Google Doodle

XD https://xd.adobe.com/view/cbddf0ba-9c76-48cb-bc92-2ca903d94a8f-9e8e/

GOOGLE DOODLE BRAINSTORMING

① 9/6 Color blindness awareness day

GOOGLE

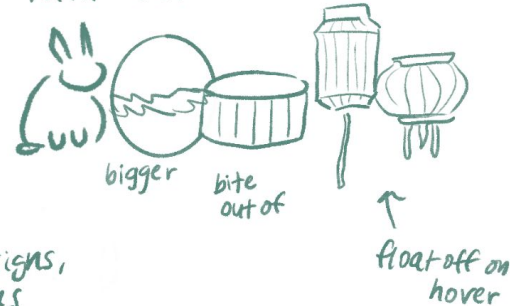on hover, reveal Deuteranopia view

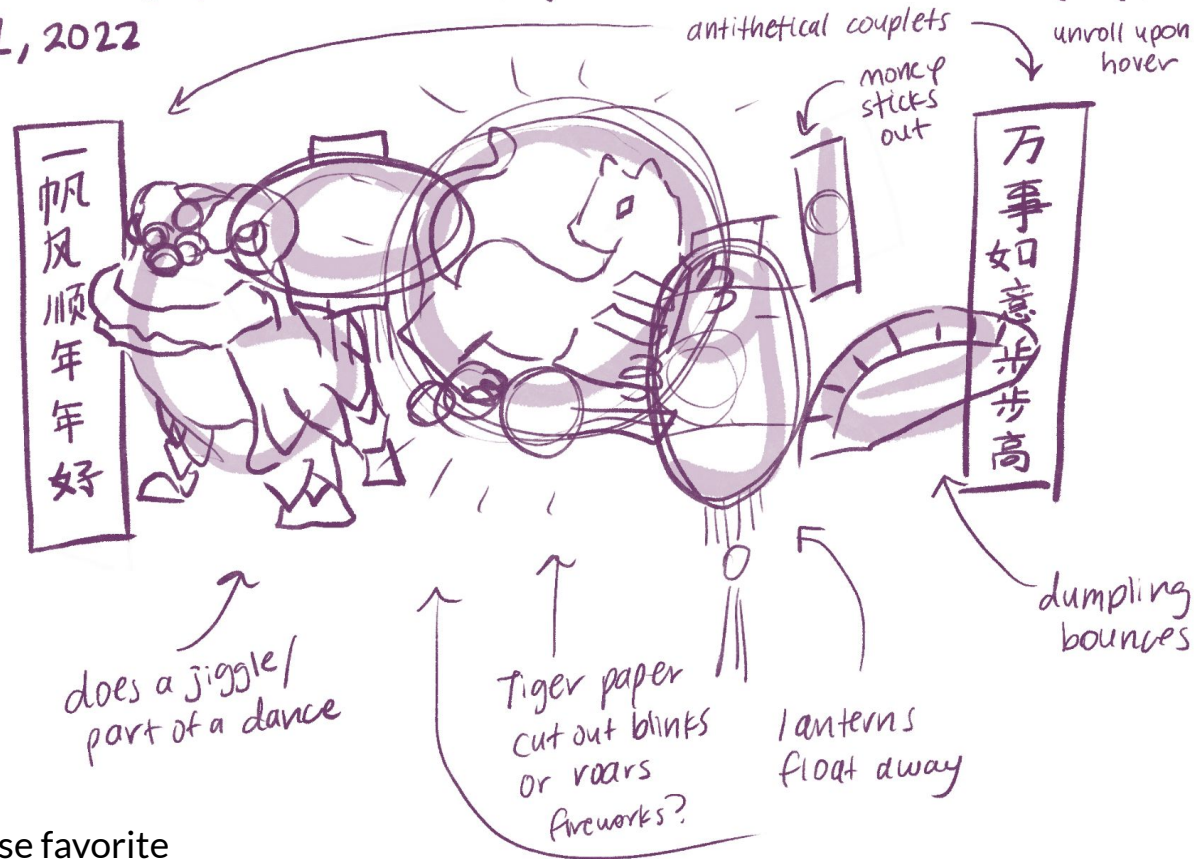fill background with colorful objects

② 1/5 Hayao Miyazaki's bday

shivers? NO FACE

head twist KODAMA

↑ flies away

↑ jumps on hover or click

↑ tail swish or blink

↑ HAKU or MORO

DUST MITE or PONYO

TOTORO

JIJI

