

# HALO

## The Library

An exhibit created by

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## Essence Statement

*Halo: The Library's* intention is to not only explore the lesser known snippets of *Halo's* lore using the games, books, and other mediums, but also explain in great detail the development processes of each game in the franchise, while showing off concept art, memorabilia, interviews, etc in an engaging yet informative manner. Here people can learn about *Halo* as a game, as well as serve to bolster the knowledge of fans who are already familiar with the franchise. *Halo: The Library* will also house a place where fans can meet up with each other, dress up in costume, engage in *Halo* themed activities, and attend developer sponsored events.

## What is *Halo*?

*Halo* is the fictional universe created by Bungie, first introduced in the Xbox launch title *Halo: Combat Evolved*. In a future where humanity has gone beyond the solar system and colonized part of the galaxy, *Halo* focuses on the conflict between humanity and the *Covenant*, a religious conglomerate of alien species that seek to destroy humanity and use ancient alien technology, the Halo rings, to reach enlightenment. The story puts the player in the shoes of Master Chief, a *Spartan* super soldier, in his effort to stop the Covenant and their attempts to activate the Rings.

## Exhibit Goals

- Showcase the impact the franchise had in gaming and popular culture
- Describe in detail the development cycles of every game in the franchise, including never-before-seen projects and content
- Create a worthwhile experience for *Halo* fans by supplying little-known information and presenting a space for fans to get together and socialize

## Exhibit Takeaways

At the end of the day, we want people to experience what the halo community is all about.

## **Intended Audience**

The main focus of our exhibit is on people who are already fans of the Halo series, people who are already well versed in the games, lore, and need no introduction to Halo. As such, the main demographic would be gamers aged 18-28. It's a celebration of Halo as a series and a showcase of the community built around it. We're also aiming for people who are fans of sci-fi in general, but this is not an experience catered towards them. Were it to be something for people who don't know Halo, or are vaguely interested in Halo, we'd run the risk of alienating those hardcore Halo fans we're looking to bring in.

## **Exhibit Theme**

The design of the exhibit is based around the recognizable architecture of a Halo ring, an ancient alien structure built by a race called the *Forerunners*. As such, we're aiming to evoke the feeling of being on a Halo ring by incorporating the large, monolithic structures and the brutalist angular metal forms that have come to be associated with Halo. While holograms are obviously out of the question, we can still get some of that same feeling with the use of LED lighting. We want to immerse these Halo fans with the architecture of the exhibit, yet keep it simple enough for people to navigate with ease.

## Exhibit Walkthrough

The exhibit begins with a ticket entrance where exhibit goers buy their tickets or get admitted into the exhibit. Next is the main lobby that consists of the gift shop and the VR warthog experience. In the middle of the lobby is a grunt holding up a QR code that challenges the exhibit goer to find seven other grunts and be able to unlock exclusive in game items. The gift shop is in a small corner of the main lobby behind the admission desk; it contains all sorts of Halo merchandise like plushies, toy weapons, and figures. Next to the gift shop is the VR experience, *Warthog Run*, that has four playable warthogs to ride. There is also a photo opportunity for fans, being a drop pod. Following the hallway out of the main lobby is the Bungie room. Inside the room are the Halo games that Bungie has developed. The exhibit begins with *Halo: Combat Evolved*, the game that started it all. On the wall, there are all sorts of development stories, accompanied with physical artifacts from the development like concept art and reference figures. As you move down the wall you see similar deals for the games *Halo 2*, *Halo 3*, *Halo 3: ODST*, and *Halo: Reach*. The main point of the exhibition is to showcase Bungie's developmental history of each game and how the game innovated the gaming scene, as well as display a lot of trivia. In the center of the room is a kiosk and couch area for fans that are tired and need a rest and can watch

interviews from Bungie. Alongside the kiosk is another photo opportunity where fans can take pictures in front of a Scorpion tank. Leaving the Bungie room the hallway moves forward to the 343 Industries room exhibition that starts with a history of the studio. Around the room are the games that 343 studios have made and their histories with each one. The games *Halo: Combat Evolved Anniversary*, *Halo 2 Anniversary*, *Halo 4*, *Halo 5: Guardians*, *Halo Wars 2*, and the *Halo: Spartan* series on a small kiosk. In each game section we have similar development explanations and artifacts, as well as their thought processes throughout development. Leaving this room and moving to the next one either via the hallways or through the doorway, one will reach the Major League Gaming room. In this room there is a lot of history of the game's competitive history, how each game impacted the scene, and the important strategies that were used by competitors. There are also places where one can watch actual tournaments. There are an abundance of seats for those who have been walking for a while and need a little break. The next room is the Forge room, which can be entered either by the hallway or the second doorway in the MLG room. The first thing goes notice is the floor diorama of a typical forge scene, complete with the "forge ball". Around the room is the history of forge appearances in the games and how the community used this system to create iconic maps and gamemodes. Going down the hallway goes to the last room, the Red vs. Blue and Machinima Room. This large room has a still frame fight

scene between spartans donned in red and blue armor, inspired by the community made RvB series. Along this room's walls are a bunch of highlights on community-made projects and memorabilia, interviews, and other community-oriented things. At the center of the exhibit is the Community Center. Here people can hang out, take advantage of photo opportunities, and sit down to eat something. Leaving the exhibit via the hallway will lead back to the main lobby

## **Activities/Features**

Halo: the Library will feature loads of information about the development of the games and other related media, such as the Halo 2 E3 build, and even unfinished projects like Halo DS or the Halo movie. Each major project featured will have detailed info on its development, the stages it went through, early iterations, as well as physical memorabilia like props, figures, or concept work.

Along with the games, the exhibit will feature a large focus on the work of the community. The Halo series has inspired so many people to create amazing work surrounding the games, and this is where we want to show it off. There'll be areas focused on fan work like cosplay, fan games, and the *Machinima* community which used Halo's theater mode to create their own stories based in the Halo universe. This community section will also have an area for fans to mingle and get to know other like-minded people, and participate in Halo competitive tournaments or the VR arcade



## **Personas/User Scenario**

### **Persona 1: Adam Rubio**

Adam is currently attending University of Washington and is a business major. He has been playing Halo ever since he was a little kid. Getting captivated by the universe he read the novels and watched all the shows concerning Halo. Adam also has a collection of different Halo merch. He has invested a lot of his time to the Halo universe and even led to him making a spartan armor cosplay when he attended Pax with his friends. Adam likes to be involved with the community and is a part of a discord group chat.

### **User Scenario**

Adam arrives at the exhibit in his spartan armor cosplay that he worked on. He was excited to see all his friends in their different cosplays. Inside the lobby, he noticed that there was already a huge line for the warthog race experience. Deciding that him and his friends were going to skip that for last. After getting admitted inside the exhibit, him and his group of friends went inside the gift shop and saw all the different products. Adam's attention went toward the Master Chief figurine and bought it for his collection. After the gift shop, the group

decided to move to the community zone. Adam and his friends were amazed by how big the community was. They saw all different types of cosplay and also received compliments from others. The group stayed at the community zone for a while until leaving for the different exhibits. While walking around the exhibit they made it a mission for themselves to find all of the hidden grunt. Of course he finds all of them with the app and gains extra content for his Halo character. Adam enjoyed the machinima room in particular the Red vs. Blue display. Finally, the group went to the warthog race and waited in line. While waiting, Adam checks his discord to see if anyone else from his Halo discord went to the event. At last it was their turn to do the virtual warthog experience. He was filled with excitement because he would have never believed he would be able to drive a warthog even if it was virtual. At the end of the experience, the group was satisfied and went back to the gift shop for last minute gifts. Leaving the exhibit, Adam and his group of friends left feeling like they were part of a bigger community.

## **Persona 2: Jack Kim**

Jack attends University of Washington and is currently pre-major pursuing a computer science degree. When he's not focused on school work, he likes to play games and socialize with his friends. He frequently plays Halo with his friends and loves the game. He still remembers playing *Halo: Combat Evolved* and *Halo: 2* on his original xbox and spending countless hours. He still has the same love for the Halo universe and became a part of a clan to be more involved in the community. A fond memory of his is going to a friends house and binge watching the Red vs. Blue series.

## **User Scenario**

Jack sees an ad about the exhibit on social media, inviting his friends if they want to go on a weekend, which they all agree too. They meet up at the entrance of the exhibit and wait in the line to get in. After getting admitted inside, Jack was stunned by the architecture inside and by the different people that were attending. Following the lobby, they saw the line for the warthog race and decided to wait. While waiting, Jack was talking to friends and checking social media even posting a story on his snapchat. They walked to the Bungie room noticing the scorpion tank in the middle and taking a photo with his friends in front of it. Following

that they went towards the 343 studio exhibit and looked around with his friends. At the MLG exhibit they took a short break and watched the clips that were playing on the screens. Moving to the forge section, the group was impressed and took the opportunity to pose in front of the exhibit display. Finally, they reached the machinima exhibit and took the time to walk around and read and carefully observe the display. When they were done walking around, they went to the community zone to grab something to eat and socialize with others. The community was so vast and the different cosplays got Jack's attention. While waiting for the food, Jack decides to strike up a conversation with a guy in a spartan armor. He asked him questions about how long it took to build the costume. After interacting and eating at the community zone, they went back around the whole exhibit looking for the hidden grunts for extra Halo content even asking other people if they've seen any. After finding all of the grunts, they decided it was time to leave and went to the gift shop for the final stop. Jack wanted to remember the experience and bought a grunt plushie that would fit in his room. When leaving the exhibit, he looked back and felt the vast community he was a part of.

