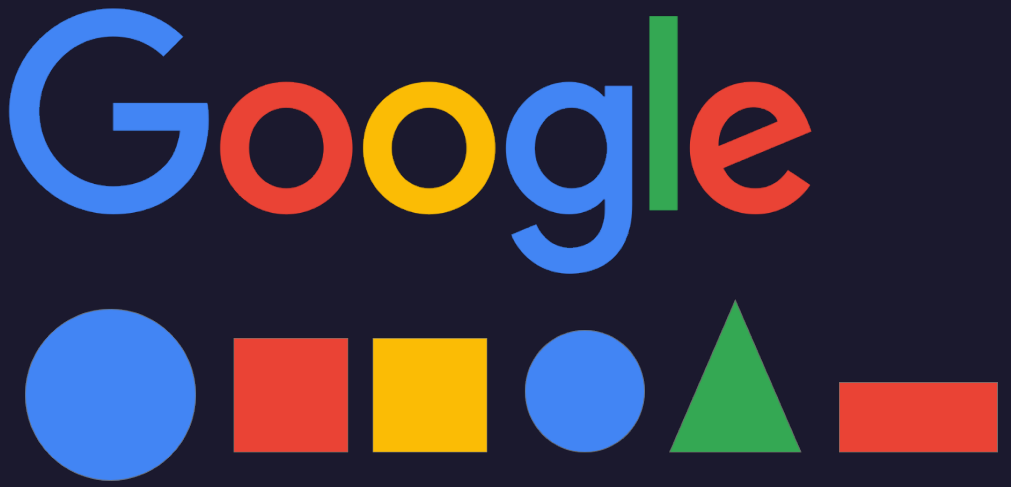
Google Doodles

Berke Yatagan / 991617543

At a glance Logo

- 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, e.g., triangles or hexagons



- My Insights: Creating the Google Logo with the use of shapes was a creative activity which helped me gain a better understanding of how the Logo can exist outside its name.

3 Word Clouds

Category: Celebrated Event

- Sandygate Worlds Oldest Football Stadium
- 160th anniversary of The American Civil War begins
- Founding of Canada 1 July, 1867
- The Sealing of Magna Carta
- William Shakespeare Birthdate

Word Cloud

Category: Discovery

- DNA
- The Internet
- Kepler - 452b closest eart-like planet
- Artificial Intelligence
- Mechanics

Word Cloud

Category: Anniversaries

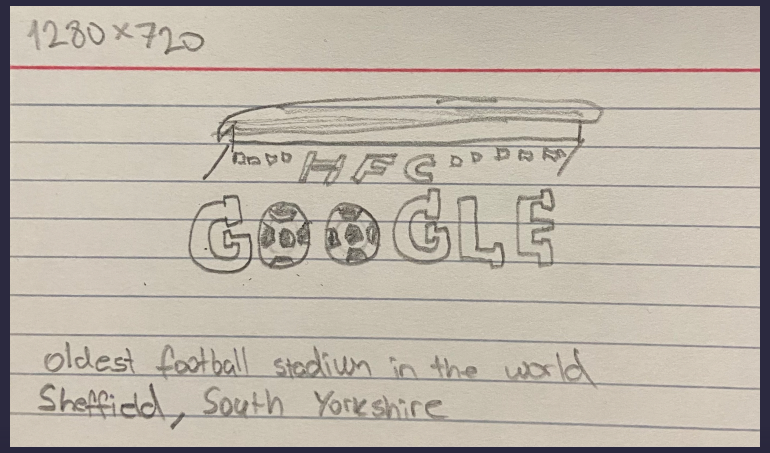
- Steve Jobs
- Leonardo da Vinci
- Nikola Tesla
- Sir Alex Ferguson
- Sir Arthur Conan Doyle

Word Cloud

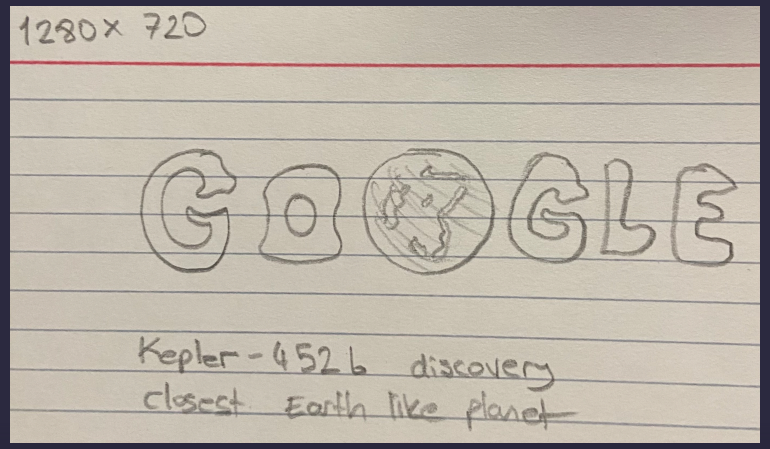
3 Sketches

- Choosing in between the Word Clouds, I have decided to pick World's Oldest Football Stadium, Kepler – 452b Discovery and Steve Jobs / Anniversary. I drew 3 sketches for each concept.

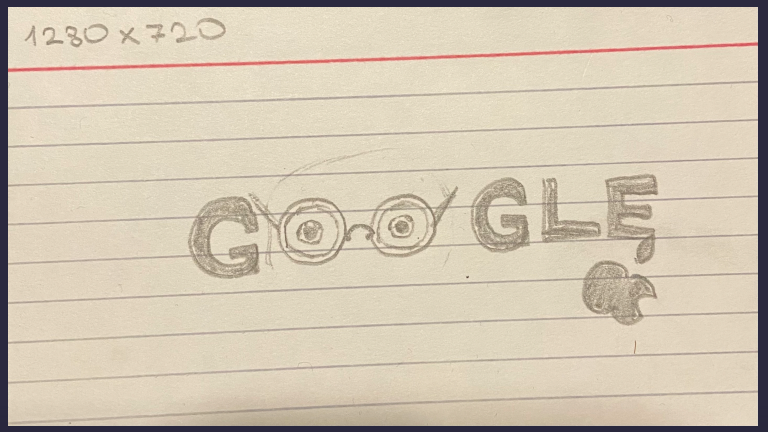
Topic: World's first and oldest Football Stadium



Topic: Kepler - 452b Discovery



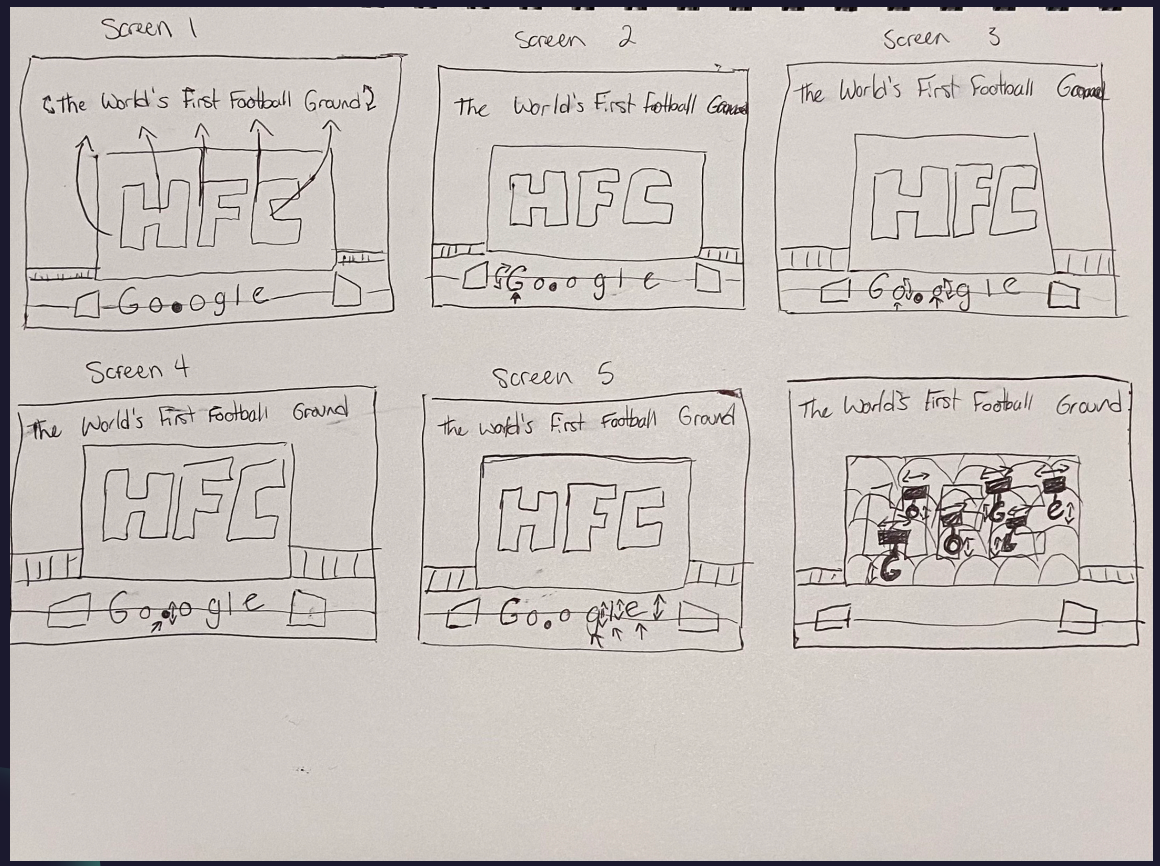
Topic: Steve Jobs / Anniversary



Design Statement

- For the Google Doodles project my main goal is to design an interactive Football field which revolves around the theme of “World’s First Football Ground”. It is very important for my project to be in a certain way, where users get to understand the concept and truly has fun with its interactivity. For that, I will focus on providing new ways for my users to interact with the ”Google” letters by incorporating these letters into sceneries or situations. For instance, “Google” letters being the Football fans or the players that are animated.

Storyboarding for WebGL



World's First Football Ground

Inspirational Work

Example 1

What elements in this are an influence on this project?

This Google doodle heavily influenced my project. I am trying to achieve a scenery where the letters from "Google" are fans sitting on the stands watching the game. Another influence was to focus on the stands of Sandygate Stadium which was the main focus of my project as my design will be for the worlds oldest stadium.

Source: https://www.google.com/doodles/world-cup-2014-12

Example 2

What elements in this are an influence on this project?

This Google doodle is representing an era which football was newly invented. In my work I am also aiming to use a similar style for my football. My goal is to create a leather textured football that represents a certain feeling of the old football. This is because, my work will be based on Worlds first Football stadium and that is why I have to include certain items or objects that are retro.

Source: https://www.google.com/doodles/celebrating-frank-soo

Example 3

What elements in this are an influence on this project?

This Google doodle inspired me to mix the "Google" letters with the leather ball and to construct a scenery that connects the letters with an object or an event. In my case, it inspired me to turn the letters of "Google" into football players or football fans that are cheering or playing football.

