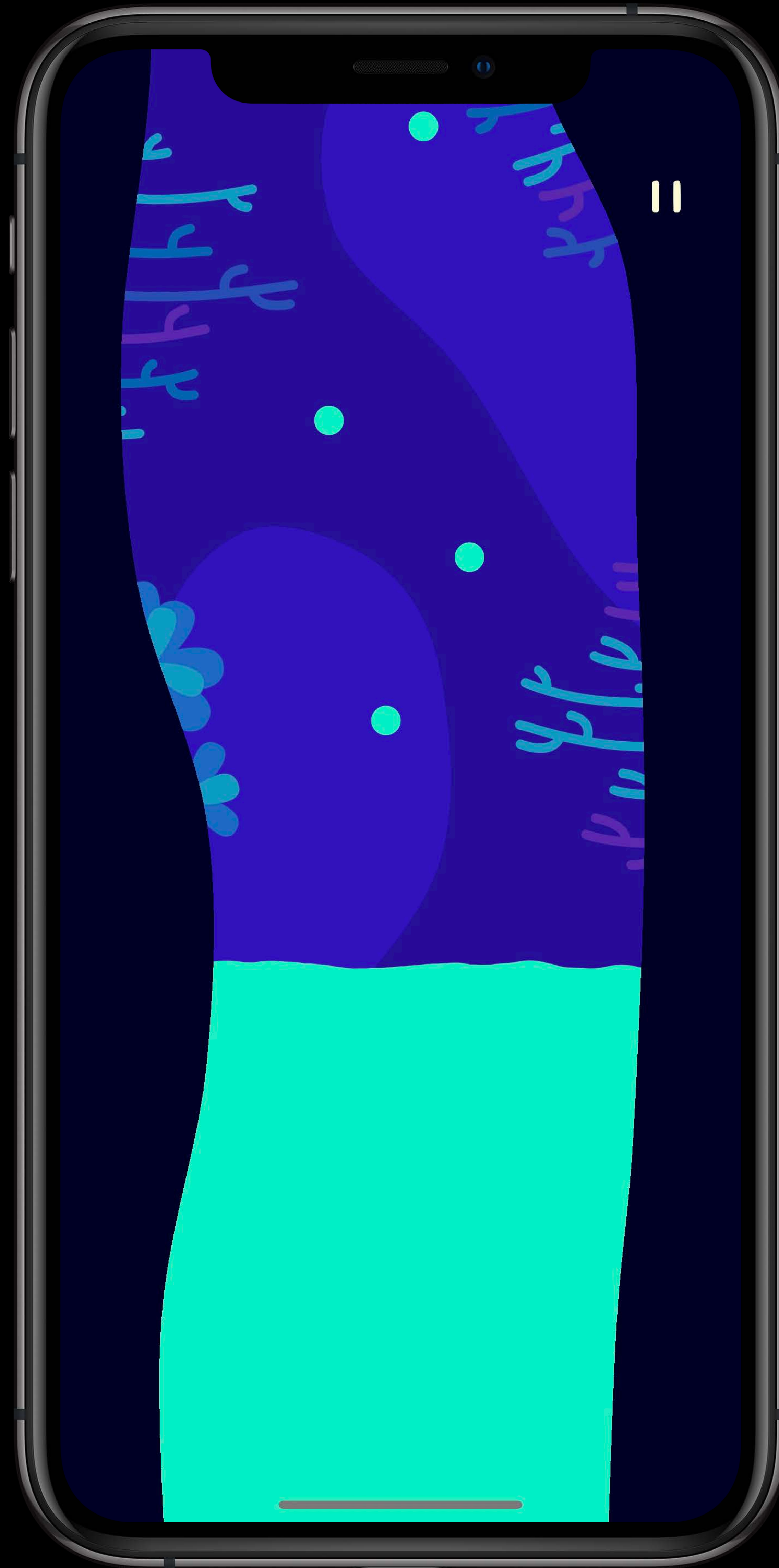
Contrast -1%

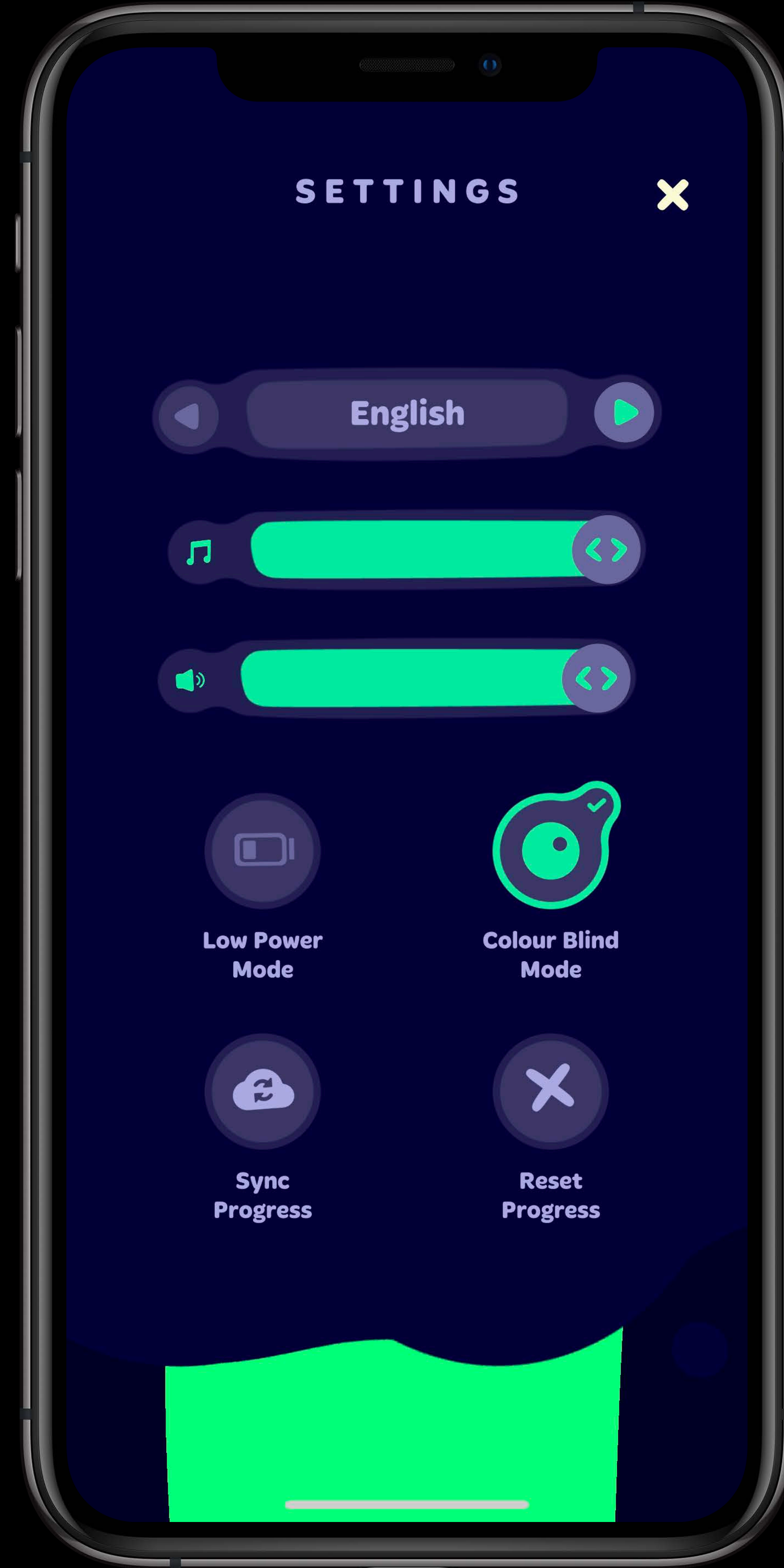
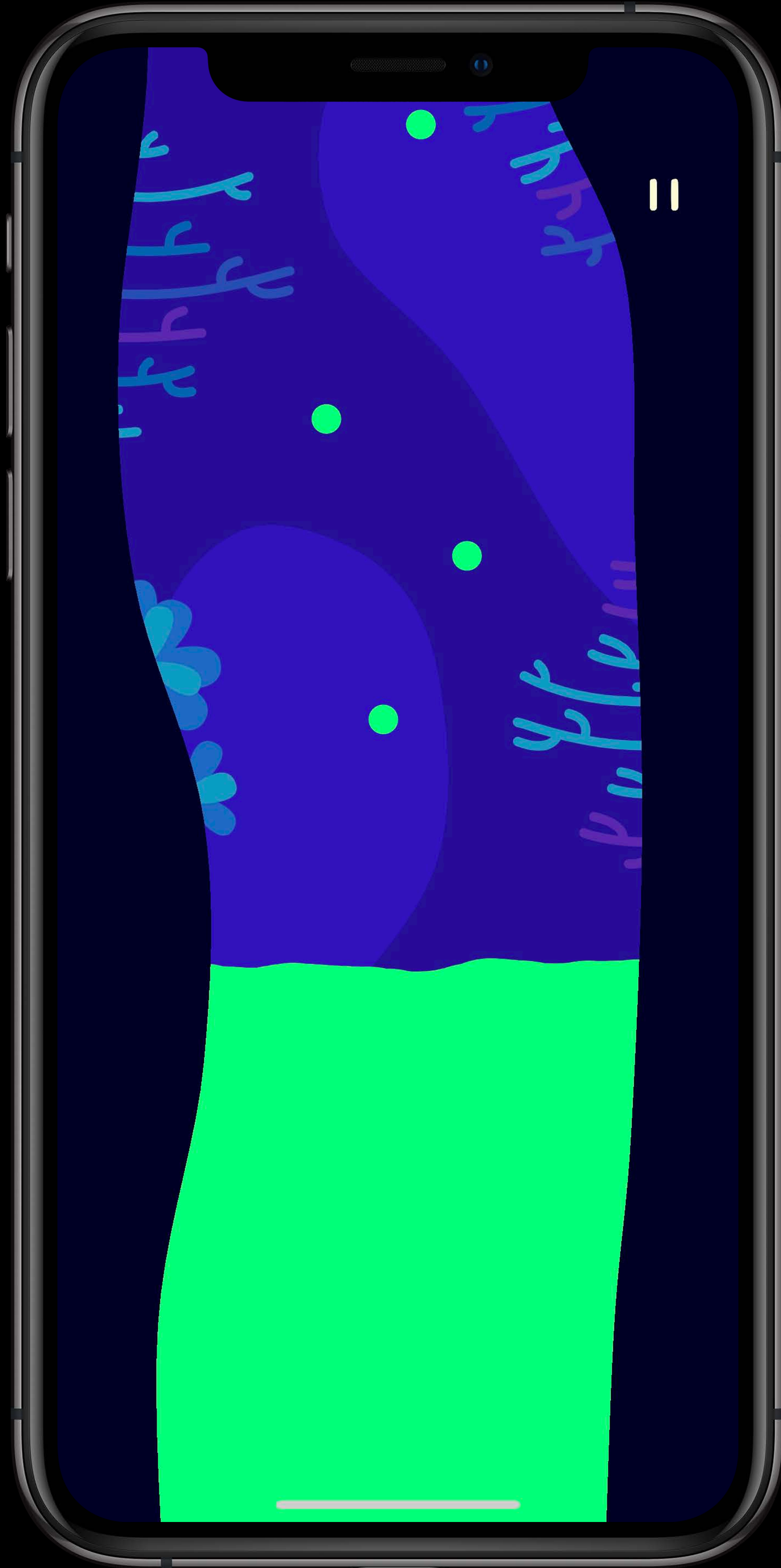
Reset Adjustments