# Exhibit Layout Images



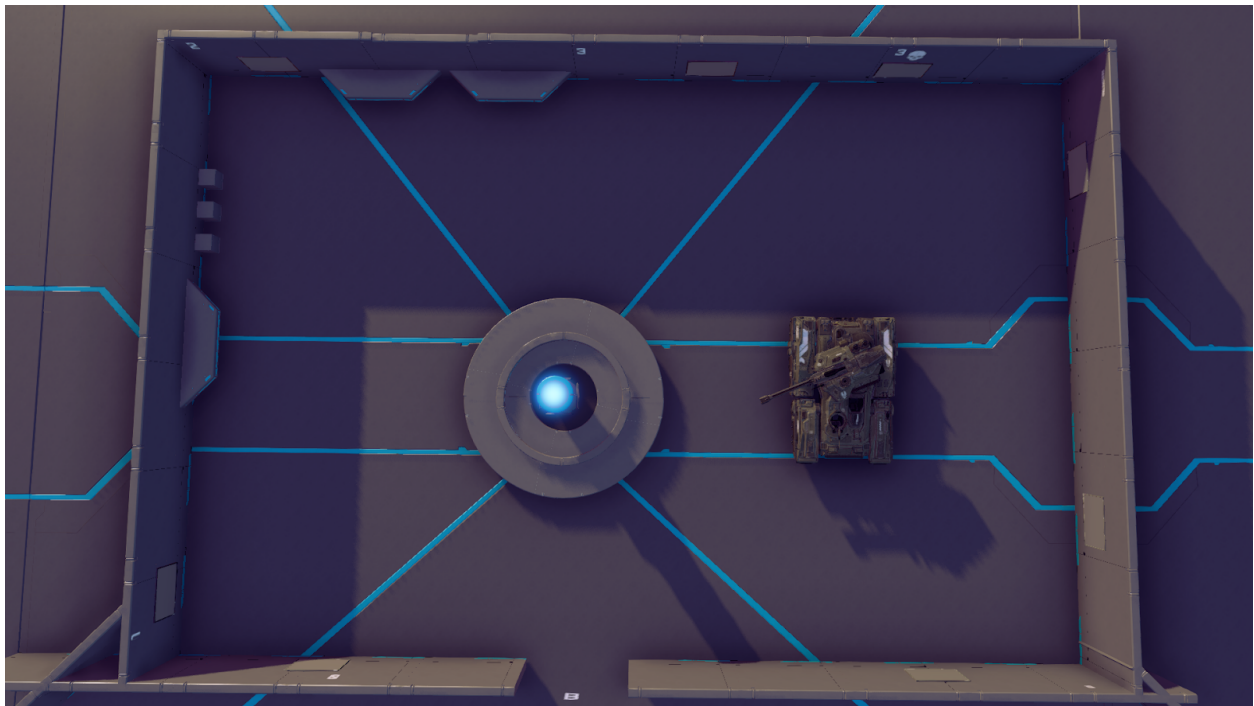
## Halo Exhibit Full Layout



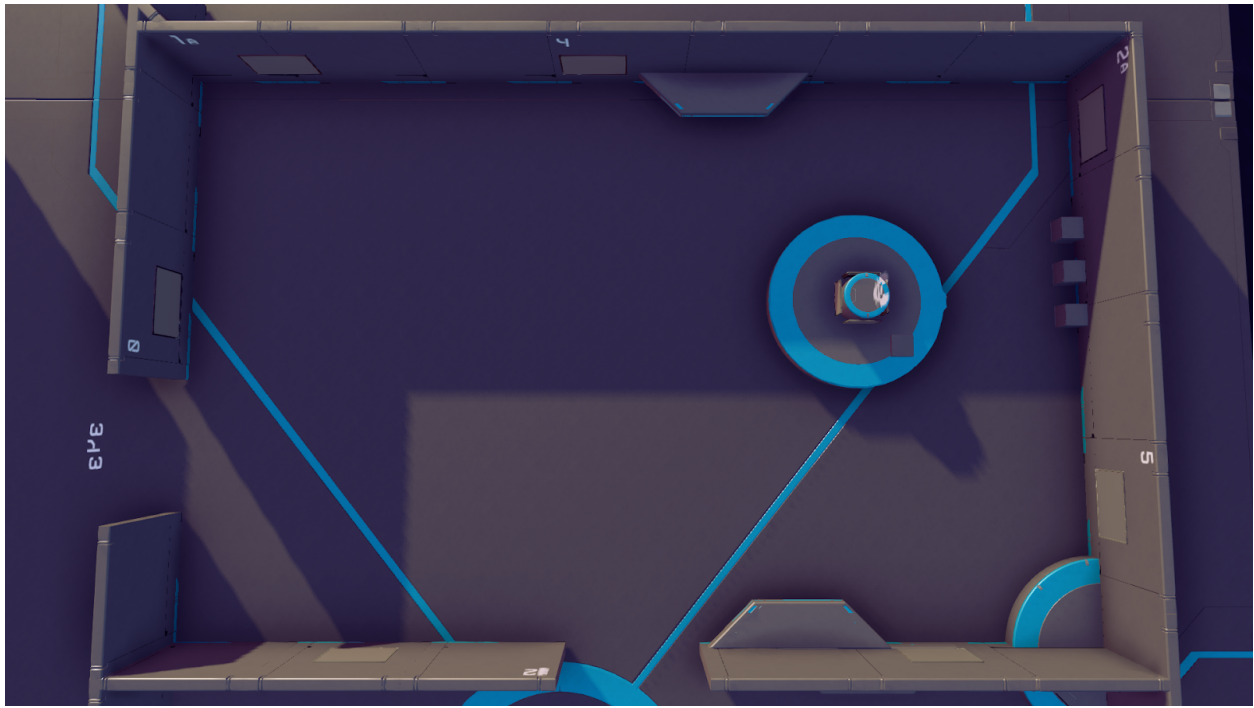
## Ticket Entrance



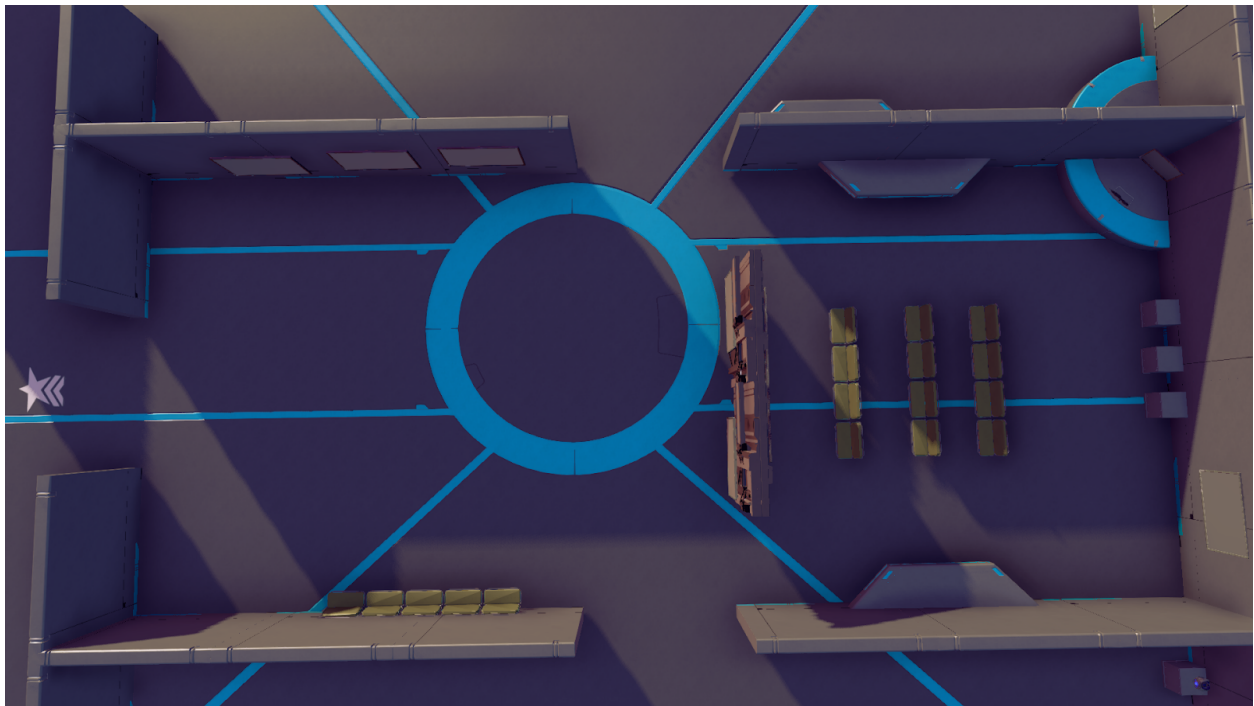
**Main Lobby**



**Bungie Development History Layout**



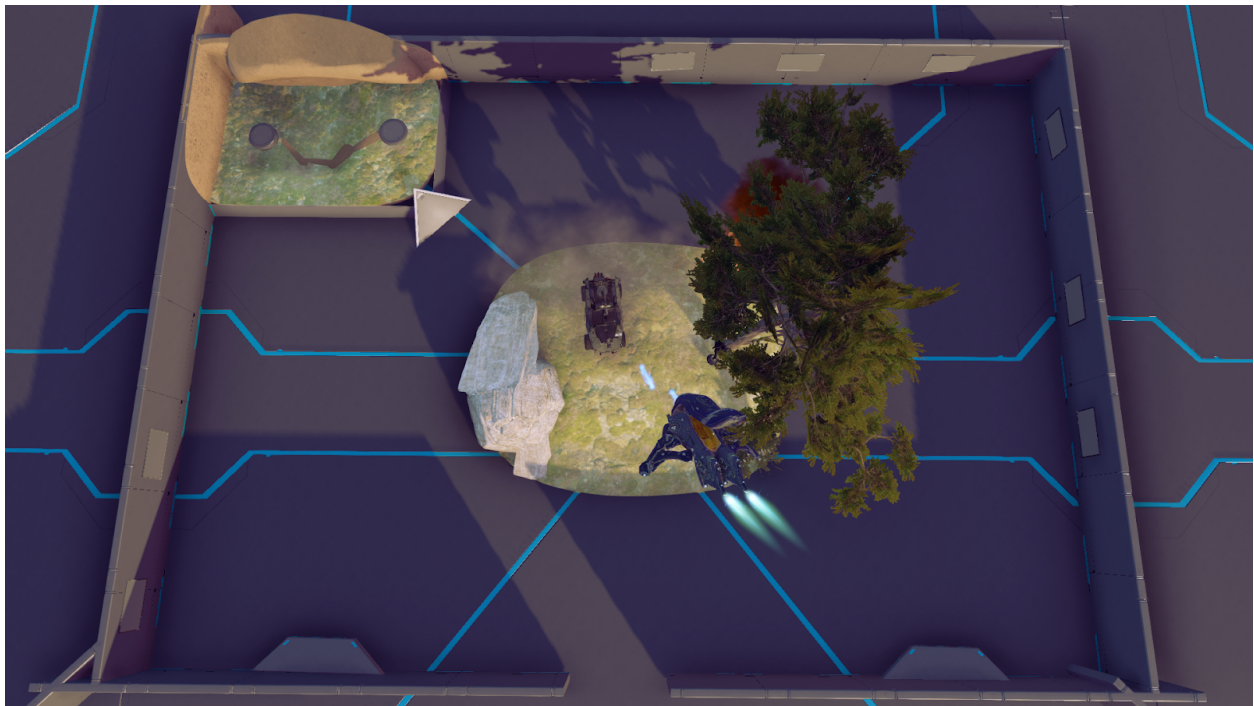
**343 Development History Layout**



**MLG Community Layout**