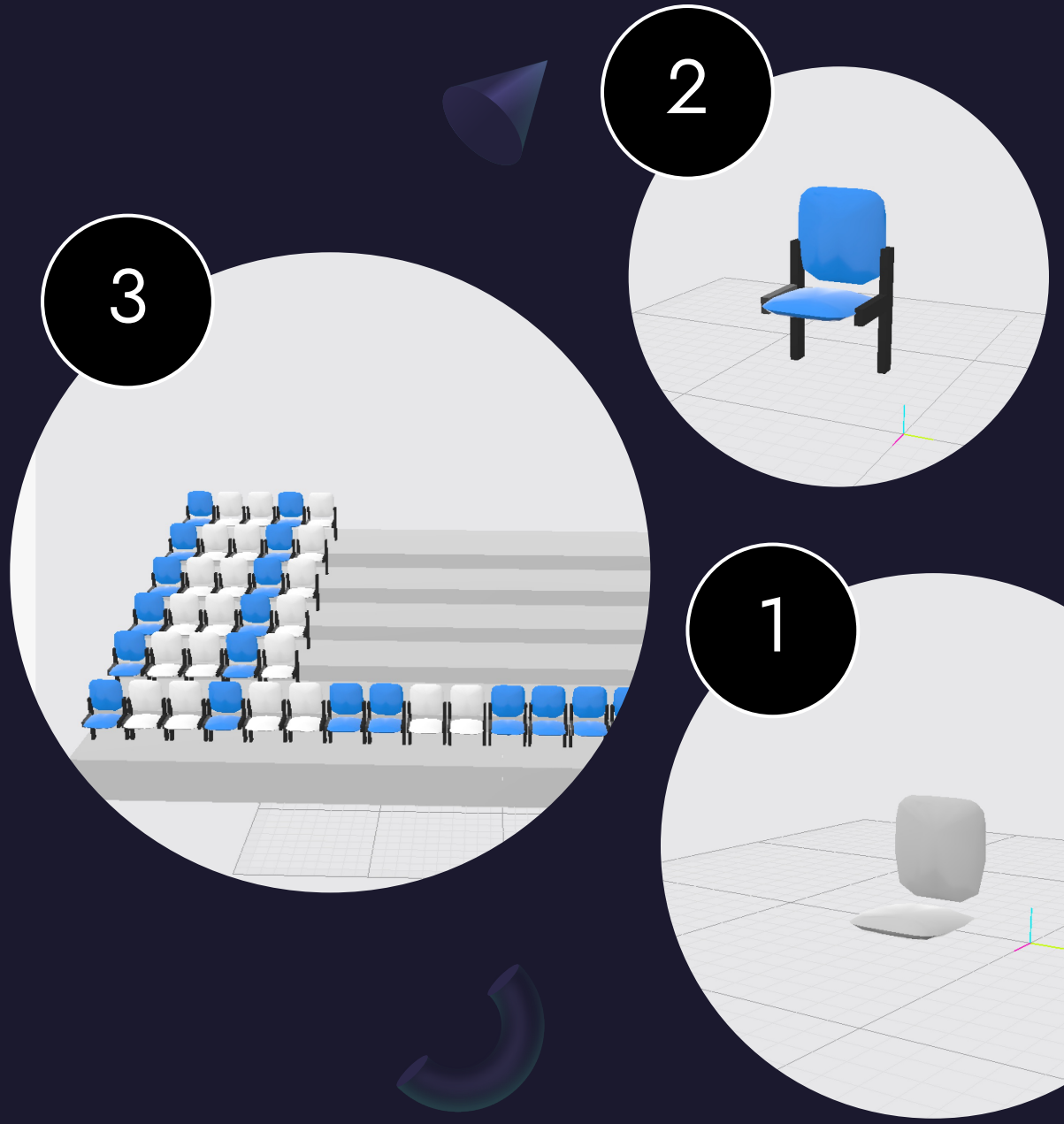
Source: https://www.google.com/doodles/world-cup-2014-12

The Stands

1. The Stands are a very important part of a football stadium. For their proper construction I have analyzed imagery of Sandygate Football Stadium and its current stands. Their main color is HEX #1495ff. I have also set the Roughness to 20% to give the certain plastic look to make it look more realistic.

2. For the second step, I have constructed Rear Legs and the Holding Arms for the stands. My main goal was creating a design that reflects Sandygate Stadium stands in the best way possible.

3. Lastly, I have created the stairs and started constructing the tribune. I have copied and pasted my stand model and started changing the color of some of the stands to white. This was because, I wanted to create the "HFC" letters with the use of the stands.

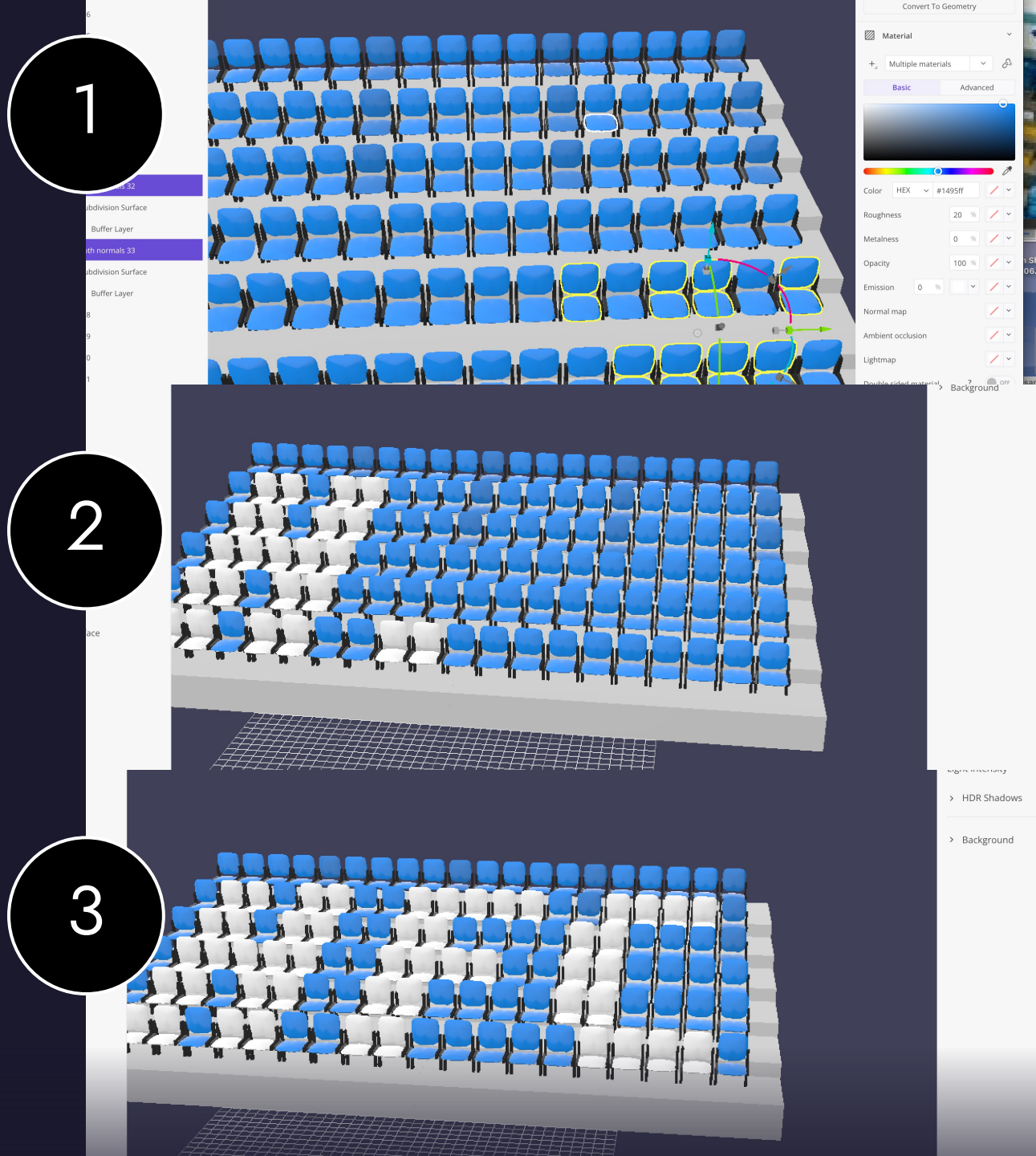


The HFC

1. Firstly, I have analyzed at the exact number of stands that were available at the Sandygate Stadium from the images that I have found from Google. Thereafter, I have started changing the color of the exact stands 1:1 from the Google Images so that my design translates back to reality.

2. Secondly, I have zoomed out a lot in the process of constructing the “HFC” letters from the stands. This was because even a slight mistake could temper with the lettering. I have also checked checked pixel letters online to get inspiration.

3. Lastly, after setting all the stands and changing the color of the certain stands to white, I have reached my desired goal. It was very challenging to place these stands and to capture the ”HFC” letters with the use of stands.

