

Project Visuals

Branding and Design



Logo



Inspiration

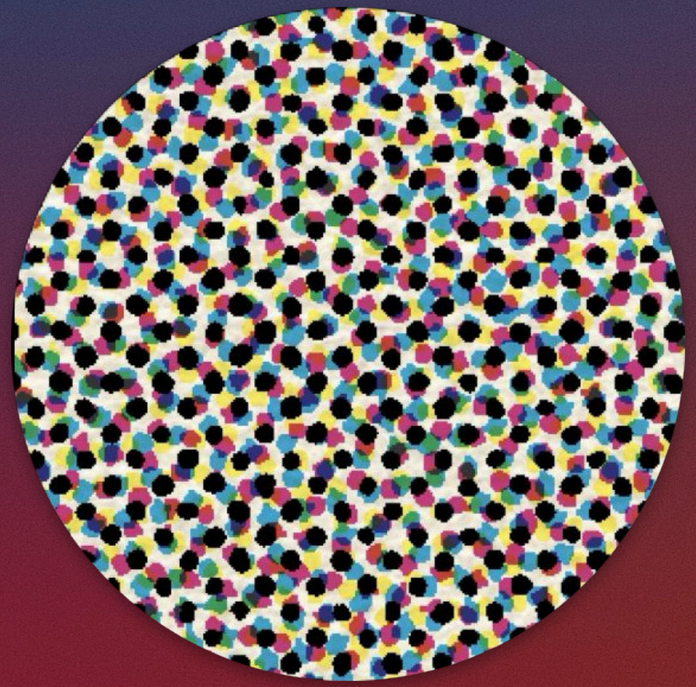


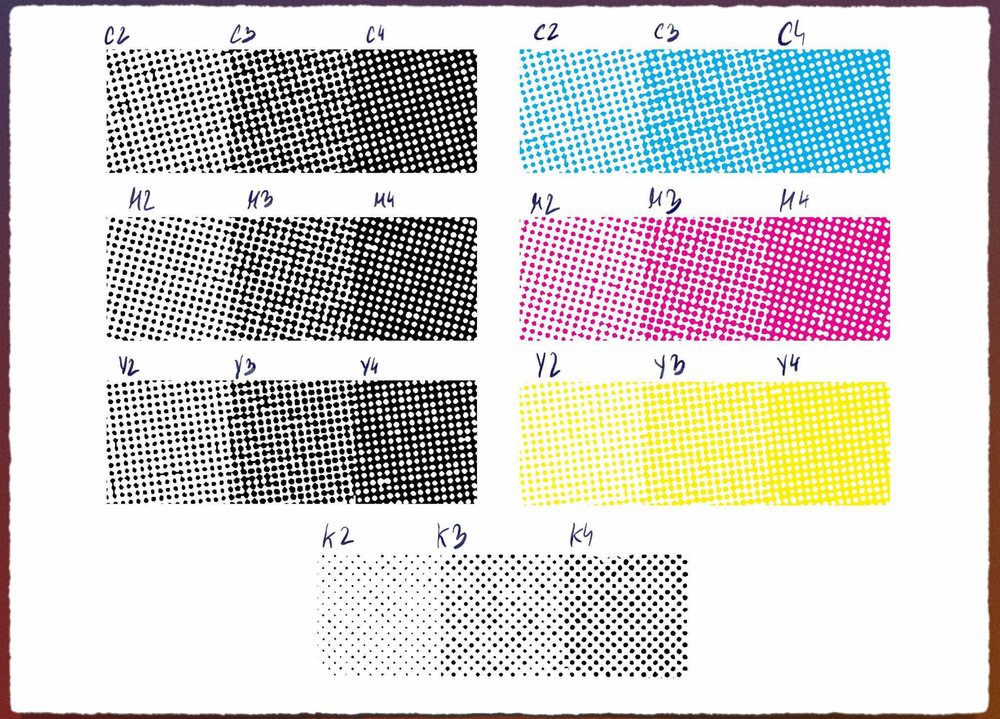
