



## Client

Miles Morales

## Deliverables

Art Direction  
Brand Identity  
2D Motion Design  
Graphic Design  
Social Media Design

## Miles Morales

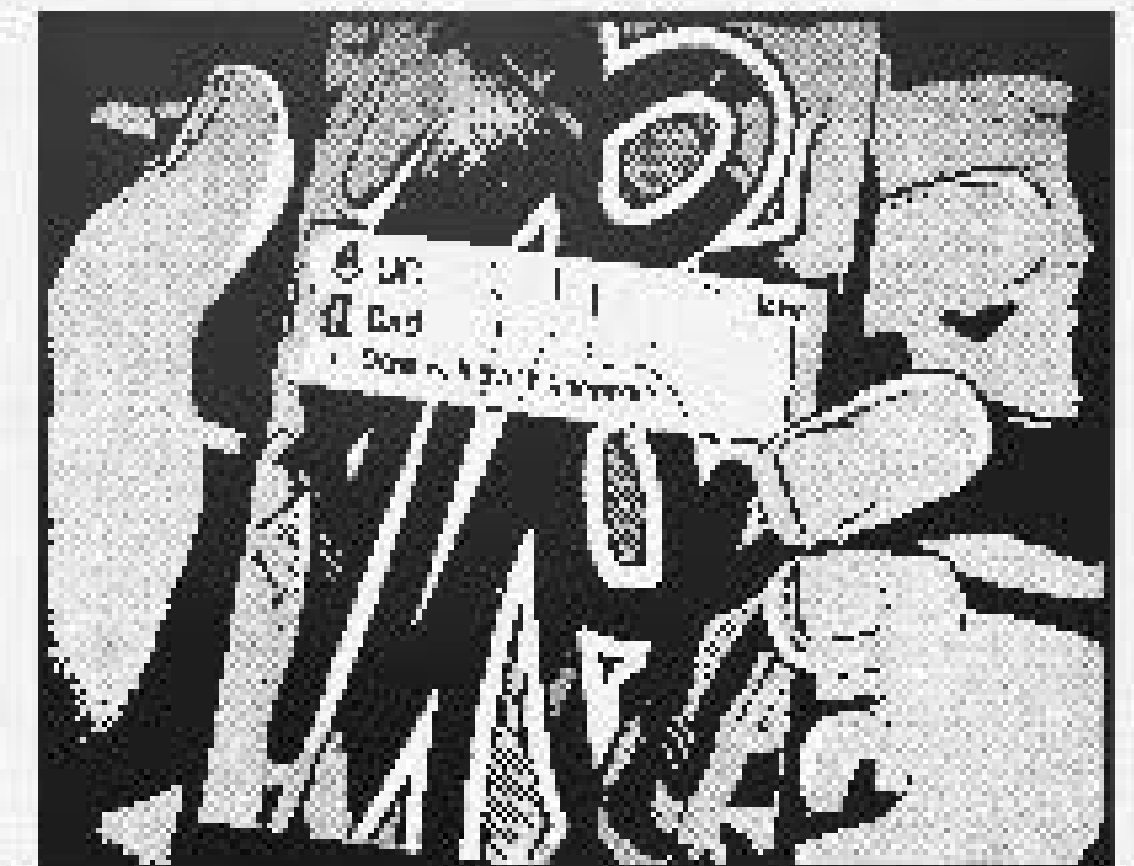
Miles Morales, a 14 Year old boy from Brooklyn, New York, is a superhero from the movie Spiderman: Into the Spider-verse. To many, Spiderman is a hero many look up to, and since many young peoples' dream job is a content creator - I wanted to imagine how it might look if Miles grew up to become a content creator with a focus on live broadcasts,



# An Exploration of Expression

Miles' Origin Story heavily involves embracing his unique gifts and talents.

Miles realises he needs to do things in his own style in order to achieve success, which is something I think a lot of young people can relate to as they grow up. To accentuate Miles' unique gifts and abilities, I wanted to explore his love for comic books and graffiti art, in efforts to show that it's important to always be confident in being yourself, as your uniqueness is what makes you special.