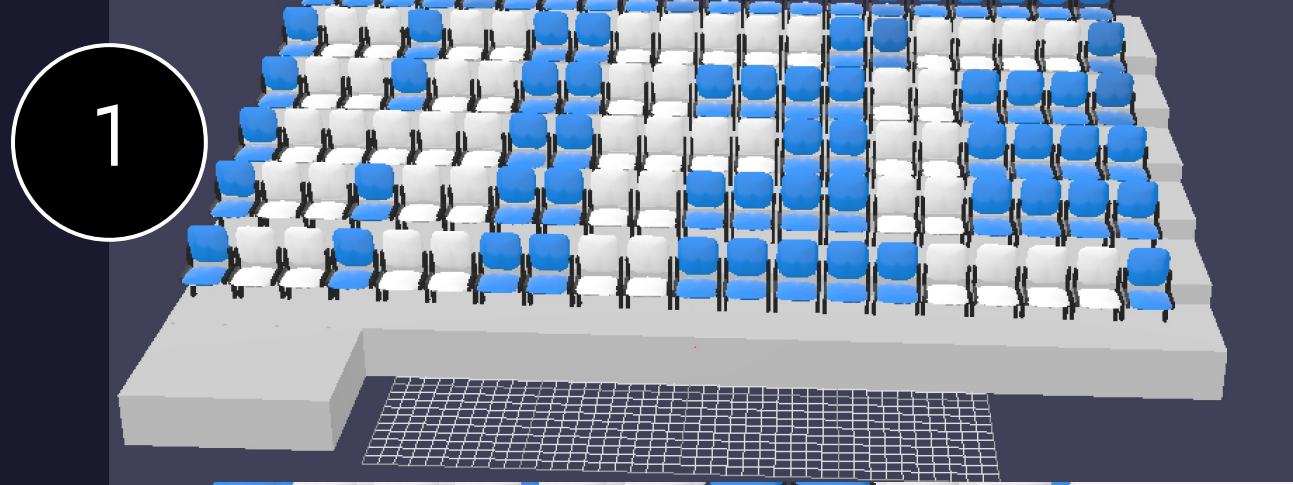


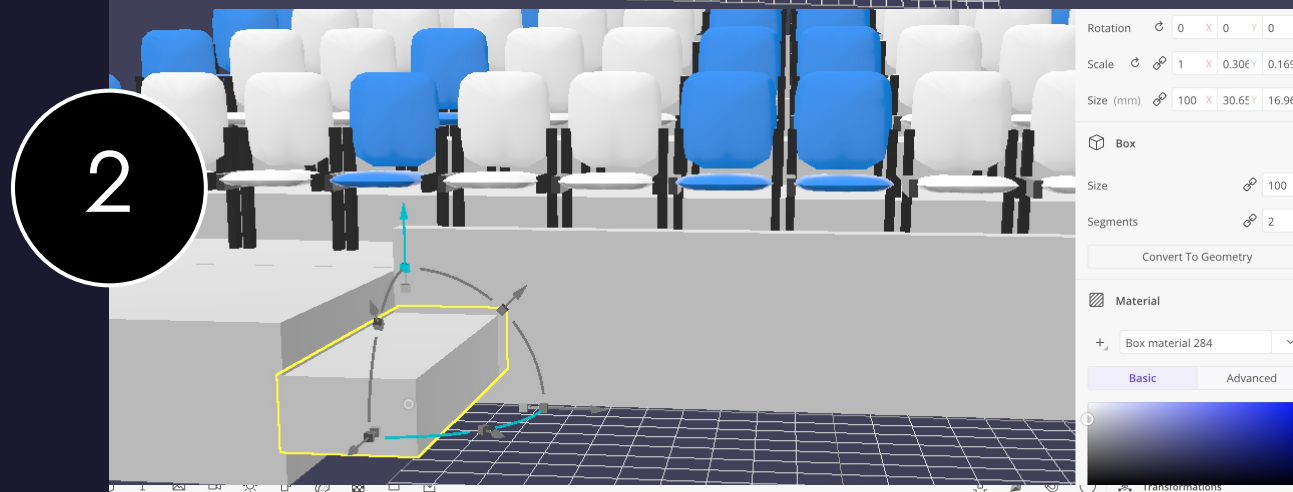
The Stairs

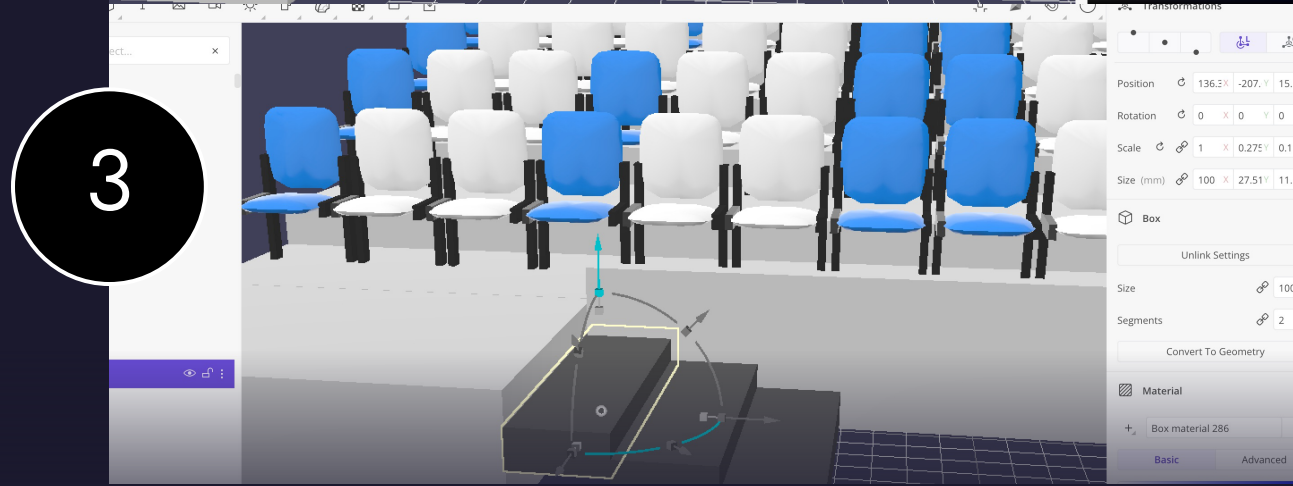
1. Firstly, I have added a block as an extension. This block was supposed to connect the stairs with the stands. It is used to create a look of functionality that if real people were to use it it would act as the real stairs would. This helps create the realistic image in the user's mind.

2. Secondly, I have organized the steps, so they are equally spaced out as well as being equal in width and length.

3. Lastly, I have copied and pasted three of the steps. I measured the angles and ensuring that the proportions were correct to functional stairs. I tested out a dark grey color for the steps to see the visual appeal of it. I maximized the roughness so that it does not reflect the light and replicates concrete.







The Handrails

1. Firstly, I have added a side wall to attach the rails to. Then, I have added four support bars for the handrail along the wall.

2. Secondly, I have calculated the distance between each of the four bars. For this part, a more precise calculation was needed for the overall look. I have tried to make it look as even as possible sticking with my calculations.

3. Lastly, I have created a top rail. This was a necessary addition to connect the support bars and from a more realistic perspective, it is very important and functional.

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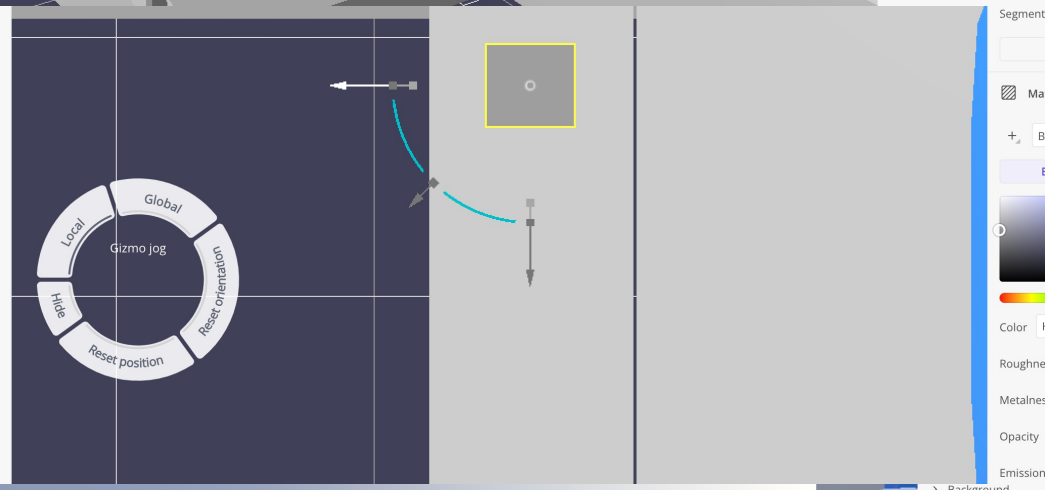

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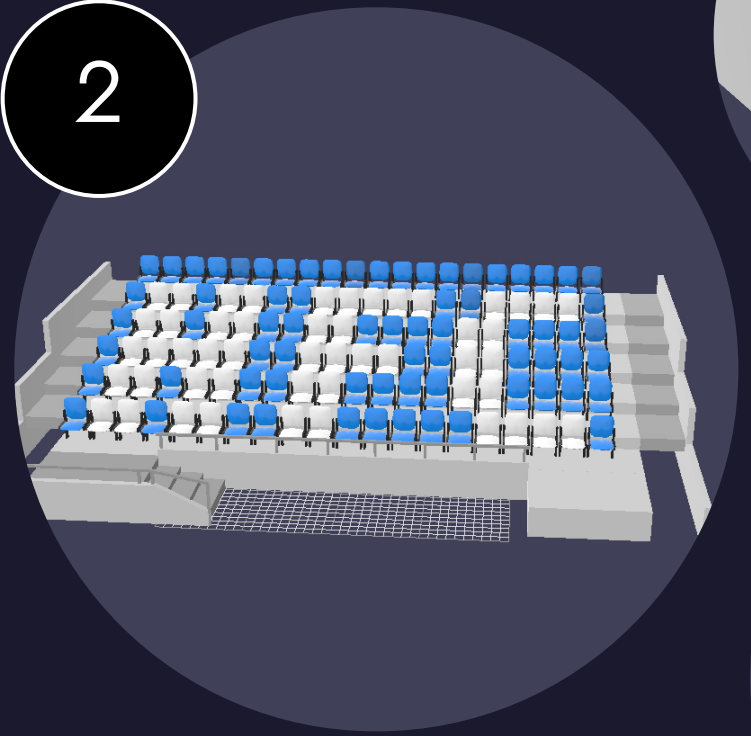
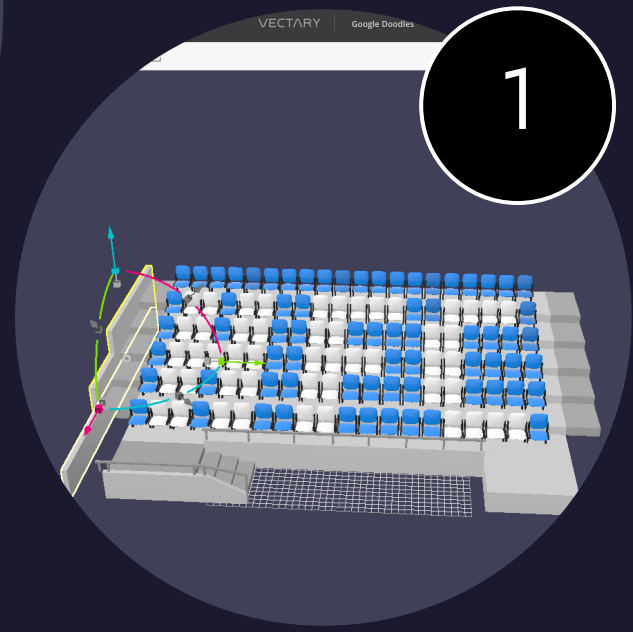
The Side Walls

1. Firstly, I have created 3 rectangles and placed them on top of each other. Thereafter, I have changed the width of each to create a slope with the walls so that it is visually more appealing and realistic.

2. Secondly, I have created another set of stairs for each wall that lead up to the stands. I put together more squares like how I created the stairs Infront of the stands.

3. Lastly, I have changed the side stairs color to match the front stairs to create a more cohesive look. I have also turned the roughness to 100% on these stairs as well. I was aiming for them to have that concrete texture.



