



PROJECT THREE

# GOOGLE DOODLE

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VISUAL DESIGN AND COMPUTATION

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# DESIGN STATEMENT

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Google Doodles are fun, creative, and often educational, illustrations used to display Google's logo on the home page of their search engine. This Doodle is based on the religious celebration of Diwali (also well known as the festival of lights). Diwali is one of the major religious festivals in Hinduism, Jainism, and Sikhism and is celebrated all around the world. It's a time for people who celebrate to enjoy with their loved ones, exchange gifts, feast, set off fireworks, and help the less fortunate.

One of the main traditions of Diwali is to light diwas (small painted clay lamps) and place them around your house to invite Gods and Goddesses to bless the household with health, happiness, and prosperity. In this Doodle, the traditional diwas are shown surrounding the Google logo made from rangoli. There is a total of 10 diwas in the final design because it is believed that the more diwas there are the more blessings the household will receive. The designer was also mindful to include an even number of diwas because it is believed even numbers are luckier than odd numbers.

The main Google logo is made out of rangoli, which is a traditional art form that uses coloured rice, sand, or powder to create intricate designs to decorate your home or temple for Diwali. The main traditions associated with Diwali are lighting diwas and setting off fireworks. However, decorating the house with rangoli is a very important aspect of the festival as well. This activity allows for loved ones to come

together and spend quality time with one another, which is what the holiday is all about. The designer wanted to shed light on the beauty of the art form and educate viewers on lesser known traditions of the holiday.

The purpose of this Google Doodle is to encourage viewers to learn more about one of India's most celebrated holidays. Not only that, but it is also to encourage discovering the lesser known traditions of the festival, such as rangoli. The colours used also symbolize the energy of the festival itself as it is often referred to as the celebration of light over darkness. The warm and vibrant colour palette symbolizes light, warmth, and life, which is all celebrated over the 5 day festival.



# FINAL DESIGN

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The final design illustrates the Google logo made out of rangoli powder and it's surrounded by 8 lit diwas. I decided to surround the logo with the diwas because lighting and placing them around your house is one of the main traditions of the festival. We light diwas in hopes Gods and Goddesses may bless our household with positivity, health, and happiness in the coming year.

Traditional diwas are made out of orange or red clay and are very simple. However, the diwas I included in my design have intricate patterns on them because the modern ones are heavily decorated.

I decided to make the logo out of rangoli because this is one of the celebratory activities that is done during Diwali to decorate the house. It's a great way for family and friends to spend time together and bond, which is what Diwali is all about. Typically when many people think of Diwali the first thing that comes to mind is diwas and fireworks. And although these are important aspects of the holiday, I wanted to educate users on the lesser known activity of rangoli as it is still a very important element to the festival.

Rangoli consists of using brightly coloured rice or powder to create intricate designs. It's a way me and my family like to celebrate Diwali, which is why it was so important for me to include in my Google Doodle. I chose a warm but vibrant colour palette because these are typically the colours associated with Diwali. The pop of blue is to bring attention to the mandalas in the middle making up the two O's.



# WORD CLOUDS

## Visual Design & Computation

### Week 9

#### Activity 3 Word Clouds

#### Categories

1. Anniversaries of note: (the birth date of a notable person) e.g.: an Artist (broadly defined), Pioneers, or Scientists
2. Inventions, Innovations (significant Invention or Innovation) e.g.: The egg carton, the internet
3. Discoveries (something significant was discovered) e.g.: the cure for polio
4. Celebrated Event: Anniversary of a notable event e.g.: first moon landing, the first time something happens