# The Wordmark

To represent Miles I wanted to capture the heroicness associated with Spider-Man, whilst keeping it unique to Miles and his interests. As he is interested in comic books and superheroes, the idea worked nicely.



Spider-Man comic style typography

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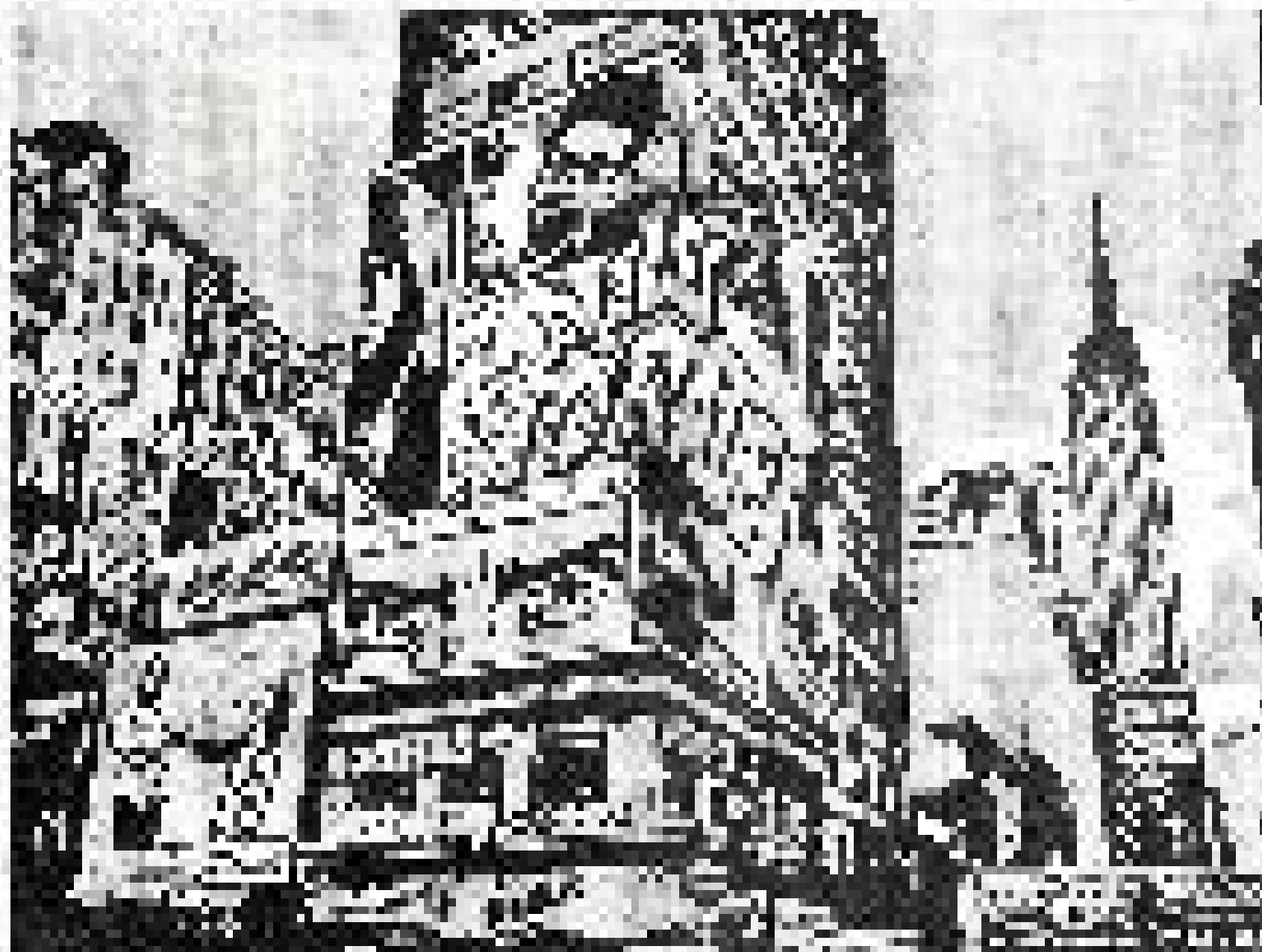


Miles' Spidey Sense

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Miles Morales Logo







## Social Media

Being a content creator, social media is an essential part of the job. I created headers for Miles' Twitter, YouTube, and Twitch channels to create a consistent identity across the various social media sites.

