

# MORE THAN JUST PICTURES:

Creating accessible iconography for games

Rachel Leiker | Hardsuit Labs

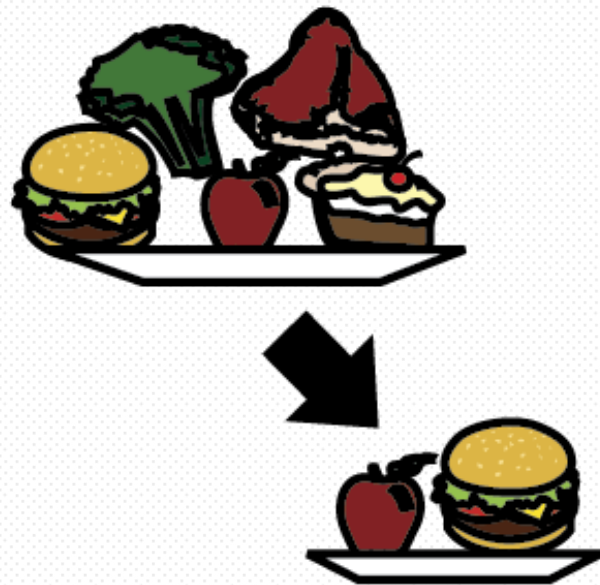
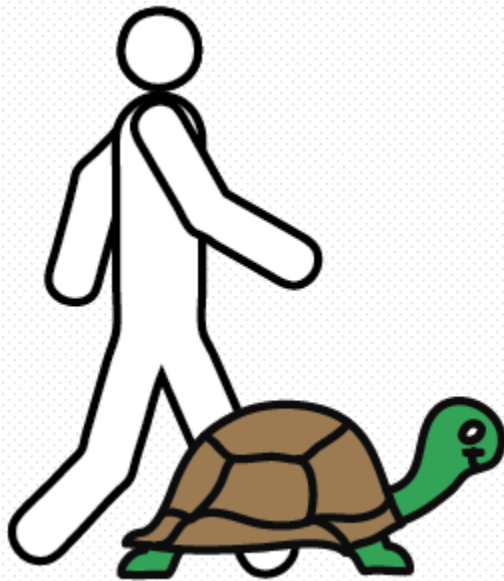
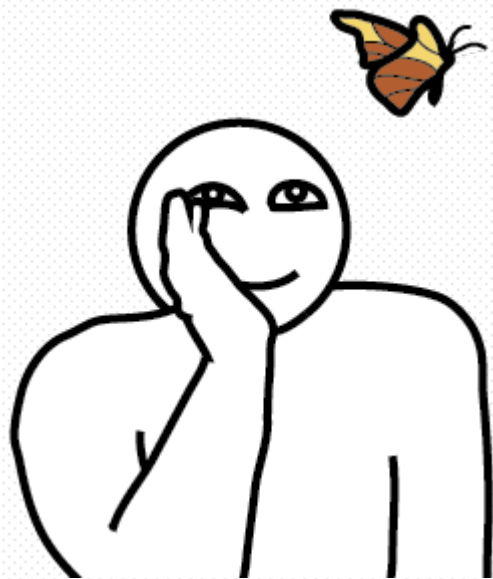


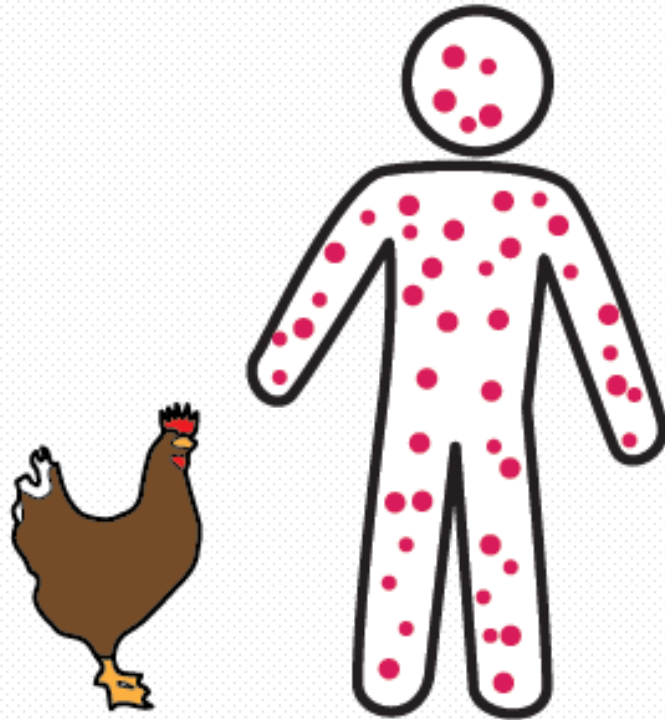
**HARDSUIT LABS**



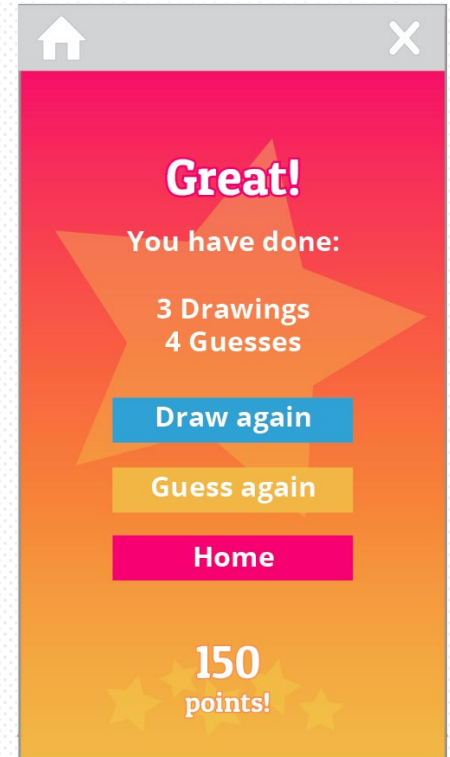
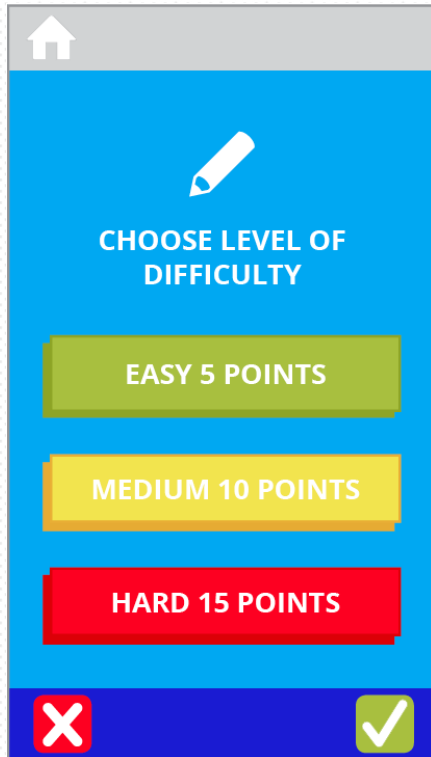
**eae**  
entertainment arts & engineering  
at the university of utah **U**