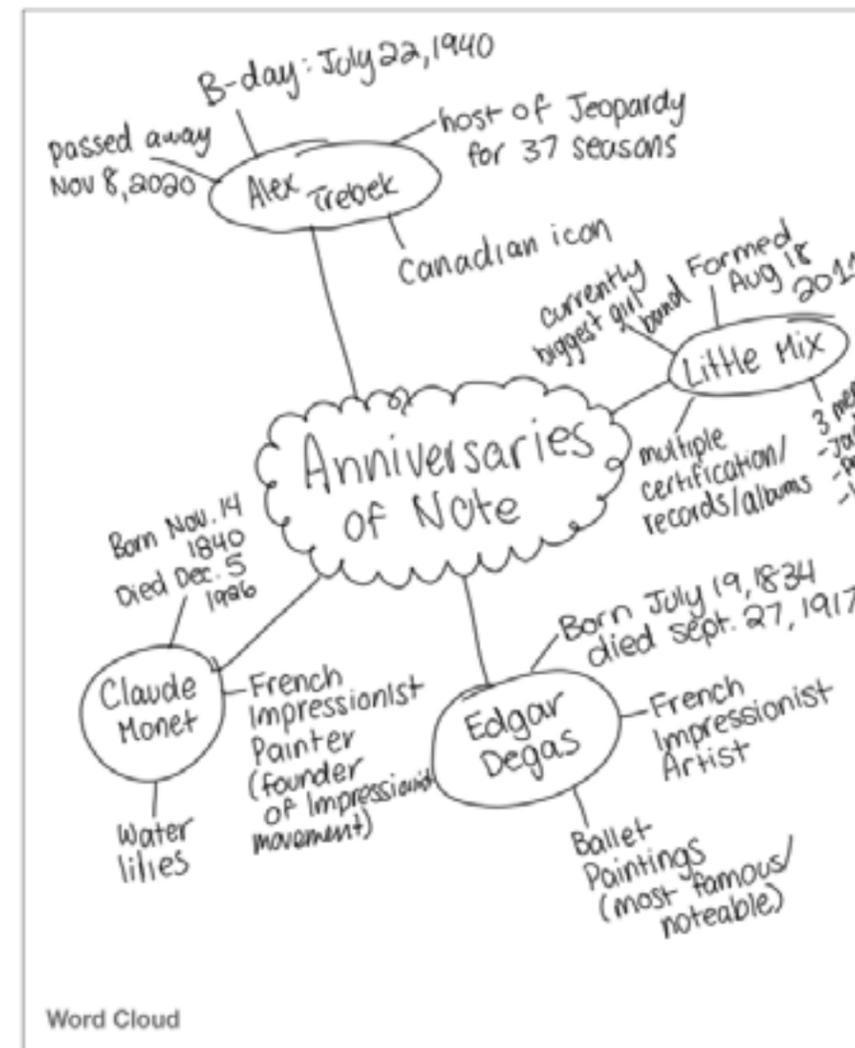
#### Instructions

Choose 3 out of the 4 above and generate a word cloud for each

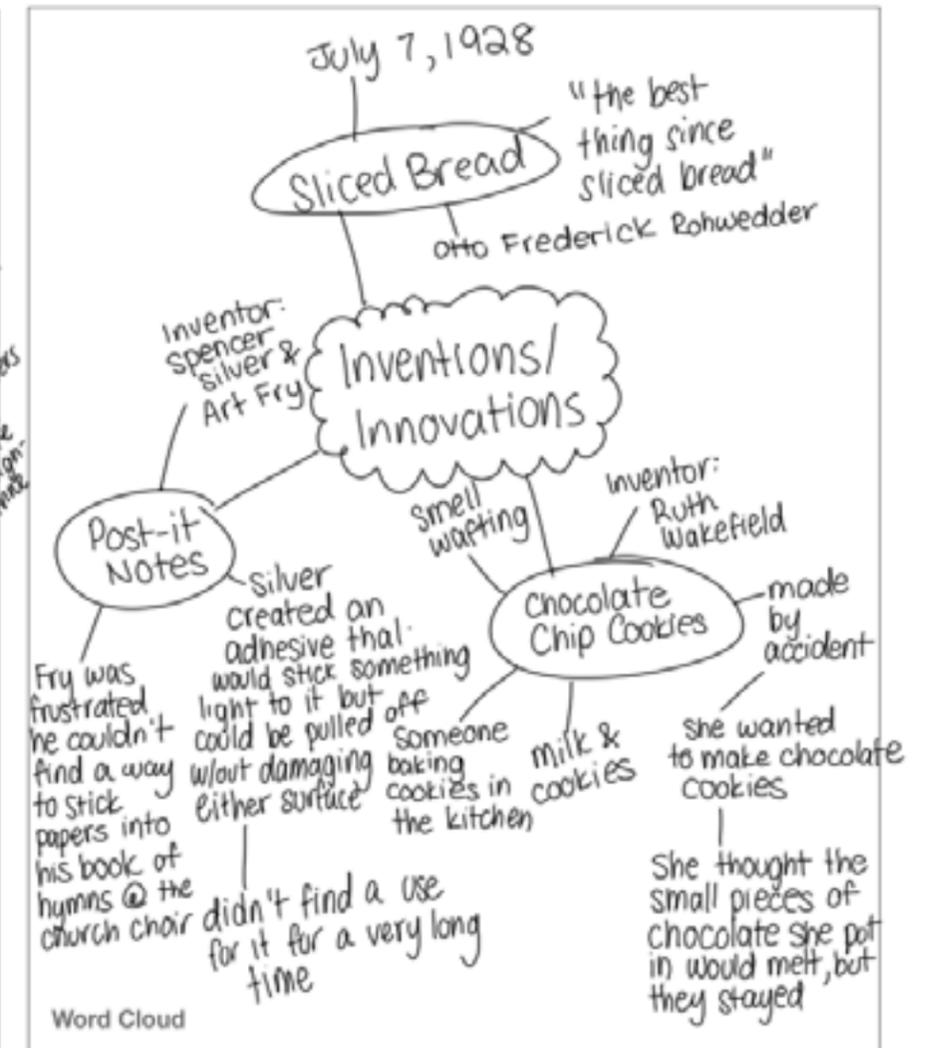
#### Category: Celebrated Event



#### Category: Anniversaries of Note



#### Category: Inventions/Innovations



# AT A GLANCE LOGO EXERCISE

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Visual Design & Computation

Week 9

Activity **At a glance logo**

## Instructions

Using any principle of design (Position/Location/Focus/Gravity, Rhythm/Repetition, Movement/Direction, Balance/Proportion/Unity, Harmony/Unity, Space: Figure/Ground/Depth)

And a combination of color, can you draw with lines and shapes that look like the Google logo without using letters or drawing letters with shapes.

Goal - first glance it should look like Google.

Try limiting your work to using just one type of shape, eg triangles or hexagons



# RESEARCH

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Before getting started on my sketches, I wanted to do some research to ensure that I could explore all of the possible ideas that came to mind. Often times when I do research, I am inspired by what I learn and I'm able to create more iterations from there.

Although I had an idea of what topic I wanted to do, I still picked one topic from each of the original categories to do my research on. This was to ensure that I didn't just pick the first idea that came to mind, rather I wanted to go through the entire design process before deciding on which idea I wanted to proceed forward with.

While doing research, I discovered some very interesting things about Diwali and Navratri that I hadn't known before, even though I've been celebrating both religious event my entire life. I thought this was very interesting and insightful because it made me realize that there's always an opportunity to learn about new things even if you feel you already know about a topic.

In doing this research about Diwali and Navratri, I feel the most connected to these two topics, which is why I decided to proceed forward with them instead of the others. I wanted to do a Google Doodle for Diwali because I had looked at the Doodle Archive and found that they had already done one back in 2008 but I felt it wasn't very representative of the beautiful holiday. So I wanted to make my own and showcase some of the things I love about Diwali.