**Forge Community Layout**



**Red Vs. Blue/Machinima Layout**





**Community Zone Layout**



**Main Lobby**



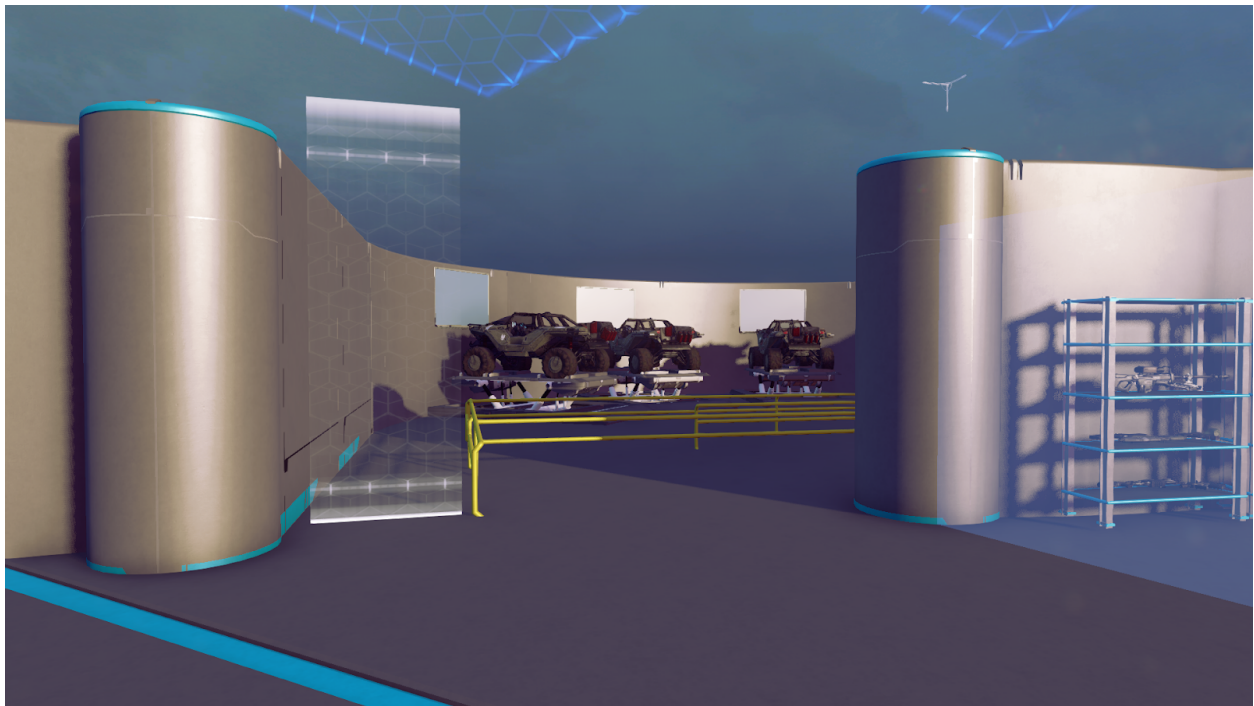
**Bathroom**



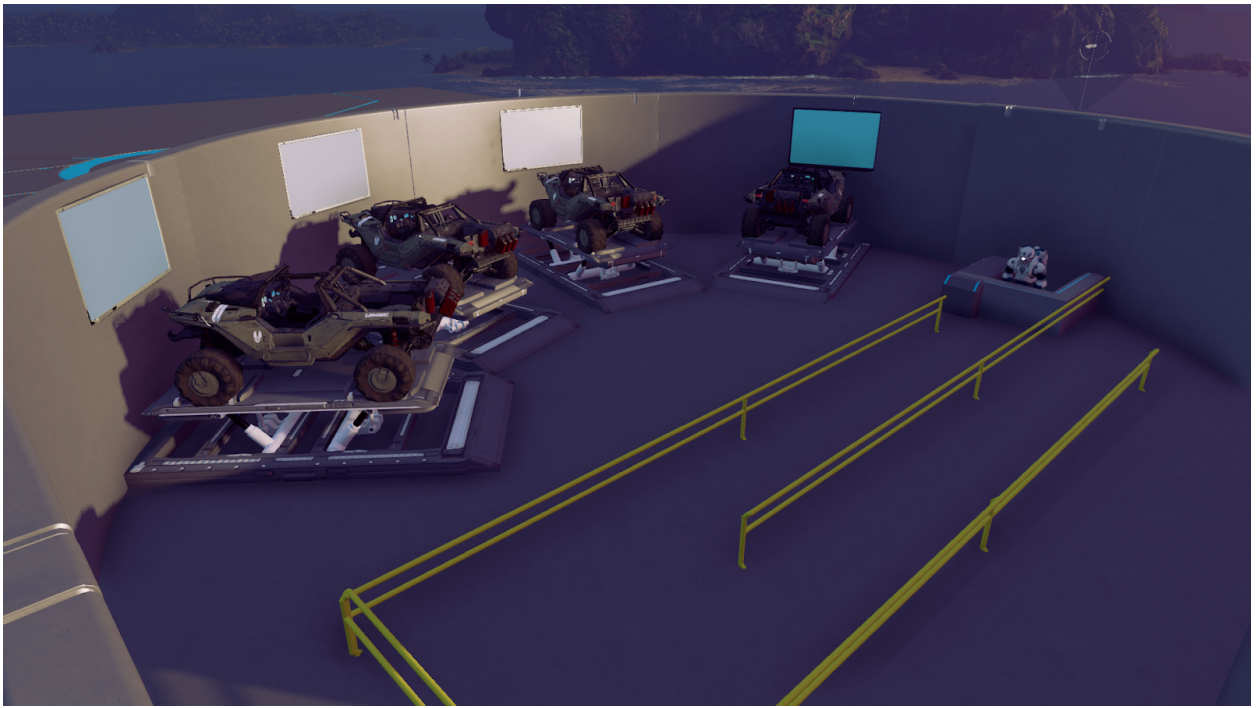
**Main Lobby Grunt**



**Lobby Photo Opportunity**



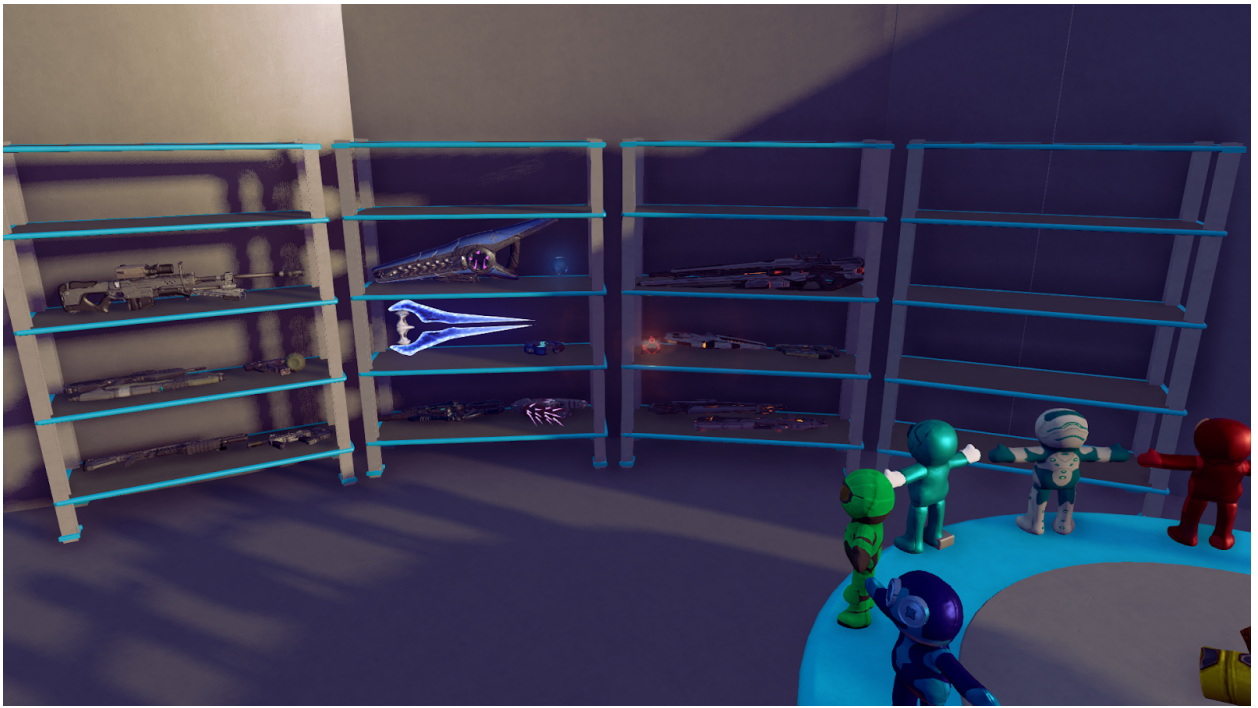
**VR Warthog(Hog) Experience Entrance**



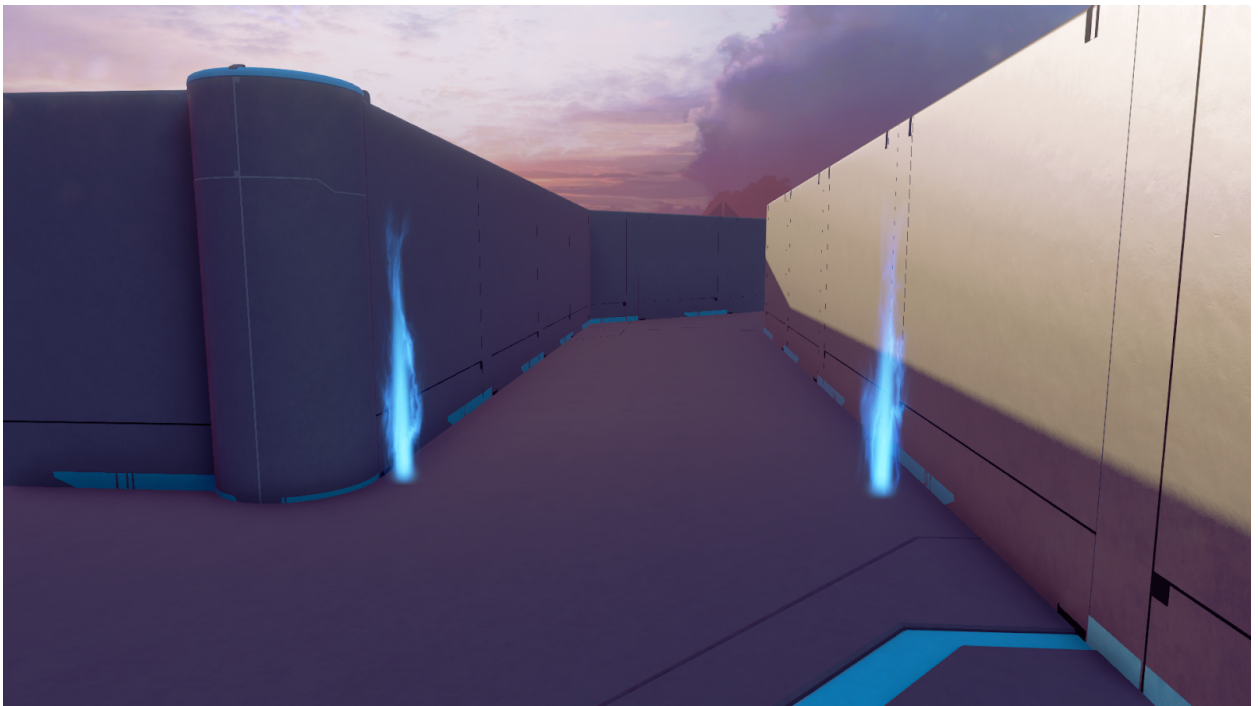