300

Million

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

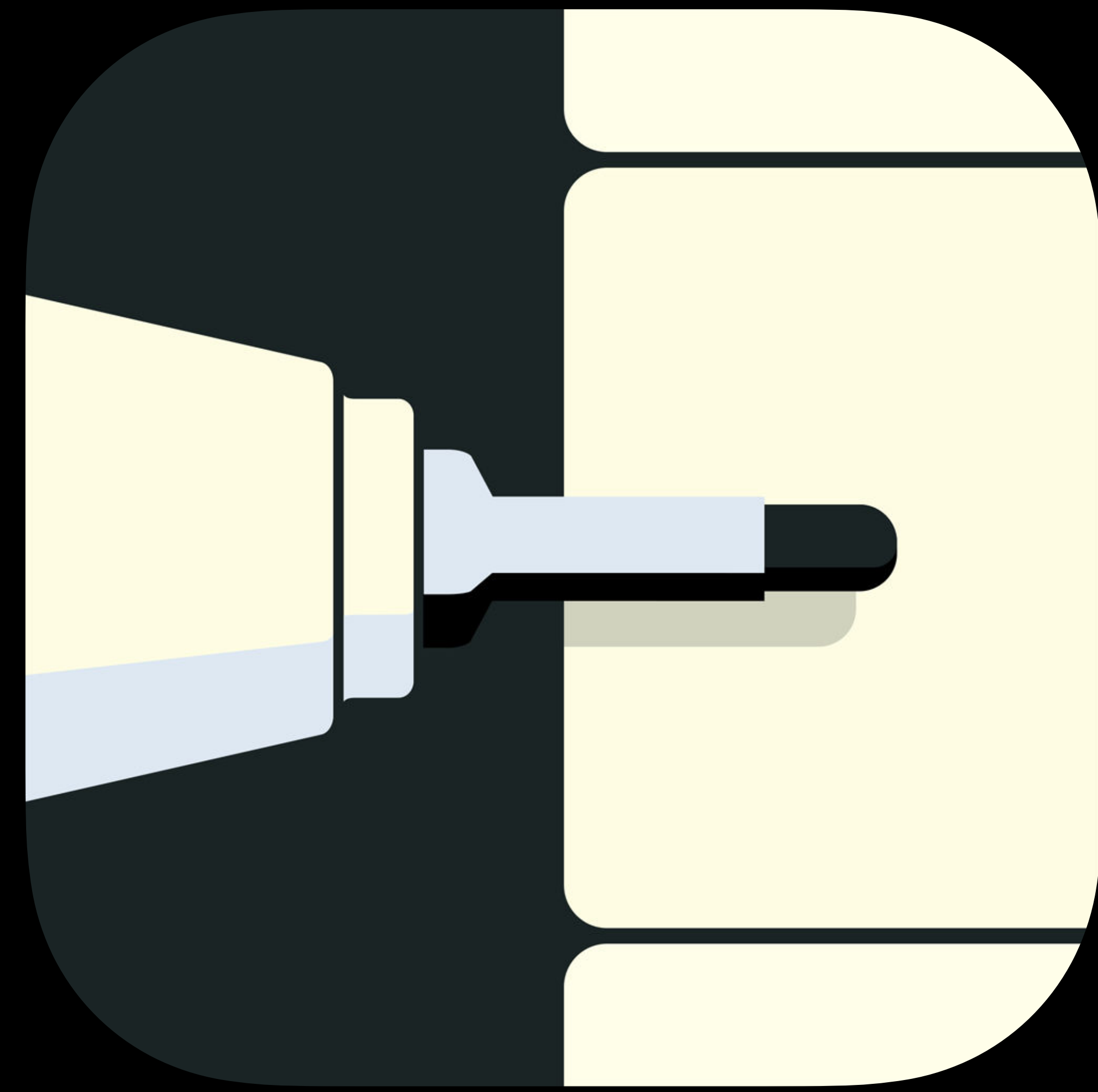
Trust

Refinement

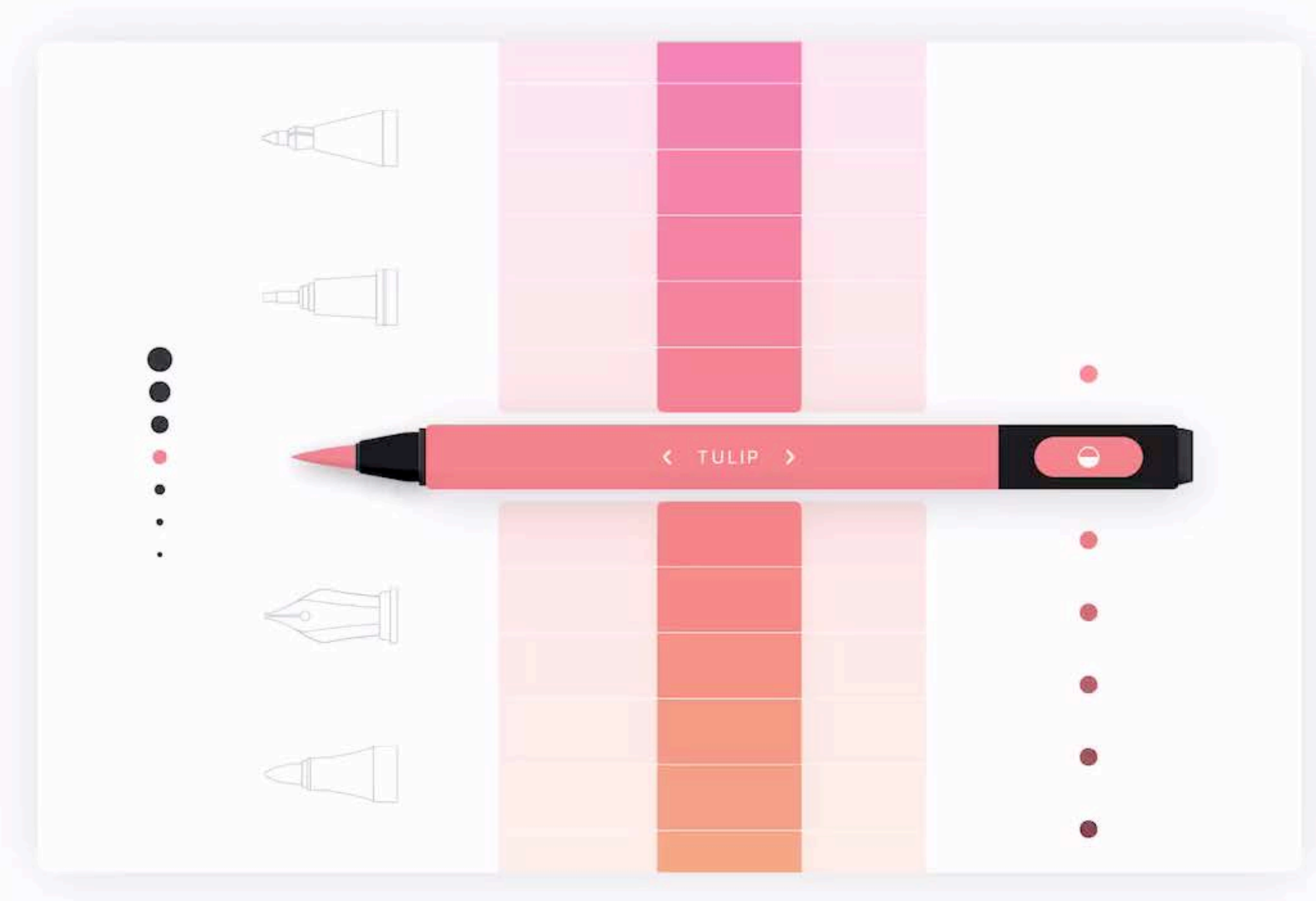
Aesthetics

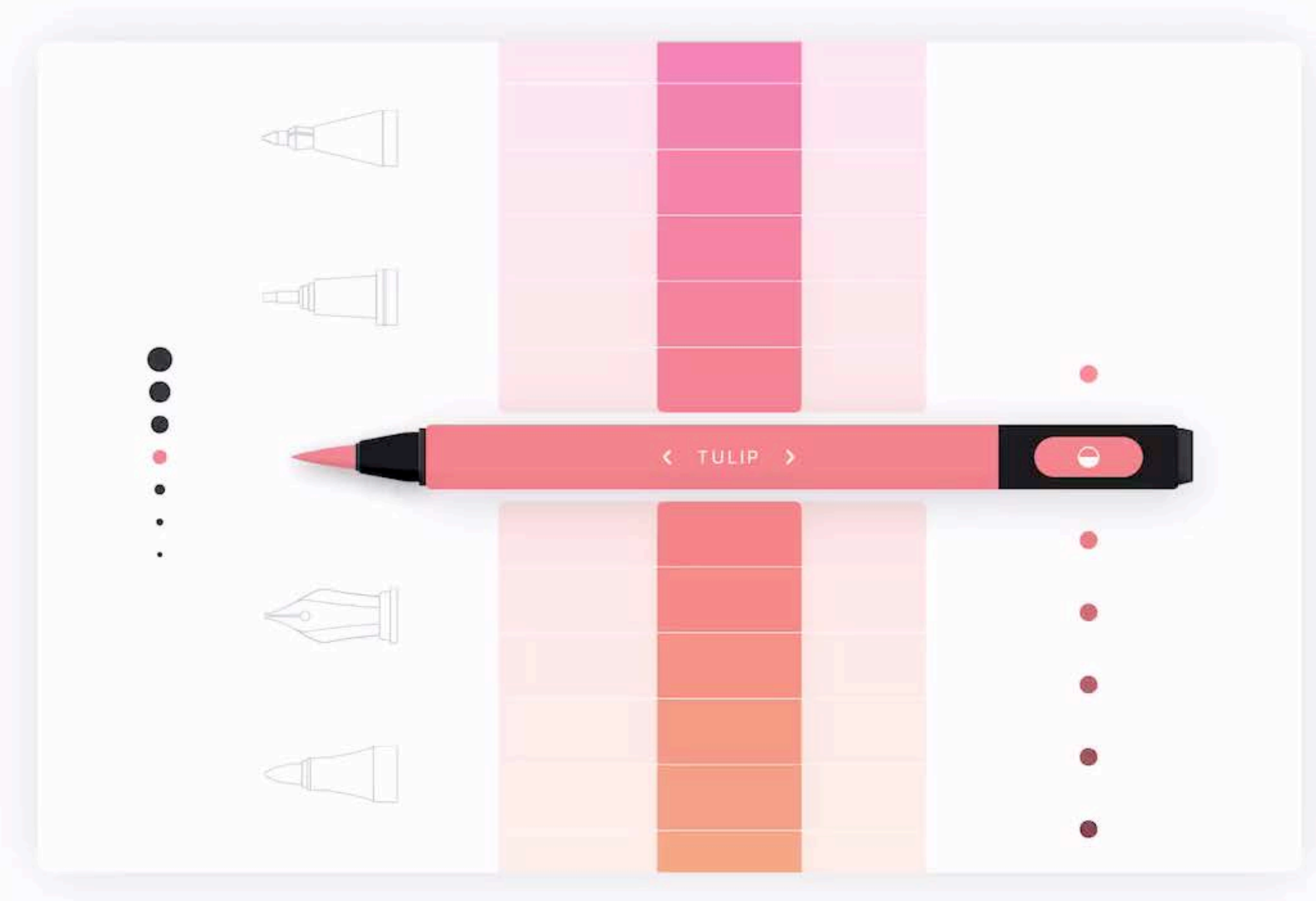
Inclusion

Attention to detail



Flow by Moleskine





Canvases

Text Canvas Export Clear

Settings

Open

50

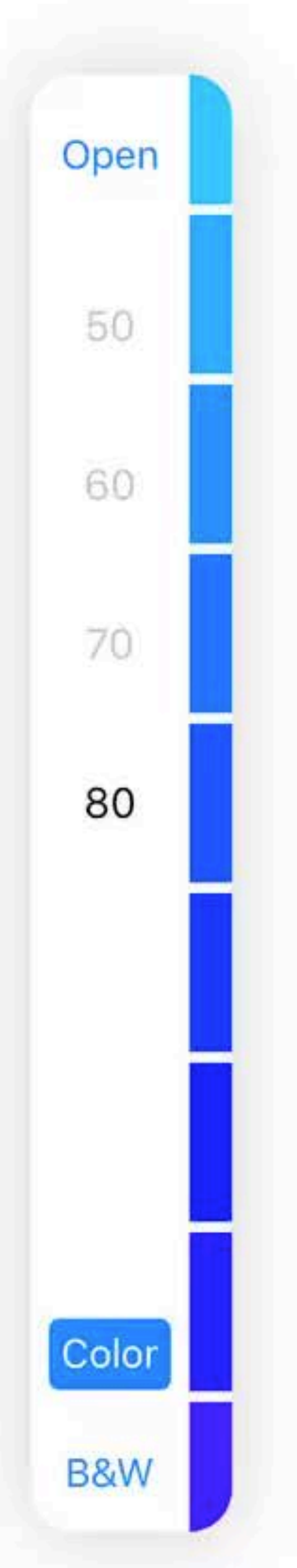