Initial Sketches



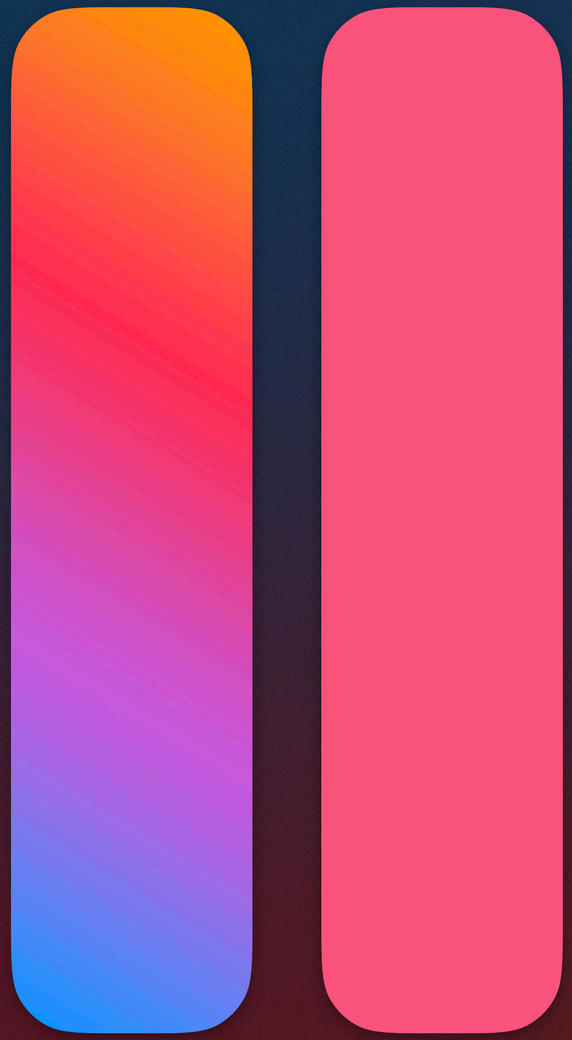
Wordmark

Sharemoji





CMYK Halftone



Colors

Genmoji

Based on Apple’s Branding



App Icons