## Broadcast Scenes

Live broadcasting software allows you to layer media sources in order to create custom layouts and overlays to fit the needs of your stream. I created a collection of overlay graphics for Miles' stream, upping the production value and strengthening his branding as this will be what people see whilst interacting with Miles via his live chat.





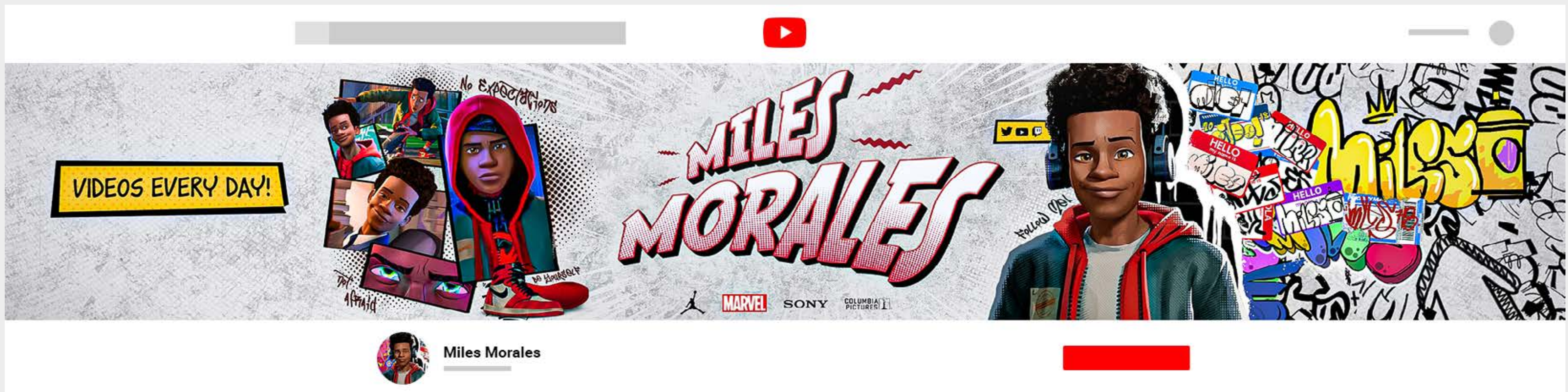
# Social Media

Graphics to head up the social media channels of Miles' Twitter, YouTube, and Twitch. These were the first things I created which gave the direction for the following branding, and therefore represent the brand I've created for Miles very strongly.