60

70

80

Color

B&W



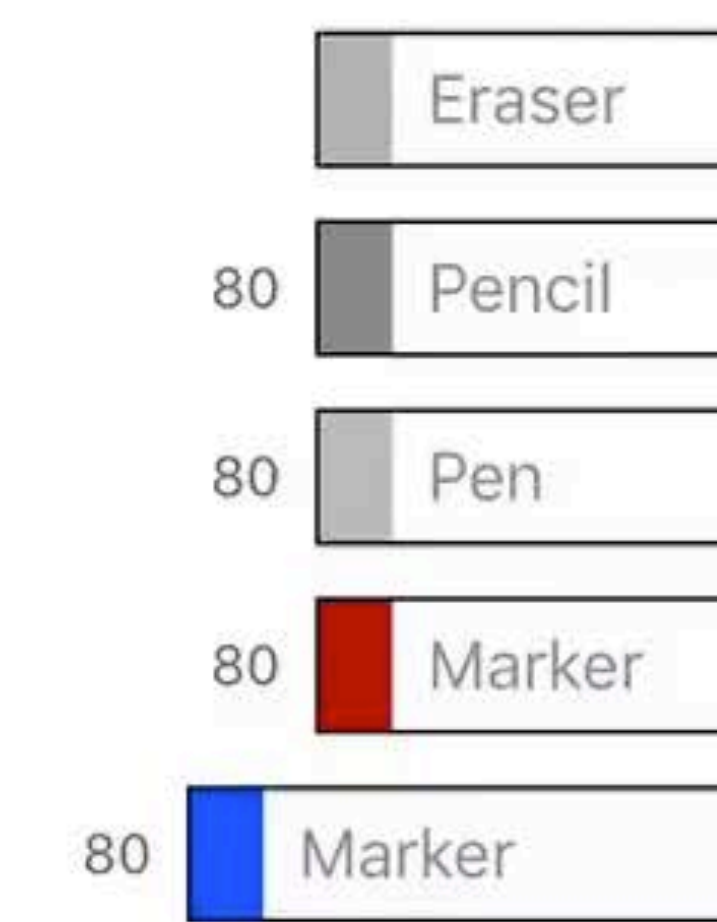
Eraser

80 Pencil

80 Pen

80 Marker

80 Marker



Canvases

Text Canvas Export Clear

Settings

Open

50

60

70

80

Color

B&W

Eraser

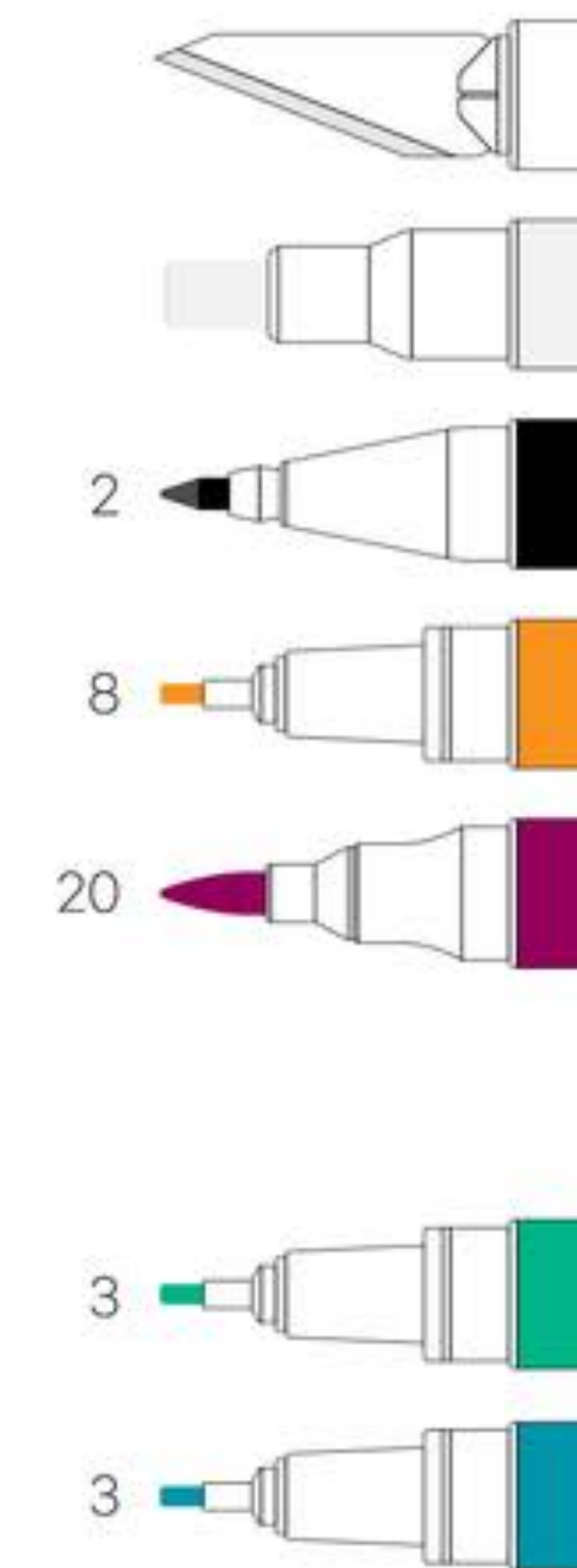
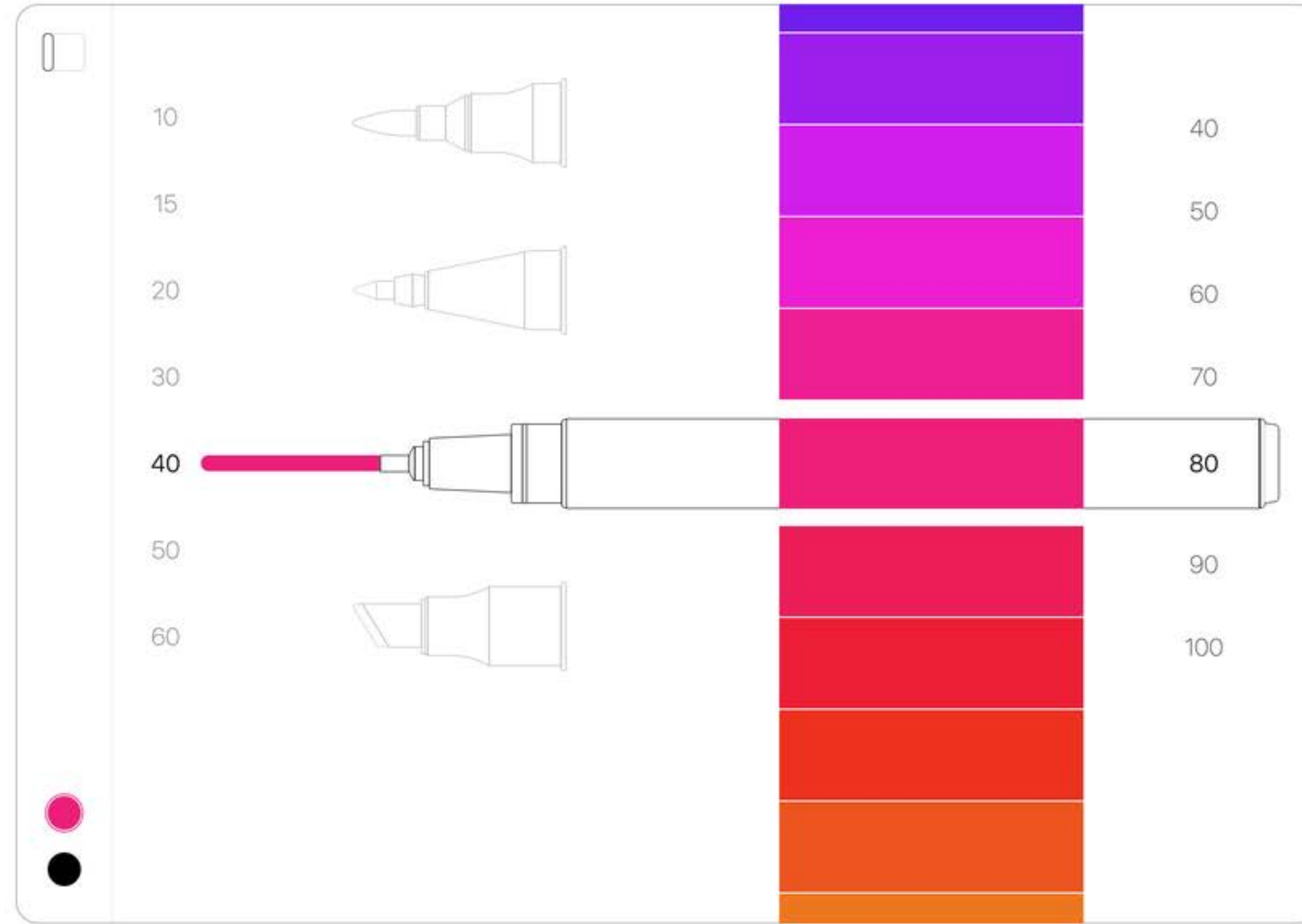
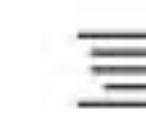
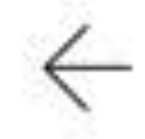
80 Pencil