## Google Doodle Research

### Celebrated Events

- Navratri
  - <https://www.britannica.com/topic/Navratri>
    - Major festival held in honour of the divine feminine.
    - Happens over 9 days (usually in September-October), with a big celebration on the 10<sup>th</sup> day (called Dussehra)
    - Navratri is a Hindu celebration, so there are different ways it's celebrated in different regions, many people fast or adhere to a strict vegetarian diet and don't drink alcohol out of respect
    - Garba is a folk dance that is often done in the region of Gujarat to celebrate and honour the divine feminine
    - The first third of the festival focuses on aspects of the goddess Durga, the second third on the goddess Lakshmi, and the final third on the goddess Sarasvati
    - Offerings are made to the goddesses and their various aspects and rituals are performed in their honour (i.e. poojas and prayers)
  - <https://www.artofliving.org/navratri/significance>
    - Navratri means 9 nights, Nava = nine and ratri = night
    - Night it when we rest and rejuvenate, so Navratri is the time of year we get to experience a deep rest which brings out deep relaxations and creativity
  - [https://www.google.com/search?q=navratri+2021&sxsrf=AOaemvKeiOTuVVQ0vPftJ4\\_XCt\\_0CfBEUw%3A1638809578228&ei=6j-uYb-wDYK-tAbytbII&ved=0ahUKEwi\\_zY620c\\_0AhUCH80KHfJaDwkQ4dUDCA8&uact=5&oq=navratri+2021&gs\\_lcp=Cgdnd3Mtd2l6EAMyBwgAELEDEEMyBAGAEEMyBAGAEEMyBAGAEEMyCggAEIAEEIcCEBQyBQgAEIAEMgUIABCABDI FCAAQgAQyBQgAEIAEMgUIABCABDoHCAAQRxCwAzoHCAAQsAMQQzoECCMQJzoECC4QJzoLCAAQgAQOsQMqyQM6CQgjECcQRhCBAjoFCA AQkQI6BQgAEJIDOGsIABCABBcAxCDAToLCC4QgAQOsQMqgwE6CAG AEIAEELEDOgUILhCABDoHCAAQyQMqQ0oECEEYAFD4BliFKmCIK2gJcAJ4AIABlwGIAbUPkgEEMTluOJgBAKABAcgBCsABAQ&scient=gws-wiz](https://www.google.com/search?q=navratri+2021&sxsrf=AOaemvKeiOTuVVQ0vPftJ4_XCt_0CfBEUw%3A1638809578228&ei=6j-uYb-wDYK-tAbytbII&ved=0ahUKEwi_zY620c_0AhUCH80KHfJaDwkQ4dUDCA8&uact=5&oq=navratri+2021&gs_lcp=Cgdnd3Mtd2l6EAMyBwgAELEDEEMyBAGAEEMyBAGAEEMyBAGAEEMyCggAEIAEEIcCEBQyBQgAEIAEMgUIABCABDI FCAAQgAQyBQgAEIAEMgUIABCABDoHCAAQRxCwAzoHCAAQsAMQQzoECCMQJzoECC4QJzoLCAAQgAQOsQMqyQM6CQgjECcQRhCBAjoFCA AQkQI6BQgAEJIDOGsIABCABBcAxCDAToLCC4QgAQOsQMqgwE6CAG AEIAEELEDOgUILhCABDoHCAAQyQMqQ0oECEEYAFD4BliFKmCIK2gJcAJ4AIABlwGIAbUPkgEEMTluOJgBAKABAcgBCsABAQ&scient=gws-wiz)
    - Navratri 2021 began Thursday October 7 and ended Friday October 15
- Diwali
  - <https://www.britannica.com/topic/Diwali-Hindu-festival>
    - One of the major religious festivals in Hinduism, Jainism and Sikhism
    - Lasts for 5 days from the 13<sup>th</sup> day of the dark half of the lunar month Ashvina to the second day of the light half of the lunar month Karttika (in a Gregorian calendar that's late October-November)
    - Diwali originates from the Sanskrit term "Dipavali" which means "row of lights"
    - The festival symbolizes the victory of light over darkness
    - Different regions celebrate Diwali differently