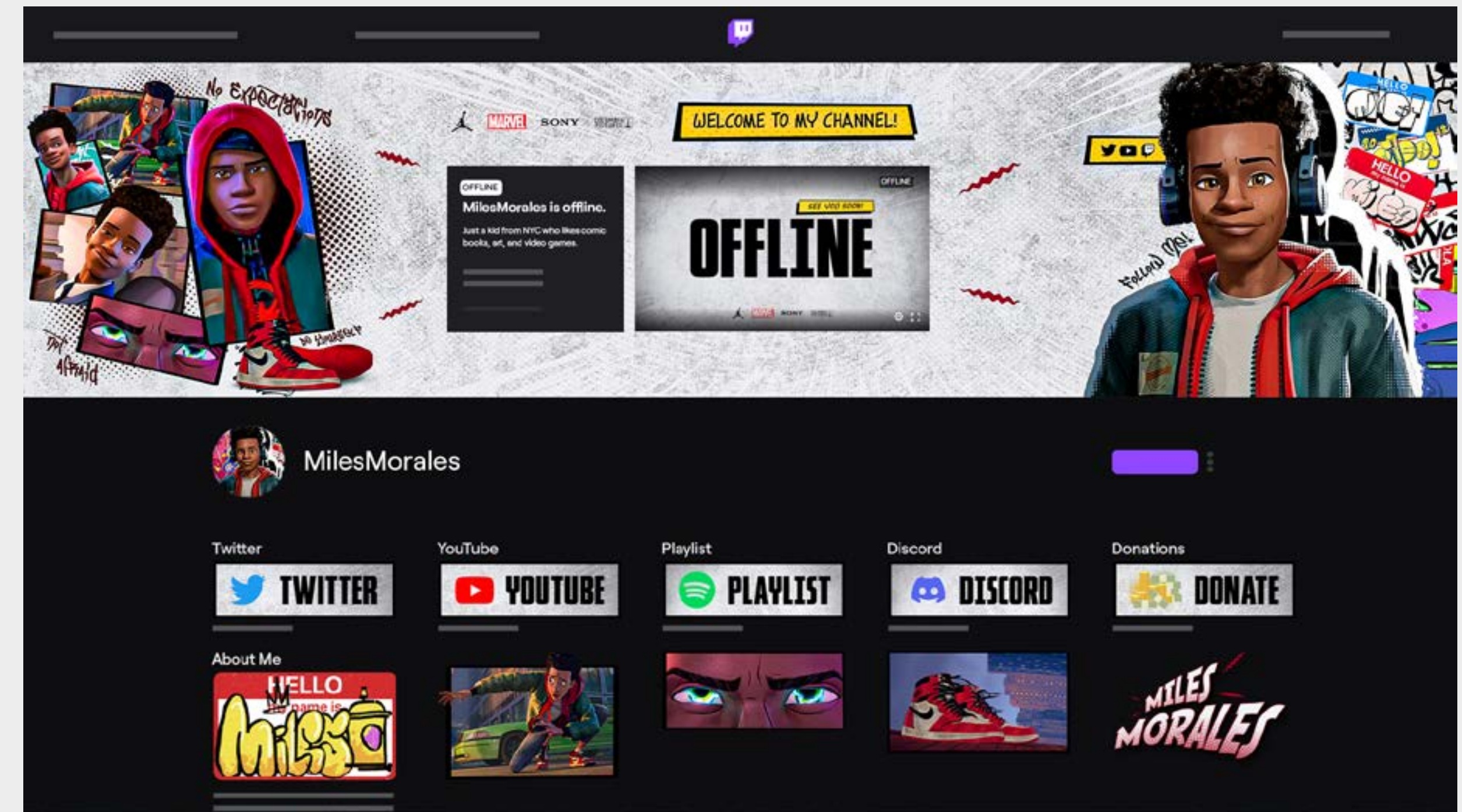
Twitter



YouTube



Twitch





# Broadcast Scenes

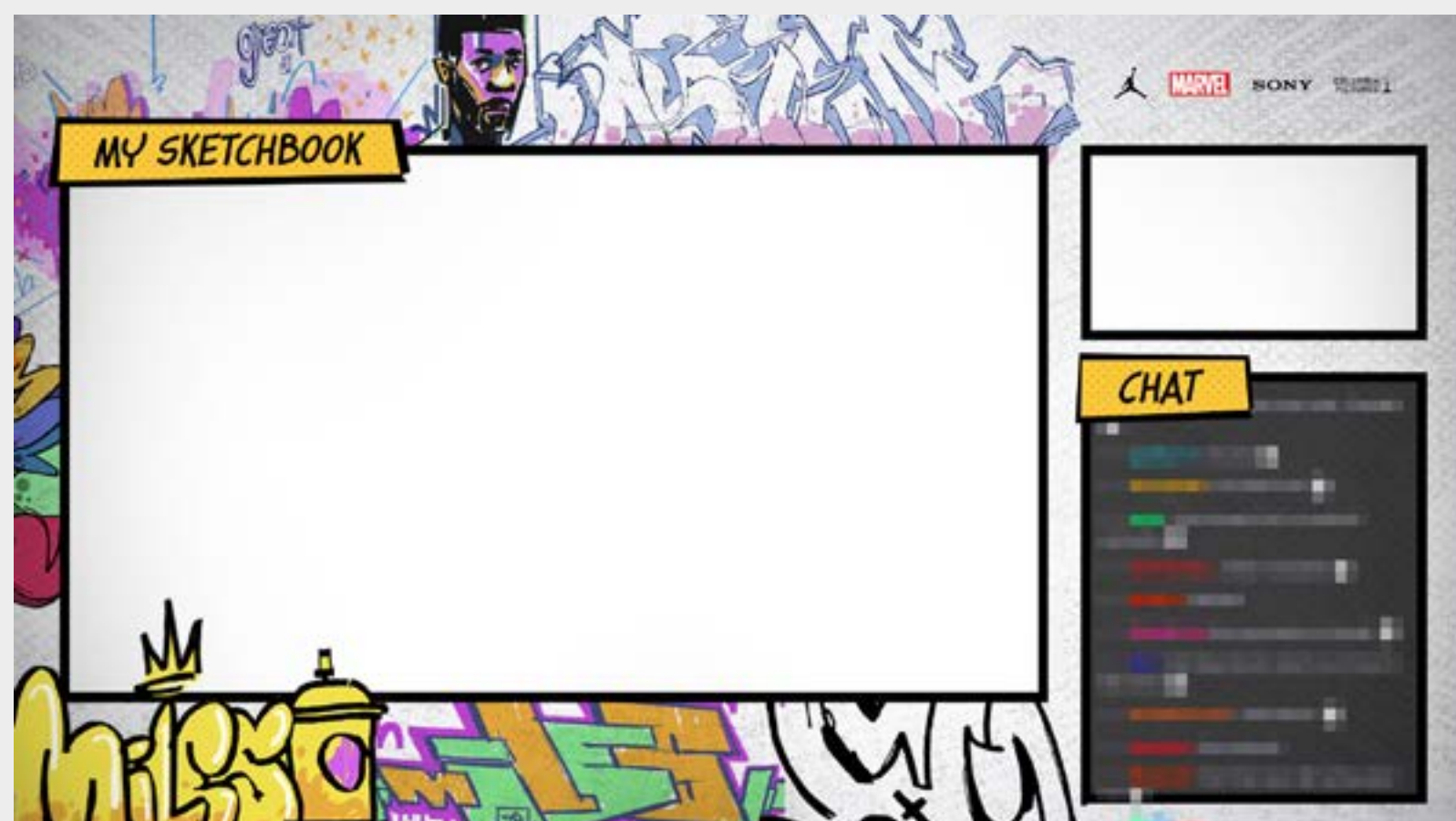
These graphics are overlaid on to the video of the broadcaster to create a more creative and interactive experience. Via software you can enable the viewers' live chat to be seen on the screen alongside the main screen, camera, or any other asset you could think of.

## Intro



This would play for the first few minutes of the broadcast - allowing viewer numbers to build up after seeing the announcement via any of Miles' other social media channels.

## Art / Drawing



This scene would be used if Miles decides to do any art or drawing whilst he is live - showcasing his hands producing the art in the "My Sketchbook" box whilst also containing his camera at the top right and the live chat.

## Intro / Stinger Transition



This would play at the end of the Introduction to transition into the start of the livestream! Could optionally be used as a transition between any of the other scenes.