80 Pen

80 Marker

80 Marker

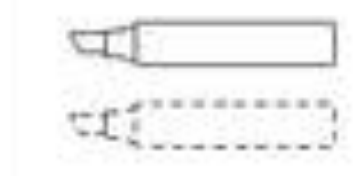
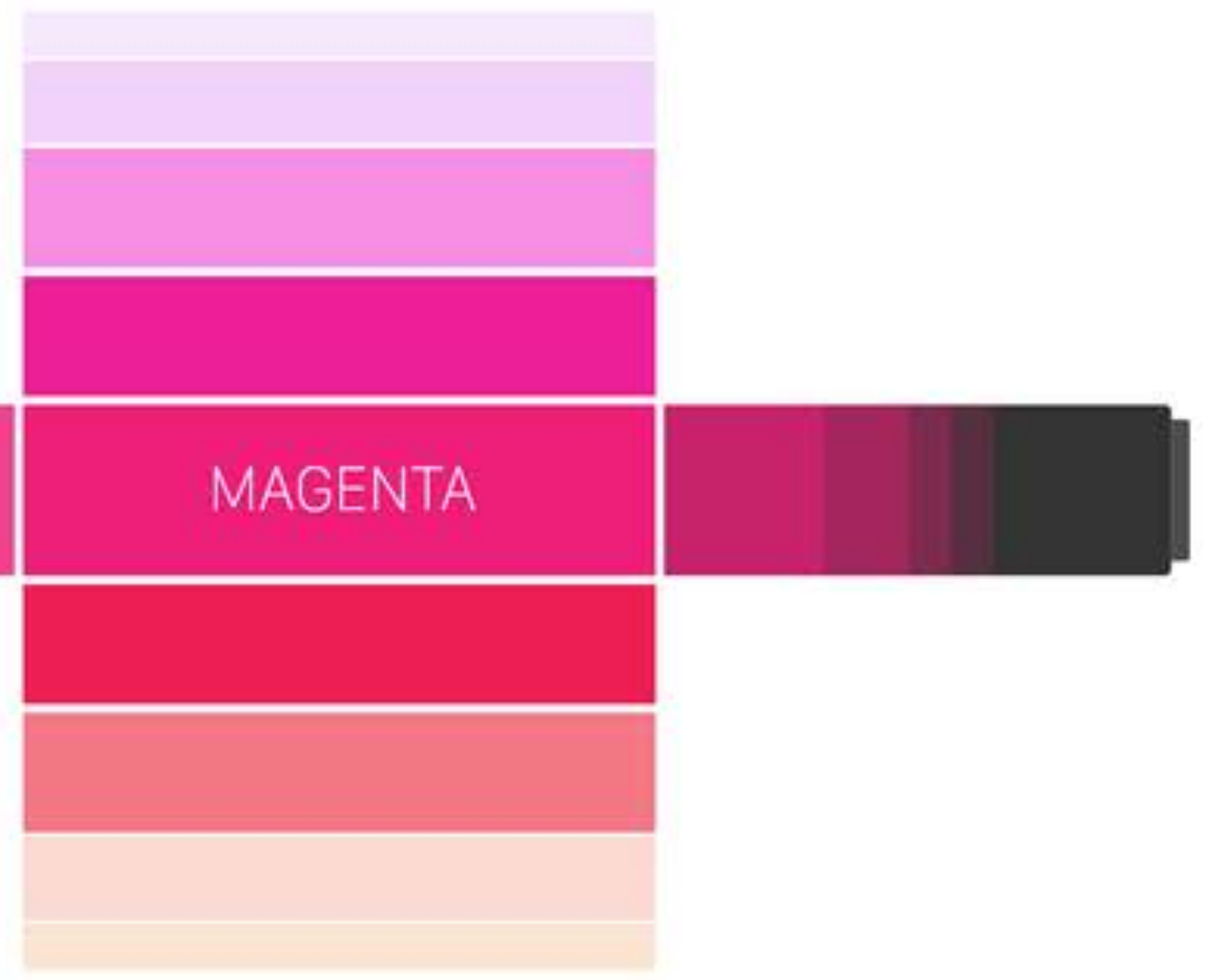
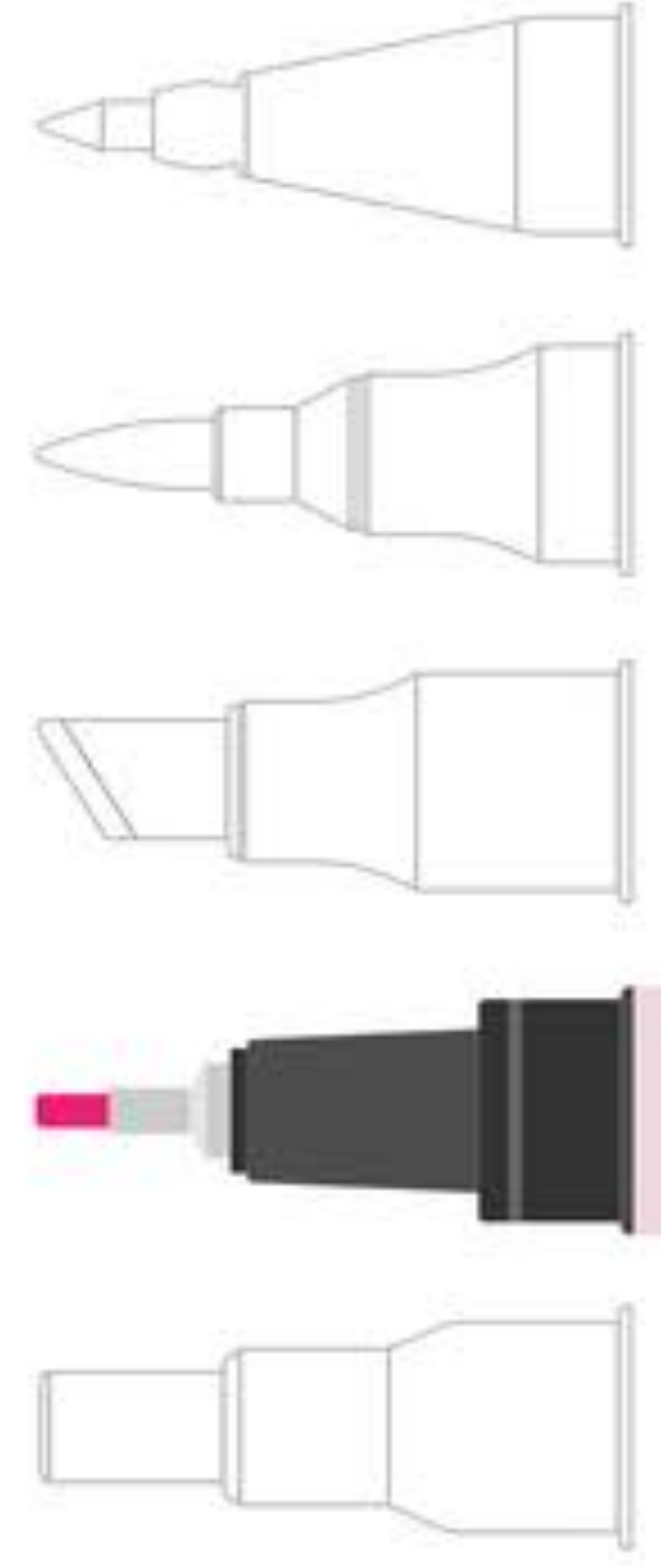