App Interface Concepts



Home Page



Initial Sketches



Home Page





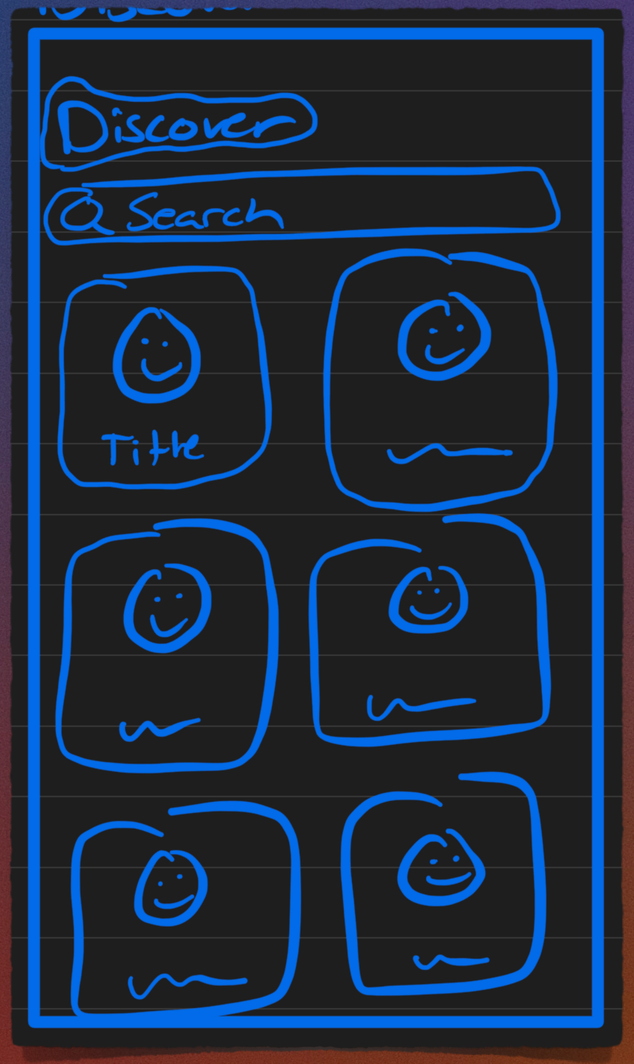




Initial Concepts



Discover