**VR Hog Experience**



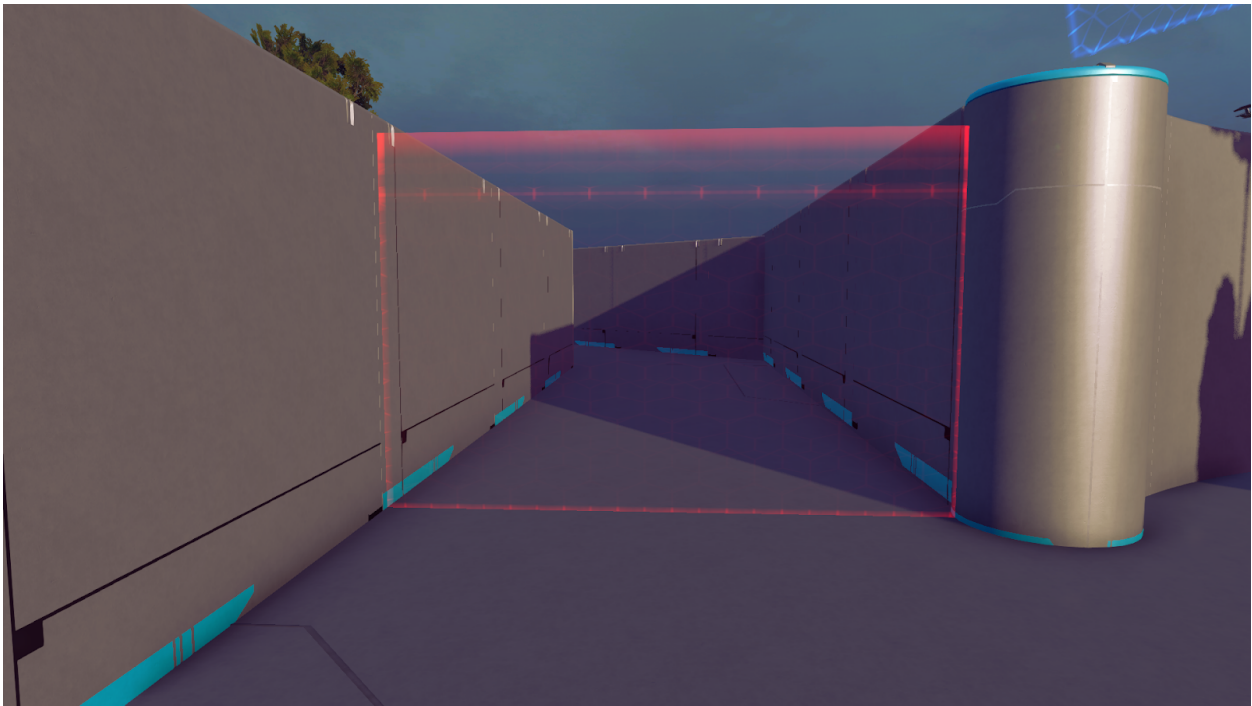
**Gift Shop**



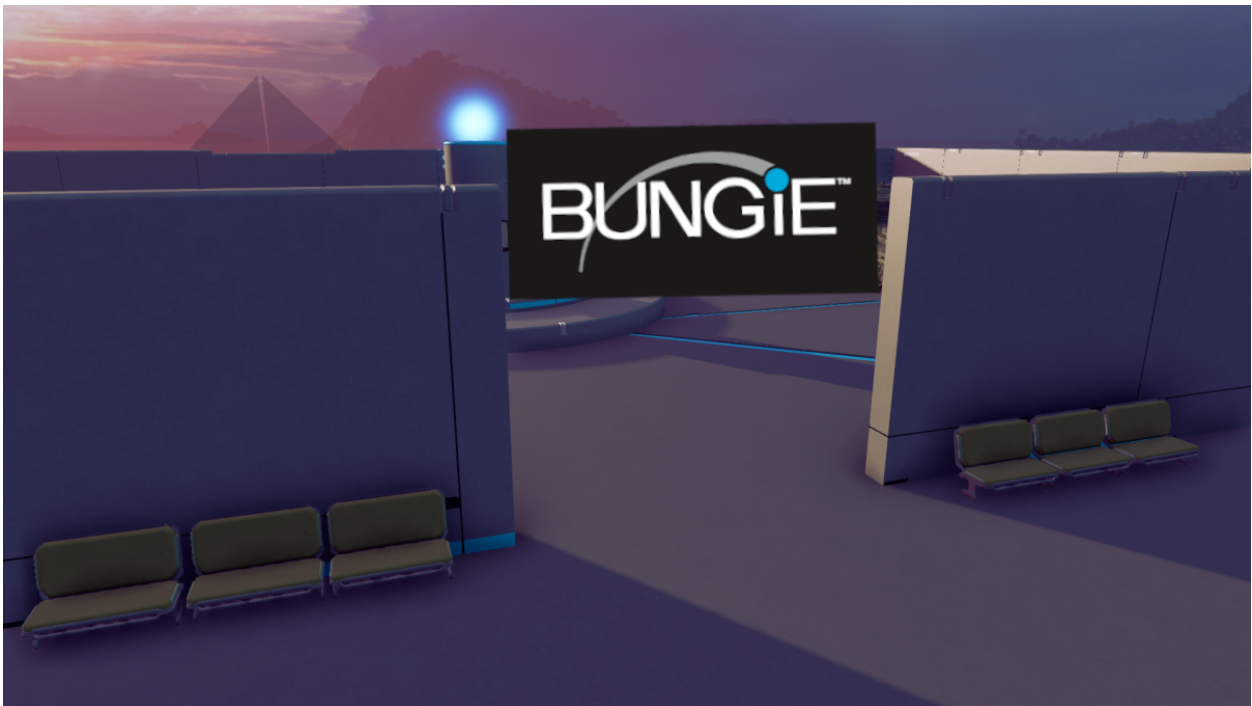
**Gift Shop Display**



**Exhibit Entrance**



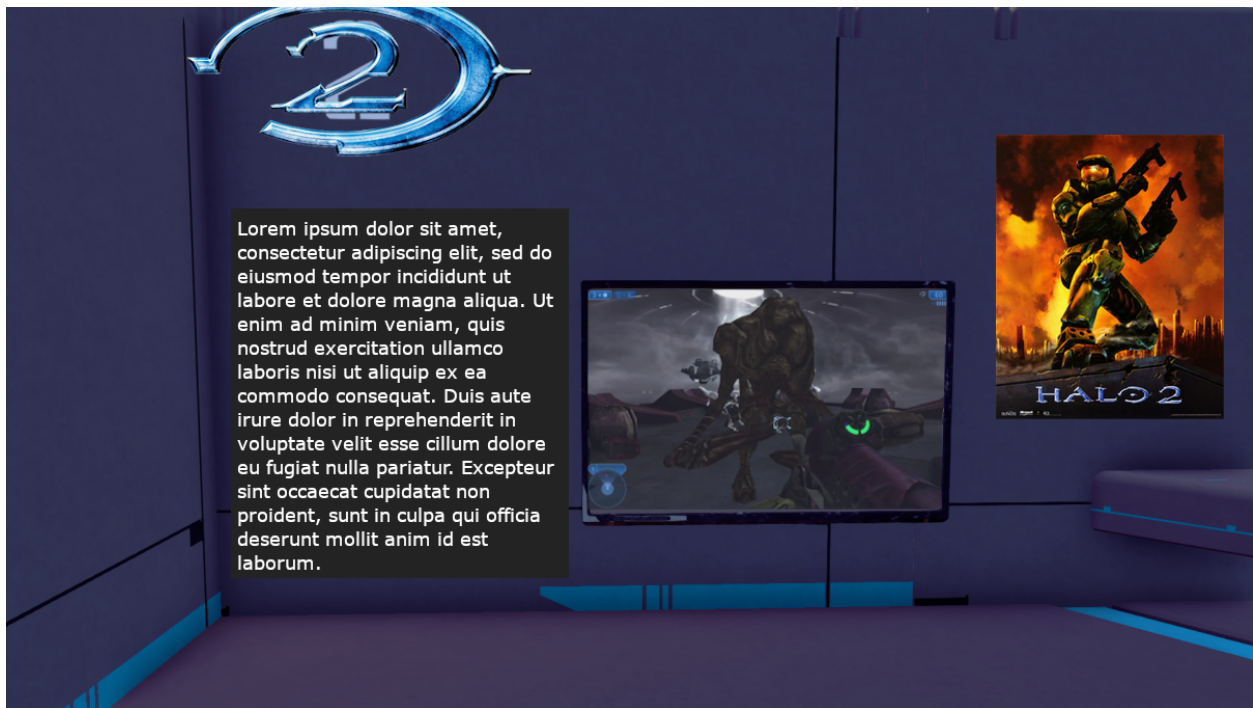
**Exhibit Exit**



**Bungie Entrance**



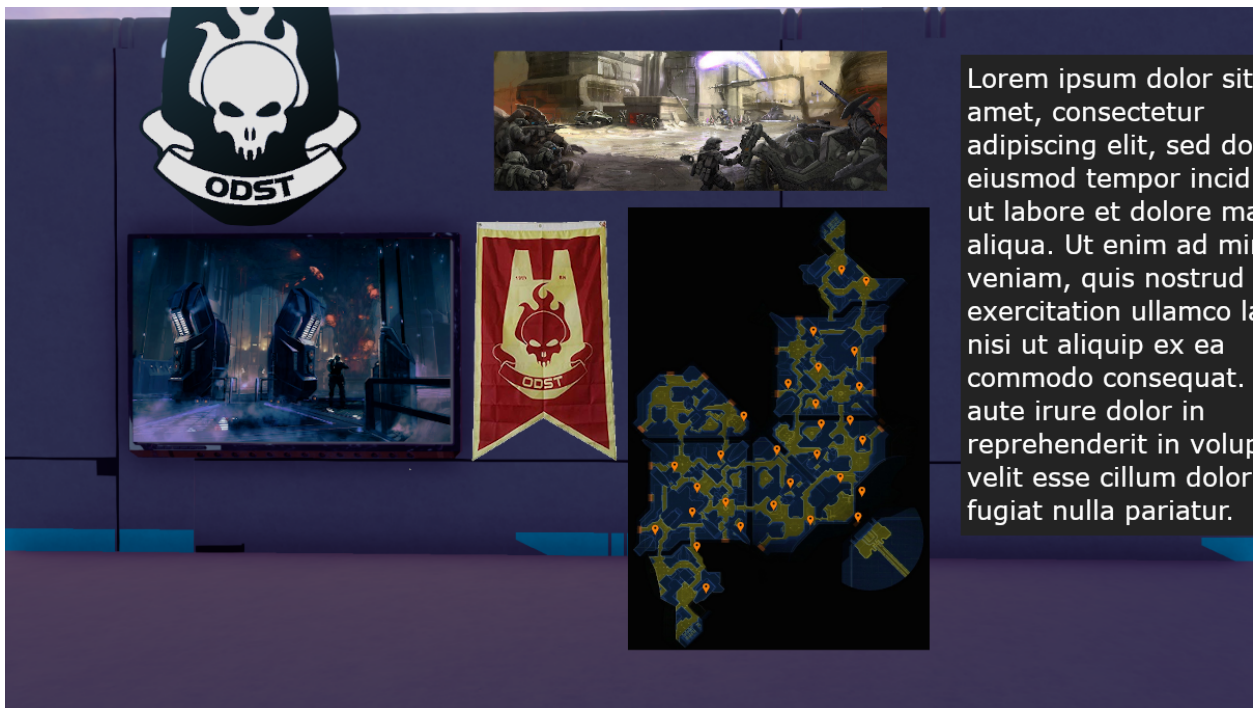
## Halo: Combat Evolved Development History