③ 9/10 Mid-autumn festival

bigger

bite out of

float off on hover

* not final designs, just ideas

Went with idea 3; changed from Mid-Autumn to Spring Festival for more content

CHINESE NEW YEAR / SPRING FESTIVAL
. Feb 1, 2022

antithetical couplets

unroll upon hover

money sticks out

一帆风顺年年好

万事如意步步高

does a jiggle/ part of a dance

Tiger paper cut out blinks or roars fireworks?

lanterns float away

dumpling bounces

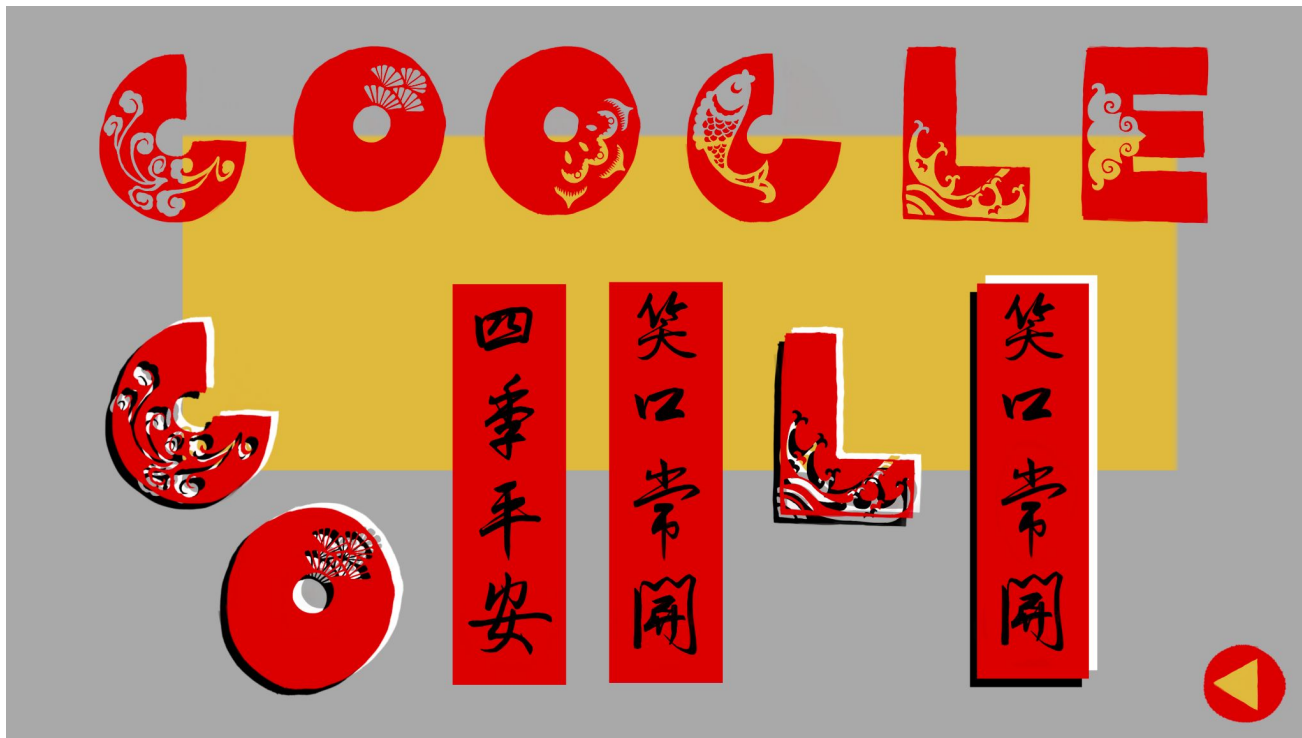Too complex; chose favorite elements to develop further