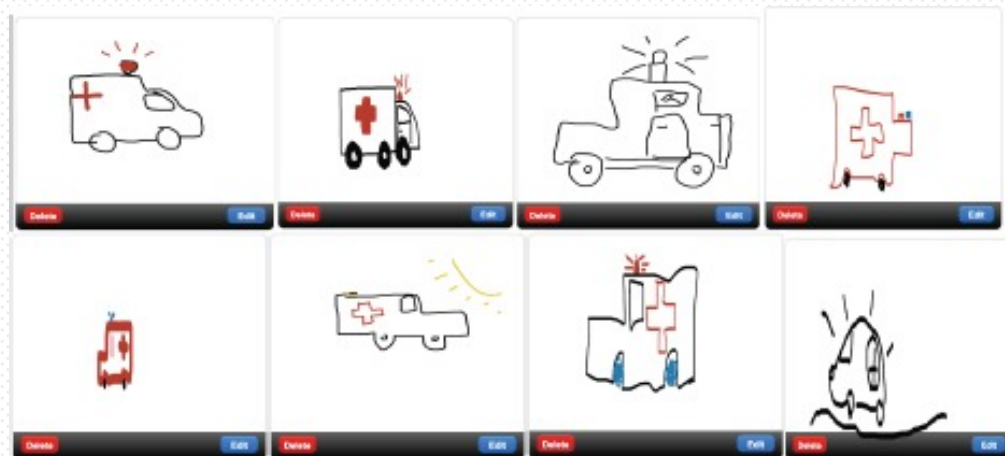
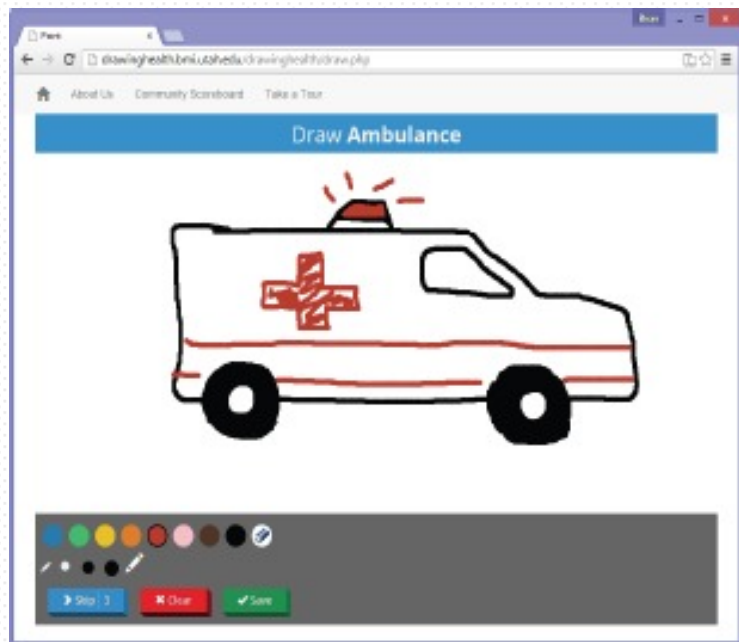


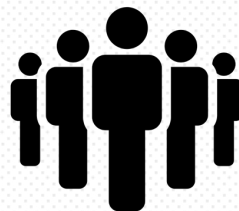
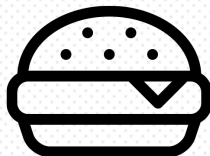
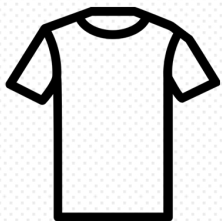
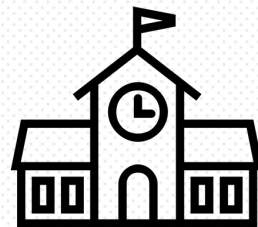
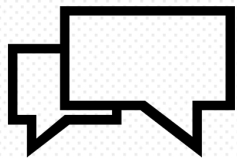
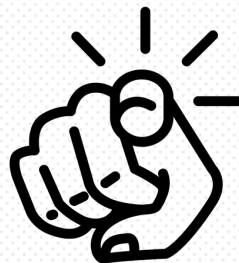
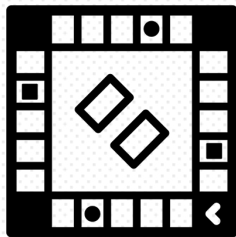
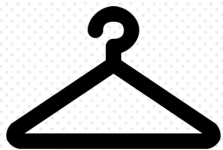