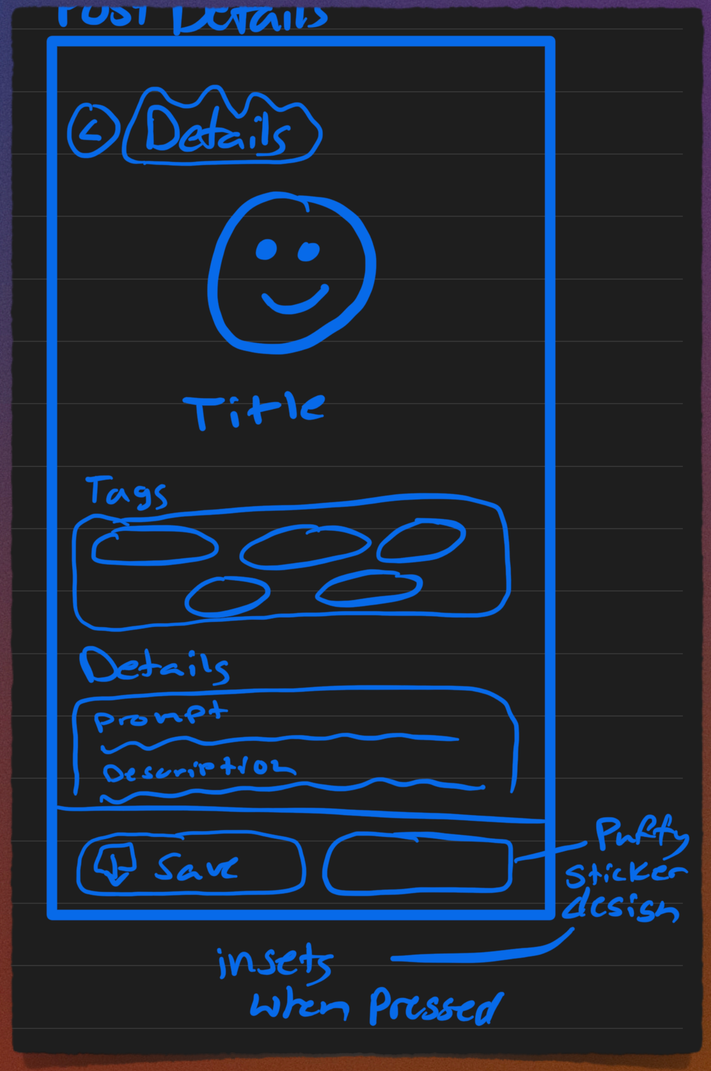




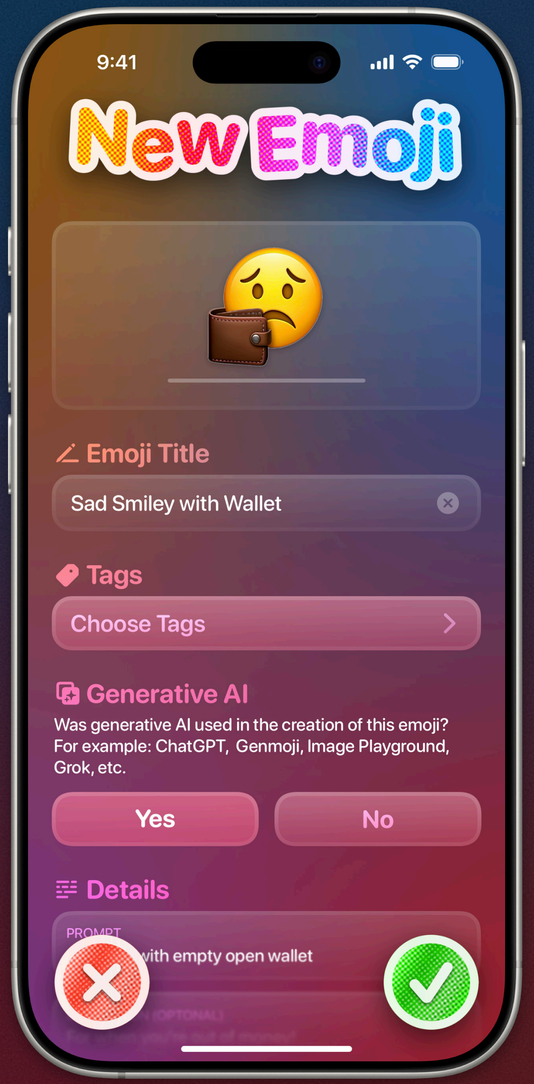
Initial Sketch and Concept



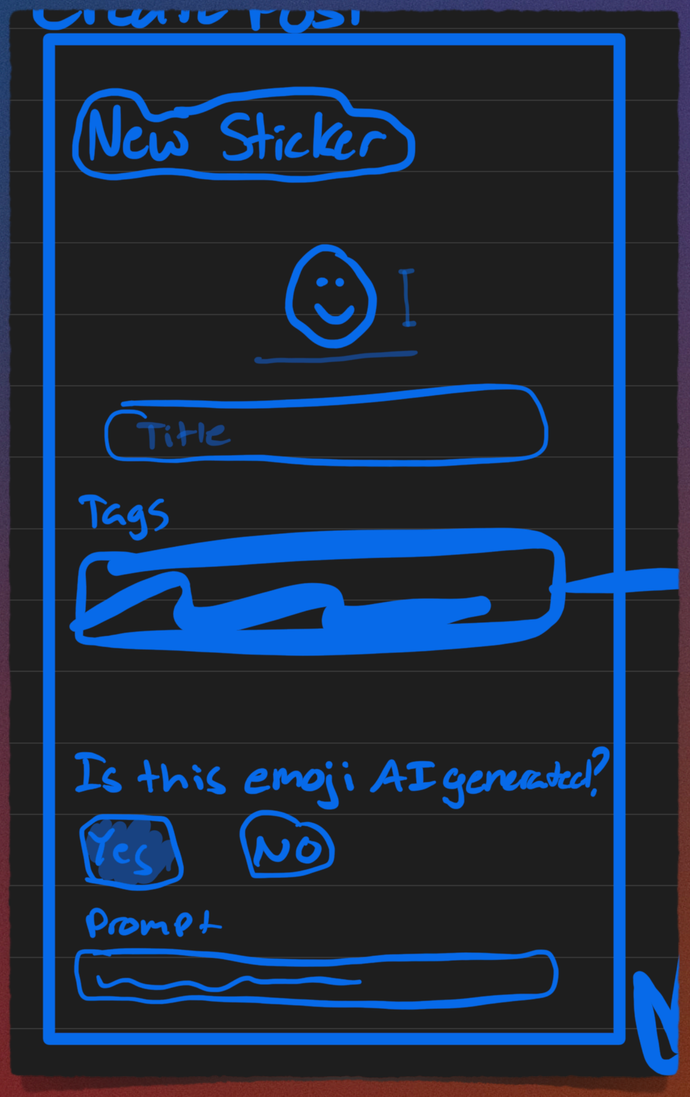
Emoji Details