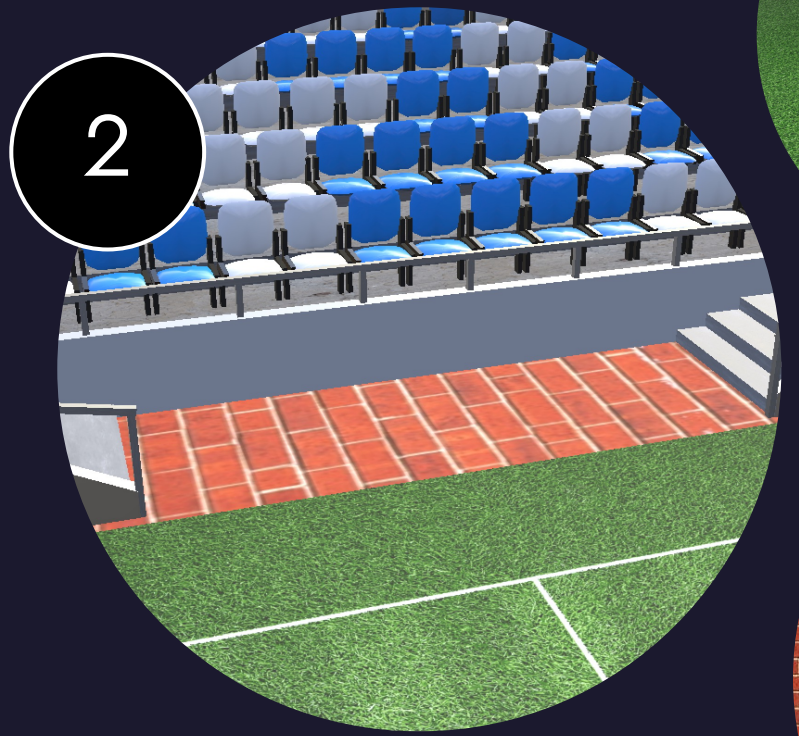


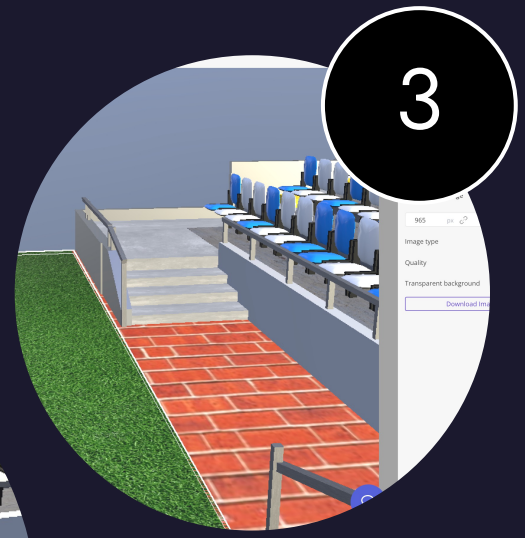
The Brick Flooring

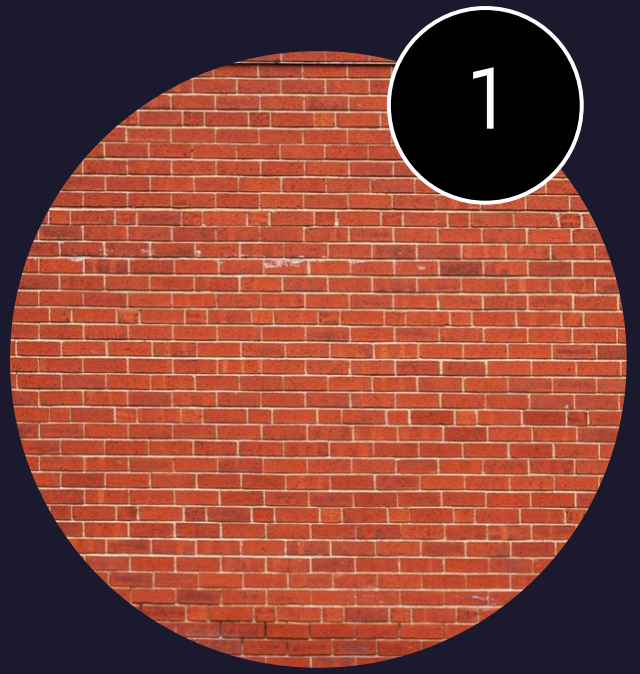
1. Firstly, I have found a Brick Tile texture from Adobe Stock Images through Google. I have picked it according to its brighter color and clean texture. Thereafter, I have downloaded a JPEG version of the image.

2. Secondly, I have created a walkway in Vectary and set it in between the entrance stairs. Thereafter, I have uploaded the JPEG image as a texture for the walkway. It brought my design a more classical look which is signature to British Football Stadiums.

3. Lastly, The reason behind me picking this texture to apply on the walkway was because, I have researched many football stadiums in England from both 19th century and 20th century. I have found an overlap which they use the brick texture for their stadium walls or walkways. I wanted to include it into my design because this texture refers to English style and my Project is about re creating a model of World's First Football Stadium which is in Sheffield, England.







The Roof & Detailing

1. Firstly, I have created yellow accents on the steps. I chose yellow because, it is one of the original colors that was used on the Sandygate Stadium. Thereafter, I have changed their roughness to 100% for them to look like an actual concrete.

2. Secondly, I have constructed the roof which was made up of 4 different parts consisting of 1 supporting, 2 connecting and 1 top roof piece. I have made them separately in Vectary with rectangles.

3. Lastly, I was done with building the Football stands. The entrance stairs, I have copied and pasted them to the right side after rotating them to the proper angle. In the end, everything came together, and the Football stands were looking more cohesive.

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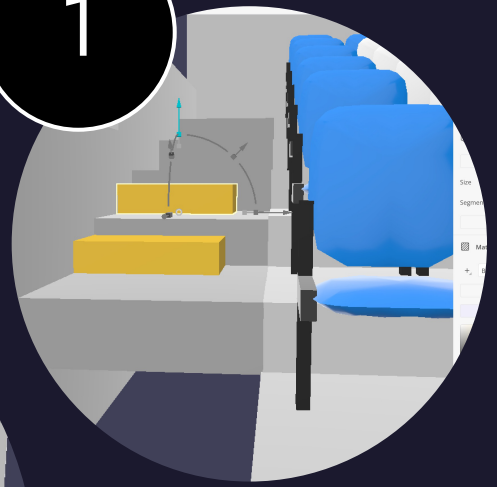

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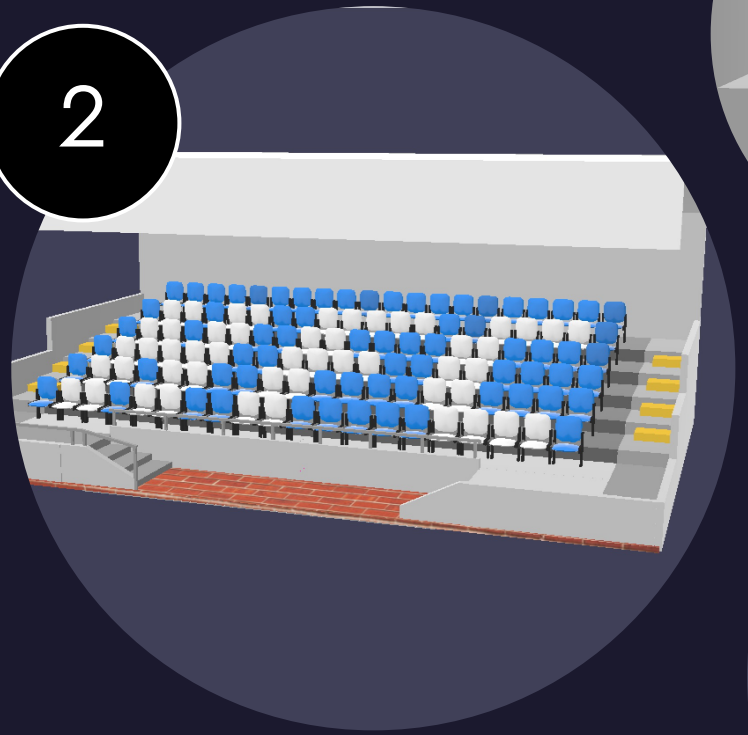

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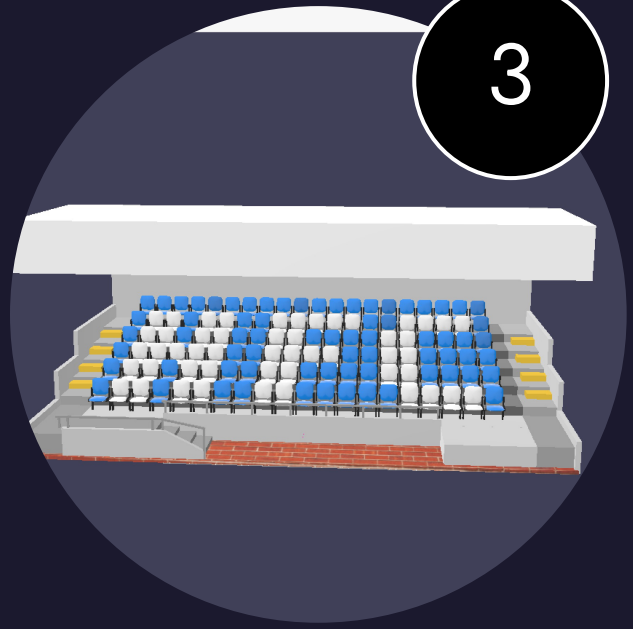

The Google letters

1. Firstly, I have started creating 3D text which includes all the letters from the word “Google”. Thereafter I have positioned them on the Football stands making them look like fans that are watching the game. I have set their placements precisely to the stands to make it realistic.

2. Secondly, I have started changing their colors according to the Google’s original color palette which included the main colors of Blue, Red, Yellow and Green

3. Lastly, I was very satisfied with their overall look from the stands, but they were making the overall look of the stadium rather empty. I have re organized their placements and put distance in between each letter to reduce that sense of emptiness.

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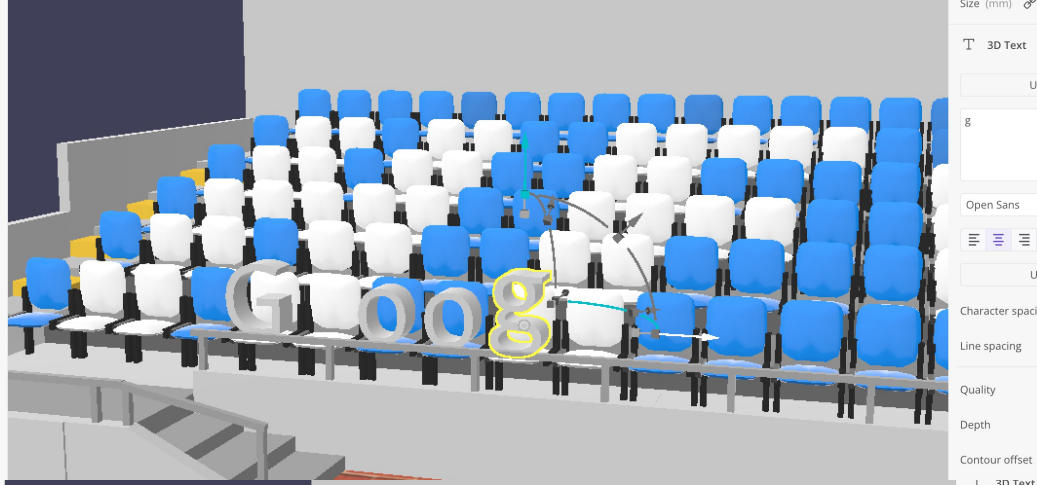