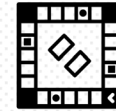




CHECK YOUR **BIASES**



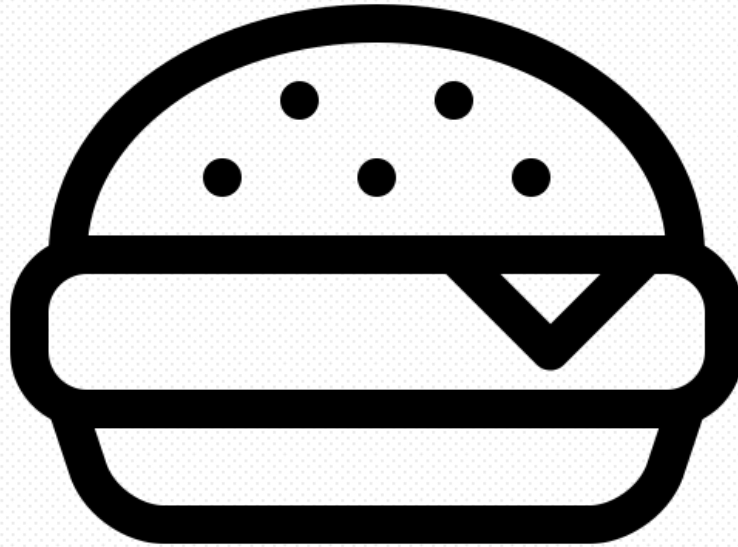
INTEGRATE YOUR **BRAND**



KNOW YOUR **AUDIENCE**





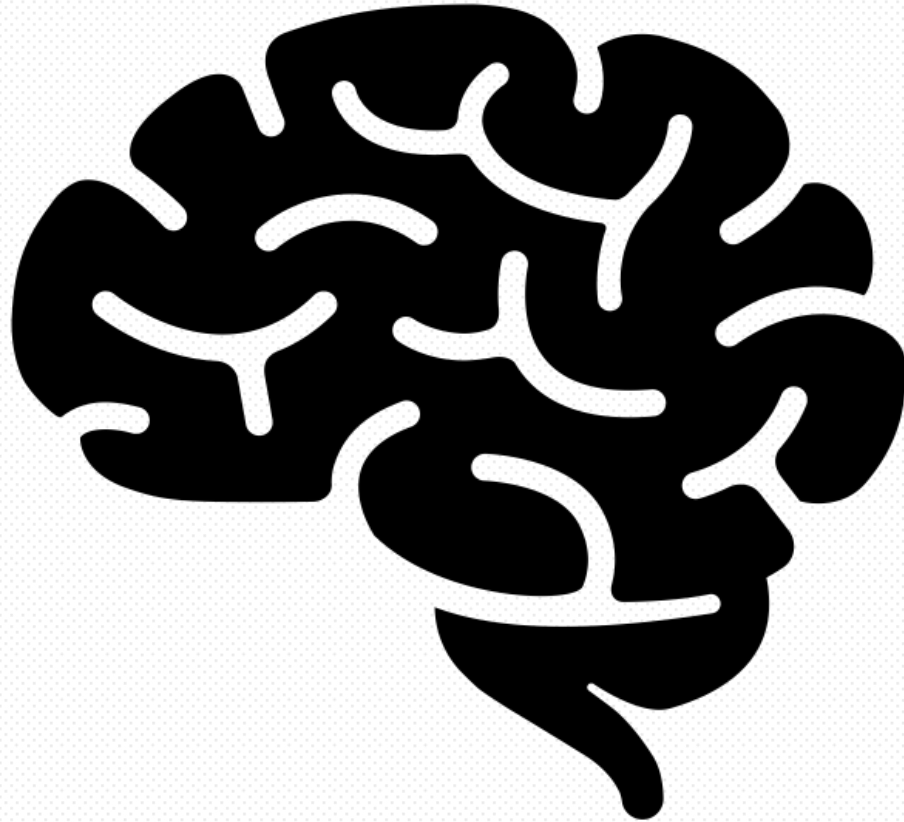




שני (צו)







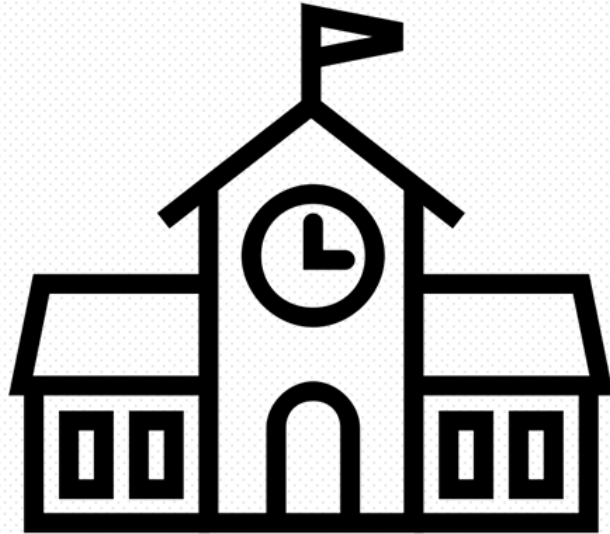


## CULTURAL BIAS



**Concrete ideas** – not colloquialisms and idioms

Be sensitive to **cultural standards**



## COLLOQUIALISMS



## IDIOMS





Original Dota 2 Icons  
(Left)  
vs.  
Censored Chinese  
Versions  
(Right)

Dark Troll  
Warlord



Raise Dead



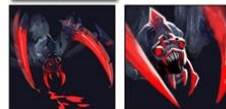
Bane



Fiend's Grip



Broodmother

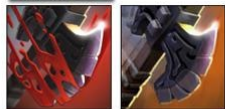


Incapacitating Bite

# STANDARDS



Axe



Culling Blade



Berserker's Call



Bloodseeker



Blood Bath



Rupture



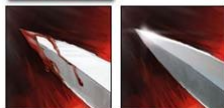
Phantom  
Assassin



Coup de Grace



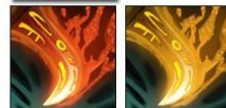
Queen of  
Pain



Shadow Strike



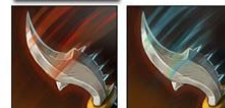
Huskar



Life Break



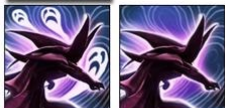
Bounty Hunter



Jinada



Spectre



Desolate



Ursa



Enrage



Doom



Scorched Earth

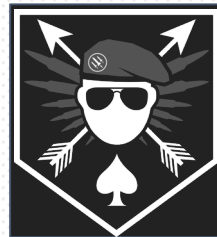
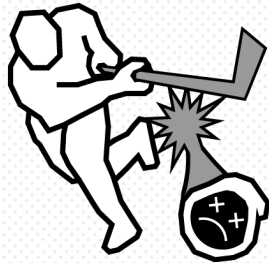


Lvl? Death



# LAWBREAKERS

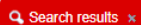
Icons by Malik Rahili







Search



Search results

214 results for



Sort by:

Relevance

Reference number

Registration date

Symbol size:



View:

Gallery

List

Results per page: 50

☒ Graphical symbols ☒ Safety signs

Standards

Collections

Publications

Graphical symbols

Terms &amp; Definitions

Country codes

## Symbol type

Public information symb...

Safety signs

Water safety signs

For use on equipment

Symbols for diagrams

## Symbol category

Evacuation route

Mandatory action

Prohibition

Warning

Fire equipment

Means of escape and eme...

