

Joney Fieldz

Musician & Streamer

THE RUNDOWN

In 2020, I was approached by Joney Fieldz – an up and coming musician and streamer – to develop his online presence.

THE PROBLEM

Develop an online presence as well as branding that is eye-catching and engaging; while also being consistent with future projects.

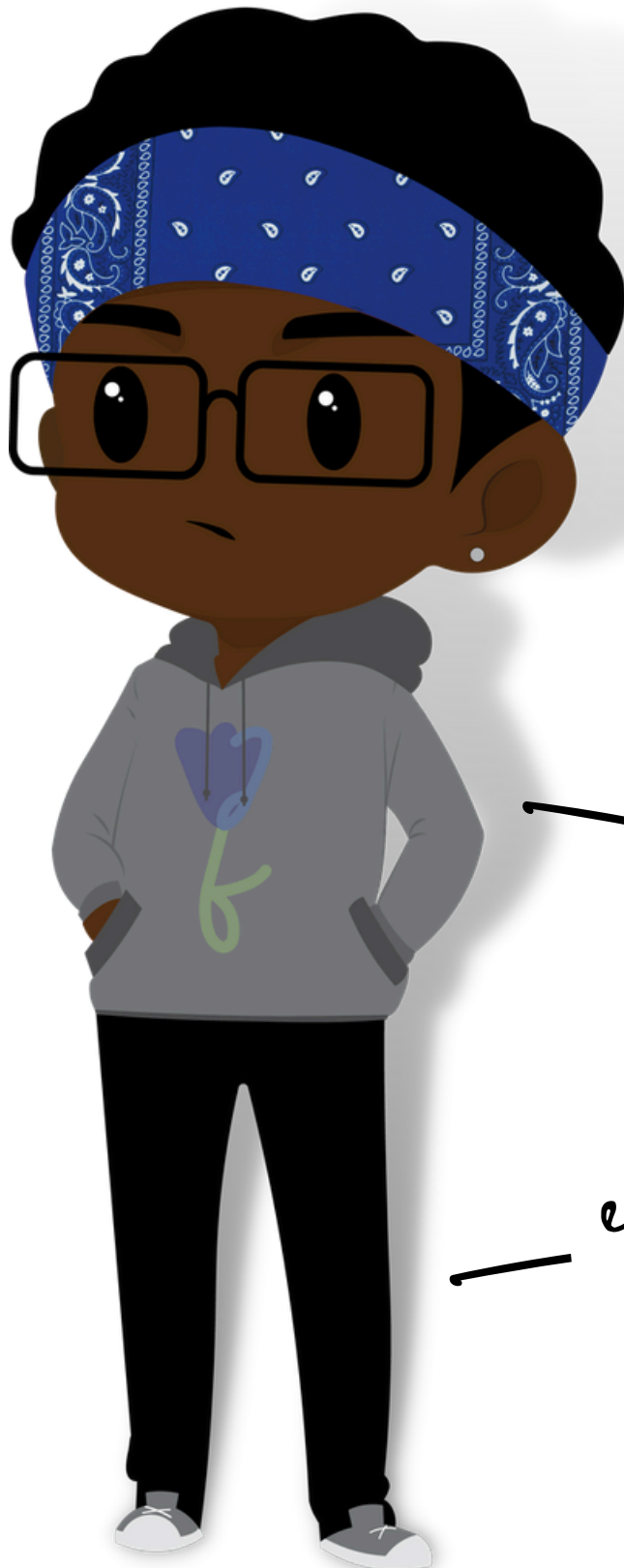
THE SOLUTION

Illustrate a digital persona, now known as "Lil Joney", to engage with the audience. Will be used to promote music singles and gaming streams.
Content is bright, colorful and engaging.



CHARACTER DESIGN

In the visual arts, a character sheet (or character study) is a document used to help standardize the appearance, poses, and gestures of a character in arts such as animation, comics, and video games.



