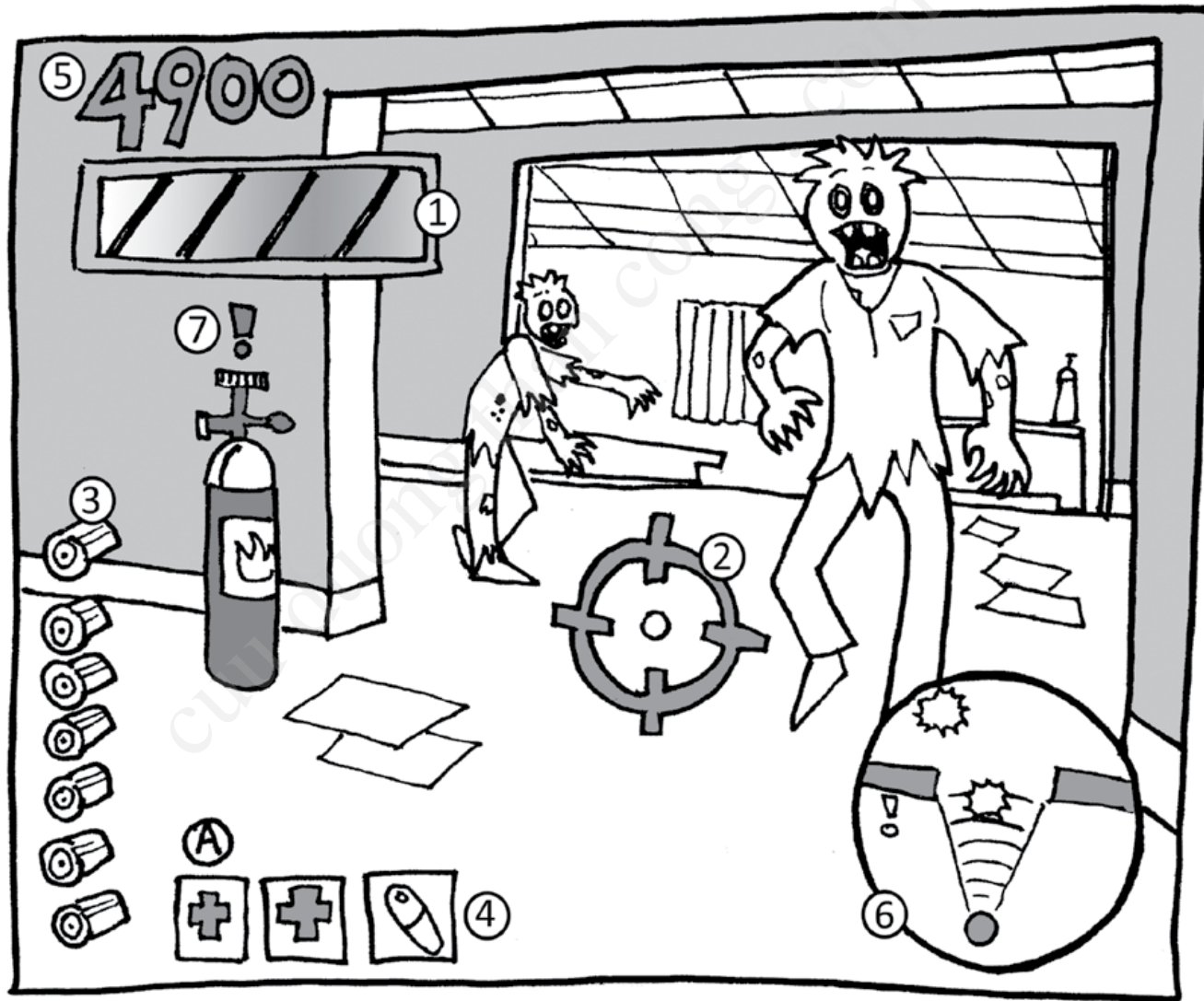


# HUD AND ICON DESIGN

# HEADS UP



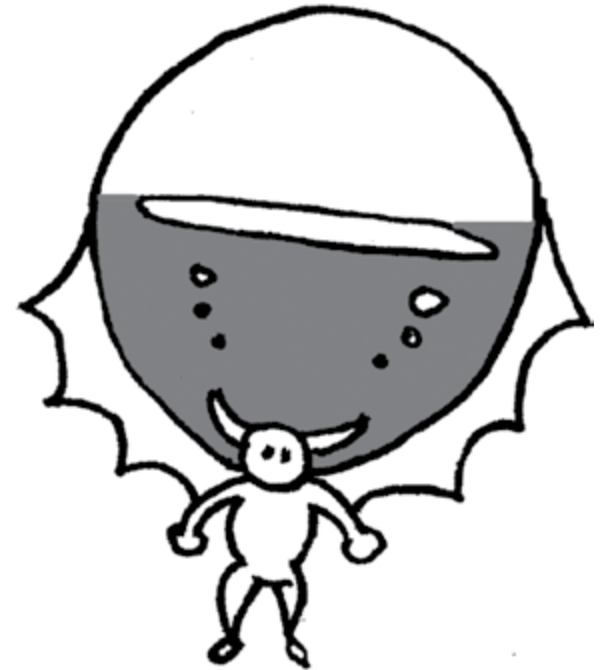
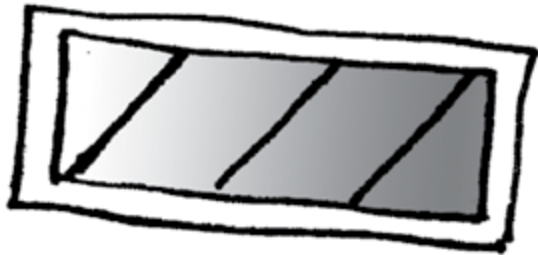