- The most widespread custom among Hindus is to light diyas on the night of the new moon to invite the presence of Lakshmi (the goddess of wealth)
- In Bengal, the goddess Kali is worshipped
- In North India, the festival also celebrates the royal homecoming of Rama (along with Sita, Lakshmana, Hanuman) to the city of Ayodhya after defeating Ravana
- In South India, the festival marks Krishna's defeat of the demon Narakasura
- Some celebrate Diwali as a commemoration of the marriage between Lakshmi and Vishnu, while others observe it as the birthday of Lakshmi
- Diyas are lit and placed in rows inside and outside temples and houses
- Homes are decorated and the floors are covered in rangoli
  - Rangoli- elaborate designs made of coloured rice, sand or flower petals
- The doors and windows are kept open in the hope that Lakshmi will find her way inside and bless the residents with wealth and success in the coming year
- Diwali is generally a time for visiting, exchanging gifts, wearing new clothes, feasting, feeding the poor, and setting off fireworks in celebration
- <https://www.history.com/news/the-ancient-origins-of-indias-biggest-holiday>
  - The festival of lights stretches back to more than 2,500 years
  - Diwali is a 5 day celebration (the 4<sup>th</sup> day is usually the biggest celebration though)
  - In the state of Gujarat, Diwali and New Years coincide and Diwali is associated with asking the goddess Lakshmi for prosperity in the coming year, during the festival many people exchange gifts and coins

#### Anniversaries of Note

- Alex Trebek
  - <https://www.jeopardy.com/about/cast/alex-trebek>
    - He began hosting Jeopardy! In 1984, the year it debuted
    - He's accomplished a lot over his time as host of Jeopardy!
    - He hosted over 8,000 episodes of Jeopardy, making him the Guinness World Record holder for most game show episodes hosted by the same presenter
    - Born in Sudbury, Ontario
    - Attended University of Ottawa and has a degree in philosophy
    - He worked for CBC covering national news and special events for radio and television, then in 1973 he got his first American tv debut hosting the NBC show "wizard of odds"
    - In 2017, he was named an officer of the Order of Canada (the second highest civilian honour)

- He is one of the few celebrities that has a star on the Hollywood Walk of Fame and the Canadian Walk of Fame
- In March 2019 he announced he had pancreatic cancer and underwent treatment while still hosting Jeopardy
- He passed away peacefully on Nov 8 2020 at the age of 80
- <https://www.biography.com/personality/alex-trebek>
  - Born July 22, 1940

#### Inventions/Innovations

- Chocolate Chip Cookies
  - <https://www.epicurious.com/archive/blogs/editor/2014/07/things-you-didnt-know-about-chocolate-chip-cookies.html>
    - Inventor: Ruth Wakefield
    - It was created by accident, Wakefield added broken pieces of chocolate bar pieces into her cookie batter hoping it would melt and make chocolate cookies. Instead they didn't melt, making chocolate chip cookies
    - Ruth Wakefield was the owner of Toll House Inn in Whitman, Massachusetts
    - They were first called "Butterdrop Do Cookies", her recipe first ran in a Boston newspaper
    - In 1936 she published her first cookbook and renamed the cookies to "Chocolate Crunch Cookies"
    - The first chocolate chip cookie was the size of a quarter, meant to be eaten in one bite and supposed to be super crispy
    - She was paid for her recipe with a lifetime supply of Nestle chocolate
    - In 1939, Nestle invented the teardrop shaped chocolate chip
    - 53% of American adults prefer chocolate chip cookies over any other cookie
  - <https://www.sugar.org/blog/the-history-of-the-chocolate-chip-cookie/>
    - The cookie's invention is over 80 years old
    - Wakefield's cookbook was called "Tried and True" and was released in 1938
    - The cookies were originally intended to be accompanied with ice cream
    - Her recipe can still be found on the back of every Nestle chocolate chip package
    - Wakefield was no amateur baker; she had a degree in household arts and built Toll House's reputation for outstanding desserts
    - The iconic chocolate chip cookie was likely the result of diligent testing and recipe development
  - <https://www.newyorker.com/culture/culture-desk/sweet-morsels-a-history-of-the-chocolate-chip-cookie>
    - Ruth Wakefield ran the popular Toll House restaurant with her husband, Kenneth, from 1930 to 1967
    - Marjorie Husted (aka Betty Crocker) featured Wakefield on her radio program