VER. 1 Rough Draft

*afro hairstyle
with hair
accessory*

*casual clothing
that must feature
logo*

*elongated
figure*

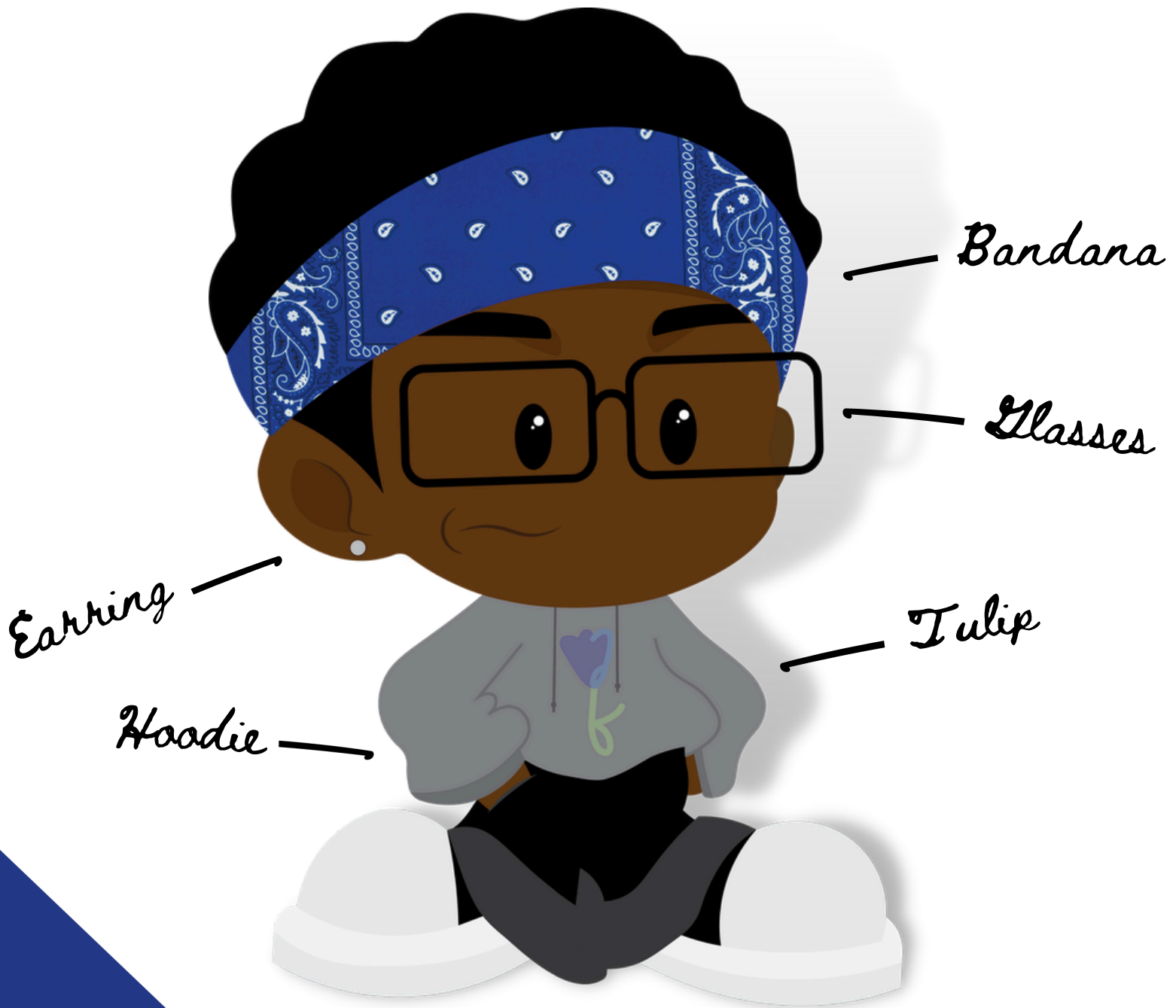
Joney Fieldz

Character Design



FINAL DESIGN

We finally decided on a nostalgic art style similar to the Cartoon Network animated series – Kids Next Door. The character – "Lil Joney" – features the artists physical features and the tulip logo claimed by the musician himself.



SOCIAL MEDIA

One of the main ways to communicate with your market is through social media. The social media strategy developed consists of a series of animated images to promote music singles and memes. The meme(s) created were made to be used and shared to further promote the "Lil Joney" brand.



ORIG.

