Google Doodle

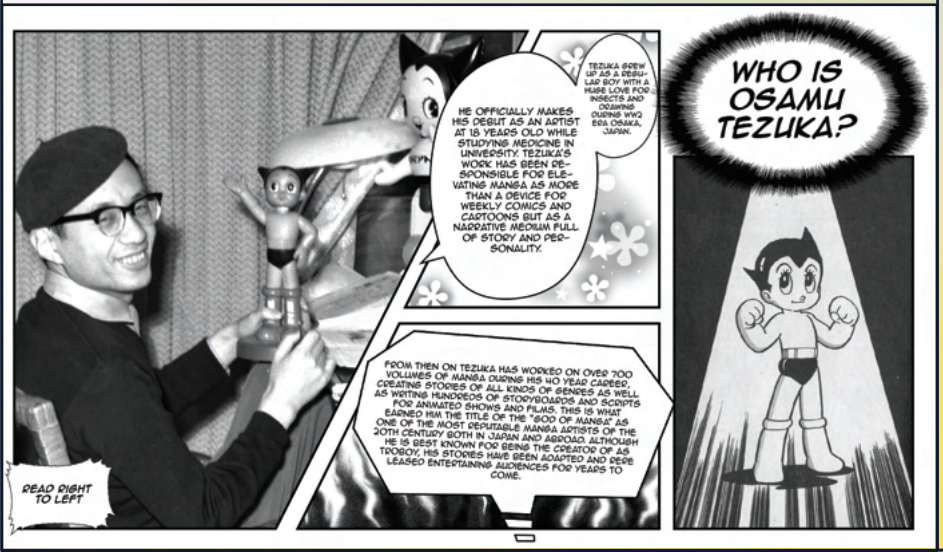
Assignment 7

Sedi Aidam

For our final I designed a Google Doodle that would celebrate the life of Osamu Tezuka the “God of Manga”.

Visual Elements

I used my iPad to digitally draw two different versions of the Google logo, one that was relatively normal and one that incorporated characters from some of Osamu’s most popular books. I added some visual elements that further enhanced the manga aesthetic such as having a monotone color scheme, using a screen-tone-like texture, and including the visual representation of sound effects and the lines as a background element.



How it works

On hover the seemingly normal Google logo transitions into the drawings of Tezuka’s drawings. When you click the area surrounding the logo the lines and sound effects pop in. From there you can open a link to a pdf with more information on Osamu Tezuka’s life and career.

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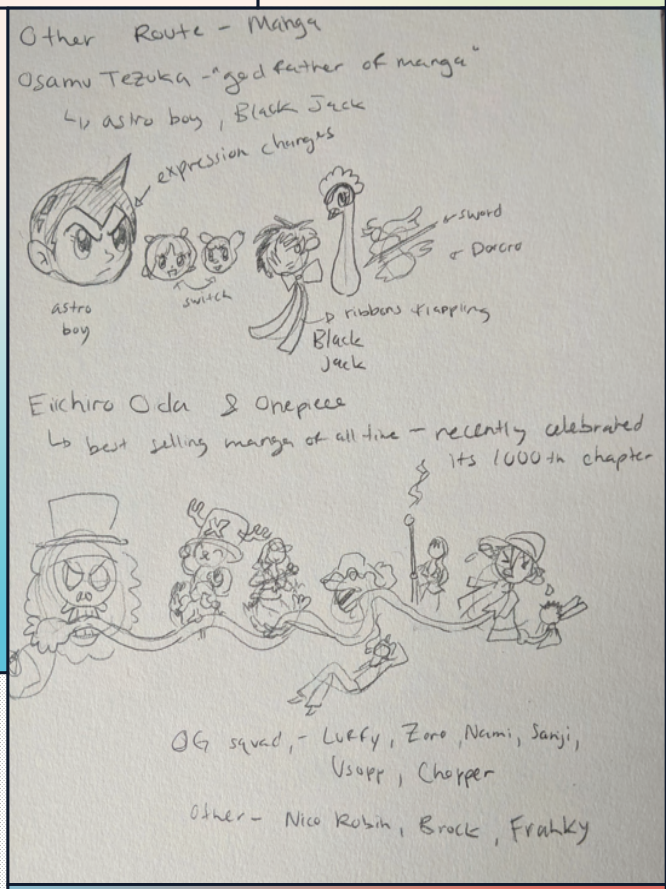
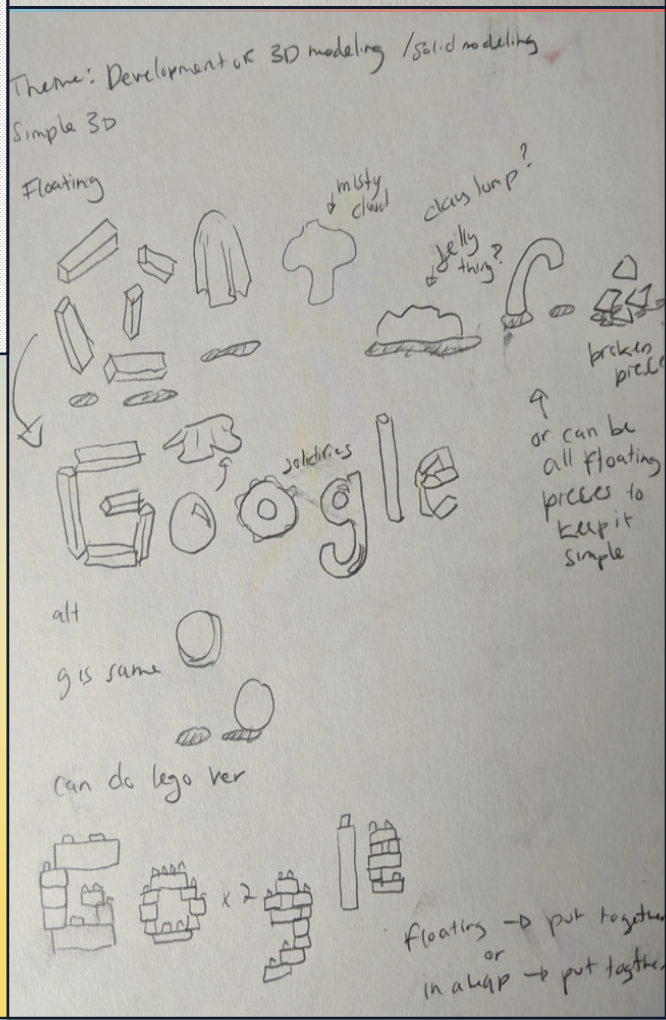
Prototype

https://xd.adobe.com/view/694a610e-e845-4835-8f58-5b9bc557513f-3c19/

I was not able to execute my idea as fully as I would like in XD. The prototype had the character version of the doodle appearing and disappearing on hover. When the user clicks on the area around Google, they were taken to another screen that showed the character version without the hover as well as the extra lines and sfx.





Google

Sketches

I was pretty excited about this assignment. I had a number of different directions I wanted to go for this Google Doodle project.

From these ideas I began to narrow down and focus on the project that interested me the most which was the Osamu Tezuka one as I am a big fan of manga in general and was interested in creating art that emulated his style.