



iMadeFace

EVALUATION

iMadeFace, by Keyloft LLC, is a free application that allows users to create personalized illustrated facial imagery for contacts, messaging, and assorted avatars.

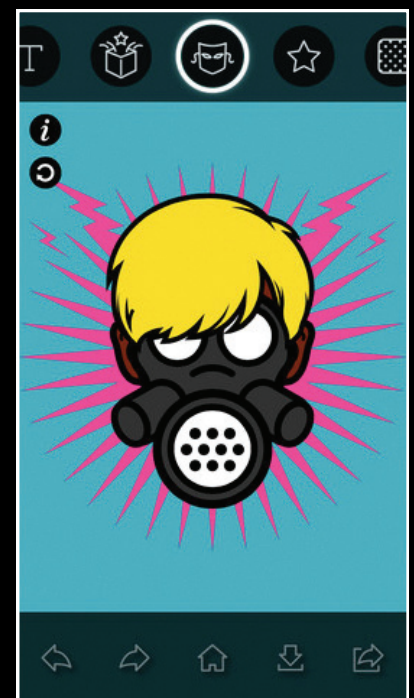
Initially my perception of this program was as an exaggerated, personalized emoji library on steroids. However, it's hard to deny that a Lichtenstein-inspired illustration beats your run-of-the-mill generic emoticons any day of the week.

Still, that's only a small piece of what this app can do. It's true purpose is to act as a unique, personalized touch that each user can add to their mobile contacts—a way to rid yourself of the Facebook synchronized photos that have now plagued many of our phones.

Now, with a few swipes, one can easily create custom images for an entire library of contacts. There's no need to mess with the overhead, duck-lipped bathroom shots of yesteryear; instead hold your phone out proudly as your friends call, and display their 50's era portraiture, basking in all that is the glory of an artist.

But think not of it as a device only to immortalize and demoralize friends and family, alike. Those individuals who have downloaded this beauty can also use it to create images of themselves.

Similar to other entertainment apps, such as CatWang or Bobbleshop, you can use your newly found



artistic cred, and post your images as avatars for your Facebook, Twitter, or Instagram profiles. Simply strike a metaphysical pose, swipe a new doo, and save to your camera roll.

Though you would think the variety of options would be low for a free app, there are literally dozens of unique styles under each facial category. Furthering the customization, each of the available styles can also be changed into a wide range of colors. And if the already available choices are still not enough, you can purchase three extra packs in the App Store for \$0.99 each.