## Halo 2 Development History

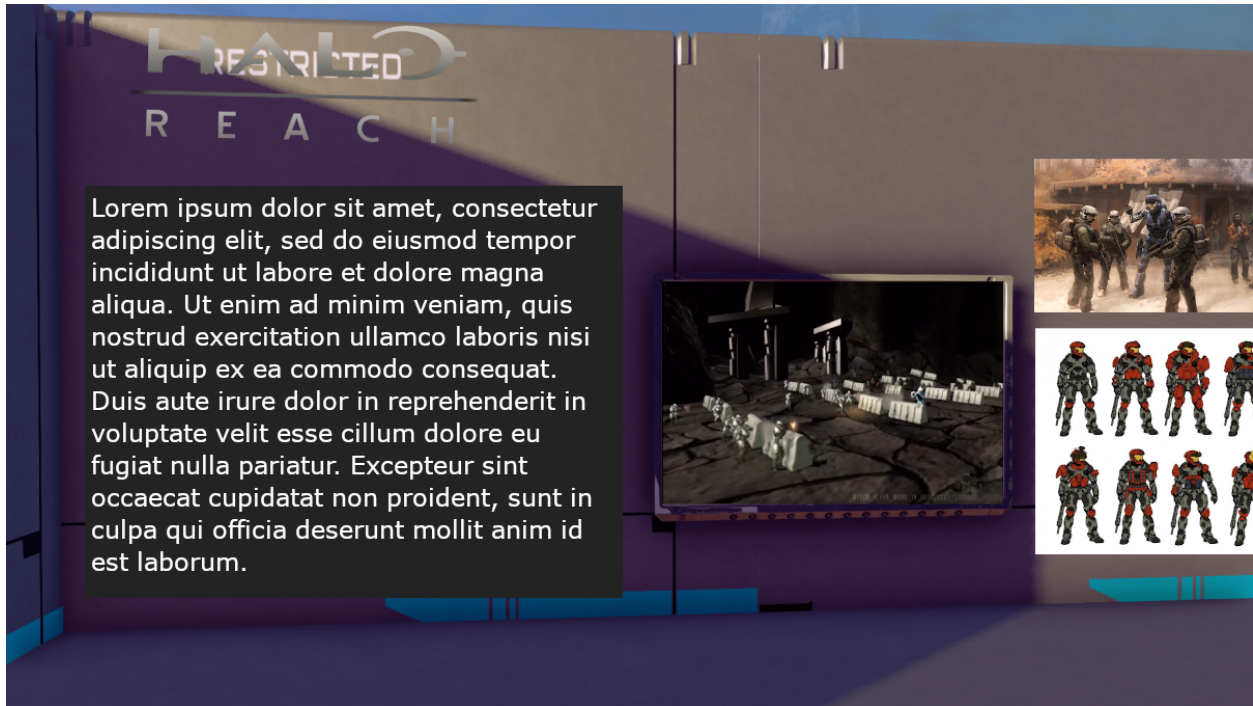


## Halo 3 Development History

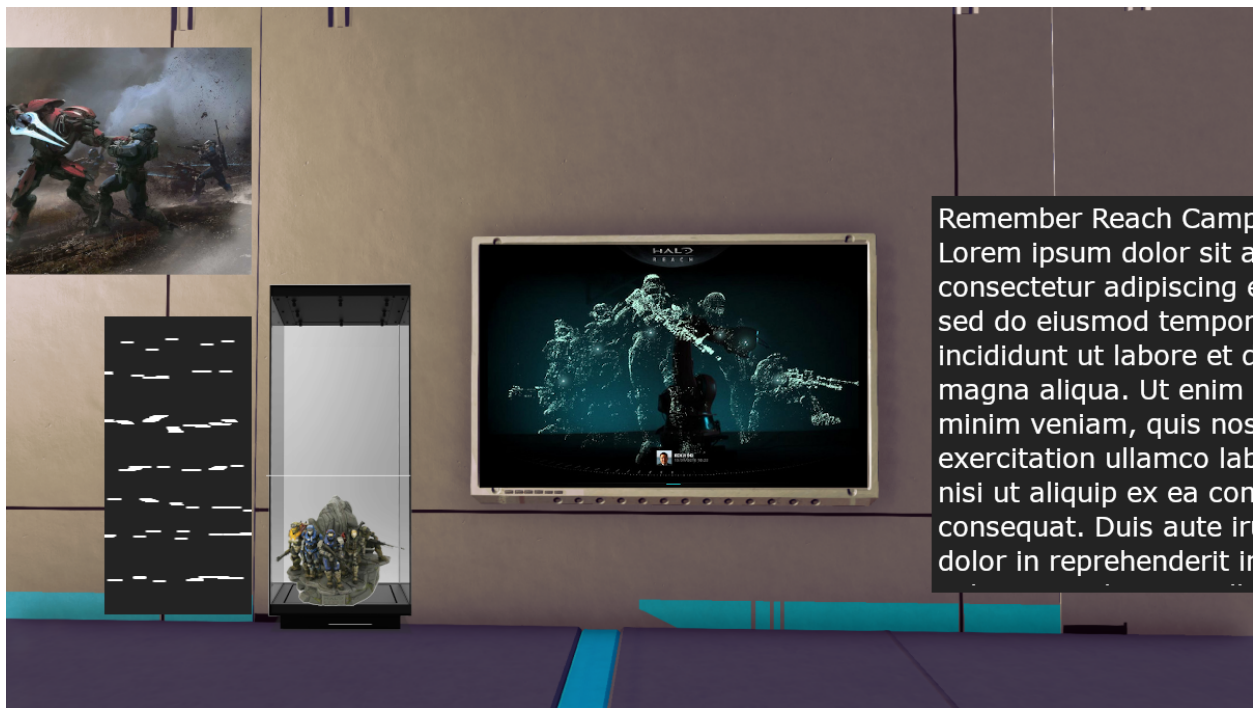


## Halo 3 ODST Development History

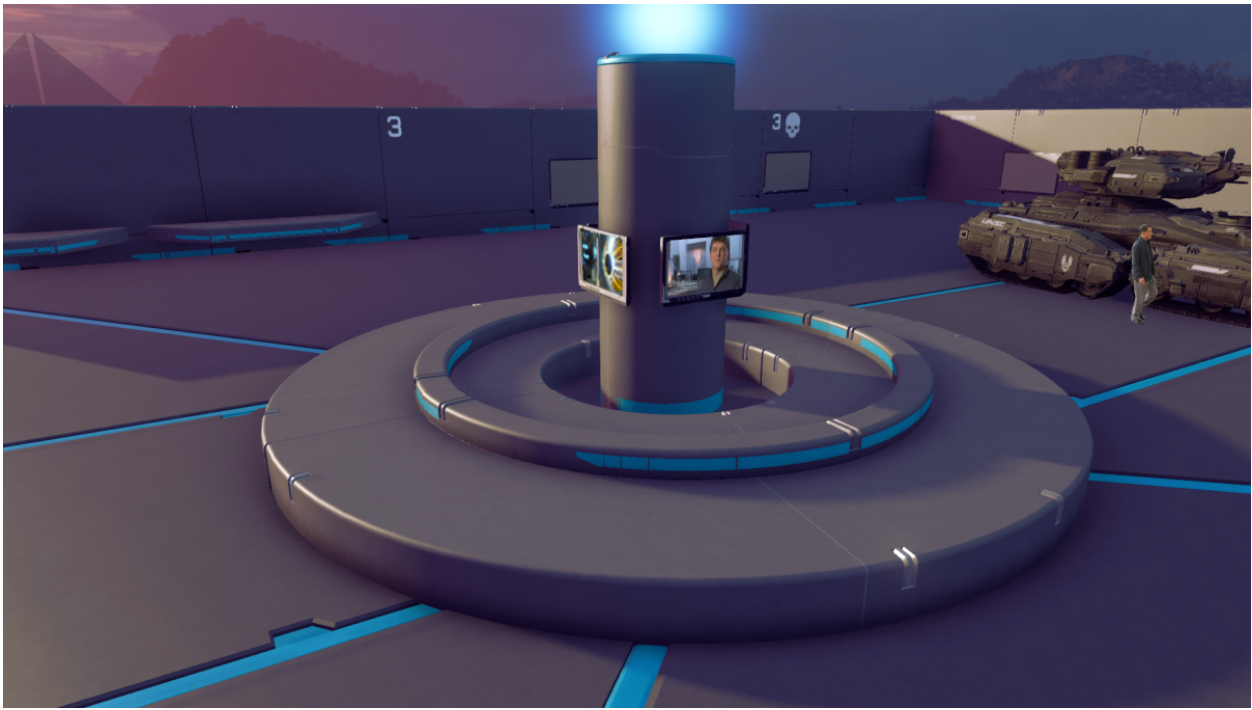




## Halo: Reach Development History



## Halo: Reach Development History Part 2



**Bungie Center Kiosk/Couch**



**343 Studios Entrance**

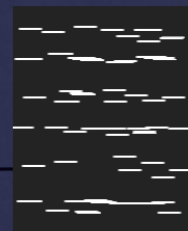


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## 343 Studios History



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## Halo: Combat Evolved Anniversary Development

### History



## Halo 2 Anniversary Development History



## Halo 4 Development History



## Halo 5 Development History



## Halo 5 Development History Part 2



**Halo: Spartan Assault Kiosk**

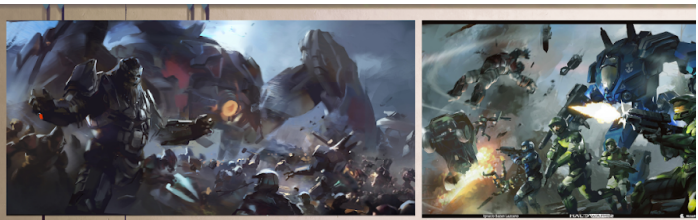


**Halo: Spartan Assault Kios Part 2**



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## Halo Wars 2 Development History