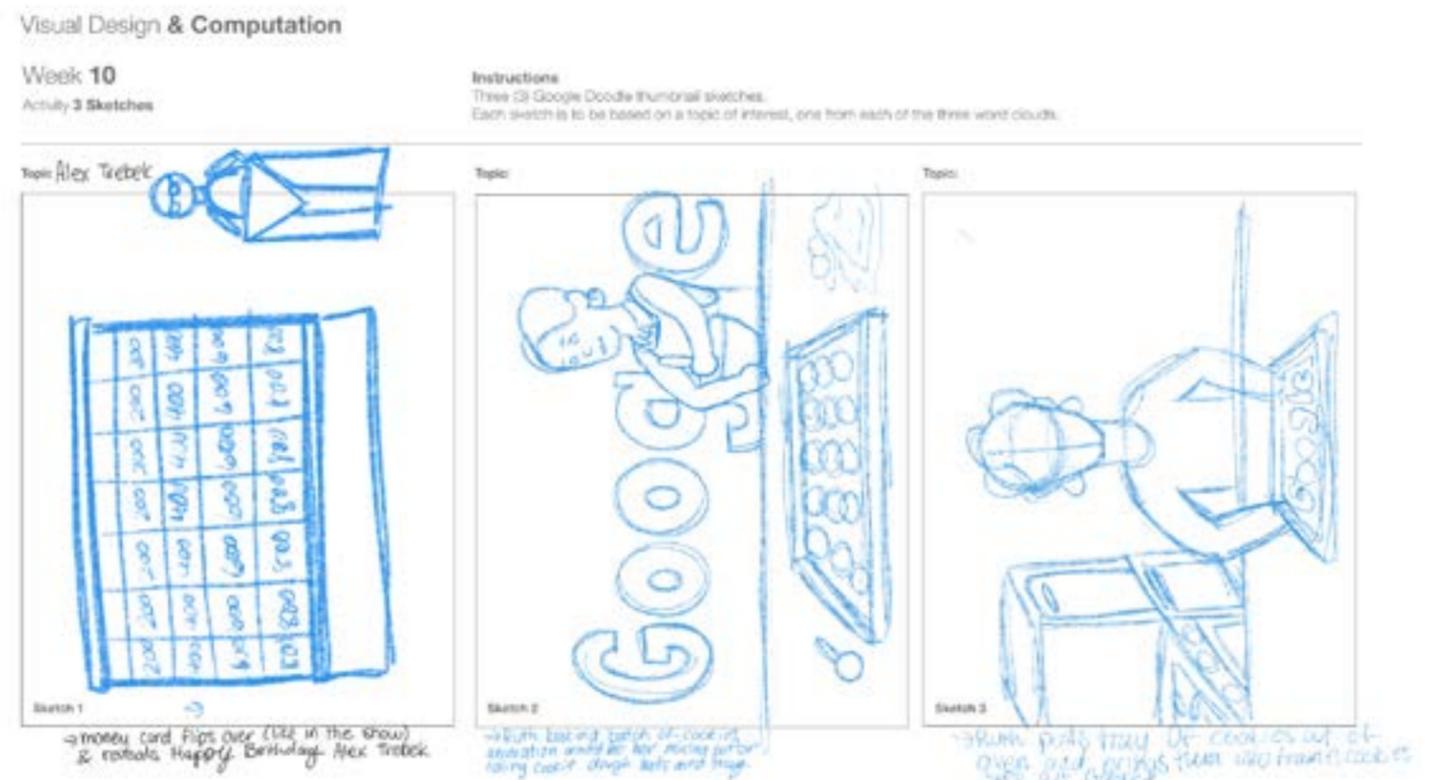
- March 20, 1939 – Wakefield gave Nestle the right to use her cookie recipe and the Toll House name
- Wakefield's cookies were the perfect antidote to the Great Depression because it was inexpensive but contained the very richness and comfort that millions of people were forced to live without in the late 1930s
- America's entry into WW2 made the cookies even more popular because they would send them in care packages for the soldiers overseas
- Even though chocolate was in limited supply, women were encouraged to use what little they had to bake cookies for their soldiers overseas
- Toll House restaurant's gift shop sent out thousands of cookies as well
- The fame of chocolate chip cookies was boosted by wartime soldier consumption

# INITIAL SKETCHES

After doing my research, I went on to do my initial sketches. In the beginning I had read the instructions wrong and I thought we were supposed to create 3 different sketches for each topic in the different categories. That is why there are 3 different Diwali sketches. I wanted to explore the different aspects of Diwali because there are so many different activities and traditions associated with the festival. The three main ones I could think of were fireworks, diwas and rangoli. I felt fireworks and diwas, although important to the holiday, were overused and I wanted to use my Doodle to shine light on the rangoli art form.