## AFK / Be right back



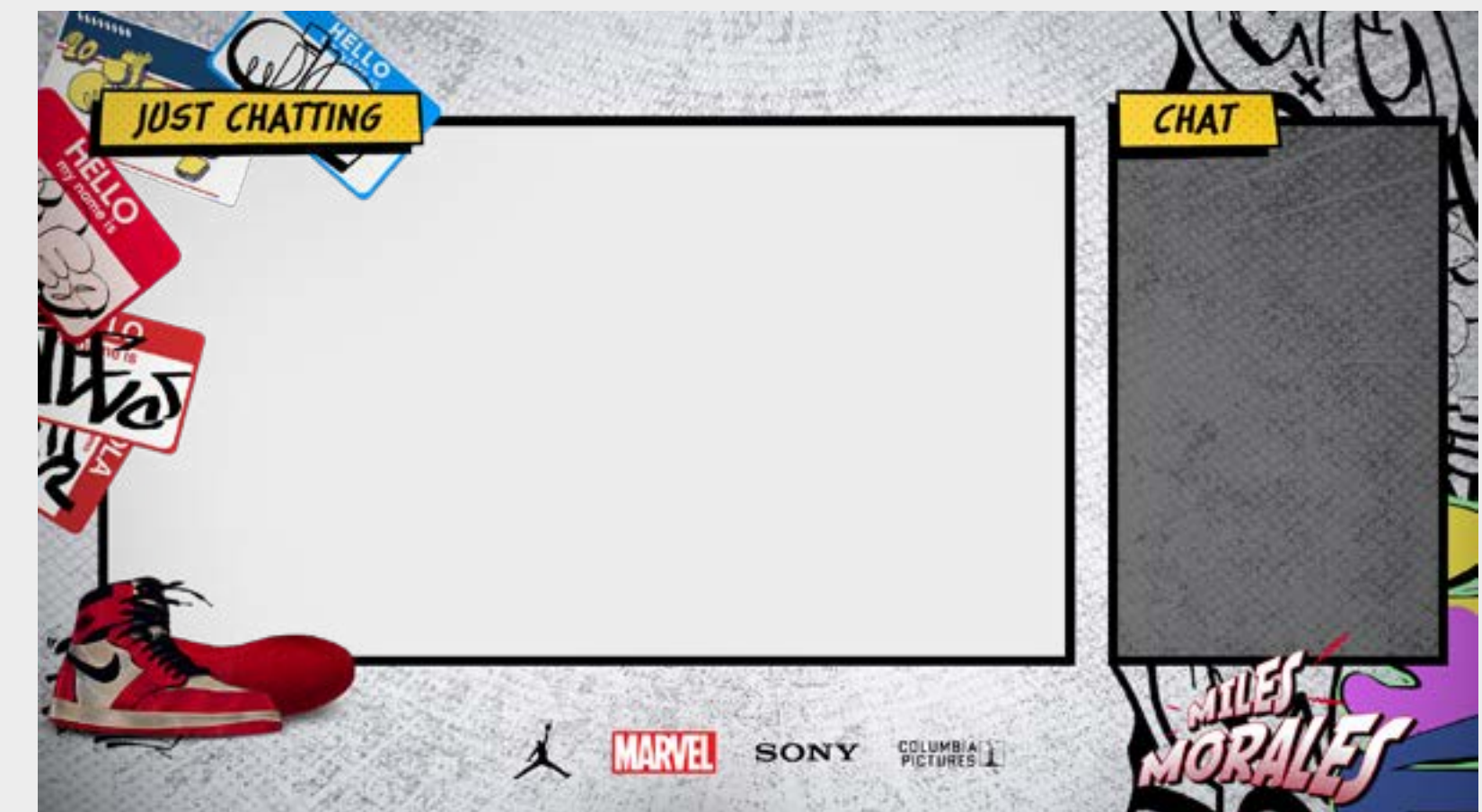
This scene would be used if Miles' has to step away from the stream for a short time - i.e: answering the door, going to the toilet etc.

## Offline



This would show on Miles' Twitch header whilst he isn't currently live, so would be visible when navigating to his page whilst he isn't broadcasting.

## Just Chatting



This scene would be used when Miles' isn't playing a game or displaying anything on his computer screen, but rather just talking to his live viewers and interacting with the chat.