# HEADS UP



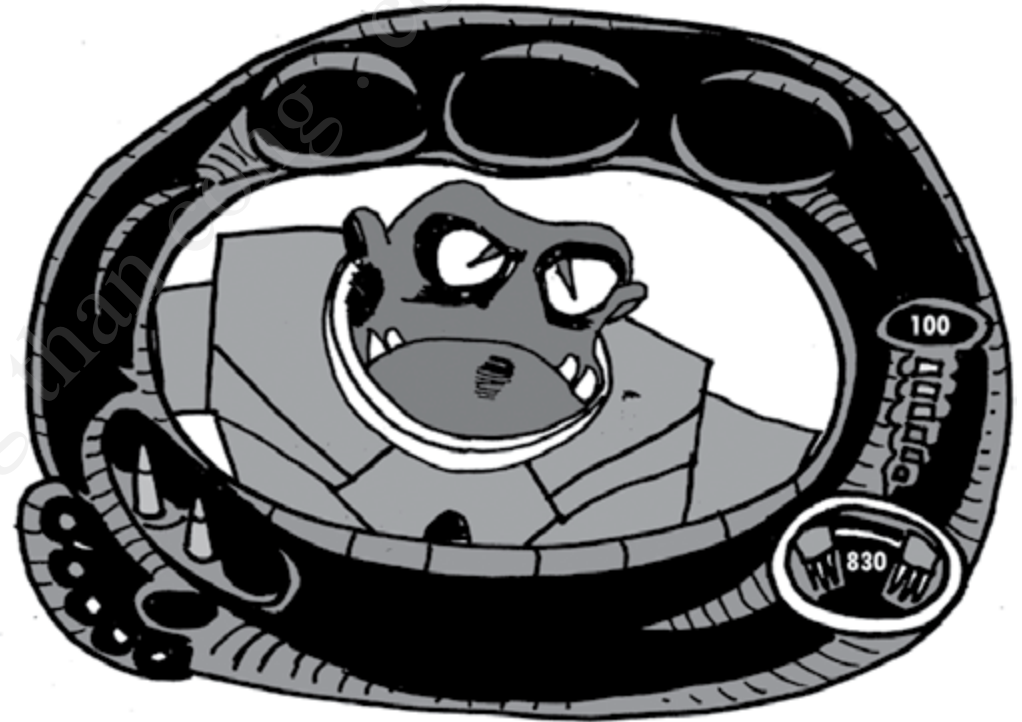
# HEADS UP

1. Health bar/lives
2. Targeting reticule
3. Ammunition gauge
4. Inventory
5. Score/experience
6. Radar/map
7. Context-sensitive prompt