## MLG Side Entrance



**MLG Main Entrance**



**MLG Battle Rifle/BXR Display**





**MLG Theater/Sitting Area**



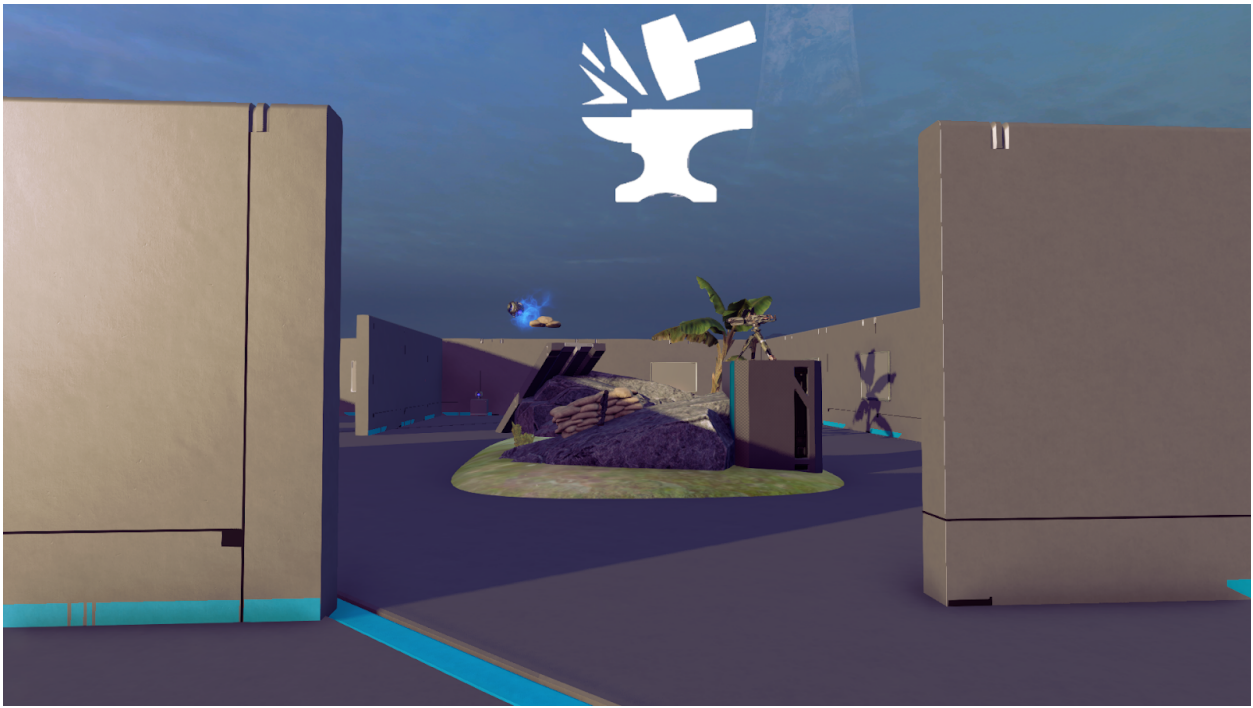
**MLG Display 1**



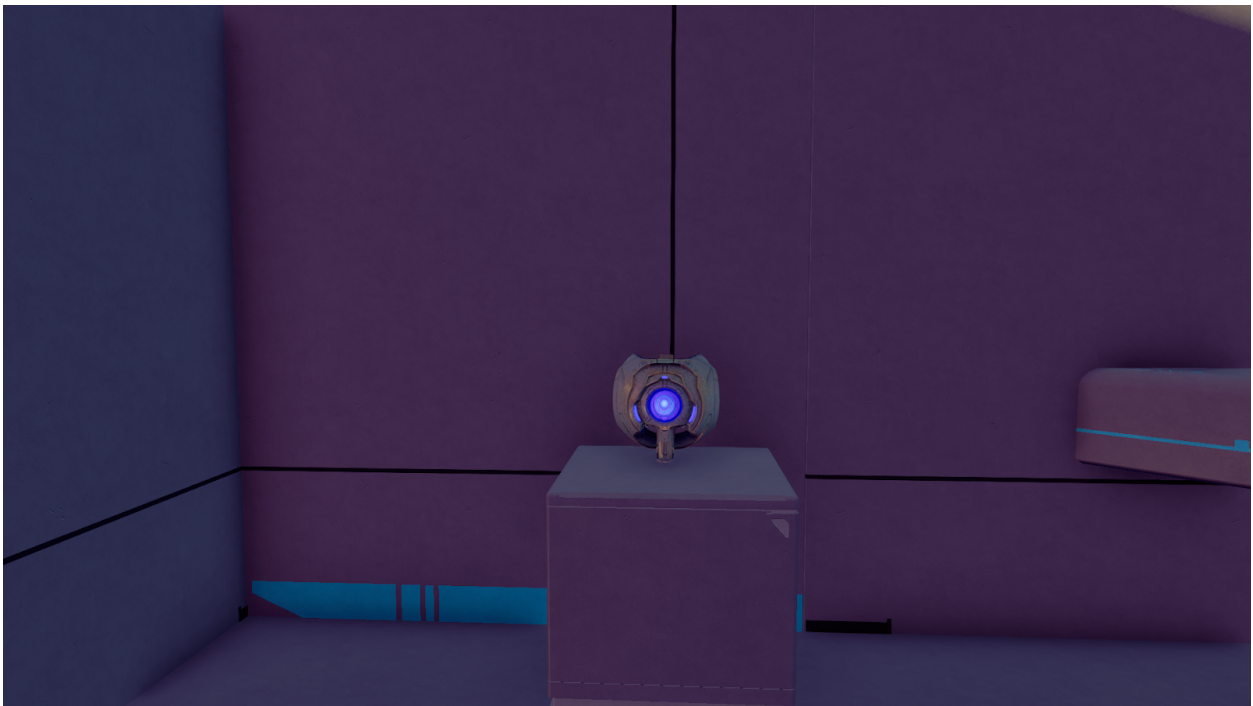
**MLG Display 2**



**Forge Side Entrance**



**Forge Main Entrance**



**Forge Monitor Display**



**Forge Set Piece**



**Forge Display**



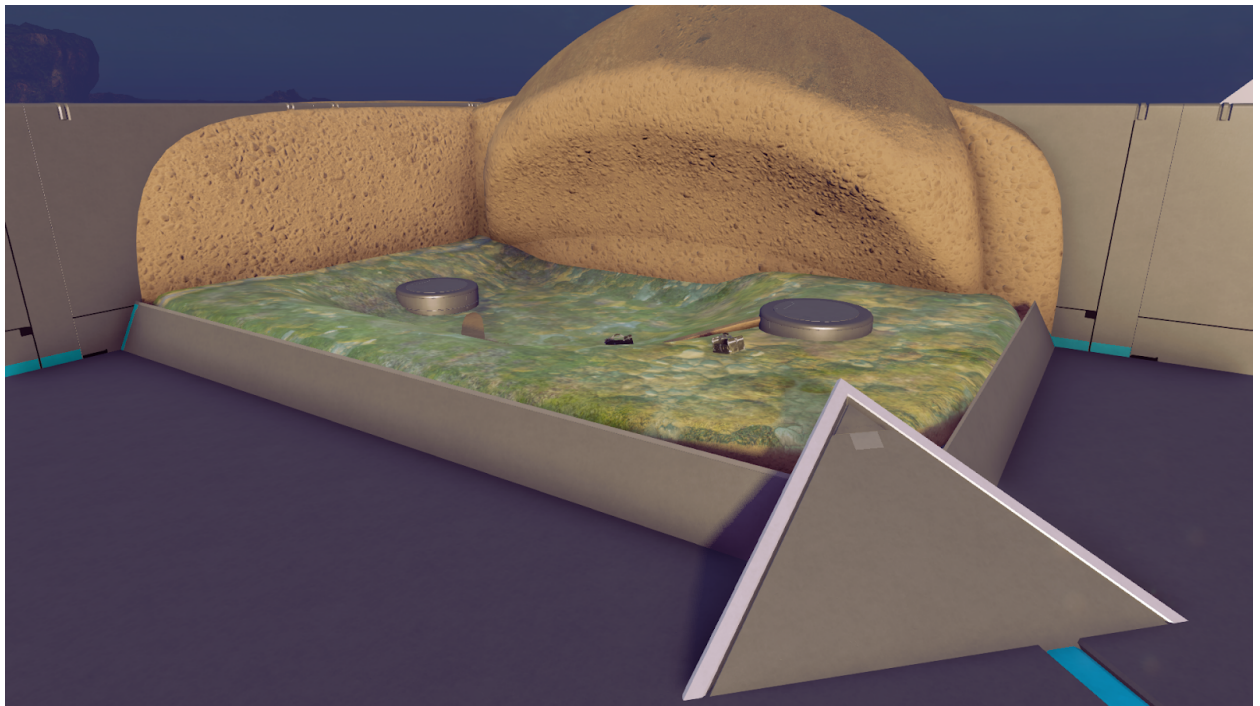
## Red Vs. Blue/Machinima Entrance



## RvB/Machinima Set Piece



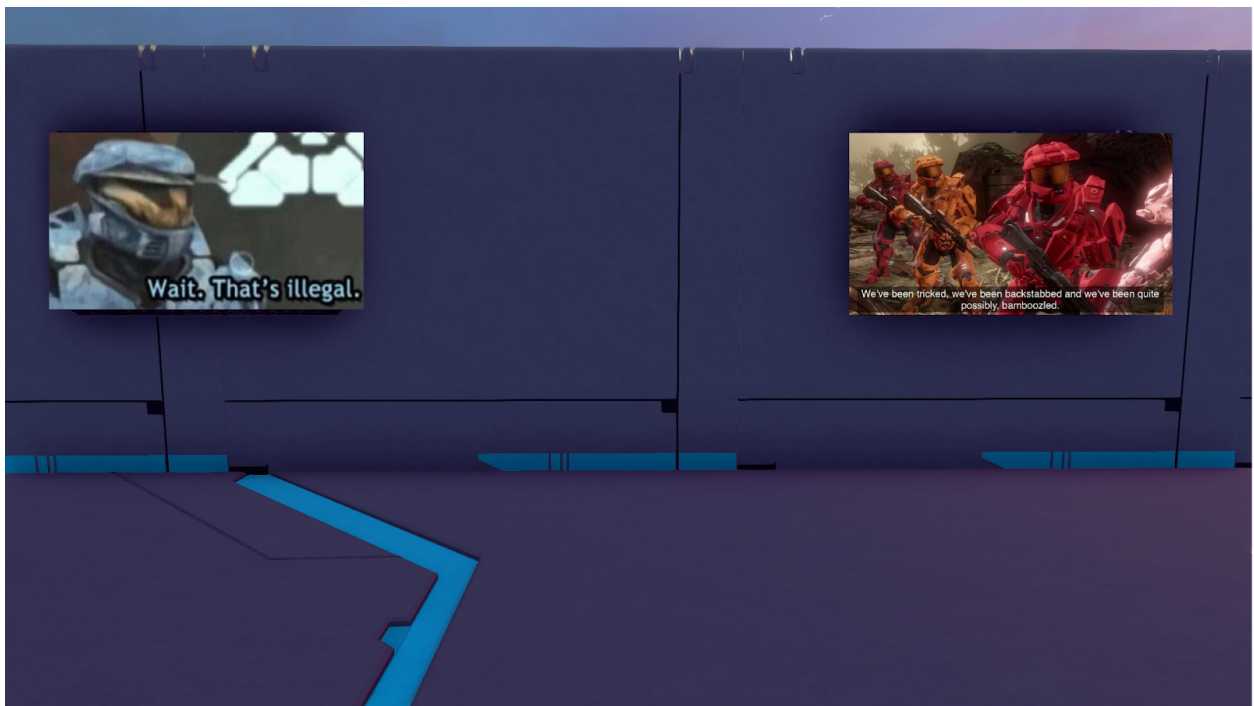
**RvB/Machinima Set Piece Pt. 2**



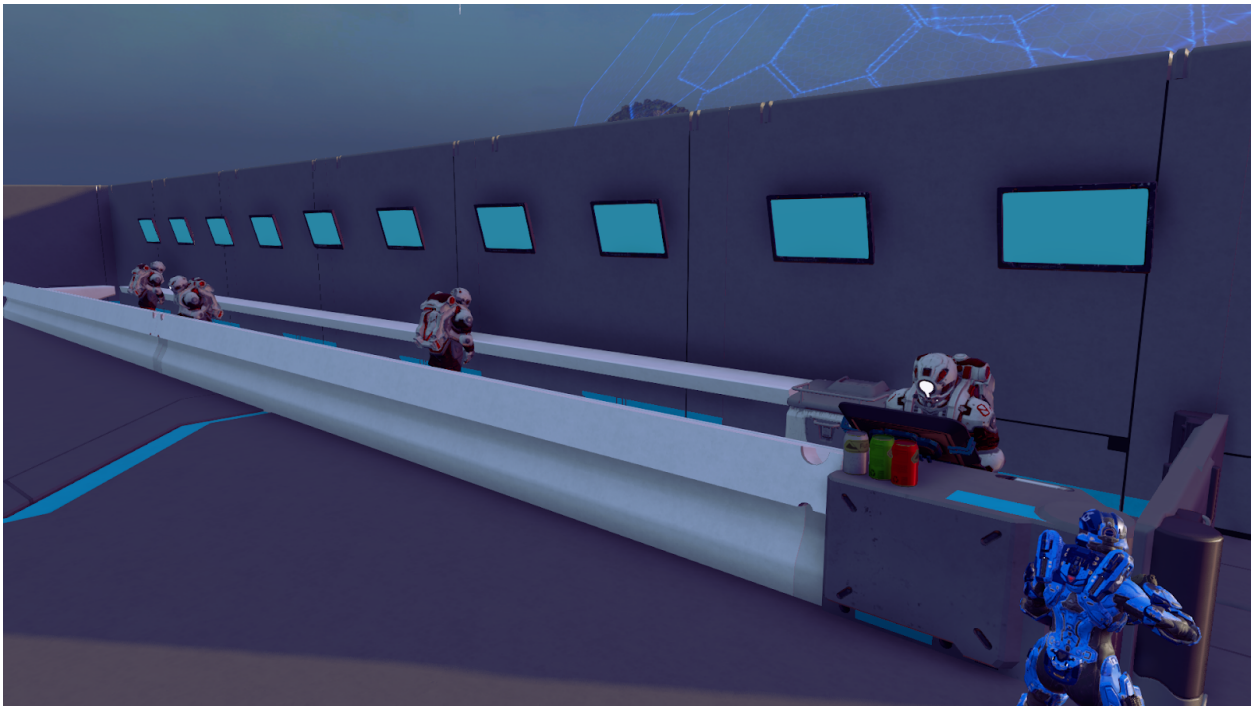
**Blood Gulch Map Diorama**



**Blood Gulch Map Diorama Close Up**



**RvB/Machinima Displays**

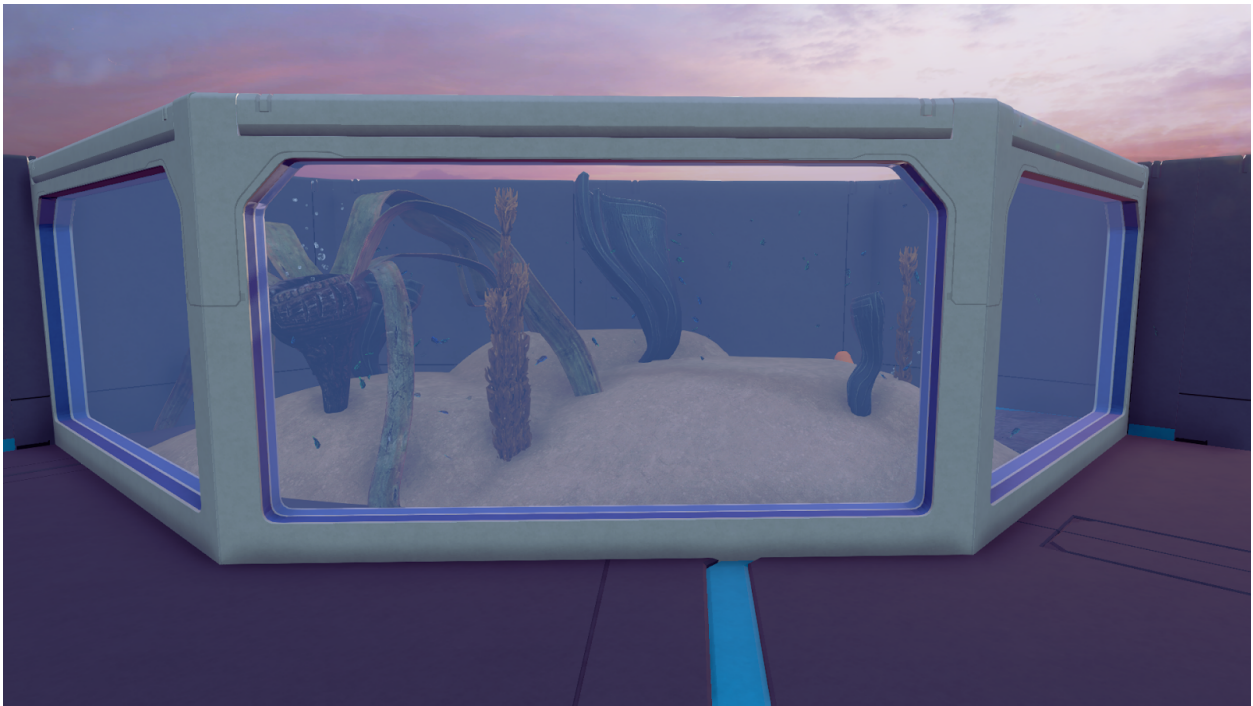


**Community Zone Cafe**



**Community Zone Cafe Pt. 2**





**Community Zone Aquarium**



**Community Zone Pelican Photo Opportunity**



## **Pelican Photo Opportunity Continued**