1 2 3 4 5 Next



E001



E002



E003



E004



E005



E006



E007



E008



E009



E010



E011



E012



E013



E014



E015



E016



E017



E018



E019



E020



E021



E022



E023



E024



E025



E027



E028



E029



E031



E032



E033



E034



E035



E036



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E041



E042



E043



E044



E045



E046



E047



E048



E049



E050

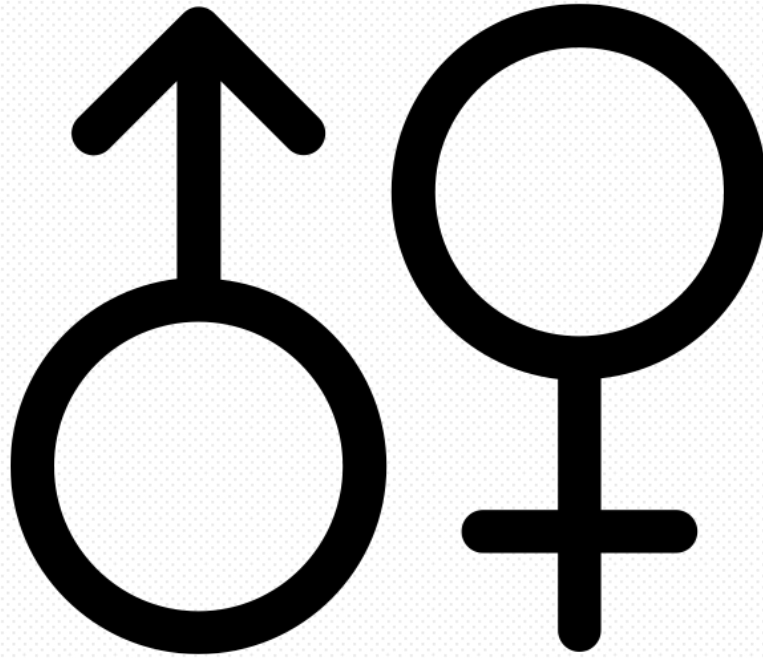


E051



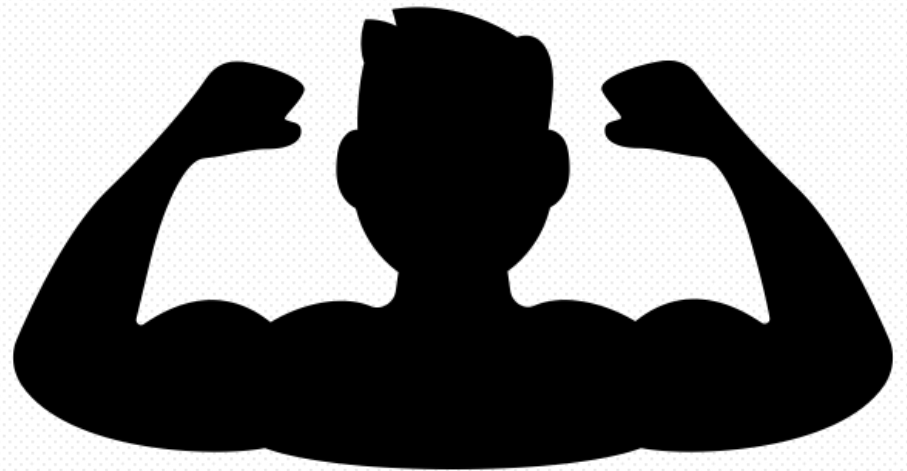
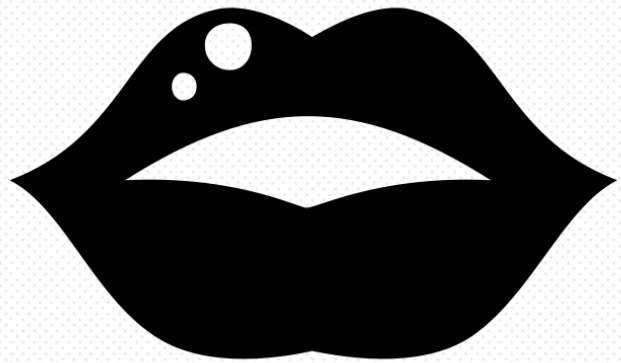
E052

1 2 3 4 5 Next



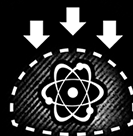
GENDER BIAS







# LAWBREAKERS





# BLADES OF CHAOS

## MELEE COMBAT



## ELEMENTAL COMBAT



## IMMOLATION

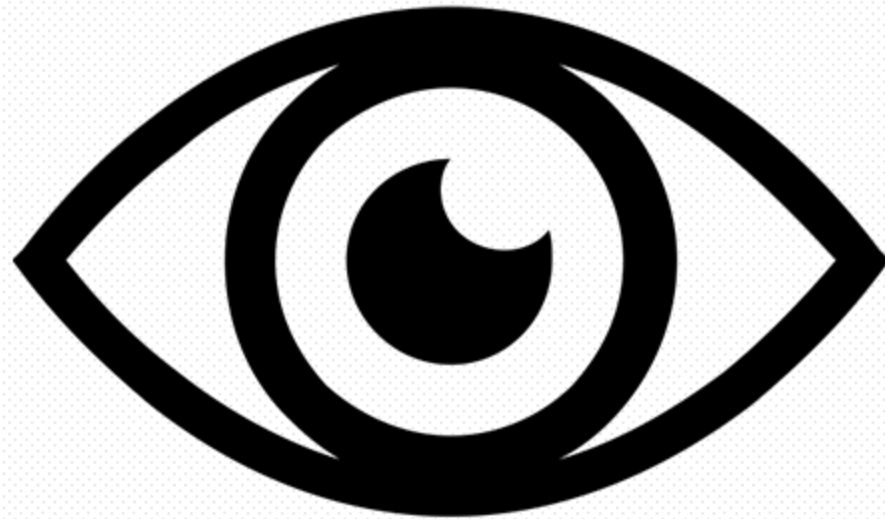


Perform attacks in quick succession without sustaining damage to power up the Blades of Chaos and inflict BURN damage on every hit. Bonus to LUCK and RUNIC.

PURCHASED

### ADDITIONAL BONUS

This skill has no additional bonuses



ABLEDNESS BIAS



## No Color Blindness



## Protanopia



## Deuteranopia











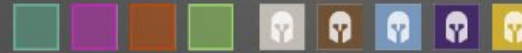
## DESTINY 2

Colorblind Mode



Off (Default) ▼

Colorblind Mode



Deuteranopia (Red-Green) ▼

Colorblind Mode



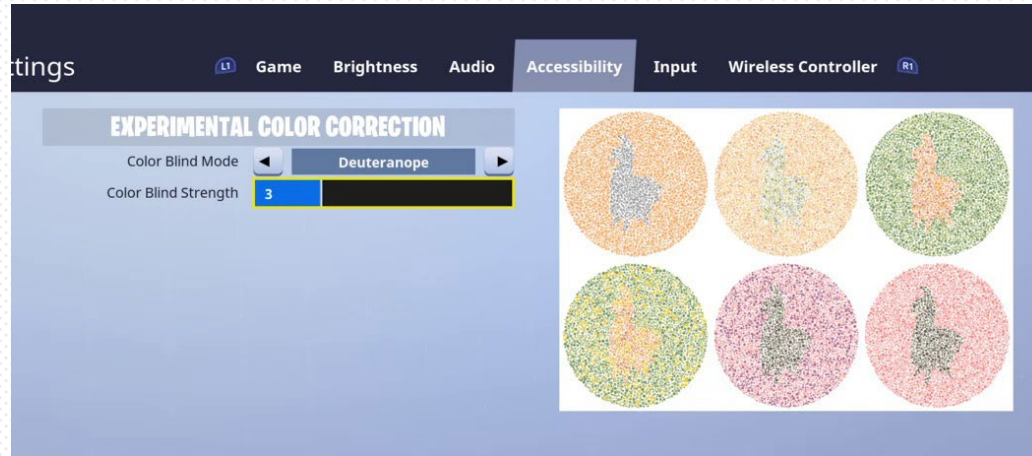
Protanopia (Red-Green) ▼

Colorblind Mode



Tritanopia (Yellow-Blue) ▼

FORTNITE







LB

PERKS

RB

\$ 11,554

★ 6

☰ 0



★ 6

AVAILABLE POINTS

COST  
8

PREPPER

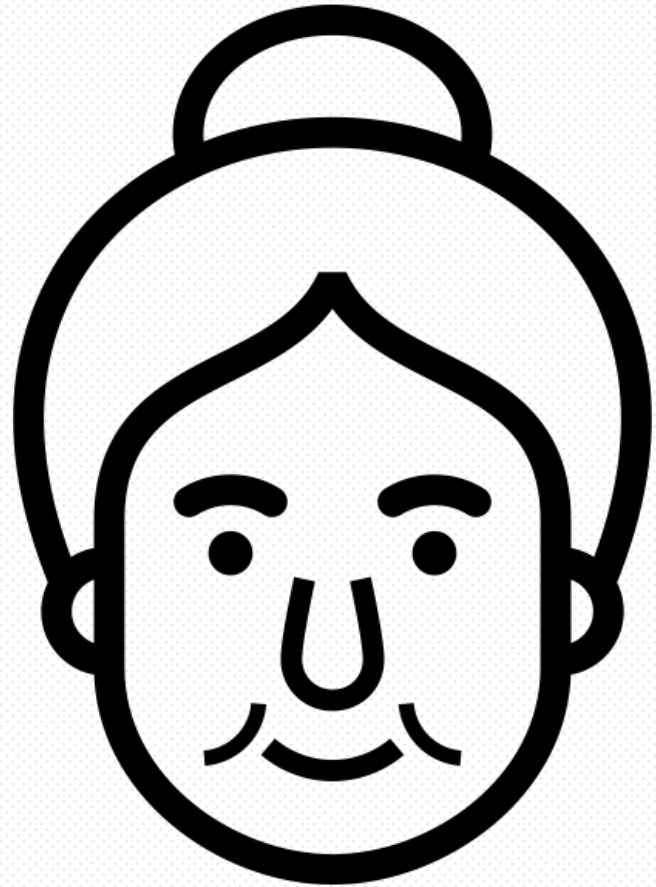
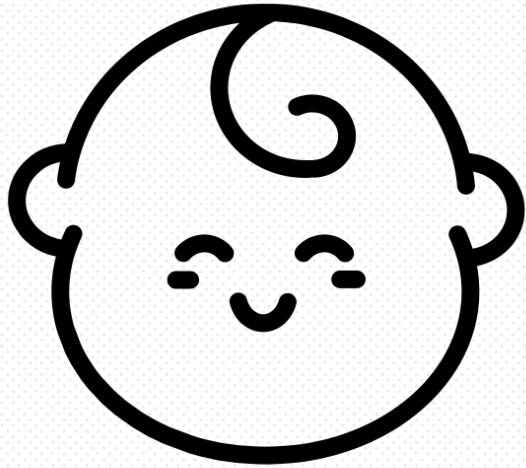
**ADDITIONAL HOLSTER****ACQUIRED**