SIZE 5

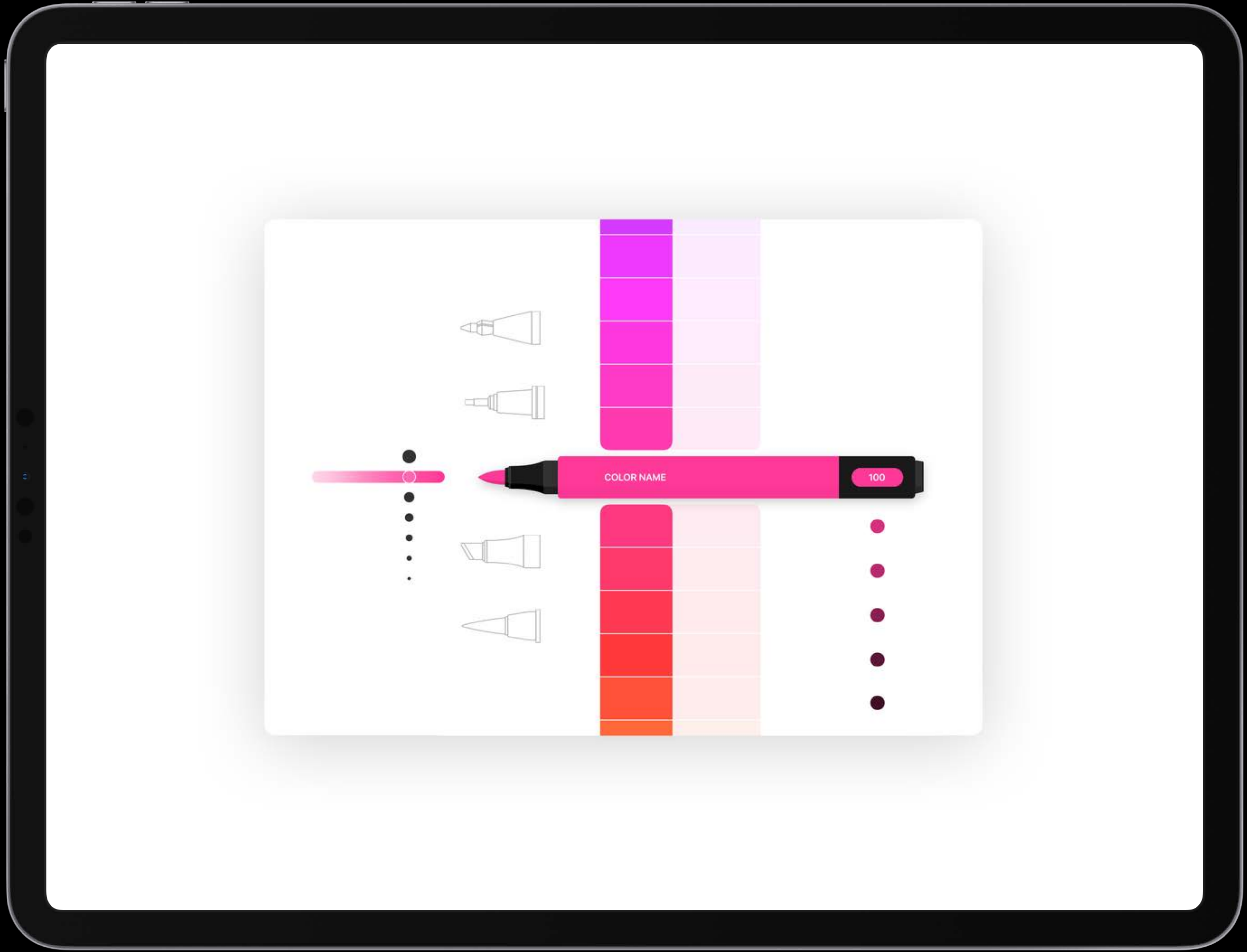


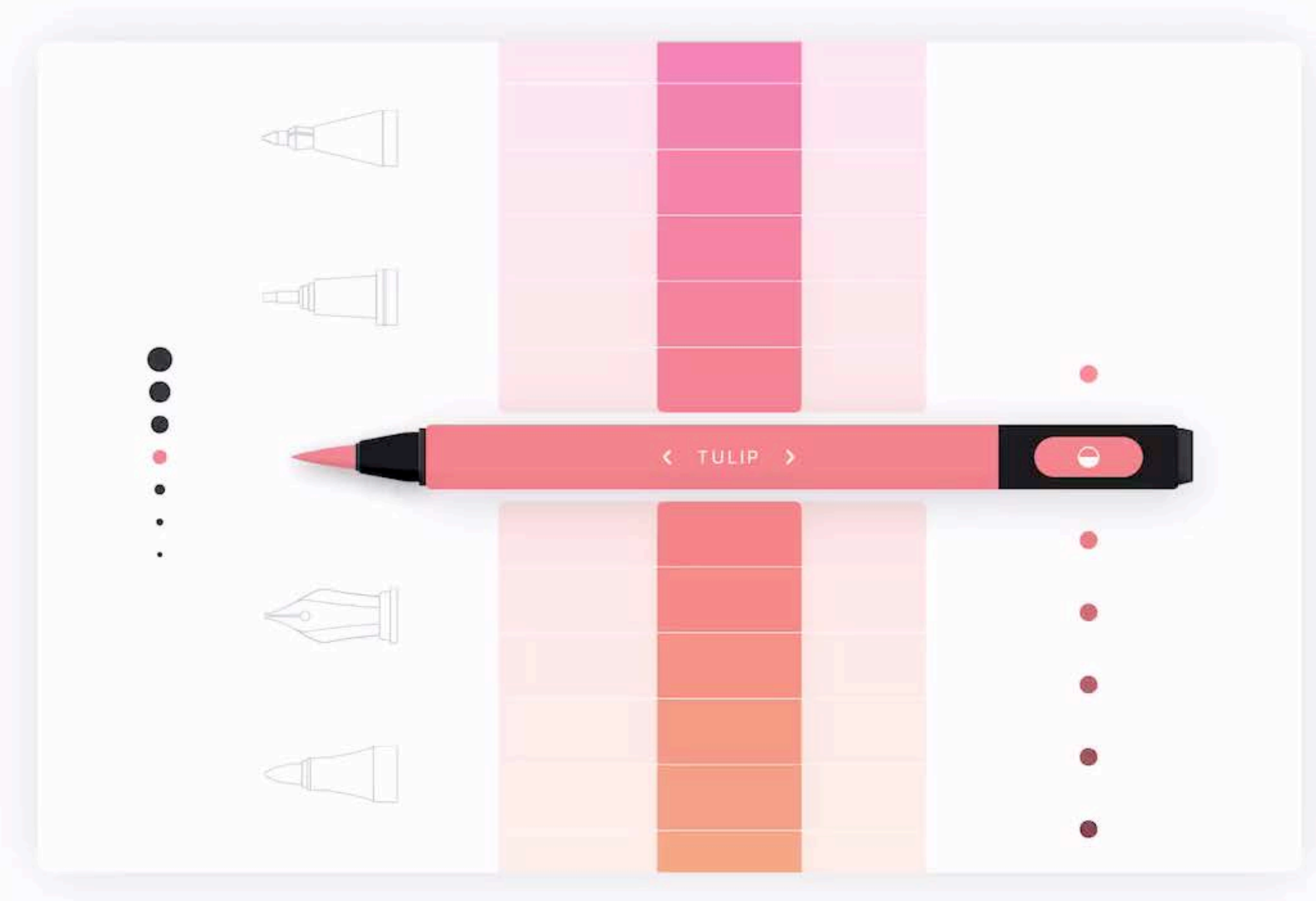
PEN

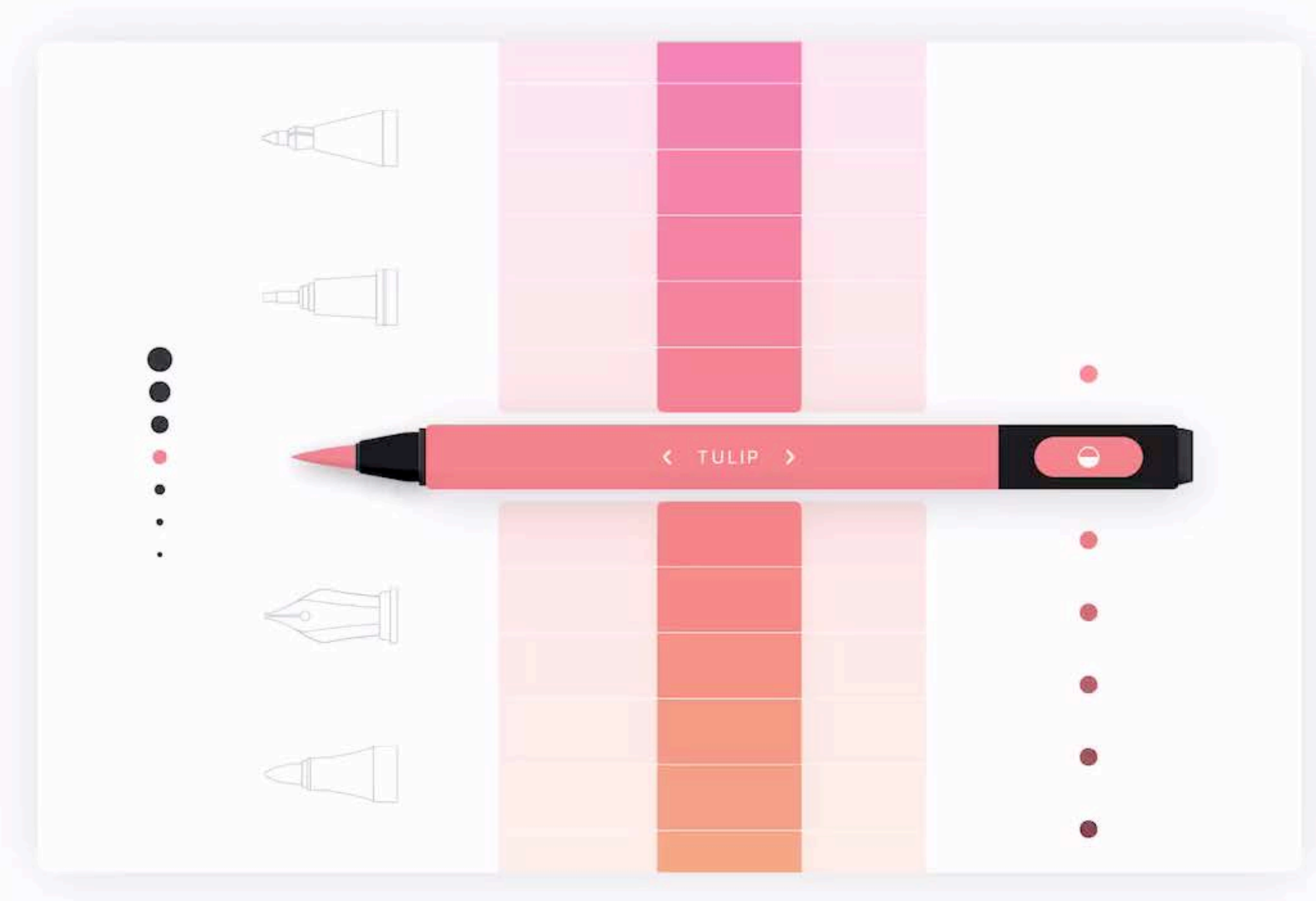


Magenta Pen

TAP TO RENAME



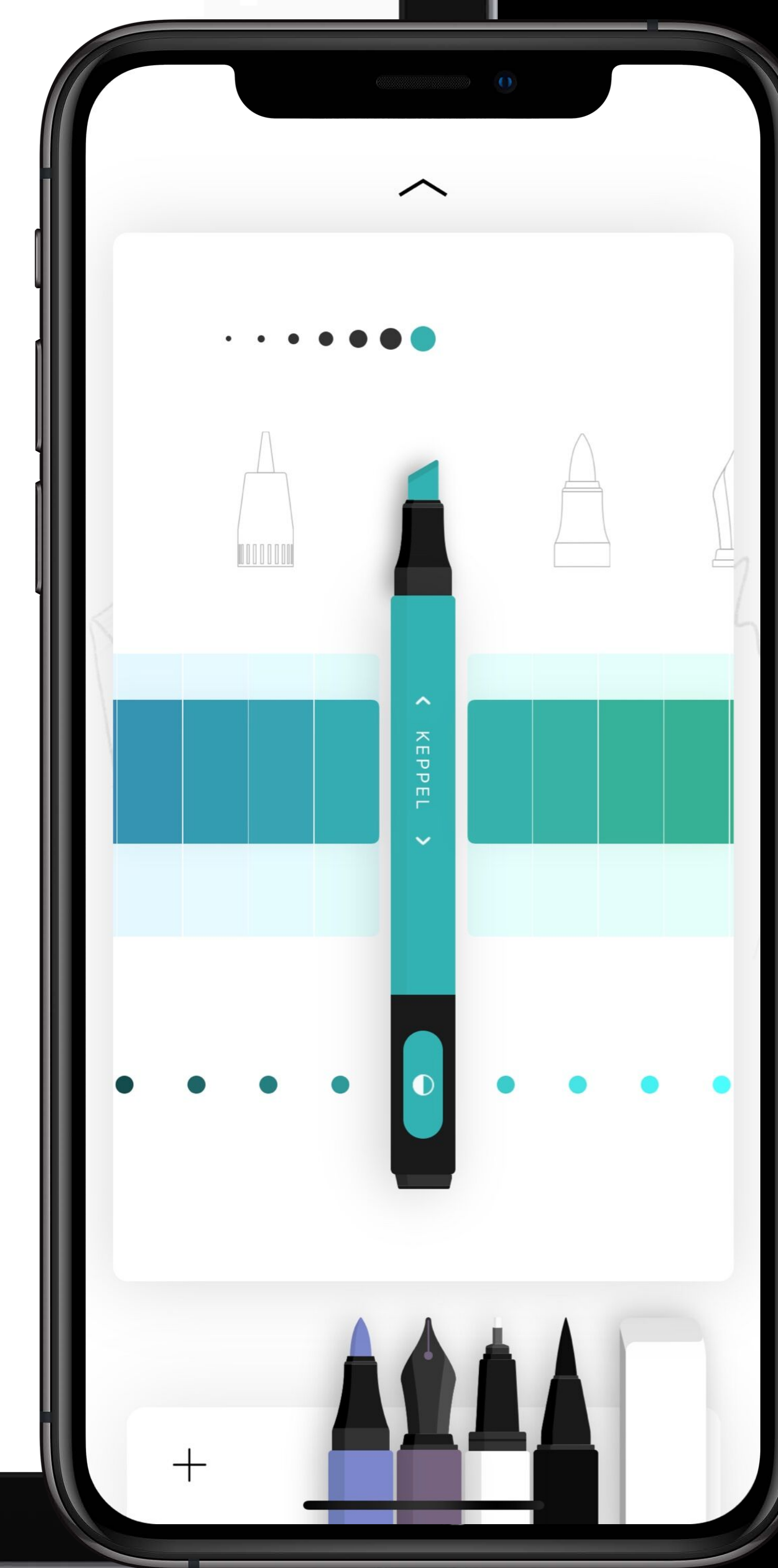
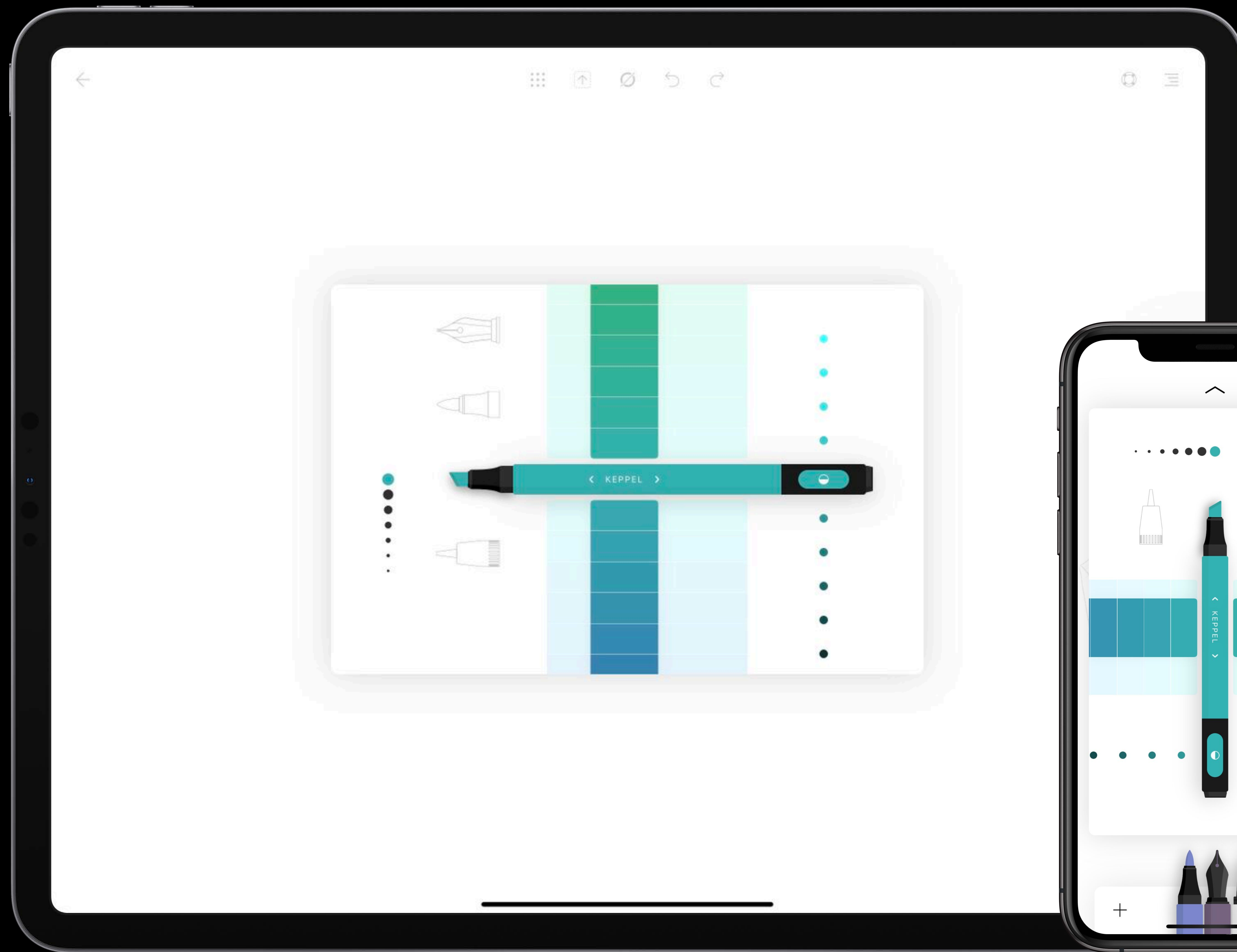




That's Not All...