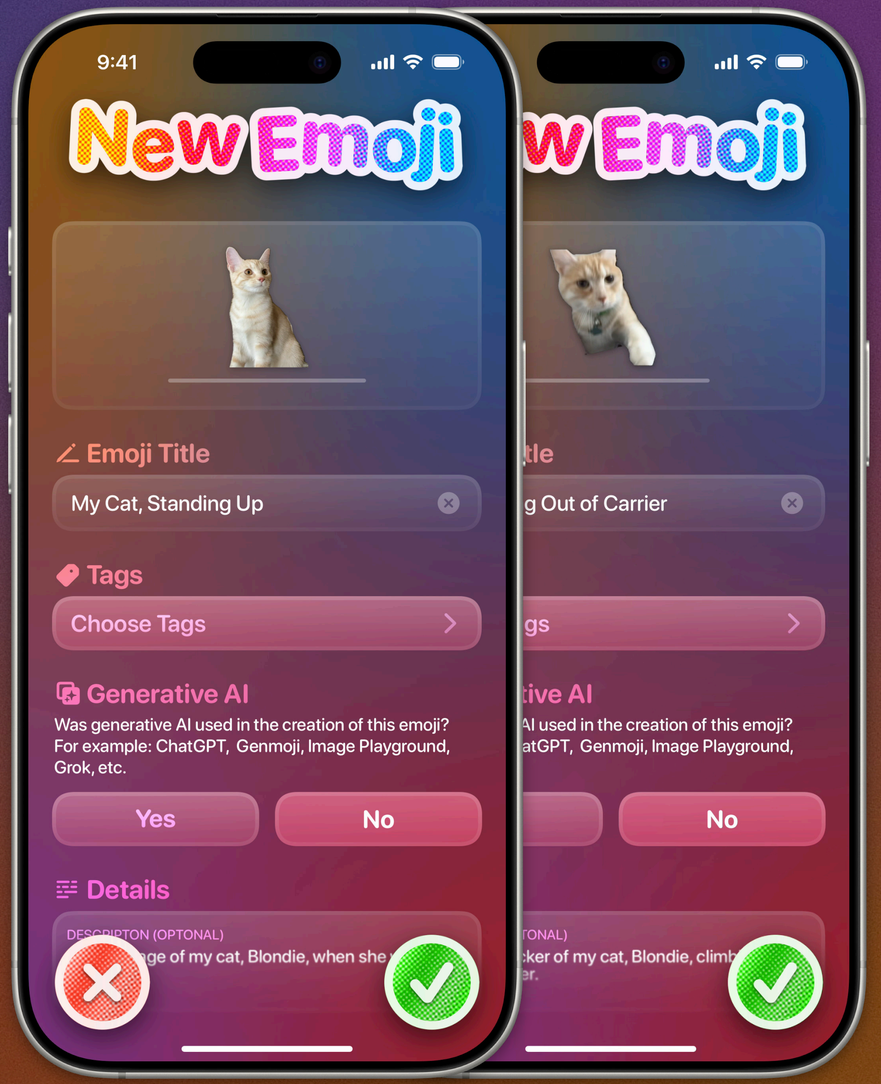
Initial Sketch



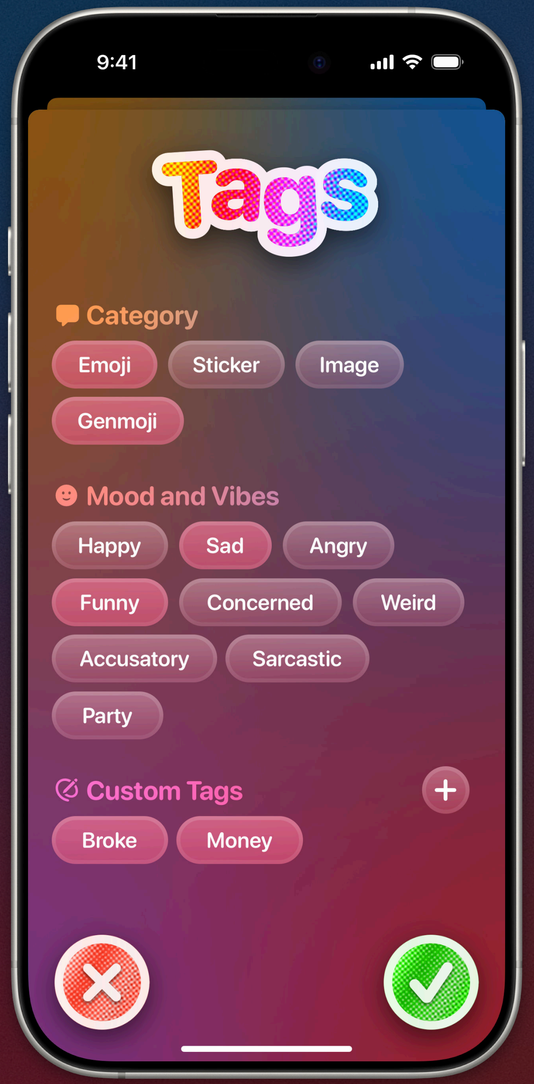
New Emoji



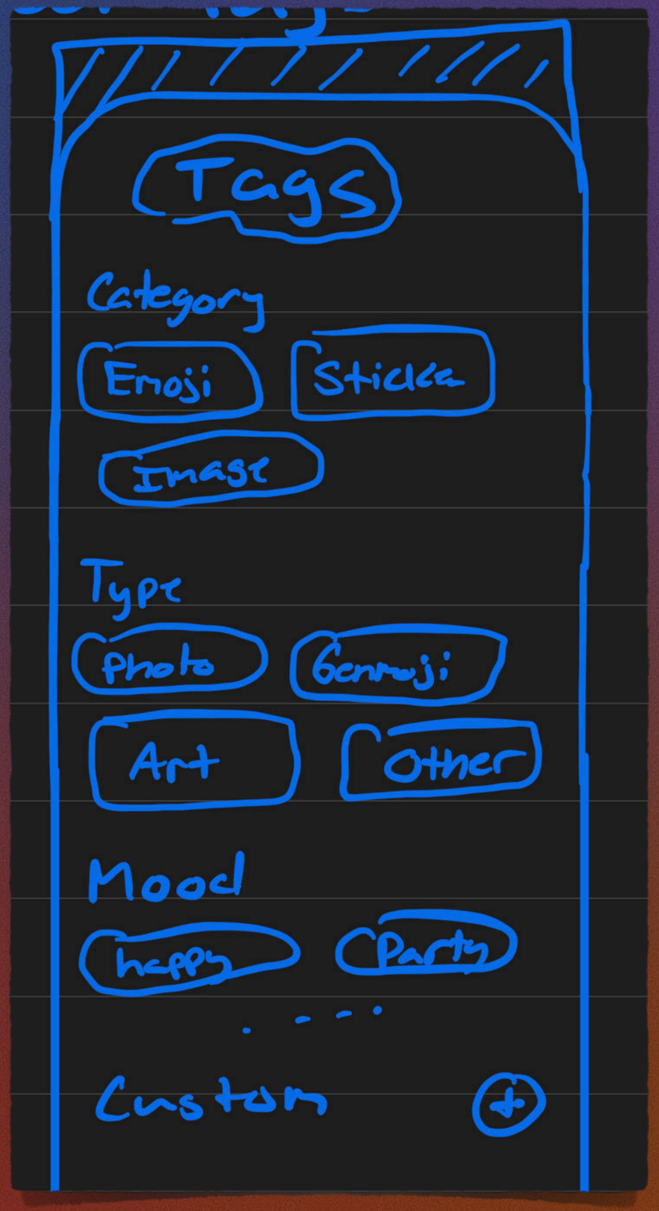