# HEALTH BAR

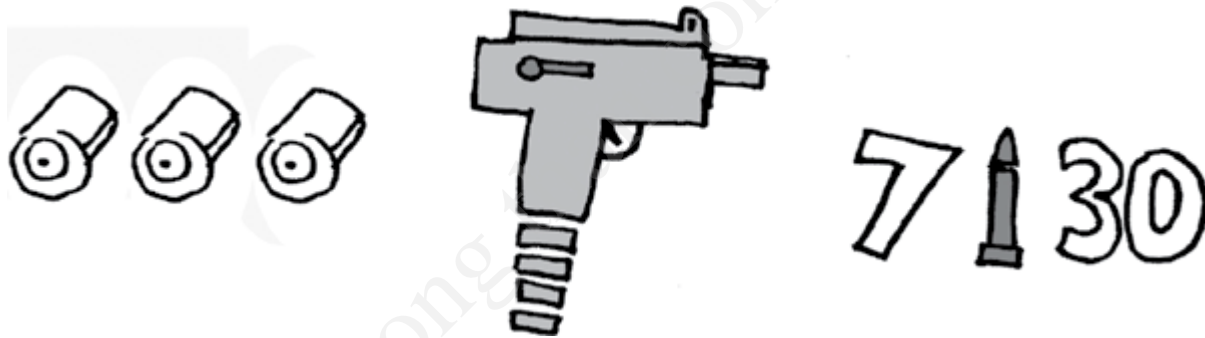


# TARGETING RETICULE

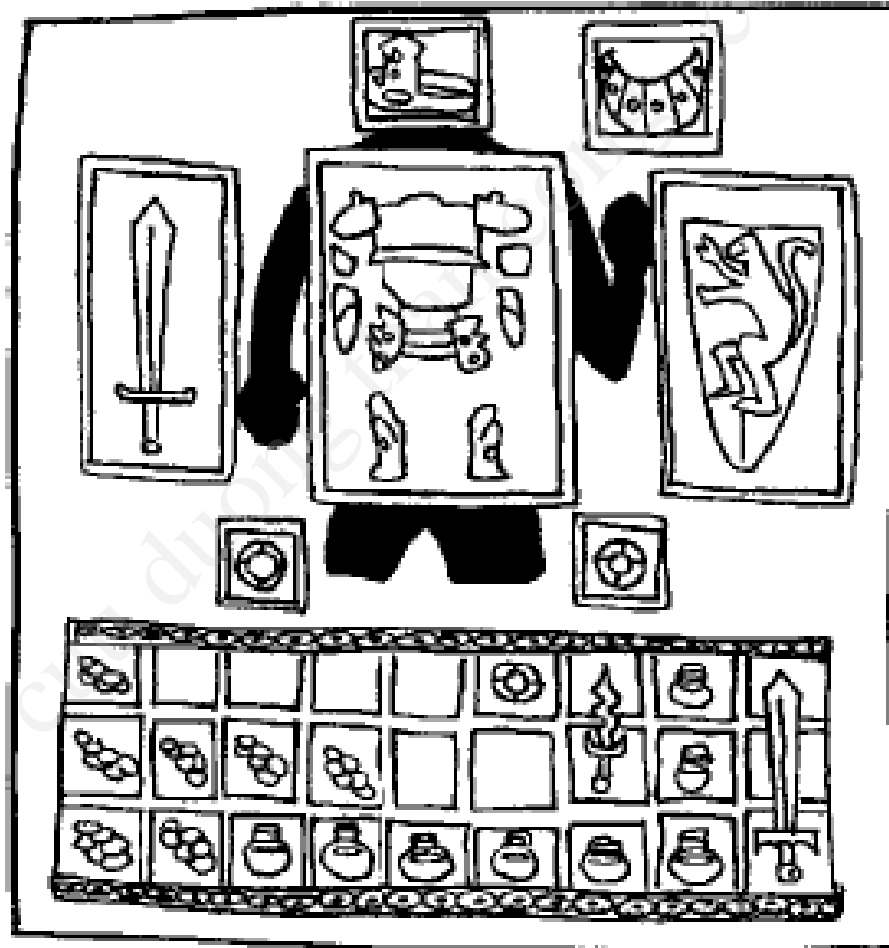


sights can be simple or complex

# AMMO GAUGE



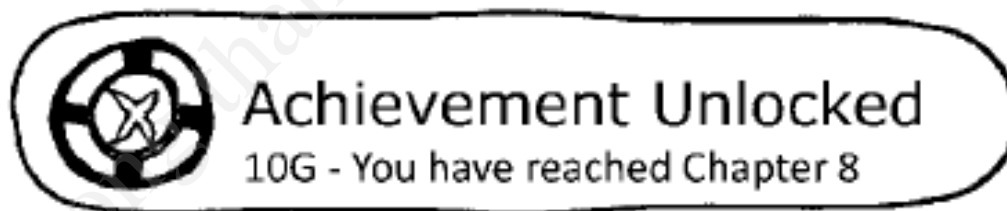
# INVENTORY





# SCORE/EXPERIENCE

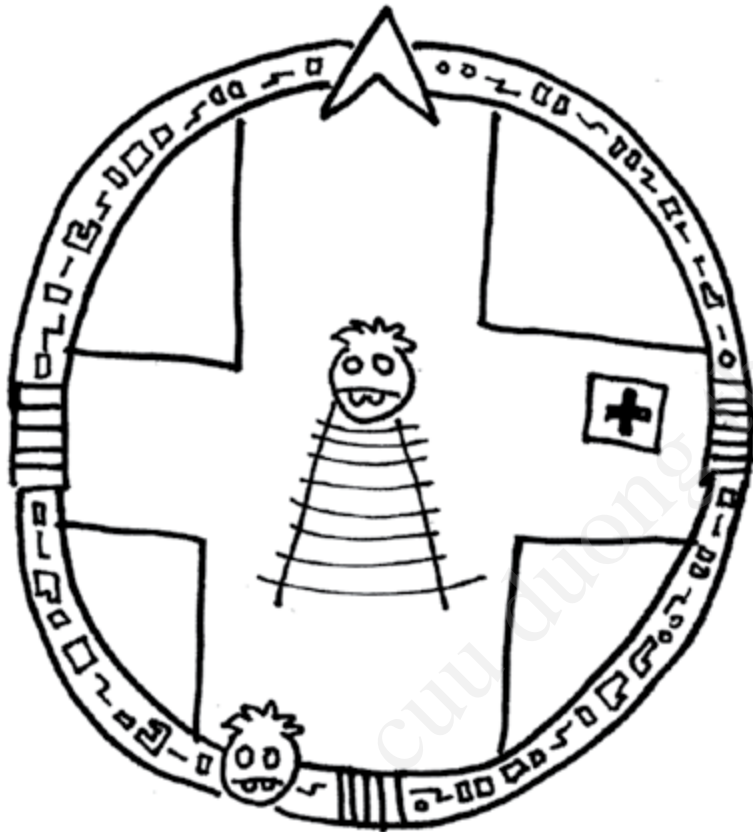
**SCORE  
150**



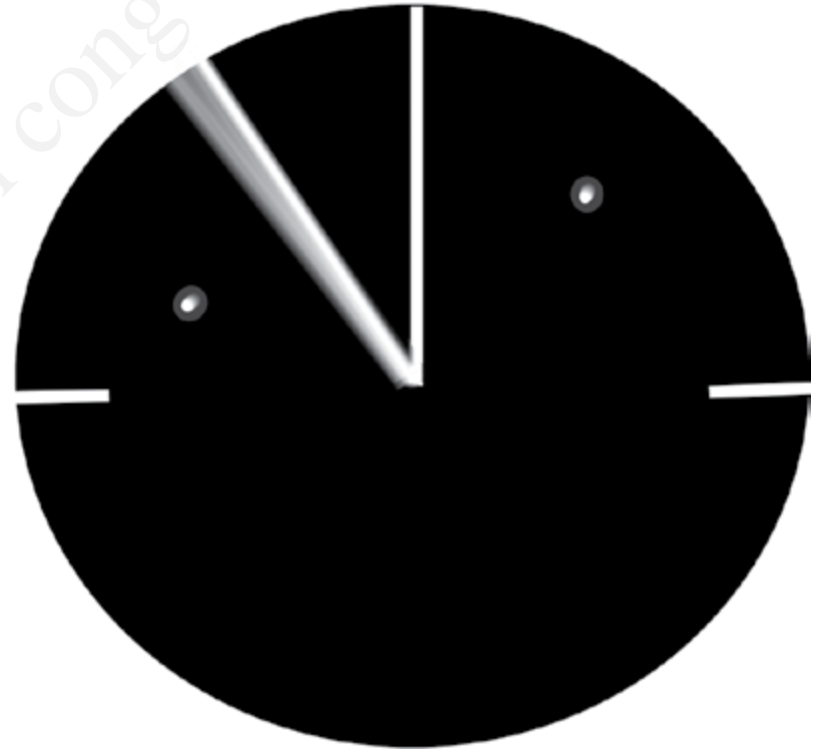
# POSITIVE MESSAGING



# RADAR/MAP



**RADAR**



# CONTEXT-SENSITIVE PROMPTS



# ICON

- Pick the right image for your icon.
- Make sure the image that you use is current and accurate.
- Color-code your icons.
- If color isn't enough, use shapes as a differentiator.
- Try to avoid text in your icons.
- If you are going to use text (like a word) as an icon, make sure it is legible and looks more like a button than straight text.
- Never, ever combine several visual elements.

# ICON

- Surround your icon with a strong black or white outline to make it “pop” off the background or give it a soft surrounding glow or a drop shadow.
- Look at all your icons together to make sure you aren’t creating any similar-looking ones.
- A good trick is to have text of an item’s name appear if players move their cursor over the icon.
- Ensure artists create the icons.
- Learn from the experts.

# ICON

- When players select the icon, make it do something.
- The most important button on the interface should be the biggest.
- Make the most-used buttons easy to reach from the middle of the screen or wherever the players' cursor will spend the most time.
- Make your icons a little “sticky” so the cursor will easily gravitate toward them.

# CREATING ICONS FOR MOBILE GAMES

- Clarity
- Iconic design
- Color
- No text or numbers

[cuduongthancong.com](http://cuduongthancong.com)