1,400

Unique color names



Attention to Detail

Attention to Detail

Take time

Attention to Detail

Take time

Don't settle

Attention to Detail

Take time

Don't settle

Be methodical

Innovation

Trust

Refinement

Aesthetics

Inclusion

Attention to detail

Innovation

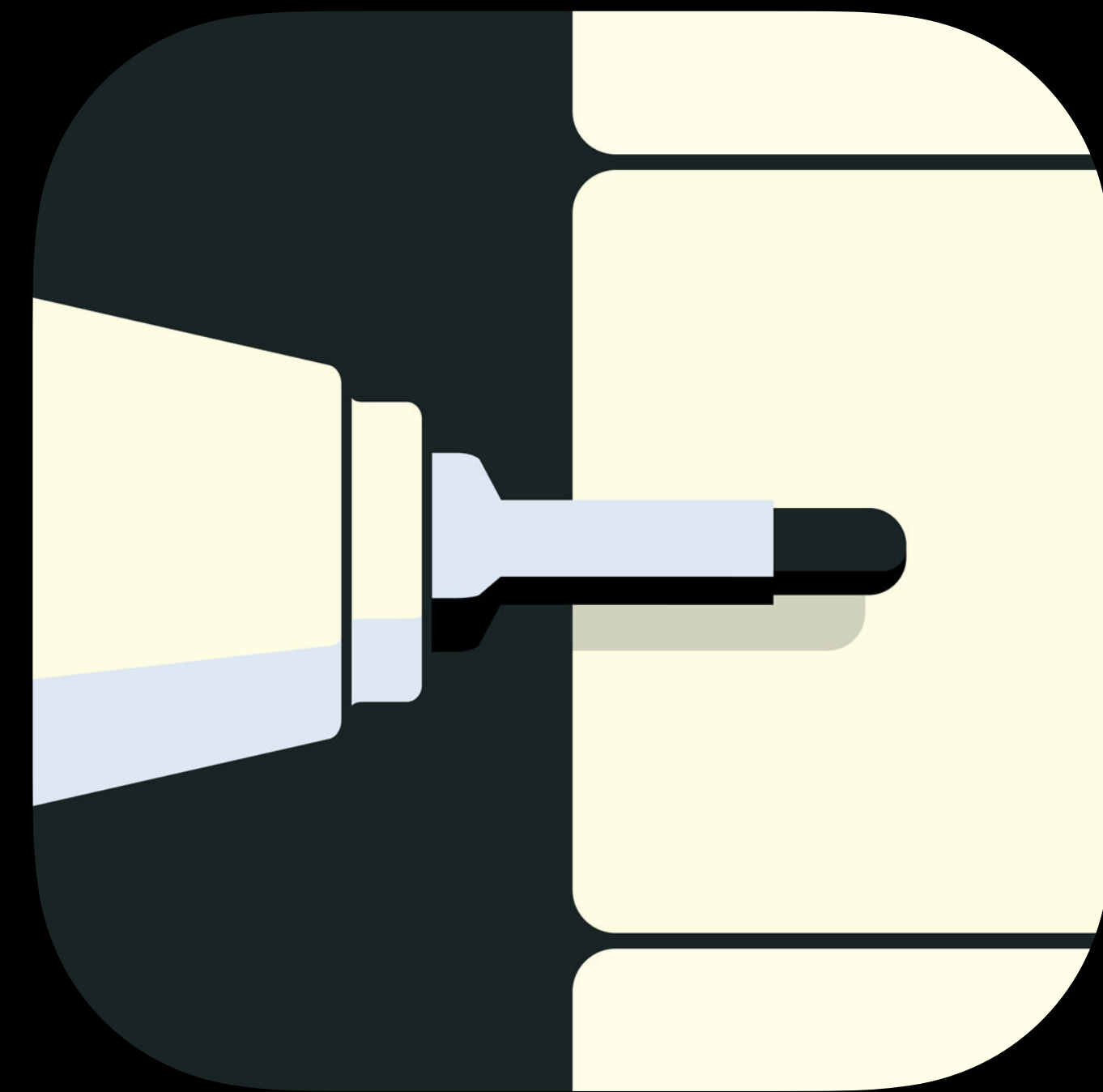
Trust

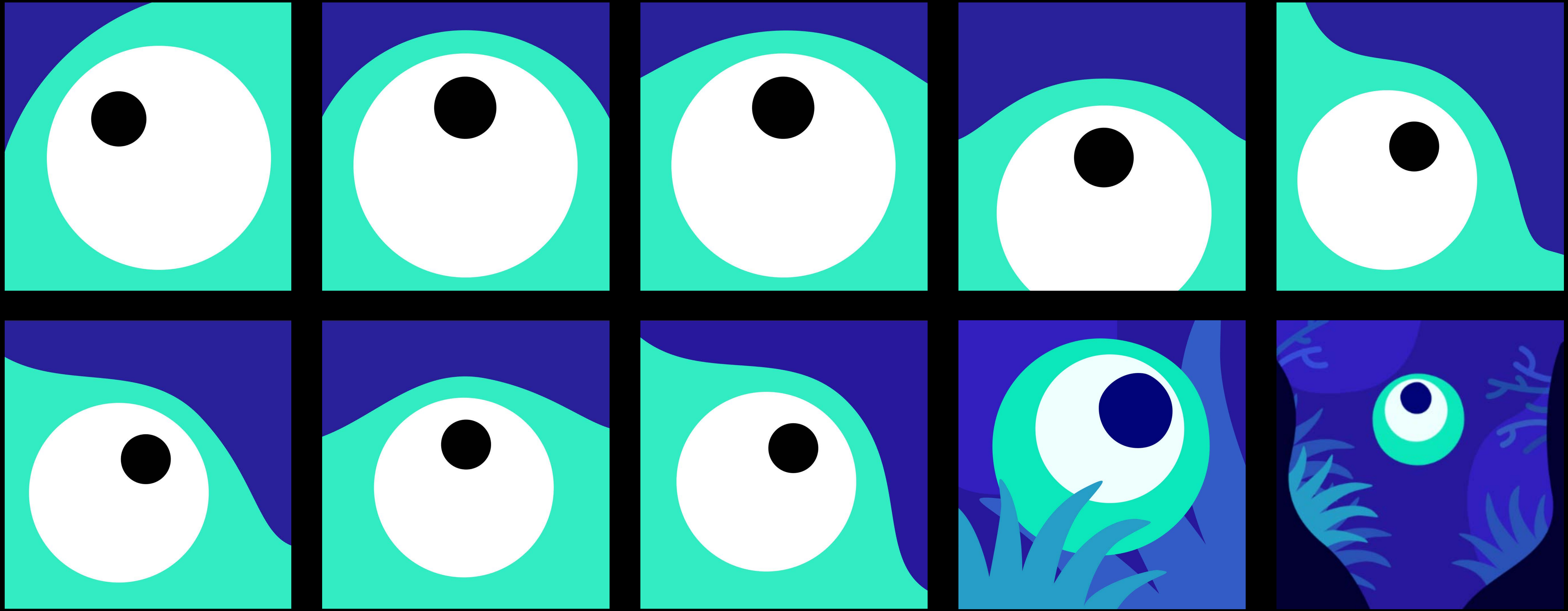
Refinement

Aesthetics

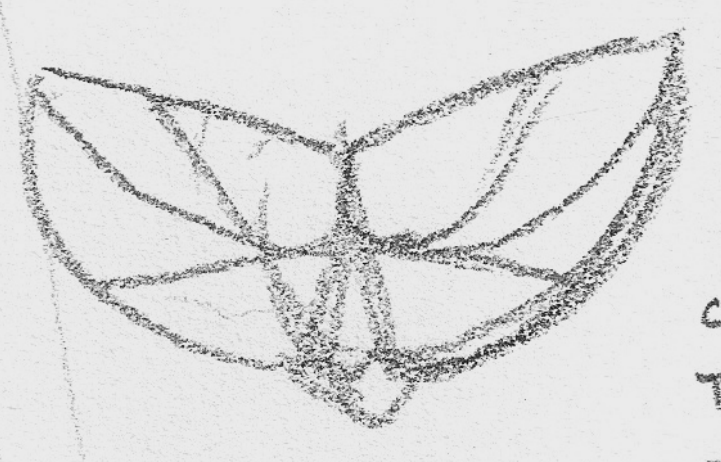