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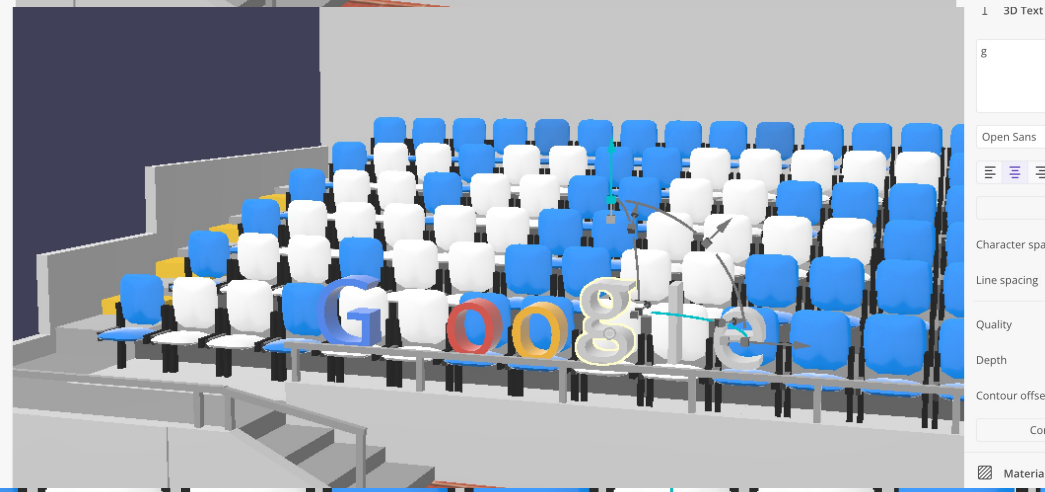

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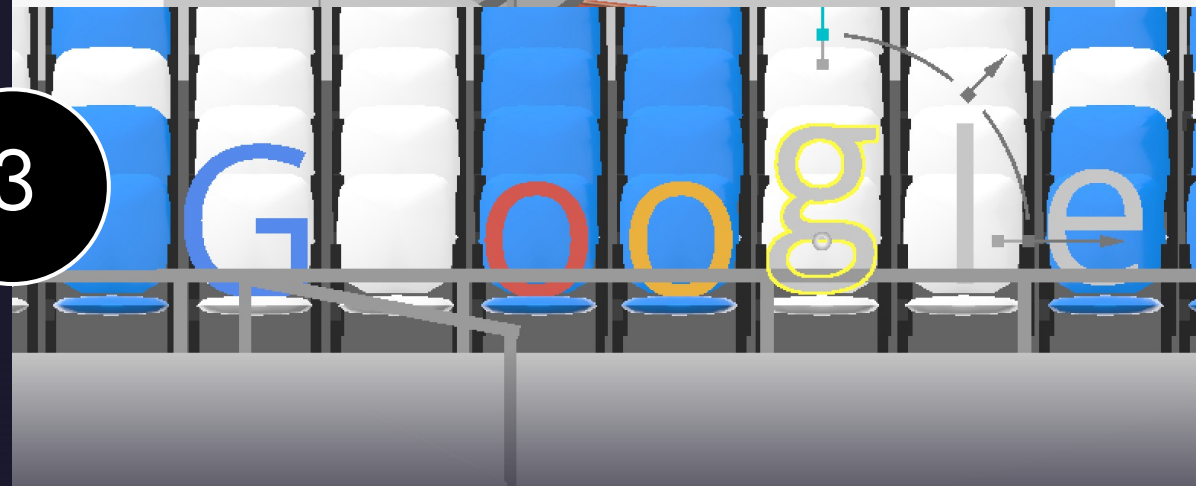
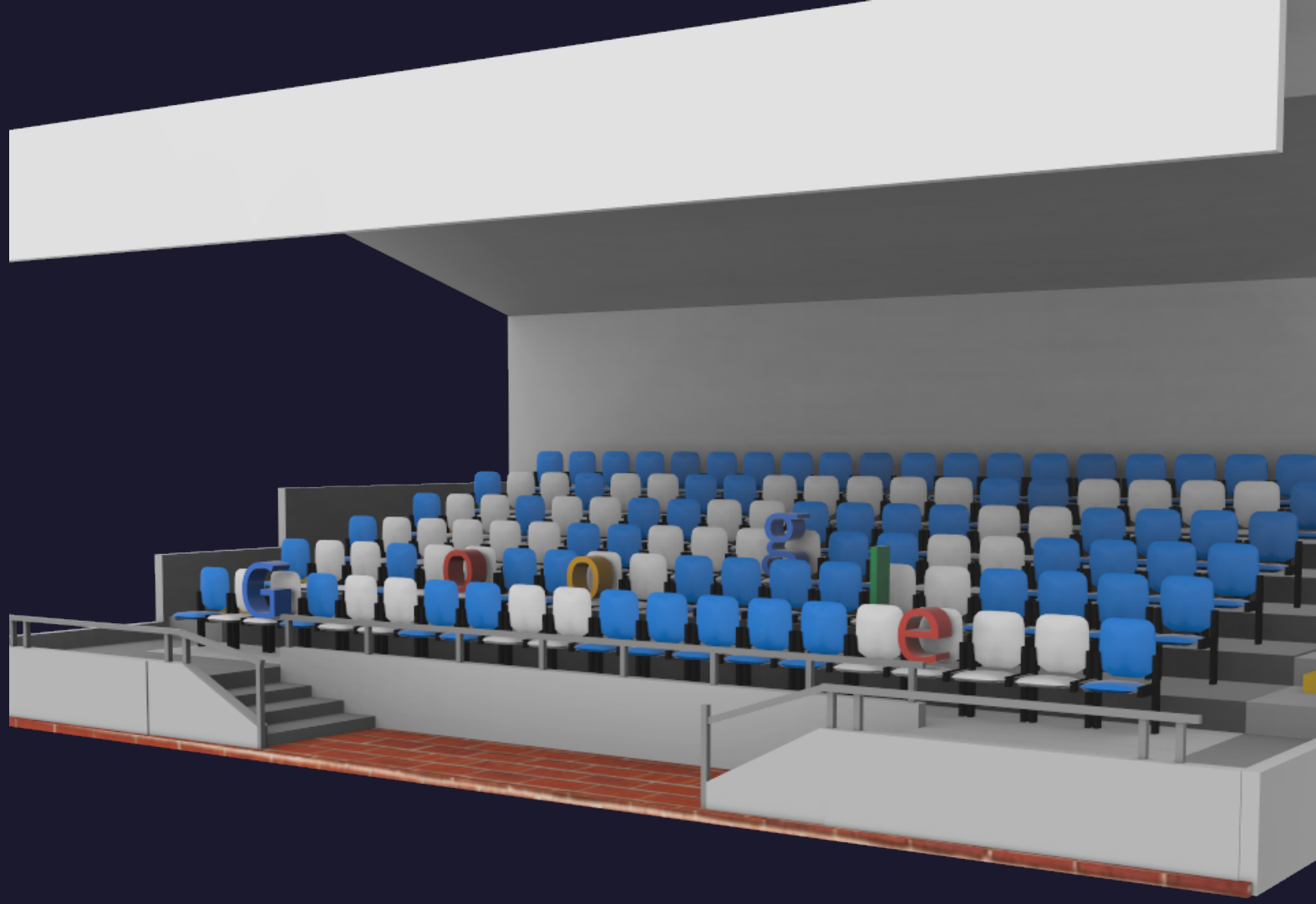


The Letter Placement

The overall look of the placement of The Google letters as fans. The idea behind this was to imagine each letter as a Football fan and when the user would look at it from a distance, they would be able to recognize the "Google" logo in a more playful way.



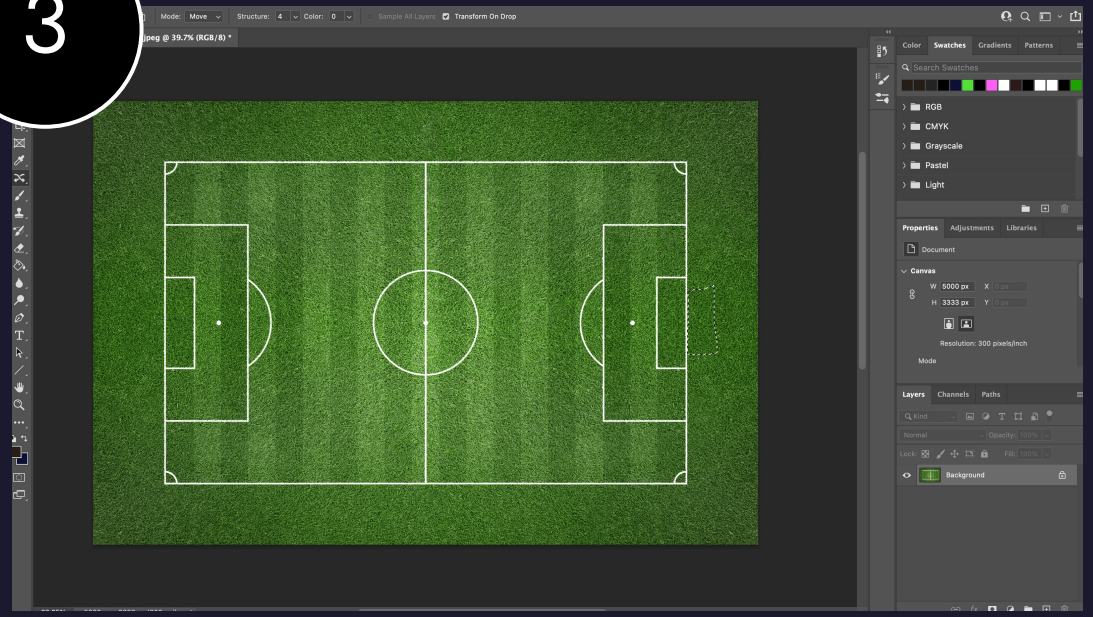
The Football Pitch

1. Firstly, I have searched for a Football Pitch image from the internet to use it as a texture within my design. I have found the image that I wanted from Adobe Stock Images. I have downloaded a JPEG version of the image.

2. Secondly, I have put that image into Adobe Photoshop to get rid of the Goalpost details that were present on the imagery. I got help of the magic wand tool and took that section out of the image.

3. Lastly, I have replaced the parts that I have taken out with grass to make that space look cohesive and clean. After that, I have exported it as a JPEG file again and dragged it to Vectary. Thereafter, I have uploaded the texture on a big rectangular shape that I have built to represent the Football Pitch.

3



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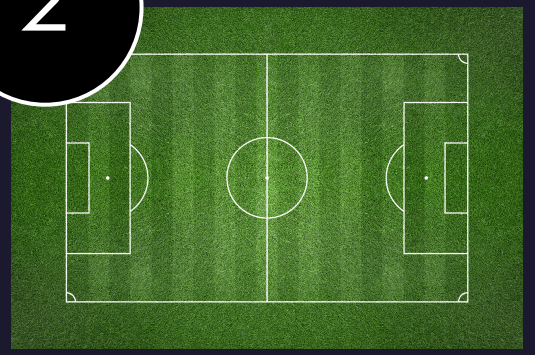

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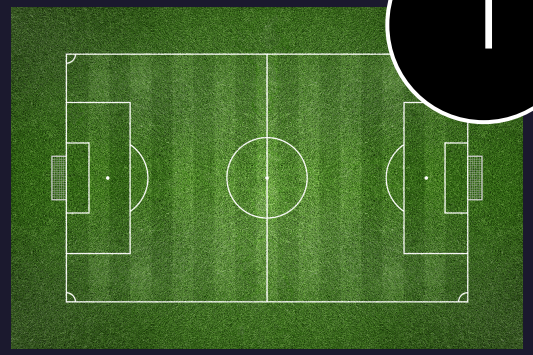


The Fans

1. Firstly, I have thought about the idea of putting cardboards in the fans hands to enhance the scenery. I built a cylinder and made it smaller and narrower. Thereafter, I have built rectangles that were also narrow and small. I have connected the cylinder with the rectangle to construct the fan cardboard.

