Project 3:
Google Doodles

Design statement

To commemorate the invention of the loom, I designed this Google Doodle. In 1733, John Kay, an Englishman, invented the flying shuttle for weaving cloth. The efficiency of the loom was greatly improved, which is another example of how technology can boost productivity. The loom symbolizes some ancient culture. At the same time, the Jenny machine of the first industrial Revolution was essentially a loom. In 1768, Hargreaves received a patent for the invention of the spinning Jenny. So there's also a sense of commemorating the industrial Revolution

Word clouds

Loom

The first industrial Revolution
Traditional handicraft industry
Wool, linen and cotton textiles
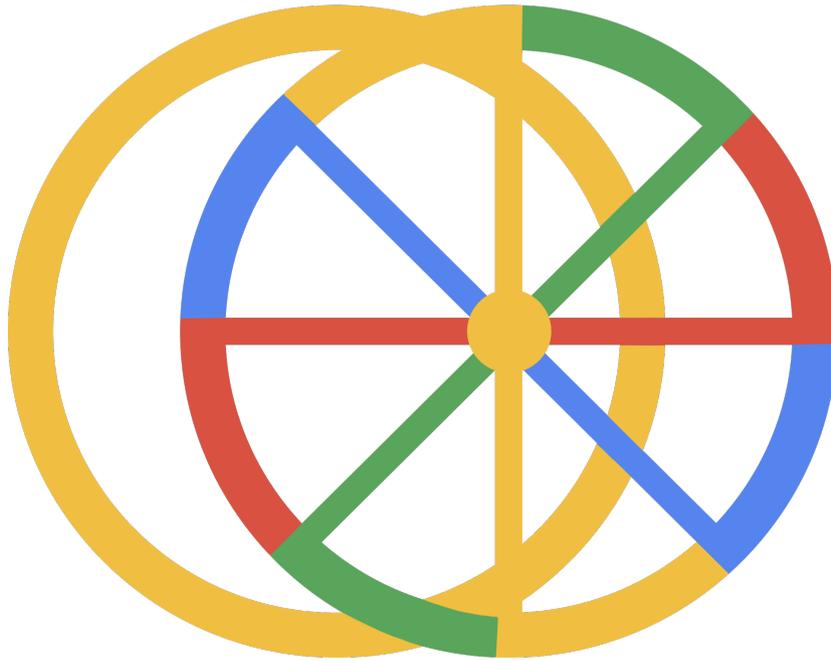Spinning wheel, spindle, pedal loom
Shuttle/no shuttle

The Olympic Games

Athens
MEDALS and certificates
The olive wreath
Mixed national team,Easter trophy,The first large-scale international sports competition
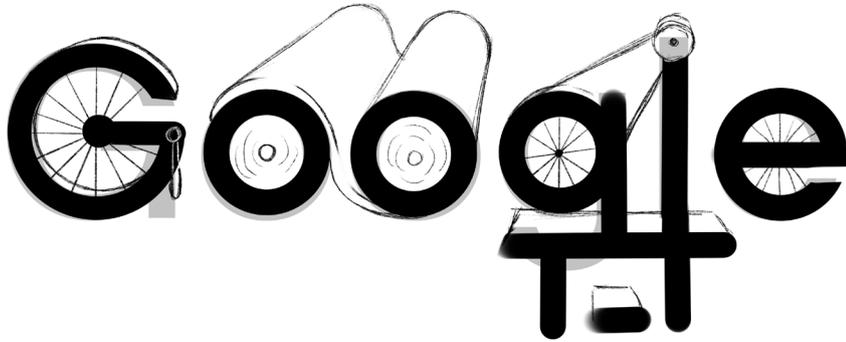
Ang Lee

Crouching tiger, hidden dragon
Eat drink man woman
Golden bear
Suppress and hide emotions
Emotional impact and exploration