Carry a 3rd weapon of any type in your weapon wheel.



Y CHALLENGES

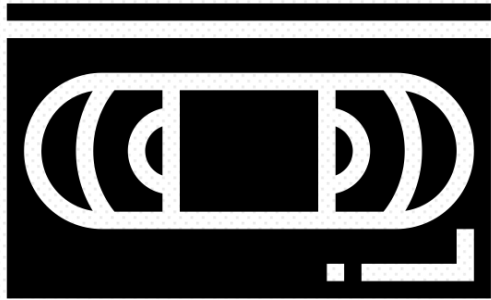
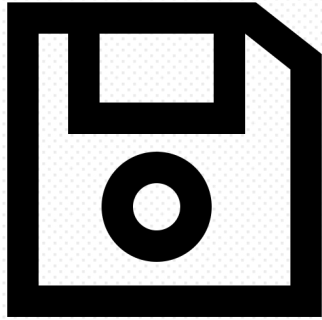
B BACK



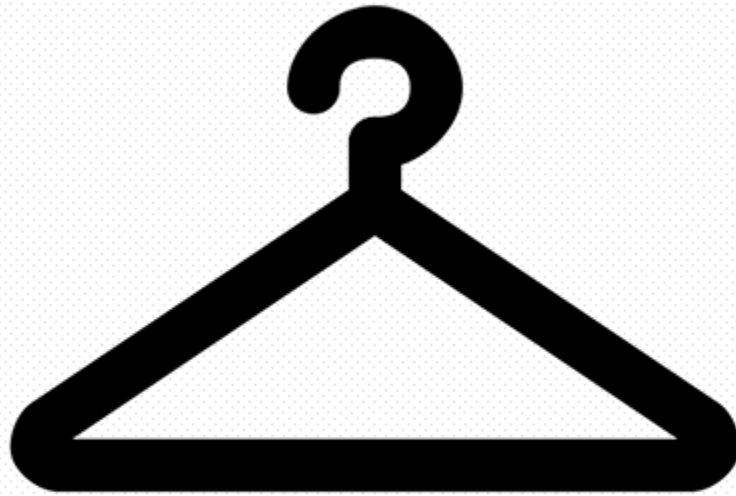
AGE BIAS





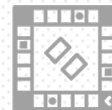
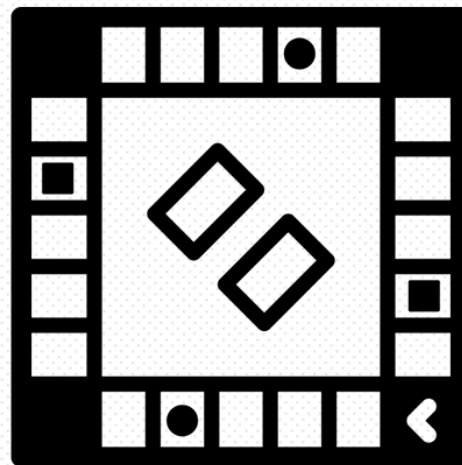














# Integrate the game's brand

**Steph Chow**

UX/UI Consultant for Games . Steph Chow Design

*Immersing a Creative World into a Useable UI*, GDC 2018

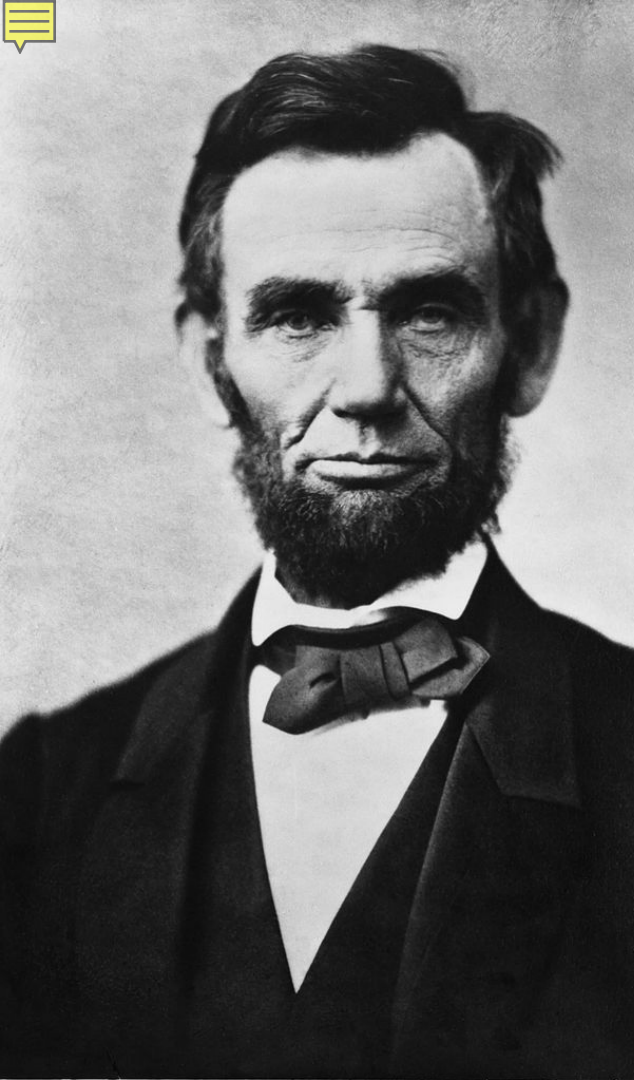
- UI has an important impact on the overall branding of your game.
- UI elements should reflect your game's world.
- Useability and narrative visuals require a delicate balancing act.