## **Community Zone Photo Opportunities**



## Master Chief Showcase/Photo Opportunity



## Mantis Photo Opportunity



**Warthog/Mongoose Photo Opportunity**



**Ghost Photo Opportunity**



## Wasp Photo Opportunity

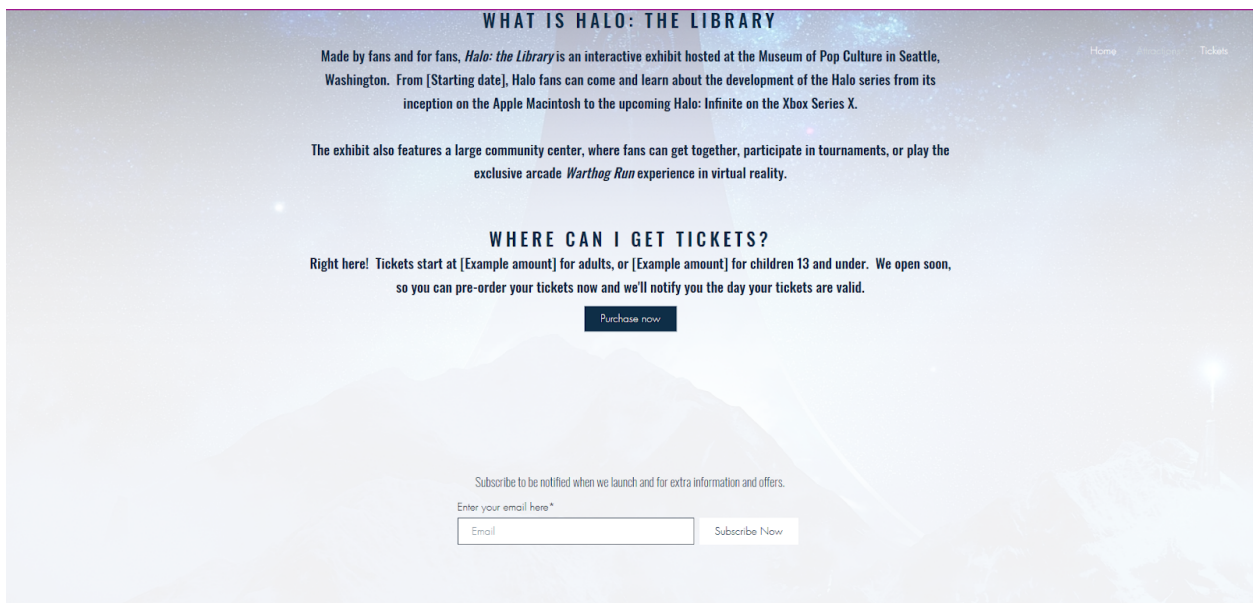
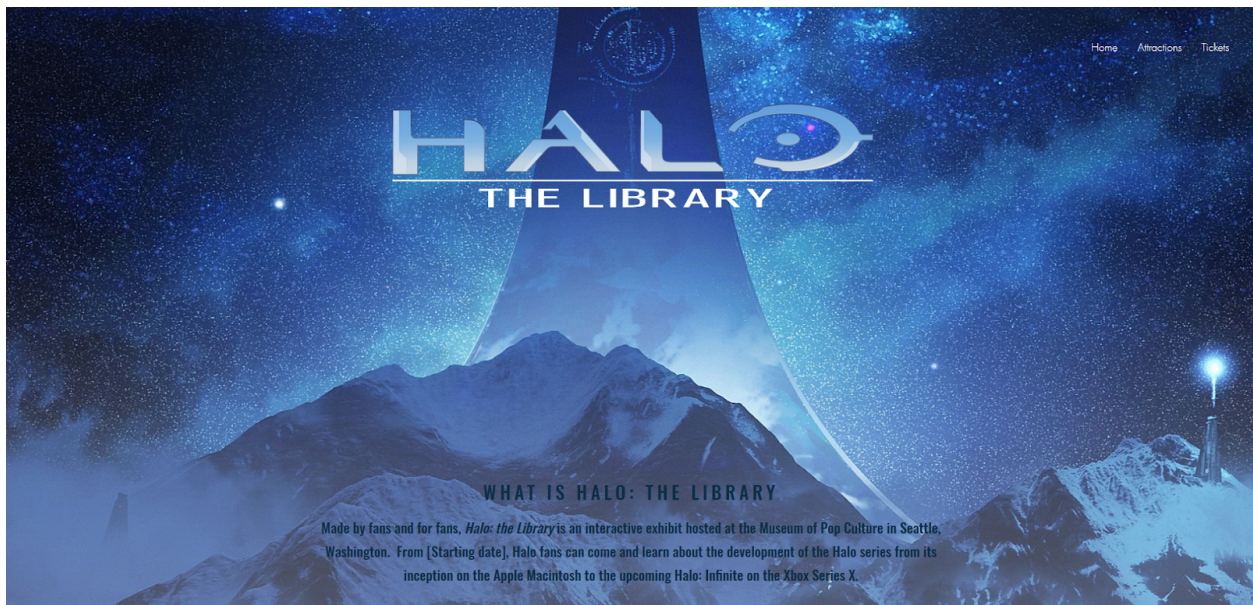


## Hidden Grunt Example

## **Website**

There are three main sections in the website. They are the homepage, the attractions page and the tickets page. The homepage is visually pleasing to look at and is easy to navigate. The attractions page contains more information about the different exhibits and what will be included inside the whole exhibit. Finally, the ticket page displays the price for the exhibit and shows the different methods of buying tickets.

## Wireframe



## Mobile App

The *Halo Event Companion* app is there to offer extra information on the exhibit as well as in-game rewards via QR codes. Codes will be available on the info placards, but also hidden around for visitors to find extra content.