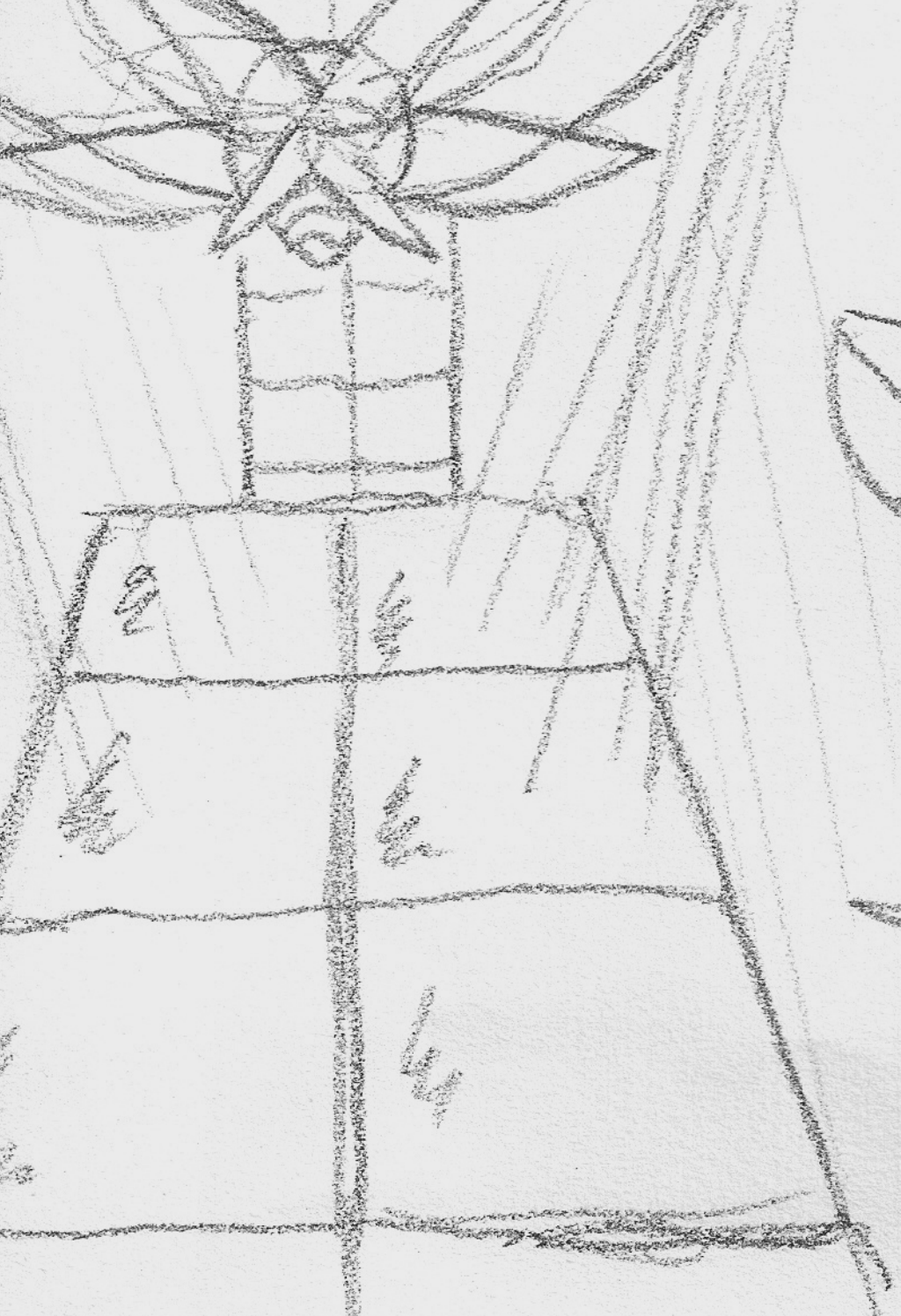
Inclusion

Attention to detail

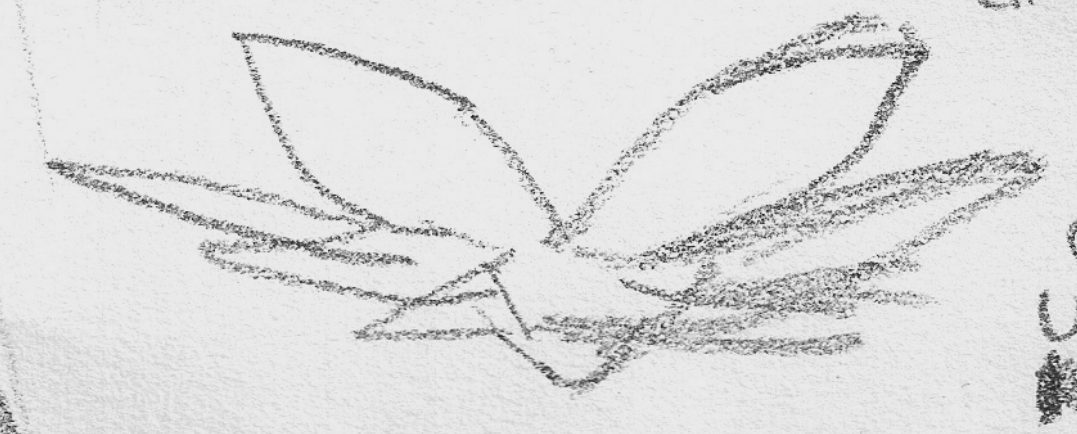








IF FALLING
(FALLS FAST!)
CAN HIT JUMP
TO GLIDE-PA
RETURN TO SURFACE
(IF POSSIBLE)



CANNOT FALL
UNLESS KNOCKED
BY ENEMY
INTO SPIN MO

JUMP/GLIDE

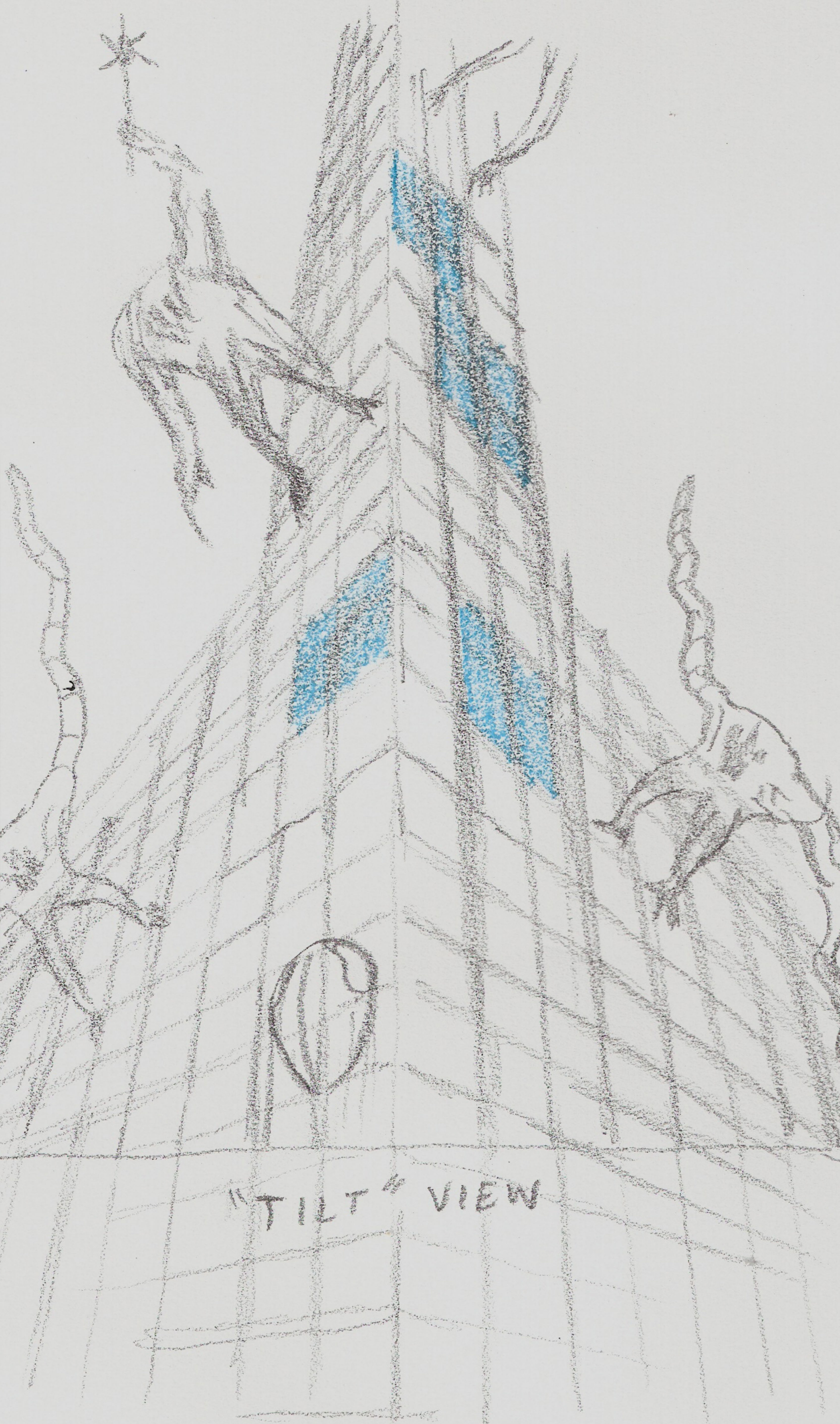
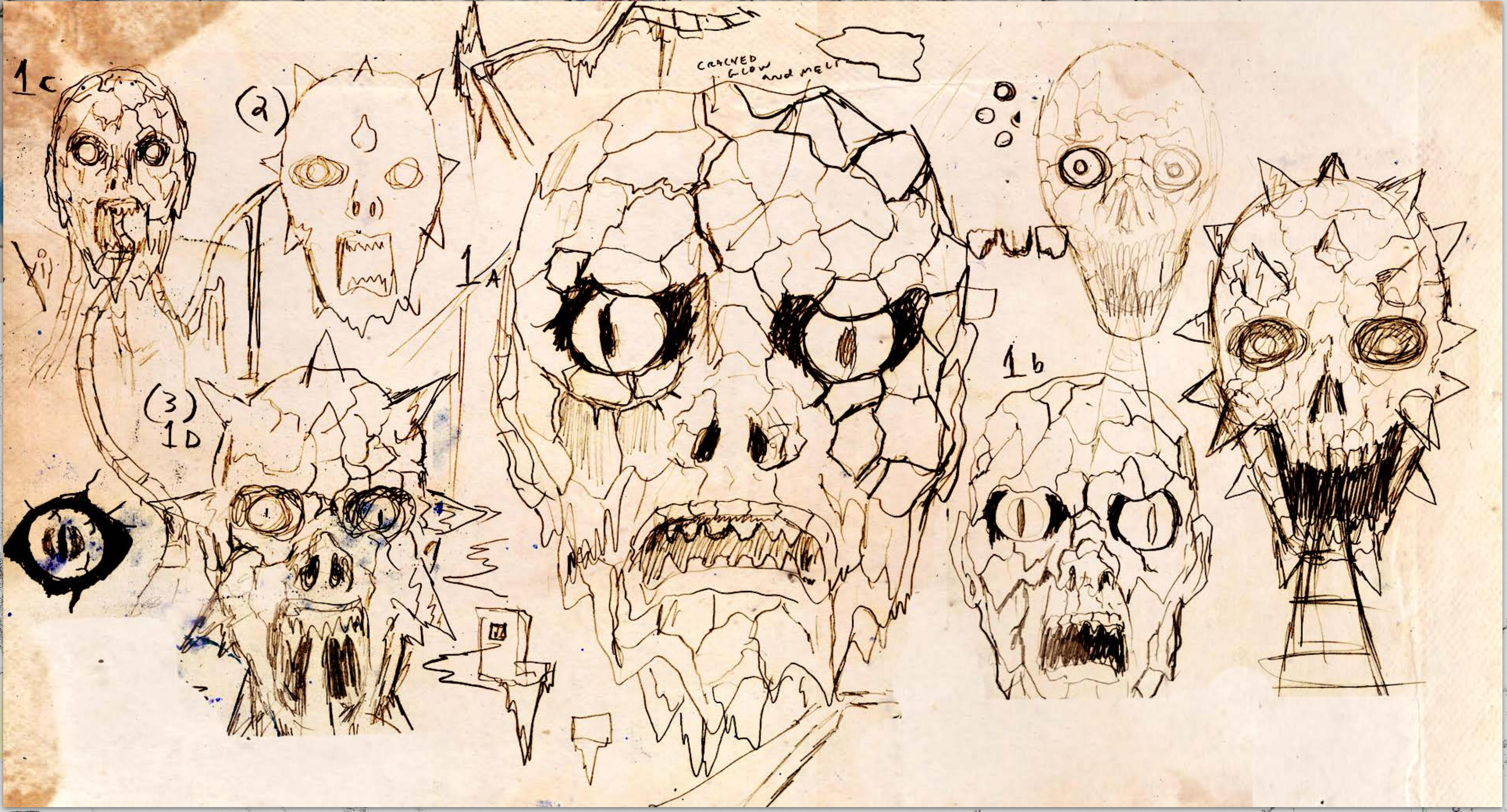
DOUBLE SPEED < RAM OP
AS RAM? FROM SI
OR L