## Stream Ending



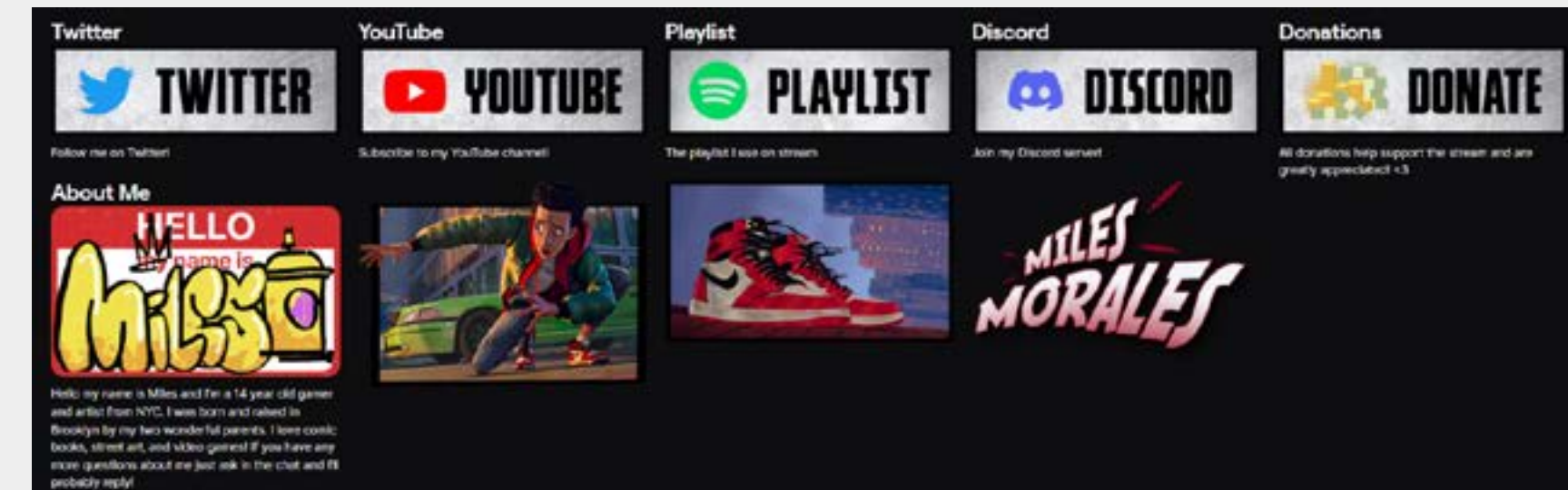
This scene would show for the last minutes of the stream to signal that it's the end of the broadcast.





# Panels

Located on the Twitch channels' about section, Miles' panels inform viewers about Miles, with a short bio explaining who he is, as well as links to other social media channels, and even a link to donate money to Miles' stream.



# Emotes

I created a set of six emotes for Miles' viewers to use in the live chat when interacting with him on a broadcast. They keep a consistent comic style to them with the bold outlines, whilst carrying the personality of the rest of Miles' branding.



"EZ" (Easy)

Cringe

Fire / Tunes

Jordan 1's

Spidey Senses

Spraying







## Follower Alerts

When people follow a streamer, it usually indicates that they are new to the channel and are enjoying the content. I thought a good way to display a new person would be to link it with Miles' name tags from his sketchbook, and use them as a template to house the followers username. I created four variations that randomise, to make each follower feel unique.

## Subscriber Alerts

When someone chooses to subscribe to a channel on Twitch, it means someone has paid to unlock special perks towards that channel. These range from: custom emotes to use in chat, a badge next to your username indicating that you are a subscriber, to not receiving any ads whilst watching that channel. You can subscribe in three tiers, each getting more expensive so therefore I wanted to reflect this by making the graffiti get bigger depending on the tier.







## Gifted Sub Alerts

Alternatively, viewers can opt to gift subscribers to other viewers in the chat that aren't already subscribed. Since this is more uncommon than someone just subscribing, I wanted to make a set of alerts that intruded along the top of the screen to make it known that somebody has gifted some subscribers!

## Sponsors

Content creators and social media influencers often get sponsors, whether it's for their entire channel or for more specific things like individual videos and/or livestreams. To envision what this might look like with Miles, I took the creators of the movie Spider-Man: Into The Spideverse and used their logos as if they were sponsoring Miles. I also used the Jumpman logo as a sponsor since the pair of Jordan 1 trainers Miles wears in the movie has since become synonymous with him.