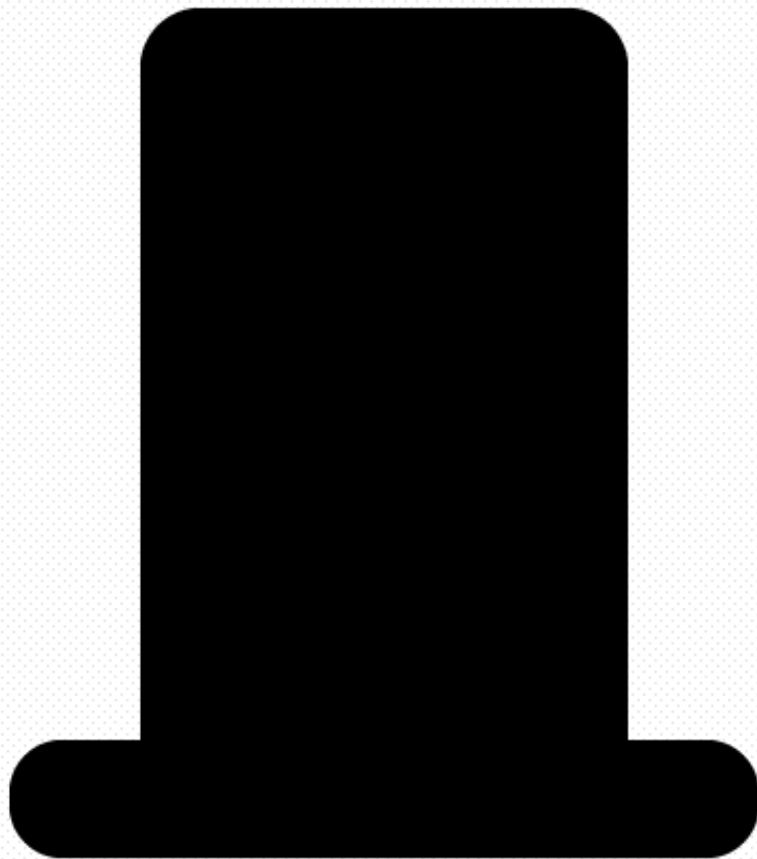
SIMS 3 - icons by Sebastian Hyde











# VAULT-TEC



STRENGTH

PERCEPTION

ENDURANCE

CHARISMA

INTELLIGENCE

AGILITY

LUCK



L01



L02



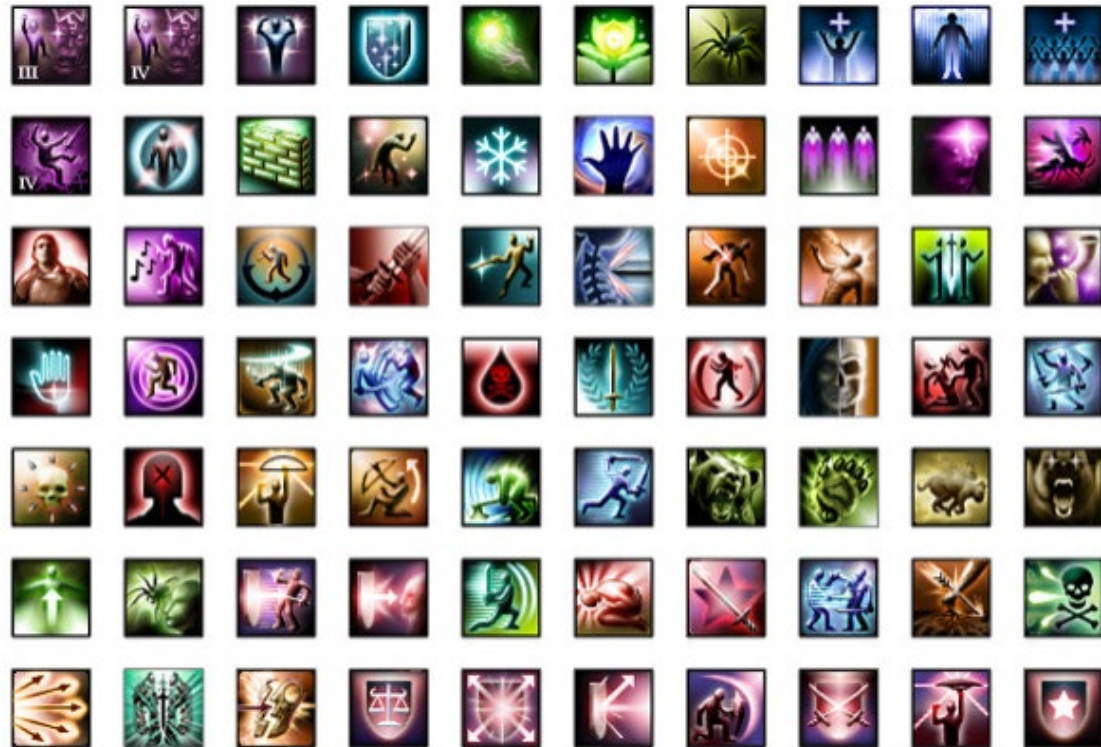
L03





# DRAGON AGE

Icons by Warren Heise



# DRAGON AGE

Icons by Warren Heise



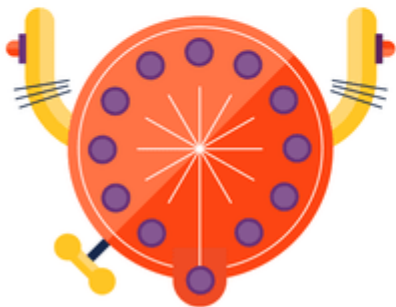


# SPACETEAM

A CHAOTIC & COOPERATIVE CARD GAME



CENTRIFUGAL  
DISPERSER



BOOSTER



Y-THROSTLE



BOOSTER



DUALFAUCET



BOOSTER





ReiGun

// LEVEL 35 / 342



CLAN

COLLECTIONS

TRIUMPHS

CHARACTER

INVENTORY



73430



55



100

POWER

342

Mobility

1

Resilience

2

Recovery

8





ReiGun

// LEVEL 35 / 342



CLAN

COLLECTIONS

TRIUMPHS

CHARACTER

INVENTORY



73430



55



100

POWER

342



Mobility

1

Resilience

2

Recovery

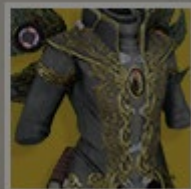
8



/ENERGY WEAPONS



/CHEST ARMOR



[S] Toggle Subscreen [E] Gear Stats [Esc] Dismiss

# STORMCALLER

WARLOCK SUBCLASS



CONDUCTION



## ORIGIN STORY

AUTO RIFLE

*Your inciting incident is their tragic ending.*

### WEAPON PERKS



### WEAPON MODS







*DISHONORED*