笑口常開

四季平安

GOOGLE

OR Invert gold & red
bc papercut red

- Highly decorative paper cut letters and tiger
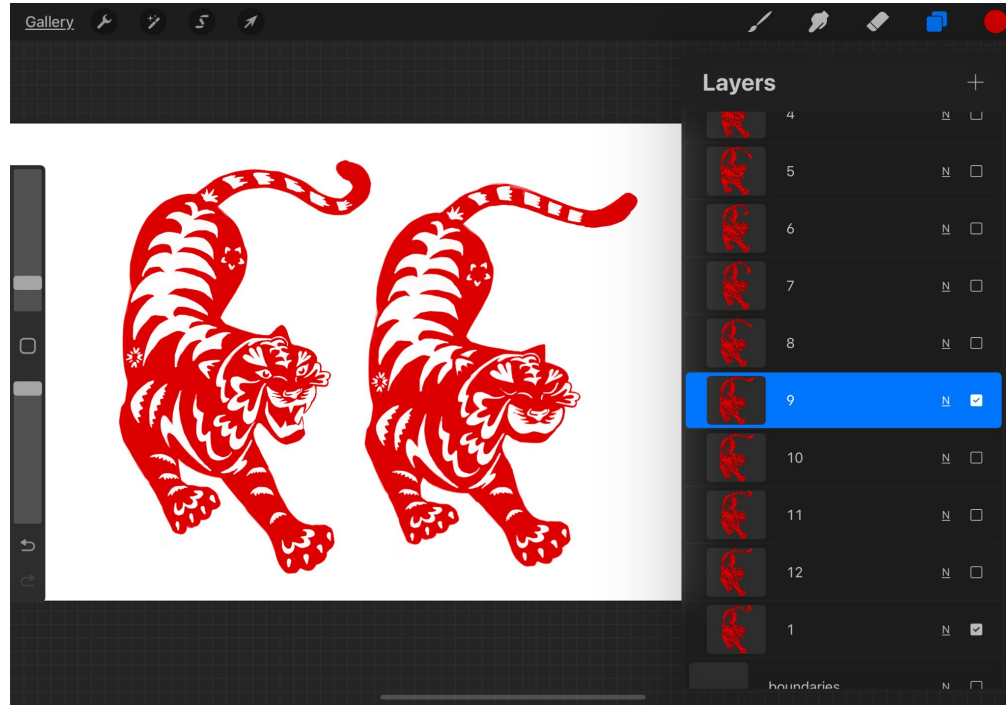- Possibly add fireworks or sound effects

- Couplets unfurl on hover
- Tiger roars on hover
- Some letters spin on hover
- Click anywhere to reach info page

Assets

Not enough contrast/too flat; added drop shadows and lights which better mimics paper cuts

2D Tiger Animation

Simple 12 frame animation made in Procreate and converted into a gif

Google Doodle Informational Text

Happy Spring Festival, or more commonly known as, Chinese New Year! Today marks the first day of the lunar calendar this year. According to the zodiac cycle, 2022 is the year of the Tiger, which represents power and fear. People born in the year of the Tiger are considered optimistic, courageous, and self-confident.

The Spring Festival brings many traditional activities along with it, some including: dragon and lion dances, exchanging of "lucky money," dumpling making, lanterns, fireworks, and paper cutting. This google doodle highlights the art of paper cutting. Paper cutting is popular for it's highly decorative and low cost creation and is used for rituals, celebrations, and gifts. They are usually cut in red paper, which is a symbolically prosperous color in Chinese culture.

This celebration usually lasts for about two weeks, plenty of time to eat loads of delicious food and spend time with family. Much like New Years in the Gregorian calendar, Chinese New Year is a time to start fresh with resolutions and other goals. Happy Year of the Tiger!