2. Secondly, I have copied and pasted the fan cardboard for each “Google” letter. I have tilted some of them in the opposite direction to capture harmony.

3. Lastly, I have achieved the look I was going for. I wanted the “Google” letters to represent fans that were cheering from the stands. Even though from the user's perspective the letters were a bit small.

1

2

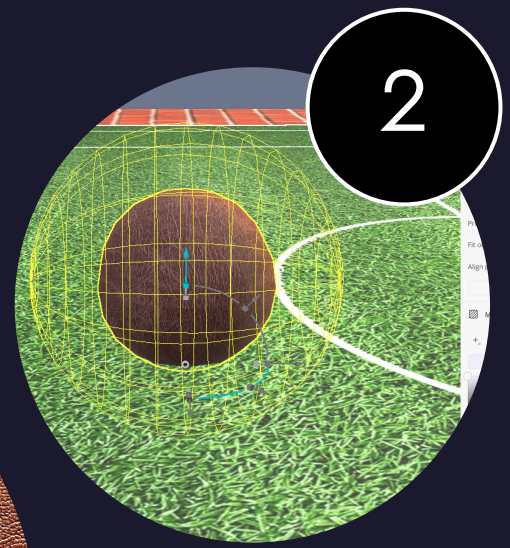
3

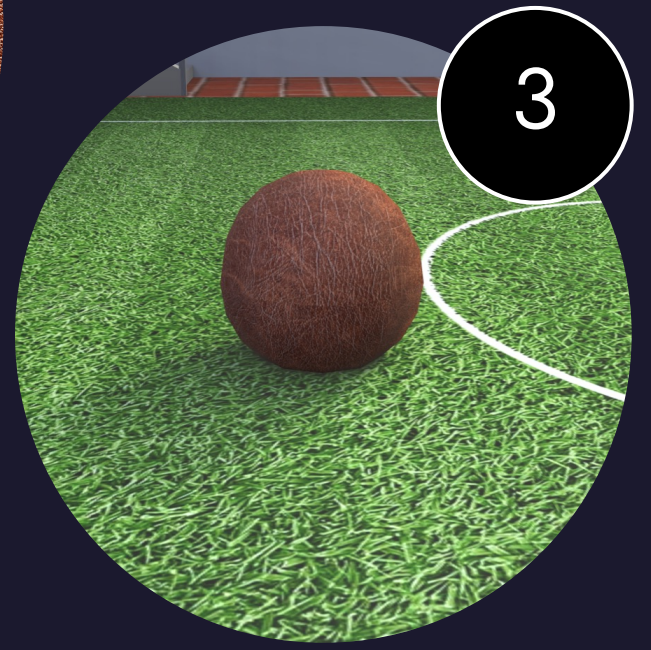
The Football

1. Firstly, I have searched on the internet to find a texture for the Football. I was looking for a rather old Football texture since my design was for World's First Football Ground, I wanted the ball to look like the first Football ever created. I have found the right texture in Adobe Stock Images. I have downloaded a JPEG version of it.

2. Secondly, I have created a sphere in Vectary. I have resized the sphere and made it small enough to represent a ball. Thereafter, I have uploaded the texture that I have found on it.

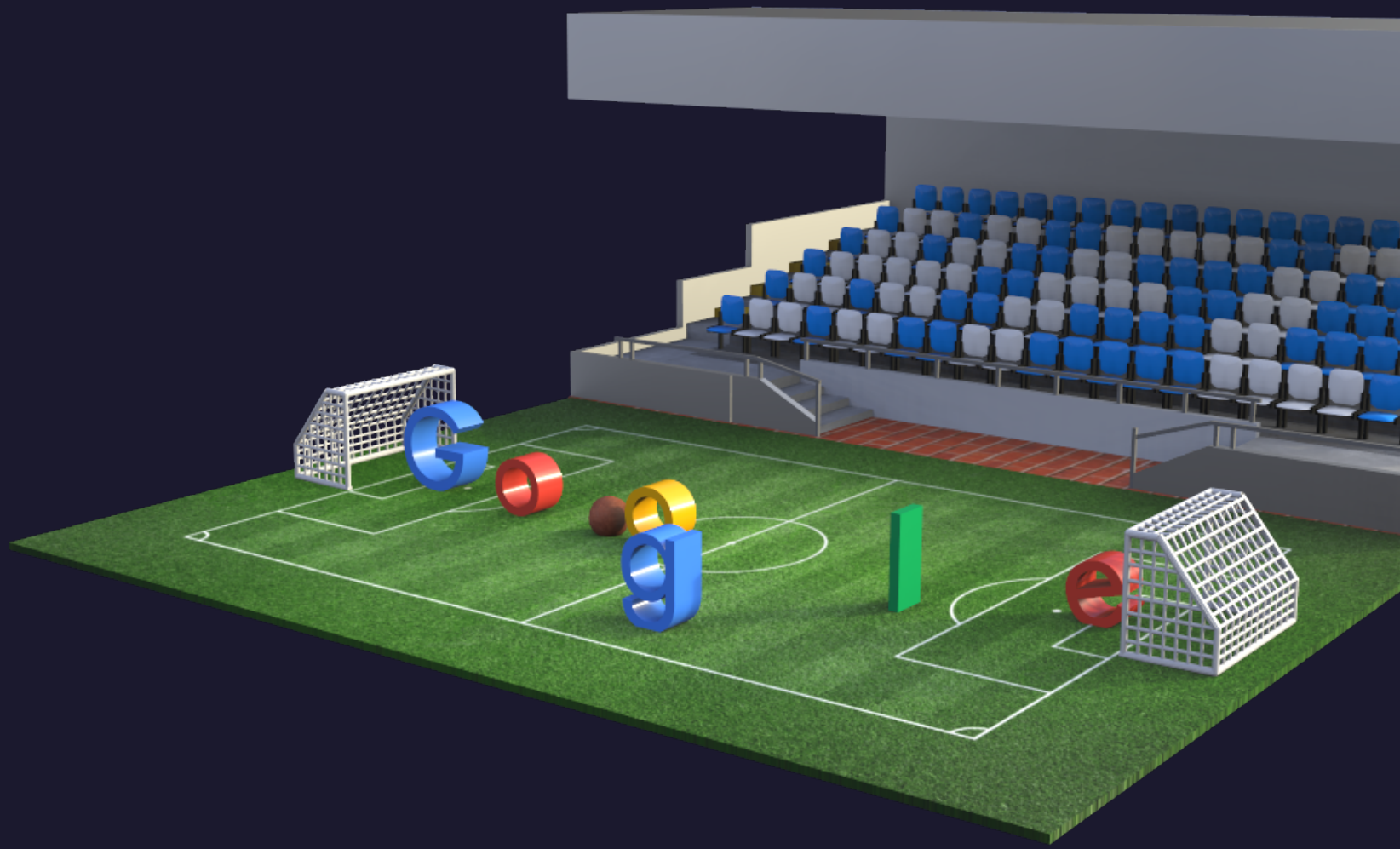
3. Lastly, I have turned the roughness of my model up to 100%. It ended up looking like a real ball. This was one of the most realistic creations that I have made within this project. The small details made it possible.





The Players

After getting feedback for my project, I have reconsidered the entire concept and decided to get rid of the fans as “Google” letters concept. Instead, I have turned the letters into Football players. This was a necessary change because the letters were harder to see and relatively smaller when they were sitting on the stands. I have also resized the letters to be bigger and it ended up looking even better. It was feeling more engaging as well.

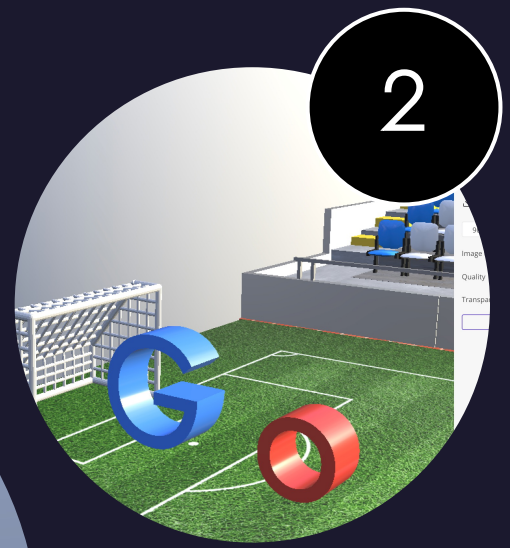


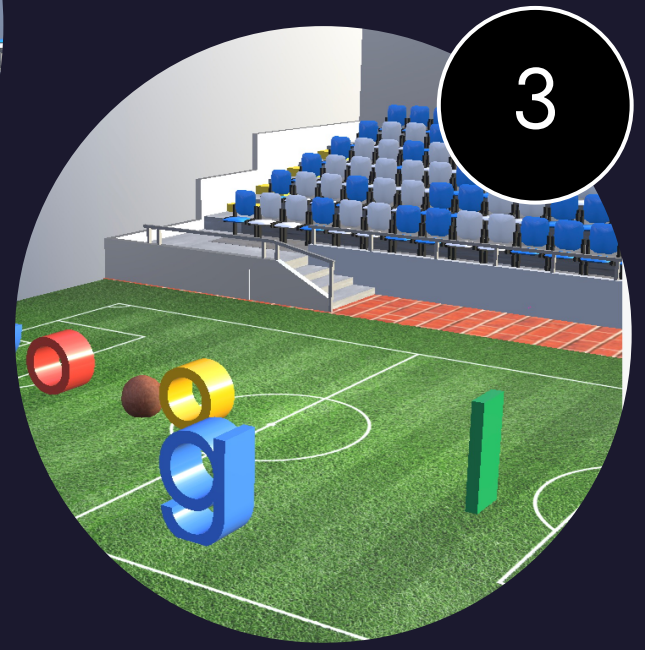
The Goalpost & Player Placements

1. Firstly, the Goalpost that I have found from the Vectary Library was perfect for this scenery. It created a tremendous harmony between itself, and the Football player letters. I have set the player placements according to different angles. For that, I had to rotate the model and check the scenery from different angles.

2. Secondly, I have resized the Goalkeeper to be slightly bigger than the players, but I have also tried to keep it not obvious.

3. Lastly, I have made sure that all the players were in proper positions. In my case, I have placed the letters to represent a center back, striker, and a midfielder. I have placed all the letters imagining that they were actual Football players, playing in those exact positions. I did this to make everything more realistic.