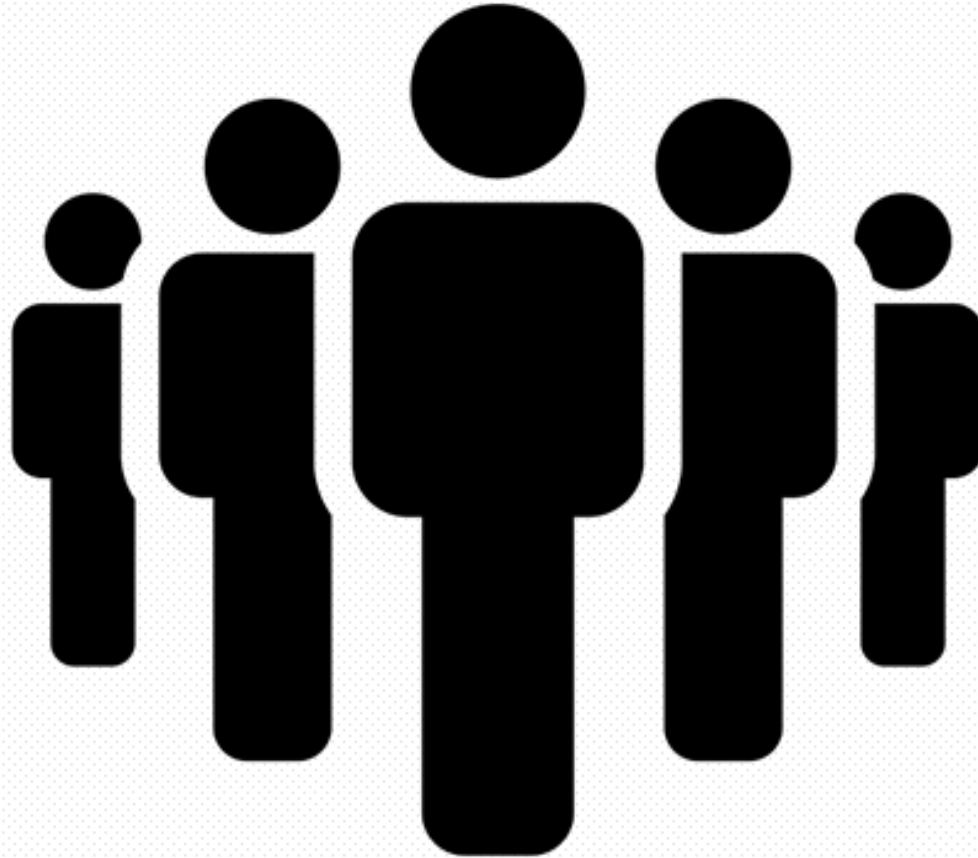


*LAWBREAKERS*



*THE WITCHER*





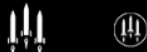


## ABILITY AND DAMAGE SOURCE ICON FAMILY

DISTORTION FIELD



BLOODHOUND LAUNCHER



STARFALL



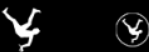
METEOR SHELLS



KICK



ENVIRO KILL



### VANGUARD ABILITIES

ELECTROMAG CHARGE



BERSERK



NEUTRON MINE



### EXTERNAL DAMAGE SOURCES

FRENZY



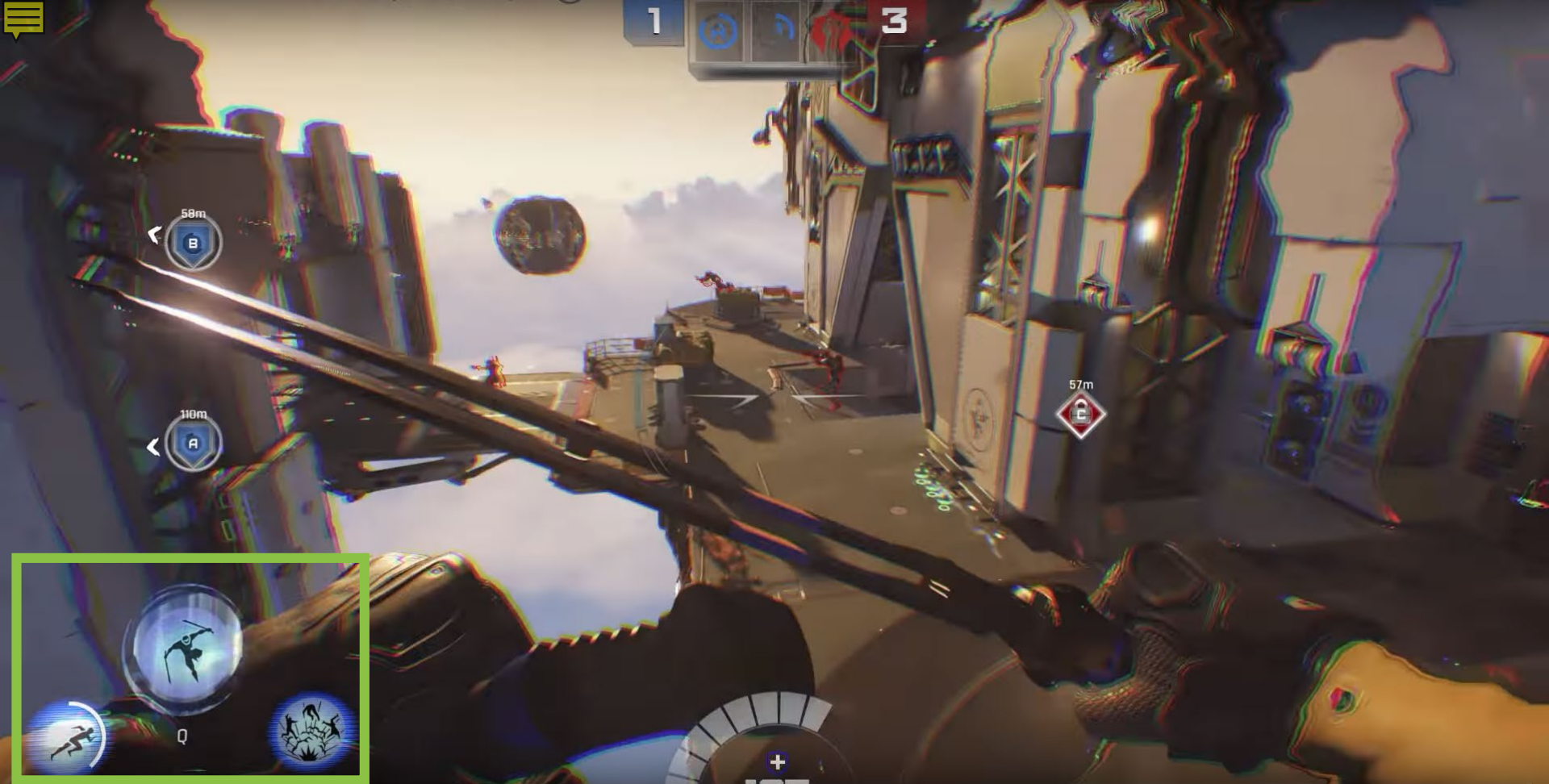
FLUX BLAST



### ENFORCER ABILITIES

### TITAN ABILITIES

### ASSASSIN ABILITIES





LB



MISSION



POWERS



BONECHARMS



LORE &amp; MAPS



TRAVEL LOG

RB

Powers



Enhancements



## FAR REACH

Pull yourself rapidly across a distance.

### STRATEGIC TIPS

Primarily a means of locomotion, Far Reach is also useful for avoiding enemies. Aim the power at the ground or a structure in front of you to pull yourself forward rapidly, or cast it at overhead ledges to pull yourself upward. Far Reach can be used to move through glass, breaking it.

Upgrade Far Reach to pull enemies and objects toward you.

If the power is used in Stealth Mode, your movement ends without further forward momentum.