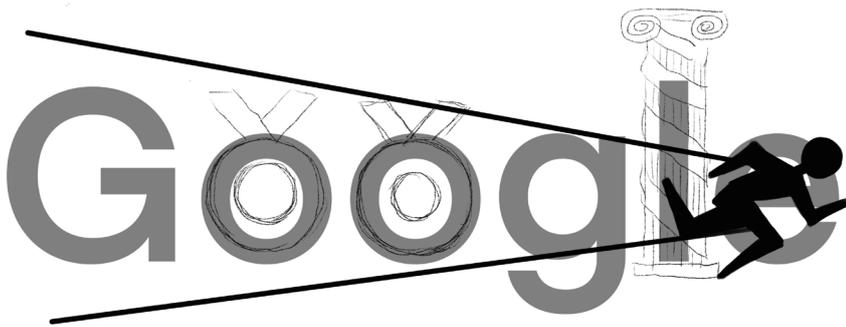# Google Doodle
Logo design

The logo I designed is a spinning wheel on a loom. Because it is more representative of the loom, the shape is very simple parts. Because I found out that some traditional looms had two wheels connected together, I made it like this. The colors are the yellow, green, red and blue of the Google logo in order to be recognized by the color at a glance
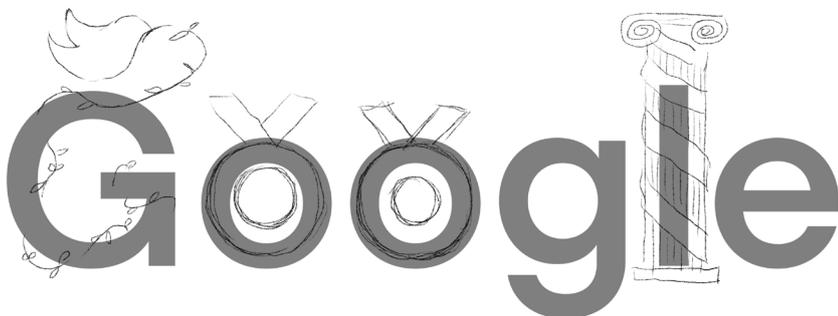
Concept sketches

This is my Google Doodle for the invention of the loom. I combined the word Google with the loom and put Google into the loom. I made the round letters into wheels, and the G and L were the frames of the loom. But I don't think it's easy to read, either Google text or a loom
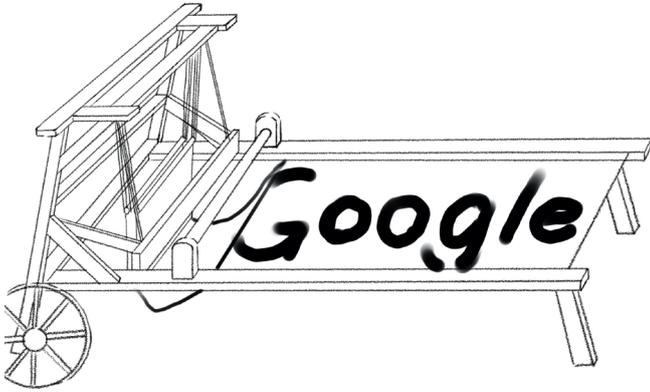
This is a Google Doodle about the concept of the Olympics. The two o's make up the silver and bronze MEDALS, because I searched for the first section of the Olympics and learned that there was no gold medal. Then I want to render a GIF of a sprinter running from left to right with the Google text gradually showing up
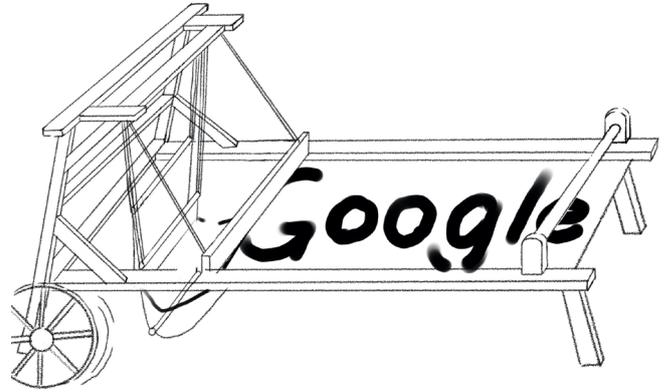
This is another Google Doodle about the Olympic Concept, which still has two MEDALS. I set l as a Roman column and added elements of peace doves and olive leaves, hoping to express the Olympic spirit of "friendship first, competition second"
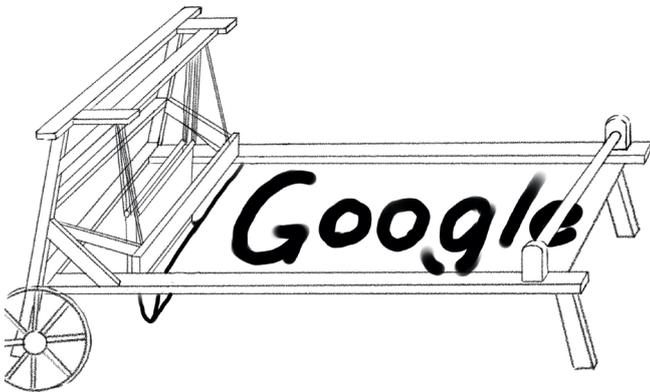
Five step storyboard

At the beginning, the 3D model of the loom, with Google characters written on the woven cloth, started the machine from this step

The wheel began to turn, and the loom's two shuttles, the hards, started up and down.
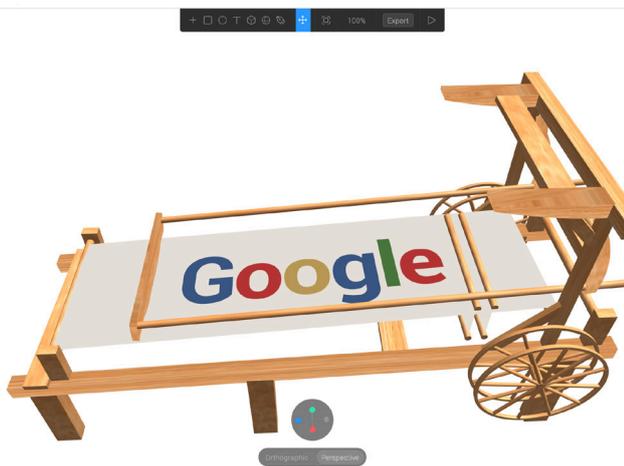