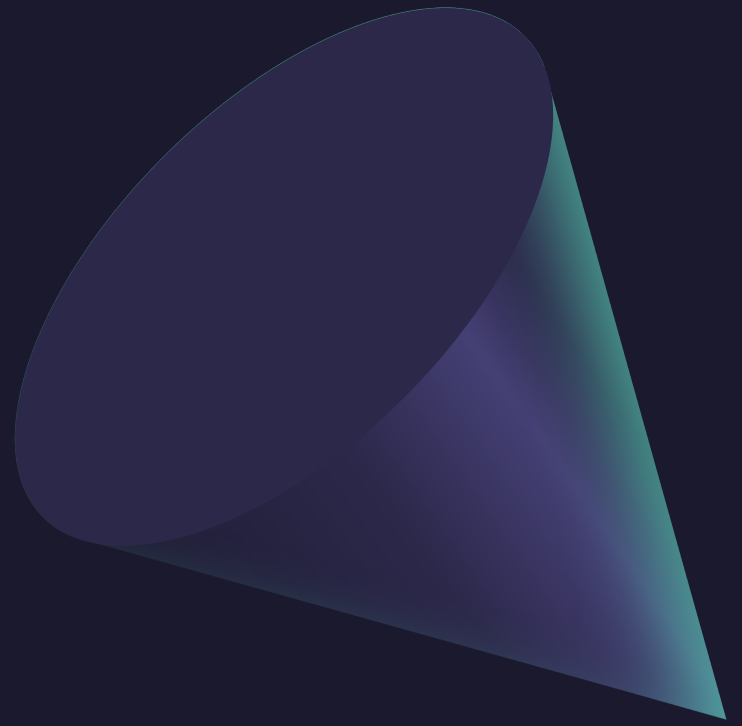


Comparison to the Model

Final Vectary Model

- The main reason that I have decided to move along with the players concept instead of the fans concept was because the Google letters were much more prominent and easily seen with the football players concept. This was because, as it is a Google Doodle, the Google letters should be clear and easy to read and see. Another reason was that there were more creative options for animating the football players concept in Spline.

Uploading to Spline

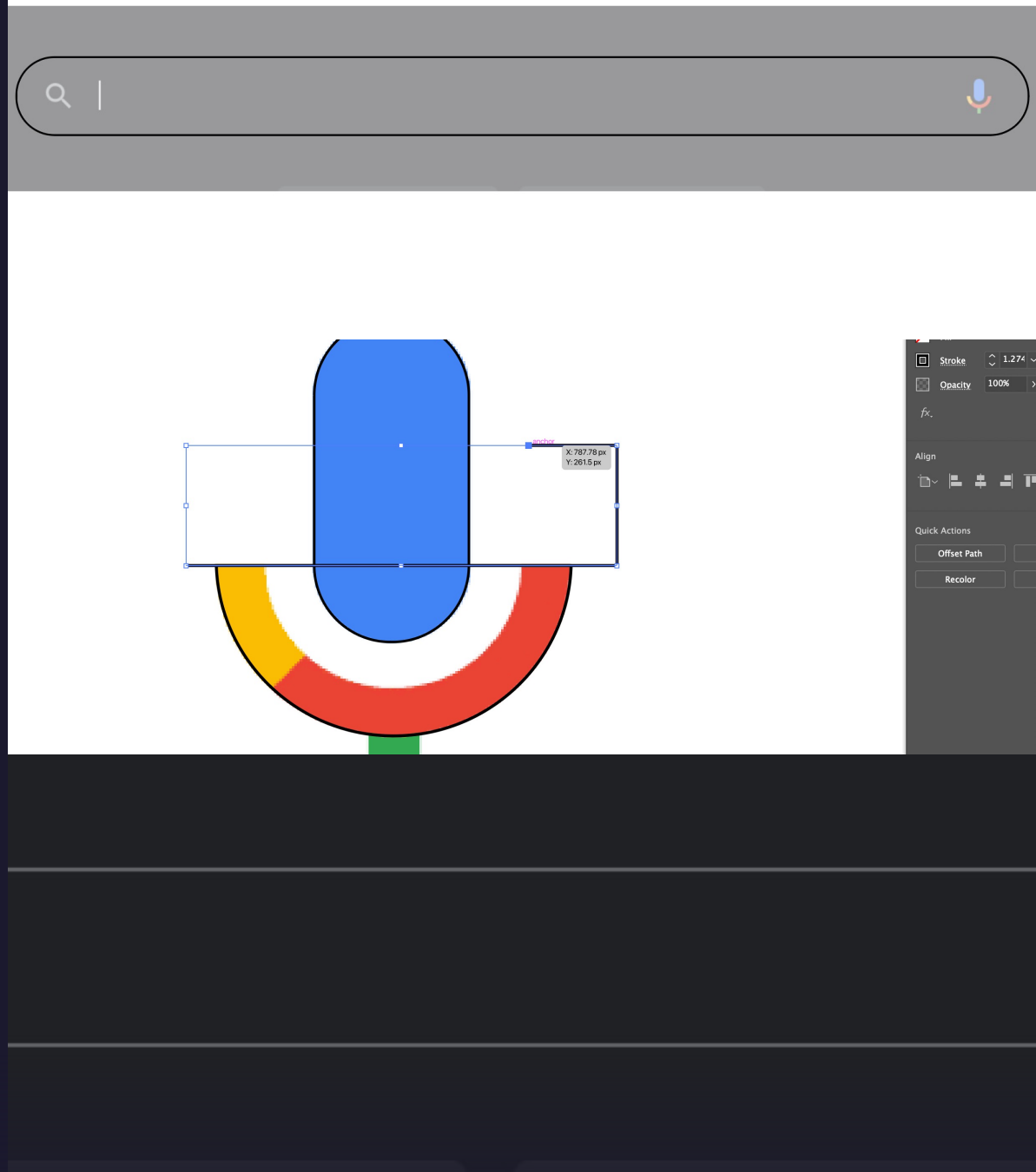


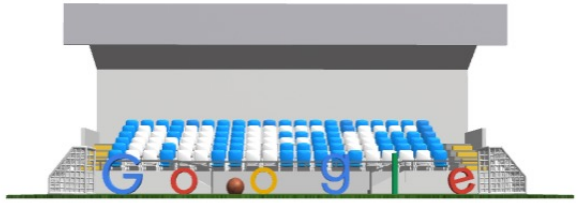
The Google Search Bar

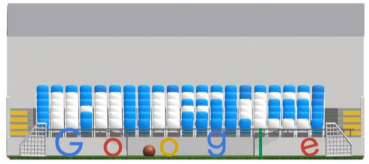
1. Firstly, I have screenshotted my Google screen. Thereafter, I have dragged it into Adobe Illustrator to start sketching it. After I have traced it, I have applied the proper grey color for its outline.

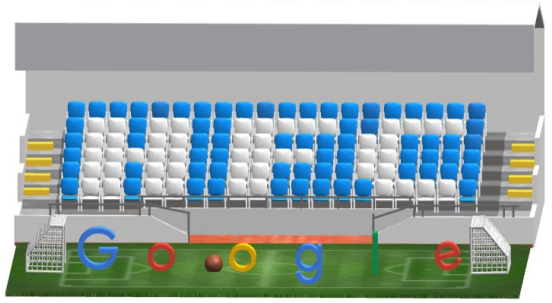
2. Secondly, I have found the microphone logo that was needed for the Google Search Bar from the internet. I have also traced it and colored it with the proper colors that were on the original design of it. Thereafter, I have drawn a Magnifying glass by tracing the one that Google Search Bar originally has.

3. Lastly, I have exported my file as an SVG so that I could put it in Vectary if I needed to edit it. Thereafter, I have uploaded it into Spline long with my Vectary model.









W100% × H100% (F

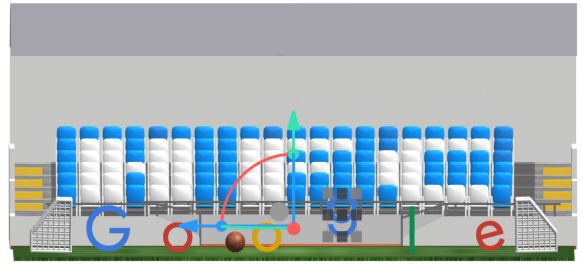
The Animation

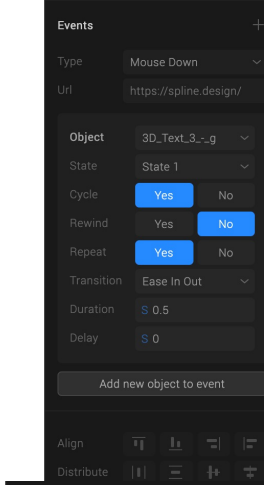
1. Firstly, before creating my animation I have asked for feedback and decided to make the Football players and the ball more interactive. I have created 2 different states for each element and made all of them jump cohesively when clicked individually.

2. Secondly, I have set all the letters to jump on a slower speed compared to the Football. This was because, the ball had to bounce quicker compared to the players due to it being a much lighter object in terms of weight.

3. Lastly, I was very happy with the animation. It made everything come alive. The football players were jumping as if they were warming up or getting ready for the match and the ball bouncing was also a playful element of this animation.

1





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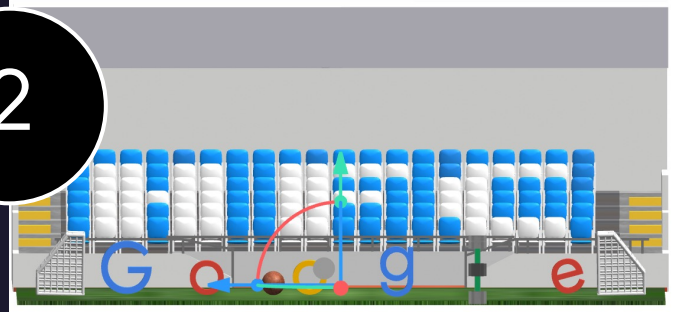

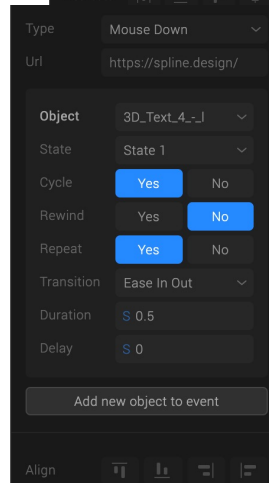

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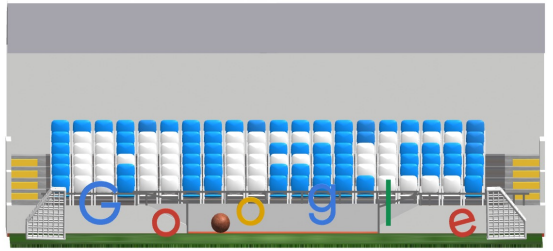
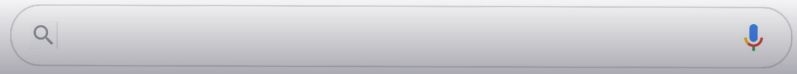