Initial Sketch



Additional Concepts



Tags



Initial Sketch

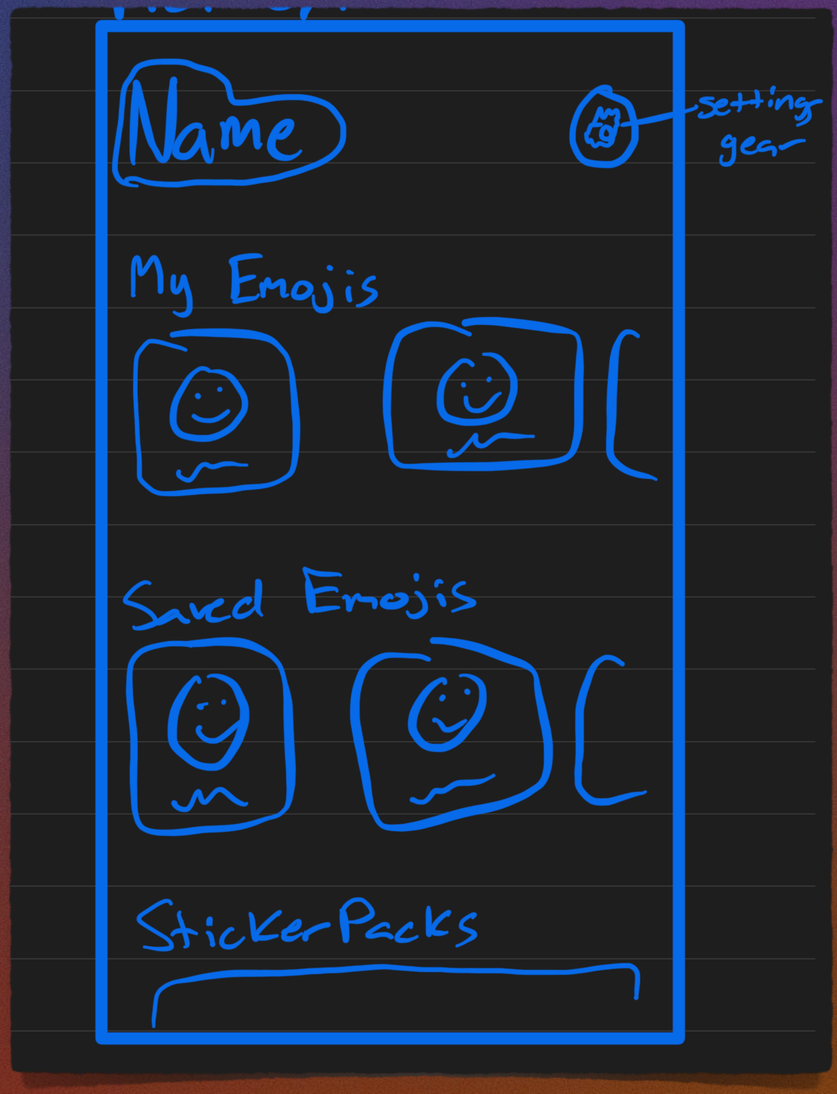


Packs

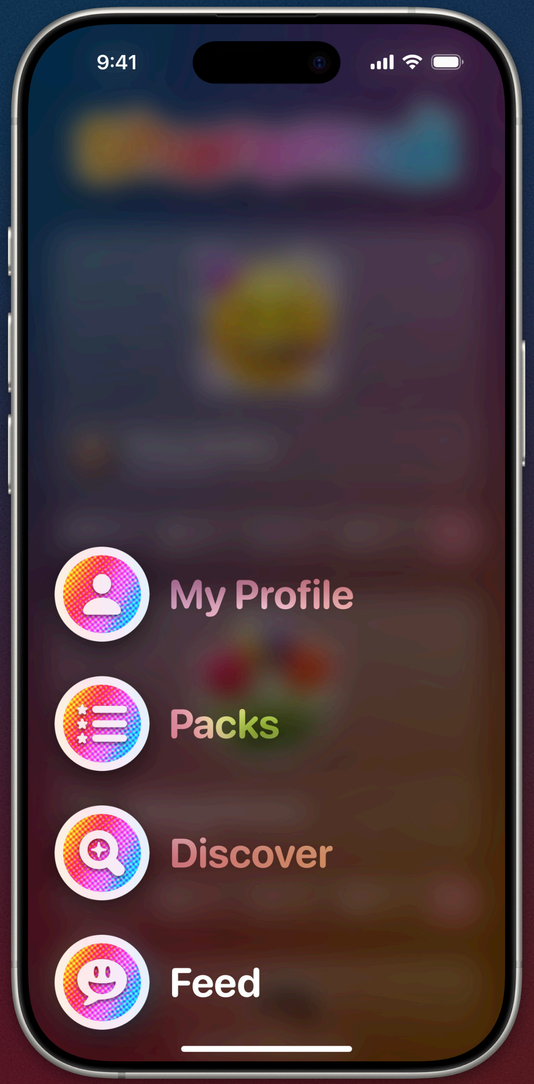