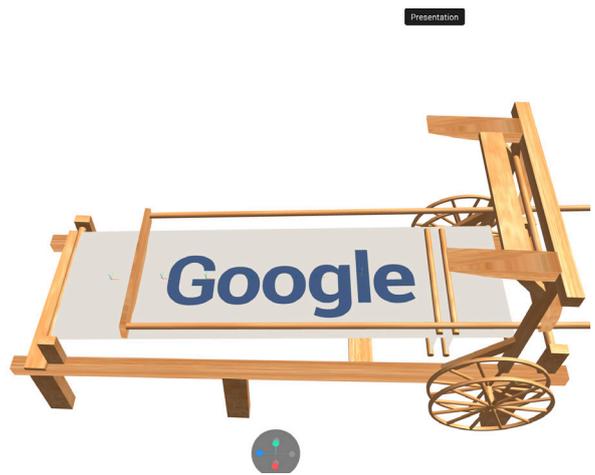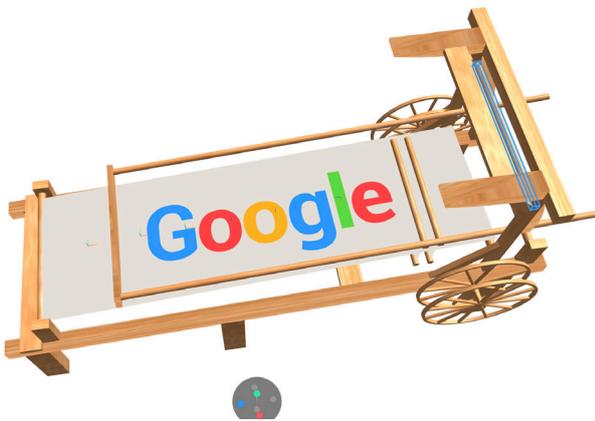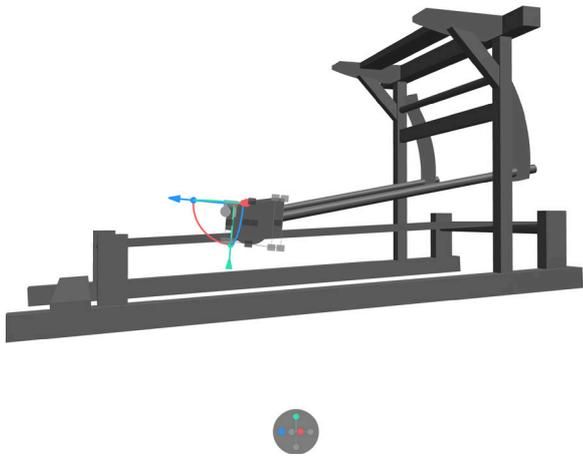With Google's cloth printed, the machine stopped working.

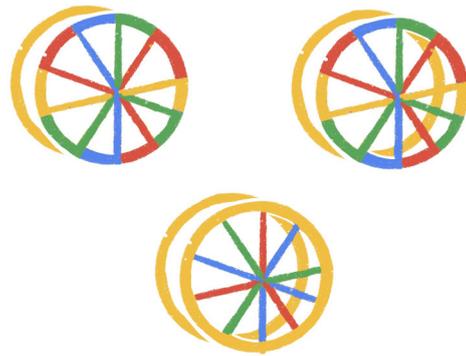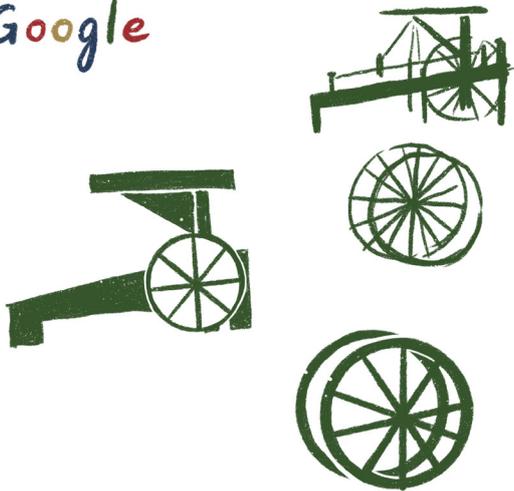## The picture zooms in and then moves to a top view

Google

Process work

Above are some screenshots of the process I modeled, along with some exploration. I tried Google text in different colors. It was decided to use the last one as the final GIF

Process work

In this sketch, I tried to represent the side image of the loom in an abstract or concrete way, but I think the images are too complicated to be used for logo. Therefore, I directly extracted the spinning wheel as the logo, and replaced the whole machine with partial parts. On the wheel I used the classic Google color scheme to make it look like the Google logo at a glance.At first I just added color to the skeleton of the wheel, which didn't match, so I replaced the whole wheel body with color

Process work

The 3D model I built is based on the existing pictures and some videos of textile workers operating the loom to understand the working principle of the loom. In addition, the color of Google text refers to the color of some textiles, in order to be closer to the fabric of the loom