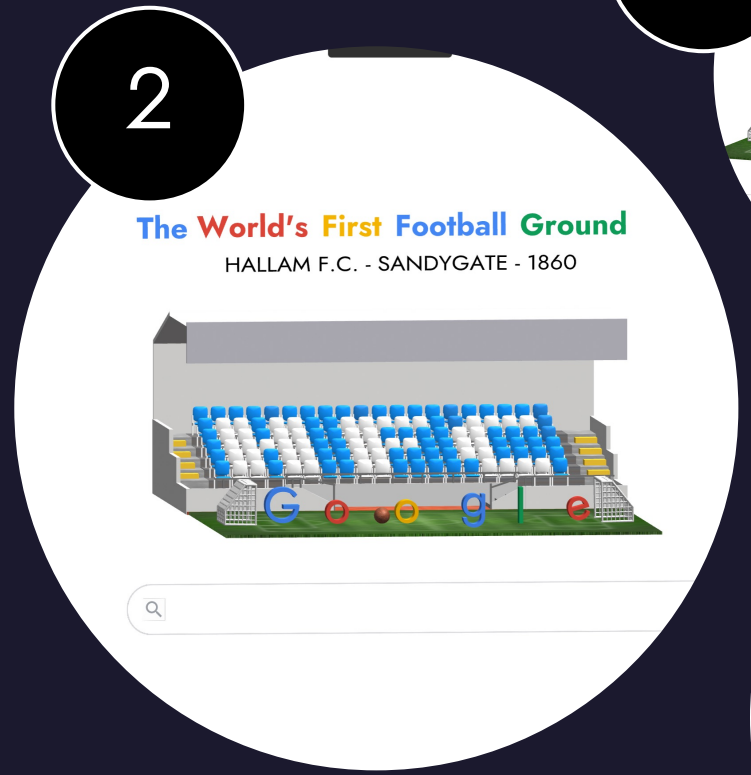


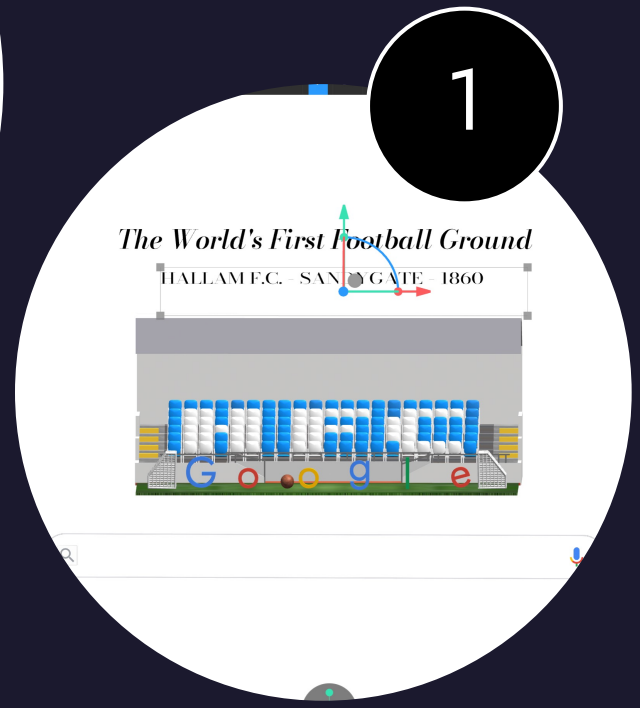
The World's First Football Ground

1. Firstly, I have added the "HALLAM F.C. Sandygate 1860" text to refer to the stadium and then I have added the text that was referring to "The World's First Football Ground". At this stage, I was exploring different fonts that I could use for it other than Jost font.

2. Secondly, I have colored the text that states it is the World's First Football Ground with the use of Google brands main colors so that it relates to the brand identity. However, I have decided to leave the Hallam FC text black not to overuse the brands main colors in every single aspect of my design.

3. Lastly, I have decided to take out the Hallam FC text as I thought it overcrowded the scenery.





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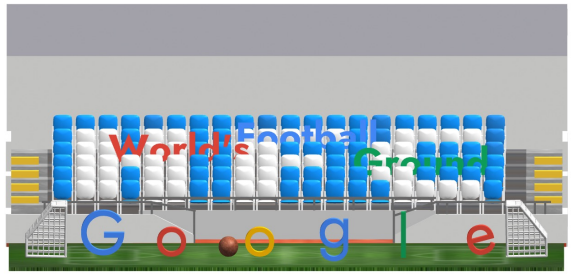

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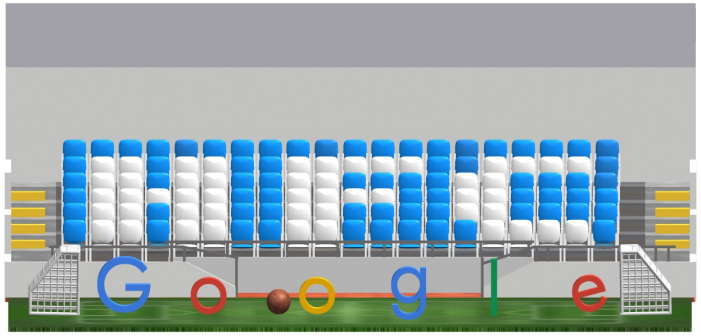
The World's First Football Ground



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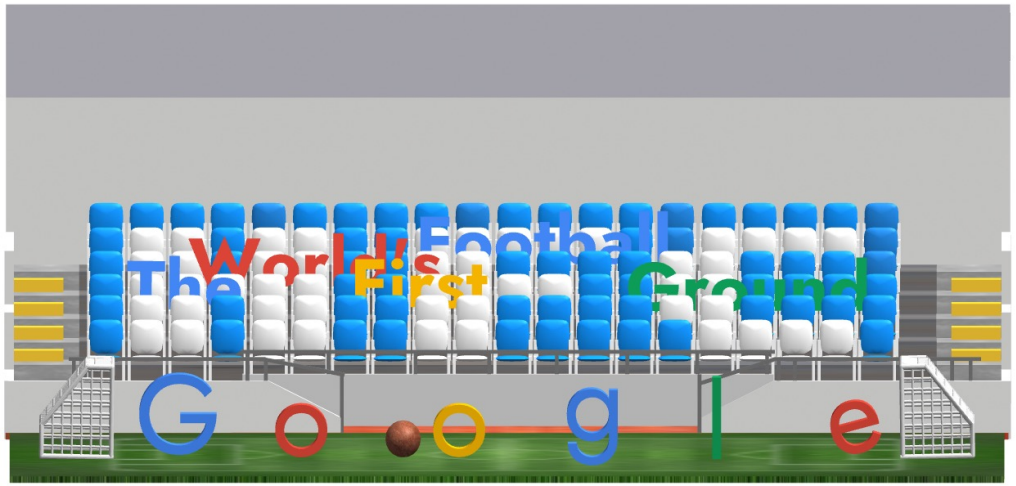
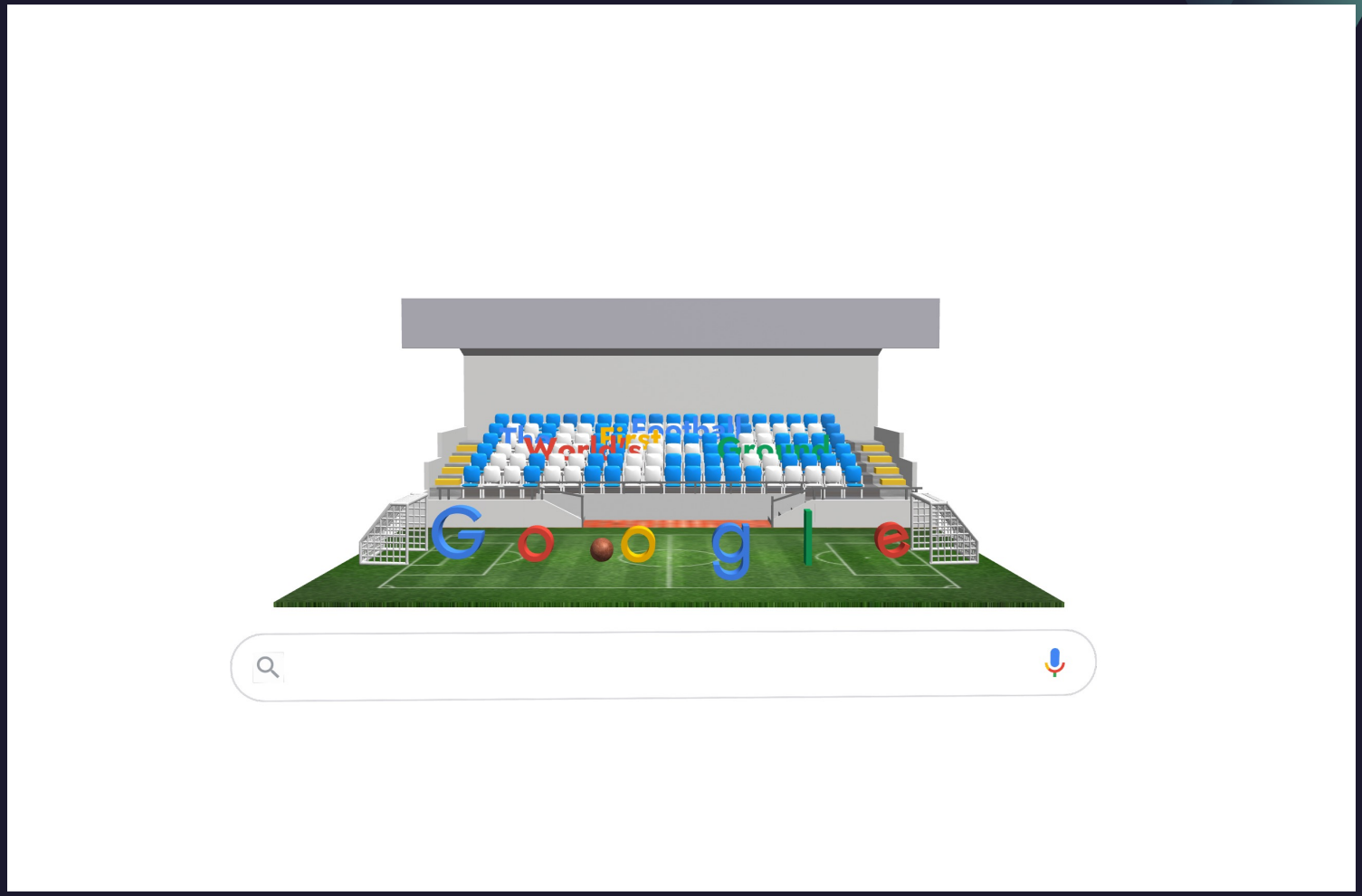


Final WebGL

- For the Final version of my WebGL, I have made "The World's First Football Ground" words interactively animated as well. I have turned them into fans, reflecting to my alternative concept. Through this way, I have gathered my two different concepts together. When clicked on each word from "The World's First Football Ground" they take their place on top of the Stadium by showcasing the sentence "The World's First Football Ground".



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Citations

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