I've only done rangoli once before, but I've always admired the art form since I was a child. The idea that such simple materials could make such beautiful and intricate designs always left me in awe. I wanted other people to experience this through my Google Doodle, which is why I decided to proceed forward with that. Rangoli also has personal significance to me because my parents would share stories of their childhood where they would participate in rangoli contests during Diwali. Whenever my parents tell these stories, their faces light up in a way I don't often get to see and I'm happy to hear all of their memories from their life back home.

I am grateful for rangoli in that sense because I was able to hear their happy memories and hopefully continue on the tradition in the future.



# STORYBOARDS

Once I had decided on my idea, I moved onto storyboarding the Google Doodle. I knew I wanted the animation to show the process of making the rangoli design, but thought showing the whole logo being made would take up too much time and be overkill. That is why I decided to just animate the 2 mandalas (the 'O's in the Google logo) being made by a hand coming in and out of frame.

I had a few different ideas during my storyboarding phase that didn't end up making it to the final product. For example, my original plan for the background was to have loose powder scattered around to add more colour to the scene. But when doing research on rangoli designs, I realized the designs were usually very crisp and had clean edges, it was very rare to see loose powder in the background of designs. That is why I changed the background to a wood floor in the final.

The next change I was going to make but ultimately decided against after speaking with Mark was to have the hand in full colour rather than a black silhouette. I decided against adding colour because I know that rangoli is often put outside during Diwali, where the only light source is the surrounding diyas. This lighting would result in lots of silhouettes and shadows, which is why I decided to leave it black. I wanted the viewer to feel like they were the ones involved in making the design and they were seeing it from a bird's eye view.

The last change I made from my storyboard to the final design was that the hand was going to place the 2 diyas in the center of the mandala. I decided against this for the final design because the creating of the mandalas animation was already very long and adding the diyas being placed animation would make the entire Doodle longer. That is why I decided to just fade the diyas in at the end because it still sticks with the original idea I had, while also cutting down on the length of the Doodle itself.

## Visual Design & Computation

### Week 11

Activity: Storyboard for GIF or WebGL

#### Instructions

Complete the 5 step storyboard. Even if you are not good at drawing, convey with simple shapes and use the description below.

WebGL or GIF (delete as necessary)



# INSPIRATIONS

## Visual Design & Computation

### Week 11

#### Activity 3 Examples

#### Instructions

Find 3 examples of work that has a similar style to what you are trying to achieve

Example 1



What elements in this are an influence on this project?

<https://www.freepressjournal.in/india/diwali-2021-easy-to-create-rangoli-designs-that-will-boost-your-diwali-celebrations>

My whole project is based on rangoli designs and I drew a lot of inspiration from this design in particular. I really liked that there was a mix of warm colours (pinks, oranges and yellows) which are more commonly associated with Diwali, mixed in with the vibrant blue sand purples. This entire design is very bright and colourful which is what I wanted to emulate in my final Google Doodle as well. I also took inspiration from this picture to place diwas on the final mandala as this is common practice when

Example 2



What elements in this are an influence on this project?

<https://www.google.com/doodles/teachers-day-2021-november-20>

I really like the illustrative style of this Google Doodle. I really enjoy that you are able to see texture in the illustration, I believe it brings extra interest to the overall piece and helps match the elementary school aesthetic they are trying to relate teacher's day to. I want my design to have the same amount of texture in the final product, where it's not overpowering but add to the overall design

Example 3



What elements in this are an influence on this project?

<https://www.google.com/doodles/thank-you-doctors-nurses-and-medical-workers-september-9>

I like how there is only a few elements in this Doodle that are being animated while the rest are static. I feel like this helps bring focus to the animation while still showing the full google logo. I also like that everything else looks like the standard Google logo viewers are used to, but the e is changed up to match the theme of the Doodle (I like that the letter was used a graphic instead of just a letter)