Runes Carried 0









Agony



Drain Life



Banish



Enslave Demon



Corruption



Eye of Kilrogg



Create Healthstone



Fear



Create Soulwell



Health Funnel



Demonic Gateway



Ritual of Summoning

Urabelexan  
110  
Klathkrit

Uncharted Territory  
26  
1:57

Klathkrit  
Urabelexan's Minion>

Combat Training

ORDERS FROM  
COMMAND

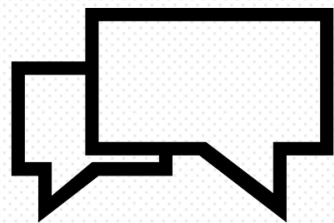
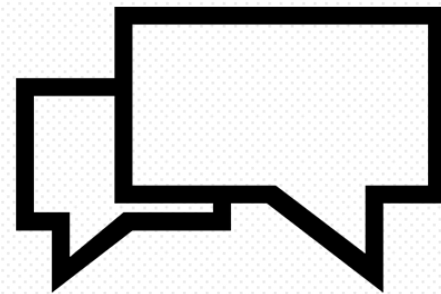
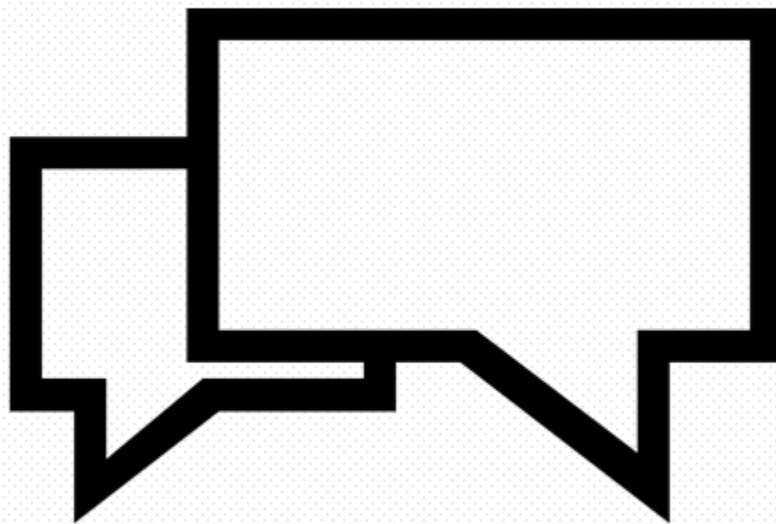
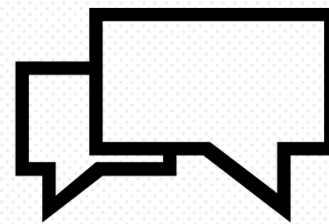
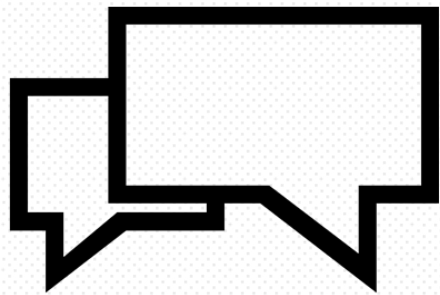
- 0/1 Take the wind rider on the back of the airship and join the fleet

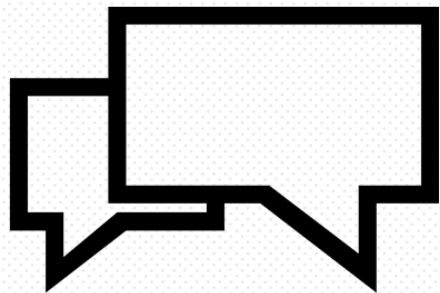
General  
Combat Log

Ability bar containing various spells and abilities, including a green bar at the bottom.

Item bar containing various items, including a (101) label.





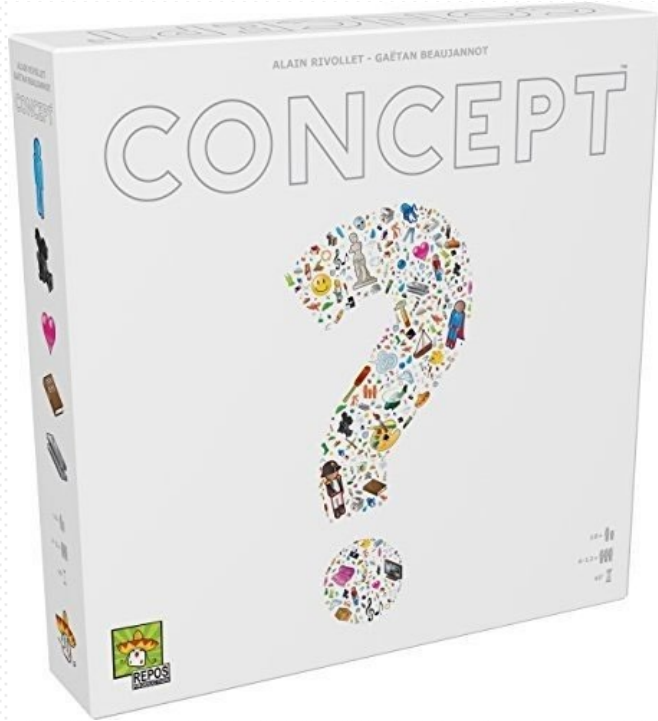


Get to know your audience to better serve their needs!

- Test different icon versions via social media and in-person
- Involve diverse groups of people in your playtests
- Specifically call out icon comprehension in playtests
- Keep in touch for further feedback



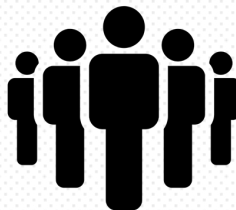
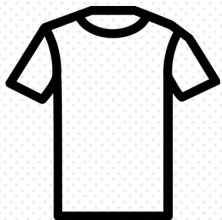
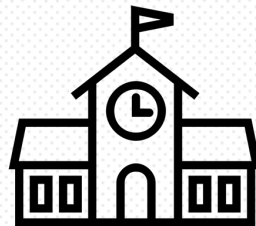
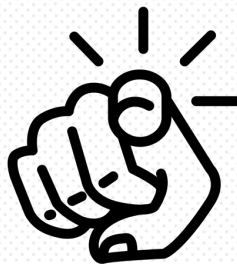
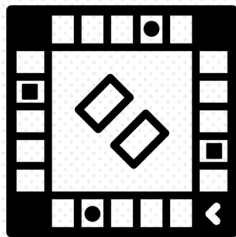
## RESOURCES



CONCEPT

[Nounproject.com](https://nounproject.com)

😊 🎮 – emoji game







Follow me @rleiker13

Special thanks to Roger Altizer, Ph.D.,  
Dave Rose, Jonathan Peedin,  
Malik Rahili, Brian Sprague, and Ivan Moy.

*HSL is hiring!*  
*[hardsuitlabs.com/careers](https://hardsuitlabs.com/careers)*

More info on Doodle Health:  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5977678/>

<https://thenounproject.com>

<https://www.iso.org/standards.html>

Icons used in this presentation from the Noun Project by Geovani Almeida, Andrew Doane, Maxim Kulikov, Renault, Ilia Sokolov, Royyan Razka, icon 54, Adrien Coquet, Dan Craggs, Andrey, Vectors Market, DaYeh Lee, Wilson Joseph, BomSymbols, Aisyah, Sewon Park, Pedro Santos, Pham Thi Dier Linh, LSE Designs, Adrien Coquet, Roberto Arenas, Smalllike, Creaticca Creative Agency, Genius Icons, and Kevin.

???