The Packs page was a last-minute idea, so no initial sketch or concept was created. I based the interface off of the existing concepts.



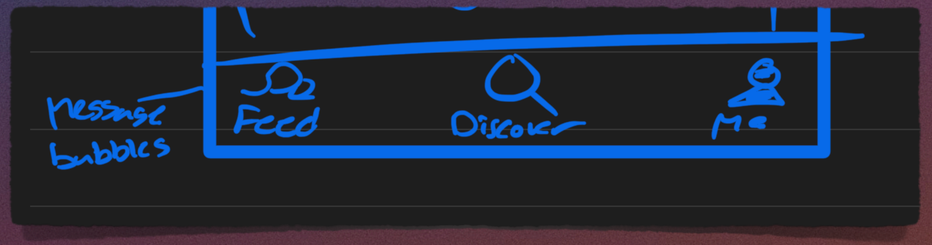
Profile



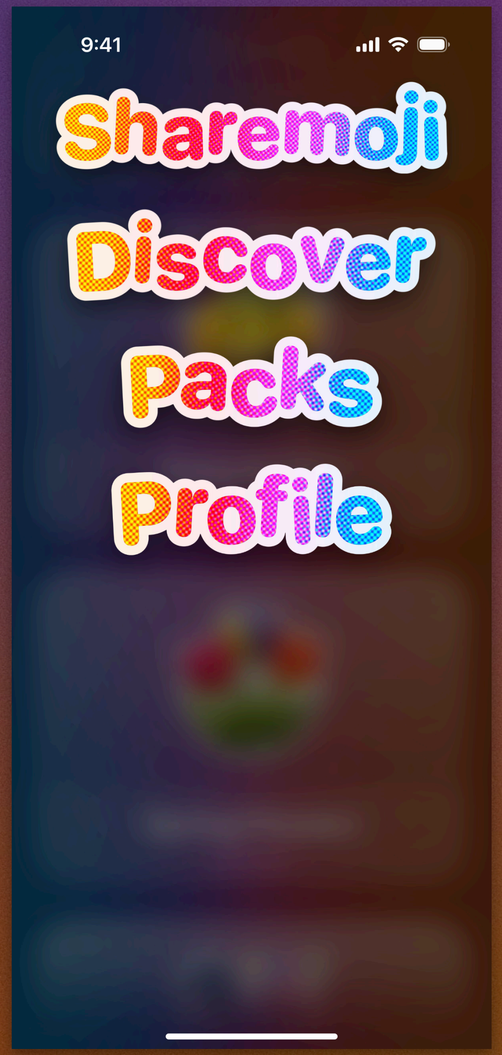
Initial Sketch



View Changer



Initial Sketch (Abandoned)



Alternate Concept