DOUBLE SPEED BURST (ONLY WAY TO JUMP?)*

SHOCK (SELECT SHOCK) (WEAPONS/ATTACKS)

ABSORB (THUMP)

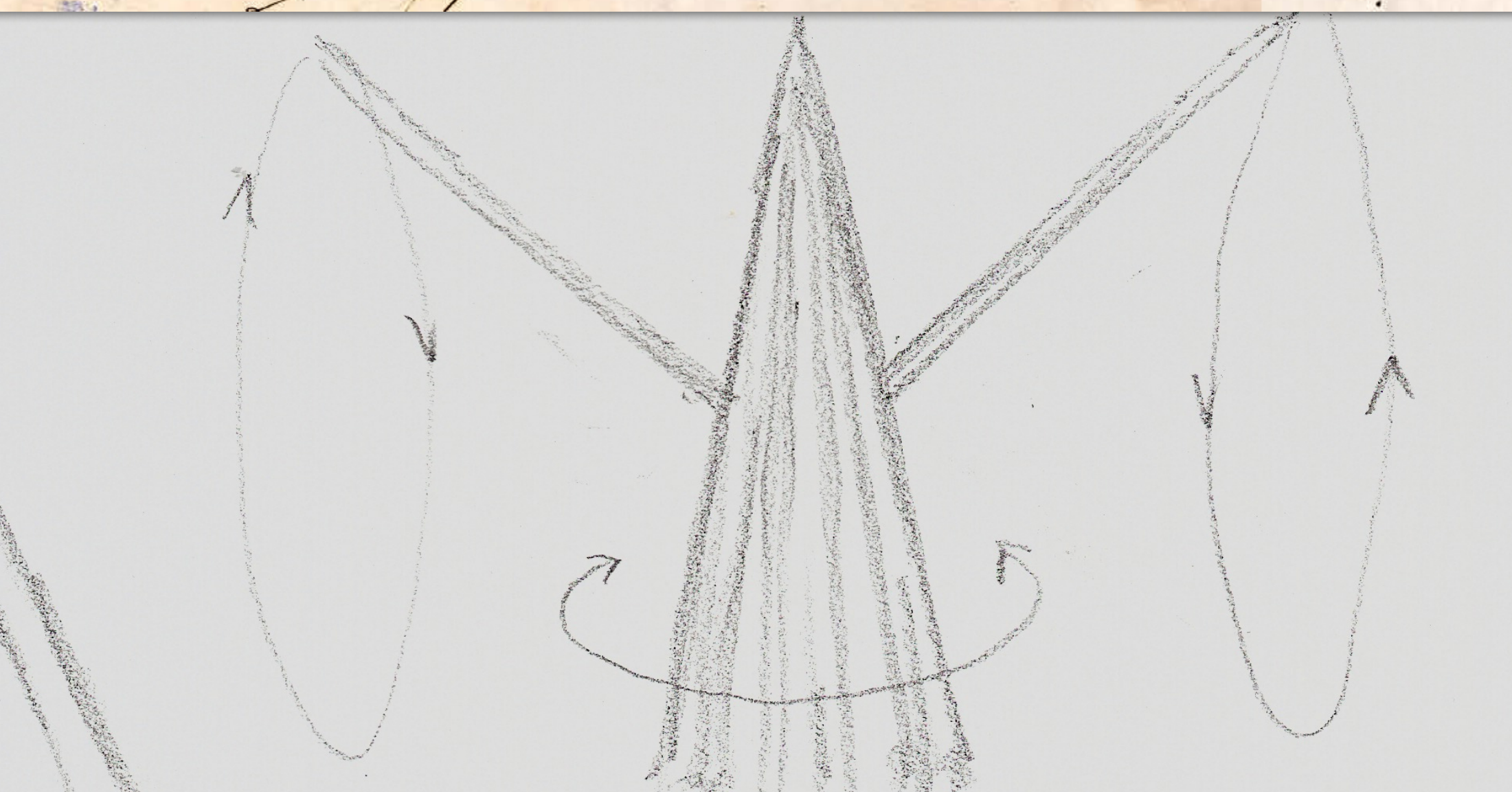
*(AND ONLY ON SPECIALLY
LIT SQUARE?)
(OR SPECIAL WEAPON?)



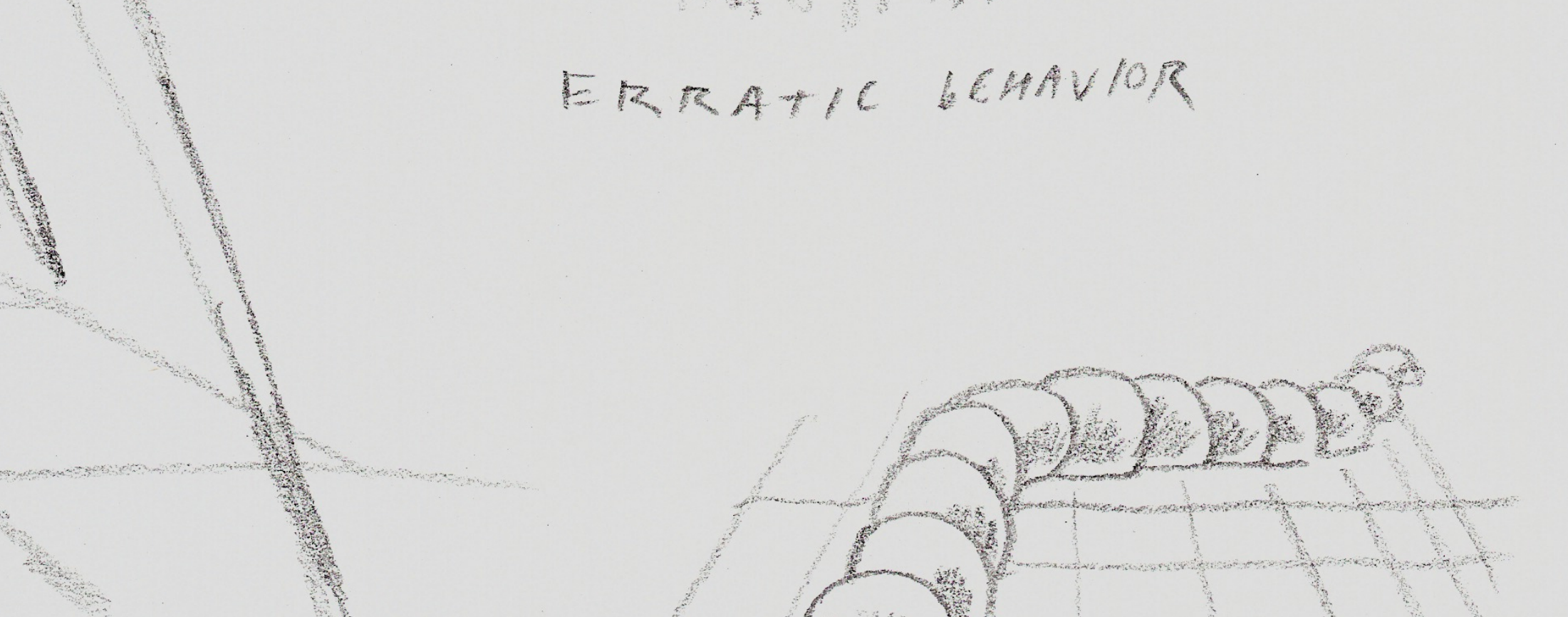
"TILT" VIEW



A WHIPPING



ERRATIC BEHAVIOR





Thank you

More Information

developer.apple.com/wwdc19/802

 WWDC19