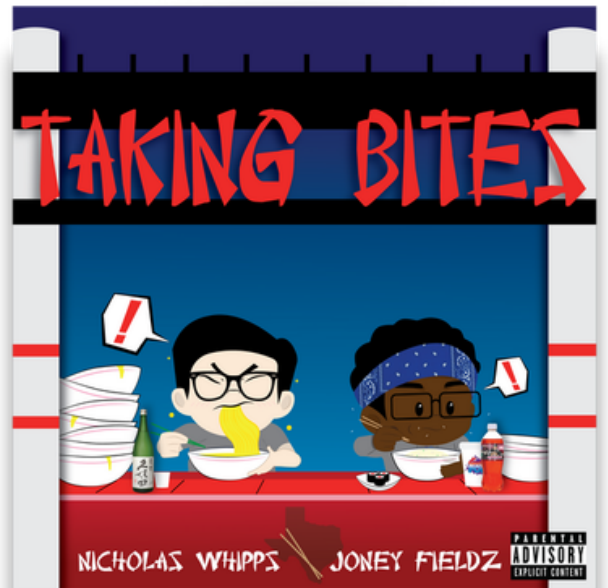
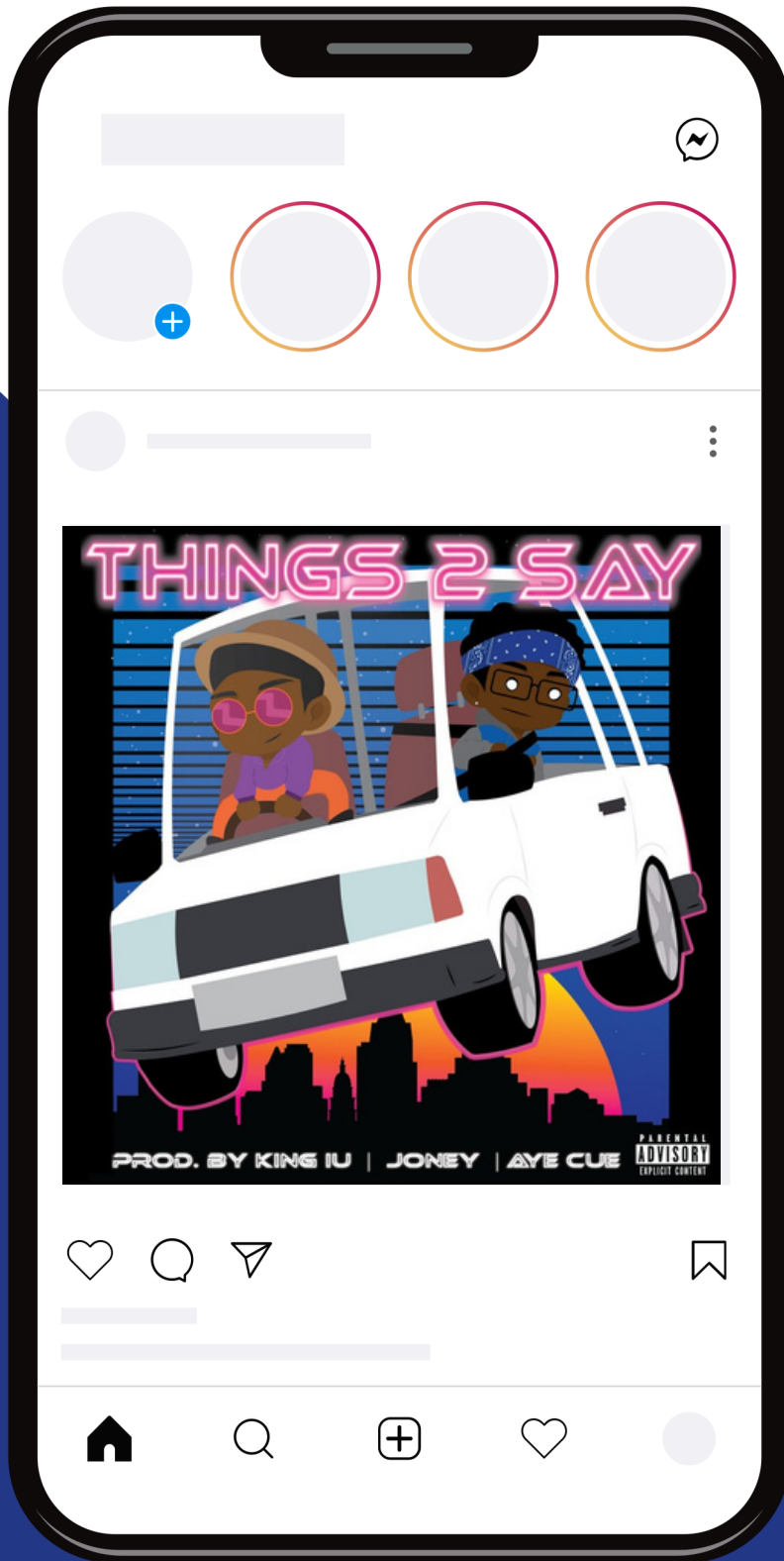
An example of the
"Hotep" meme



Feel free to read this article explaining
the origin story of this meme!

NOW LOADING...





Logotype / Was Dokran

Joney Fieldz

HEADLINE / ANTON / WEB FONT

MUSIC AND STREAMING

BODY COPY / MANJARI BOLD / WEB FONT

Rapmooves Vol. 1 Out Now!

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volutpat.

Diet Dr. Kelp
#90A576
049760

Cool Grey
#7284A4
049760

Joney Bluez
#263A89
049760

Steel Mooves
#808285
049760

Stone
#57585A
049760

High Ice
#E6E7E9
049760