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# KYSS



# WHERE TO STICK HUDS



# WHERE TO STICK HUDS



# WHERE TO STICK HUDS



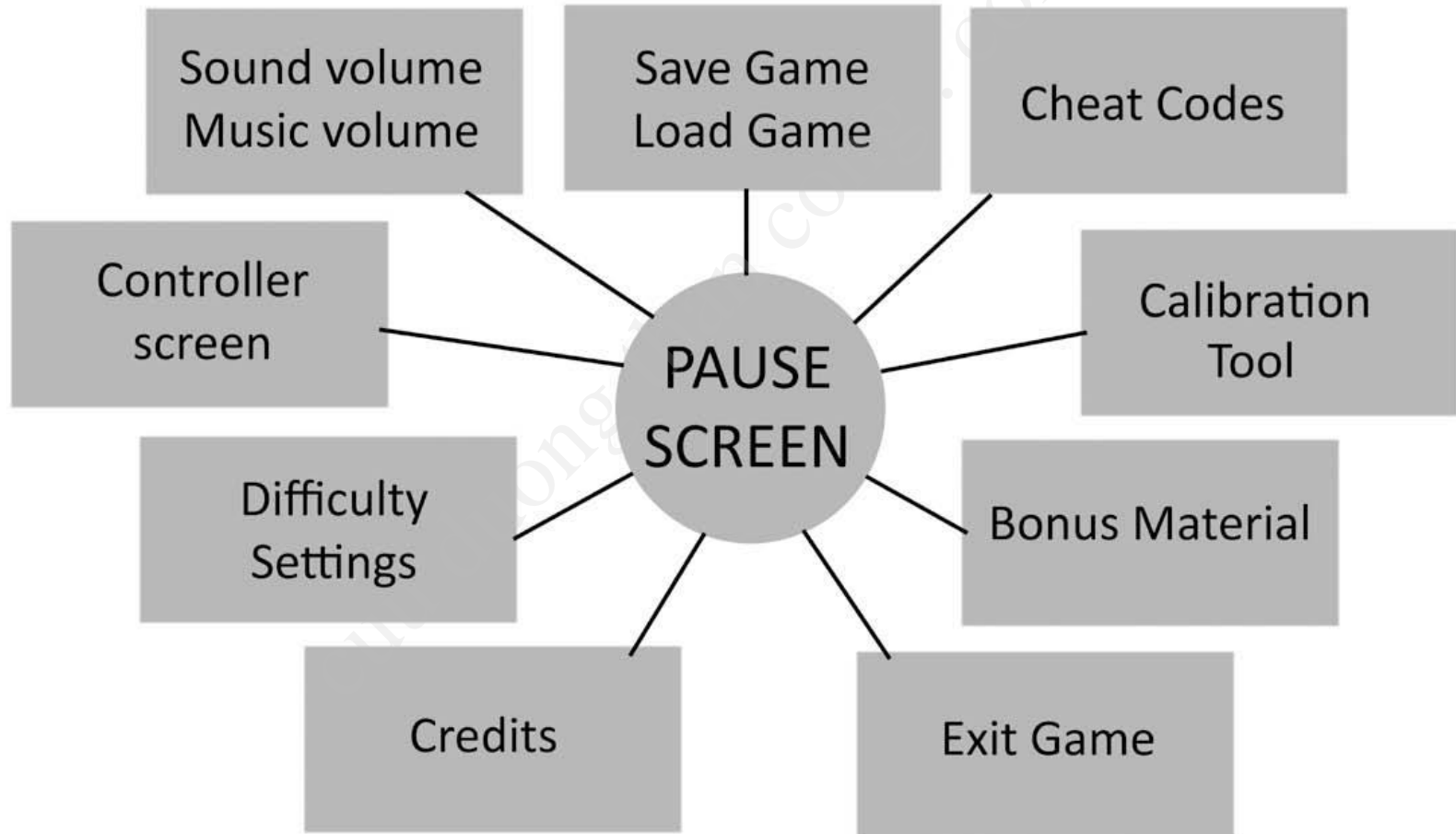
# WHERE TO STICK HUDS



# START SCREEN



# PAUSE SCREEN



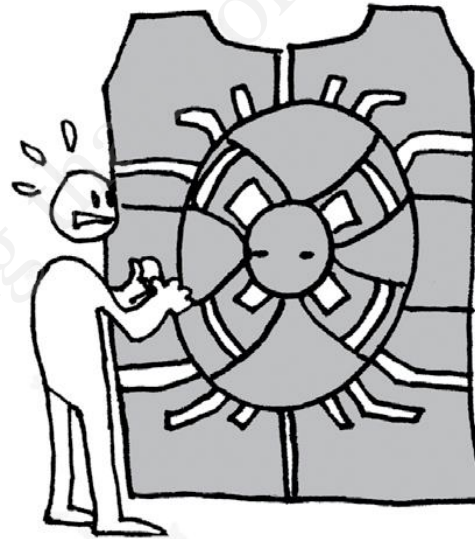


# NOW LOADING...

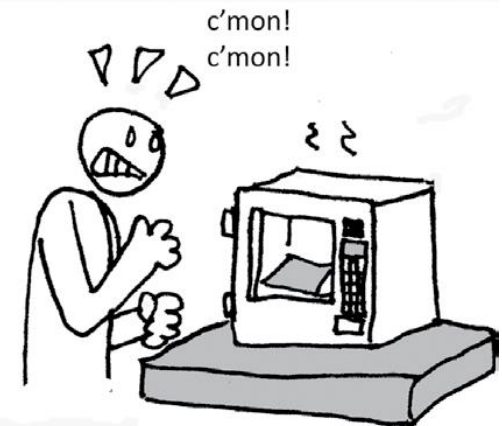
Just a few ways to hide a load...



abnormally long corridors



very slowly unlocking doors



microwaving popcorn

# SCORING/STATS

The screenshot displays the game's scoring and statistics interface. At the top, the player has 30,100 coins and an 'ADD COINS' button. The player's name is Gemstalker (rank 31) with 779,900 points to go. A 'New High Score!' banner shows 868,050 pts, with 1,300 coins earned. A '500K POST REPLAY' button is visible. A bar chart shows performance over time: 0 sec (X3), 30 sec (X4), 1 min (X7), and +5 LH (X8). The chart bars are stacked with purple (Matches) and yellow (Speed). A 'PLAY AGAIN' button is at the bottom. A promotional message reads: 'Play Bejeweled Blitz with high-definition, full-screen action! Try free.'

On the right, a leaderboard shows the top 5 players:

Rank	Player Name	Score
1	Anne Juliette Peling...	868,050
2	[Redacted]	344,500
3	[Redacted]	274,350
4	[Redacted]	No score this week
5	[Redacted]	No score this week

Below the leaderboard is an 'INVITE FRIENDS' button with a plus sign icon and the text 'to play Bejeweled Blitz!'.

# FONTS

- Theme your font to your game, but don't use overly ornate fonts that are hard to read.
- In many cases, fonts require a license to use.
- Be mindful of the color of your font and your background.
- Resolution