# Wireframe





# TERMINAL FOUND!

TERMINAL [ ] CAN NOW BE VIEWED IN THE *TERMINALS* TAB.



OK

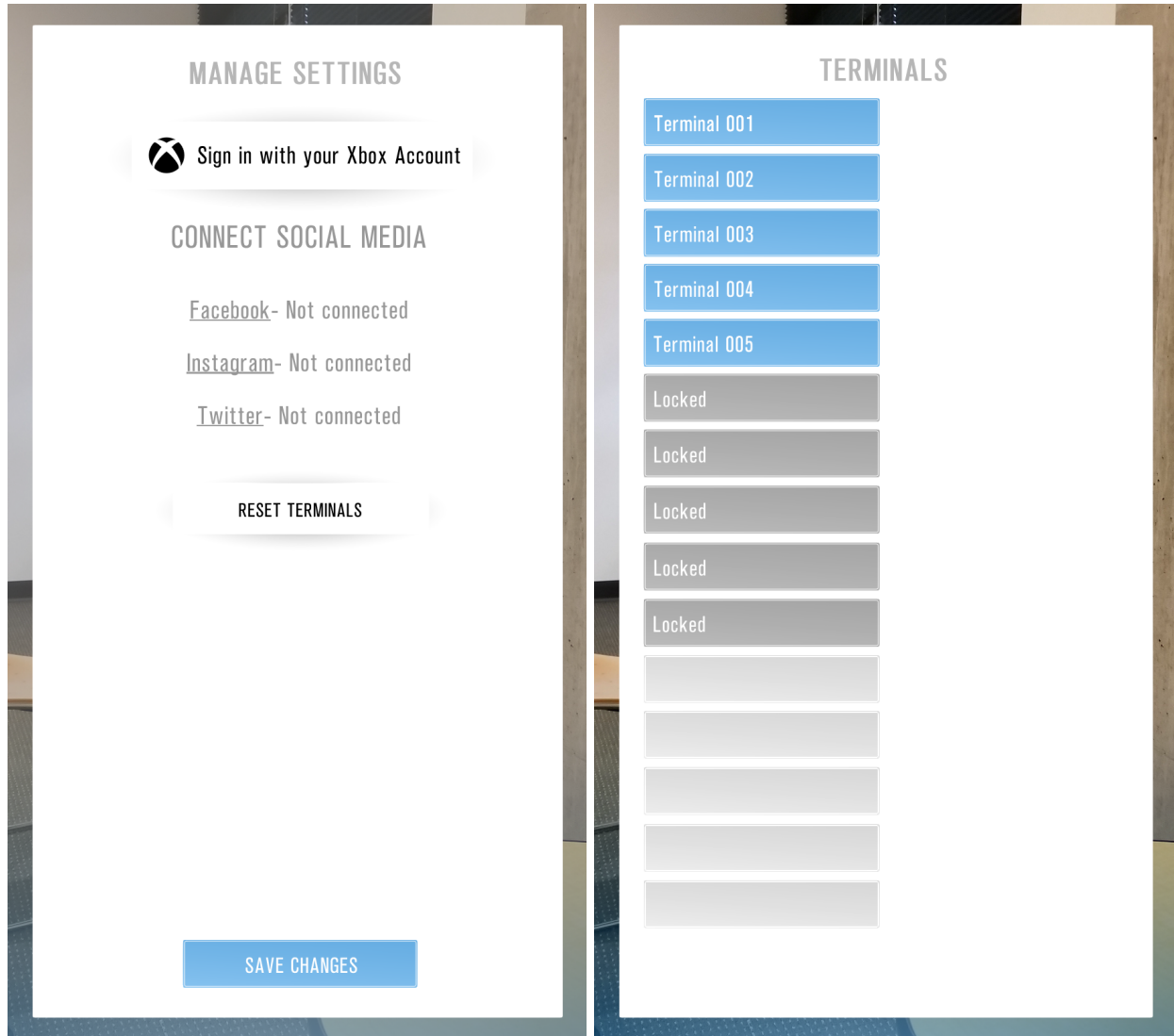
# SKIN UNLOCKED!

THIS SKIN HAS BEEN ADDED TO YOUR XBOX ACCOUNT AND CAN NOW BE ACCESSED IN HALO 5.



OK





## VR Experience

People will sit in a model Warthog on a platform. When people are strapped in, they wear VR goggles and headphones (or the use of a screen if they choose). The VR starts them off in the warthog run found in *Halo: Combat Evolved*. As the driver drives and the warthog interacts with the environment, the model hog players sit in will move accordingly. The driver will have to drive everyone through the level as the passengers can shoot enemies in the way or as they pass them. The level ends when the players' warthog explodes or the players finish the level.