VISUAL DESIGN & COMPUTATION
PROJECT 3

GOOGLE DOODLES

MORGAN DANENDRA INDERADJAJANATA

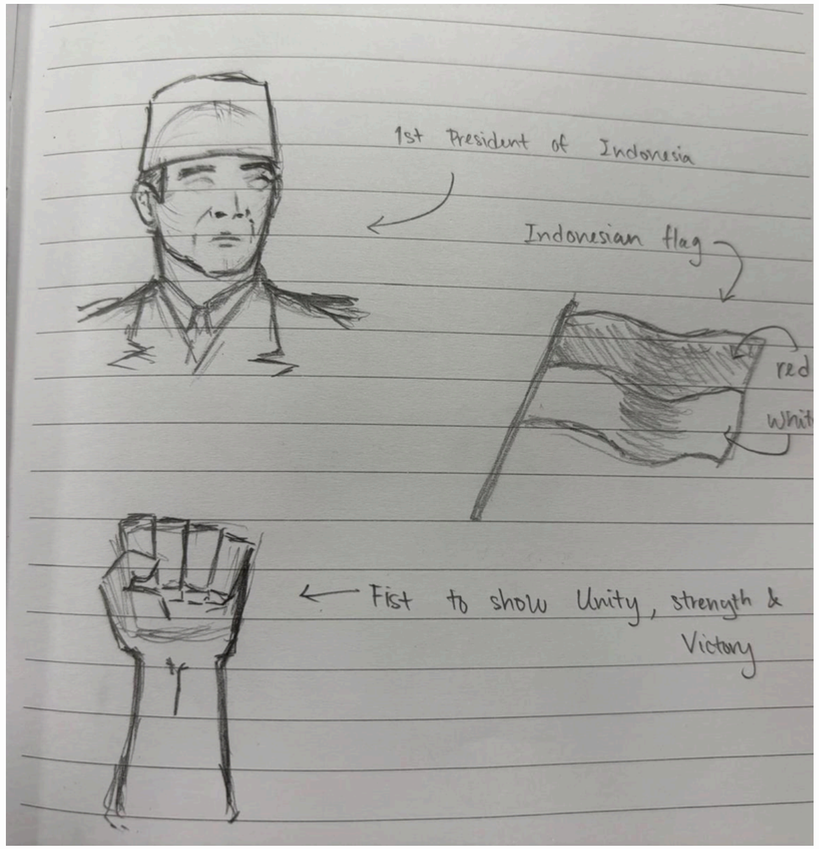
DESIGN STATEMENT

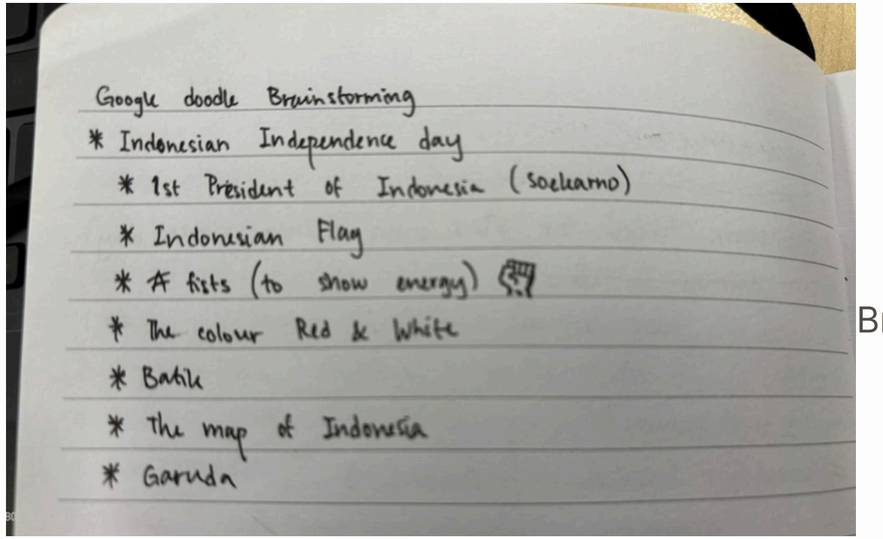
The "Google Doodle for Indonesia’s Independence Day" celebrates freedom, unity, and national pride through symbols that reflect Indonesia’s rich history and culture. The design incorporates the Garuda (national emblem) to signify strength, a silhouette of Soekarno to honor the Proclamation of Independence, the red and white flag to showcase patriotism, and a torch held by a clenched fist to symbolize the enduring spirit of independence. These elements are seamlessly integrated into the Google logo, enhanced by animations such as Soekarno raising his fist, the flag waving, and the torch flame flickering. The doodle includes an interactive play button that triggers both the animations and the Indonesian Independence Day song, inviting users to engage with the design while immersing themselves in the spirit of the celebration. Together, these visuals and interactions narrate Indonesia’s journey to freedom, using the national colors to tie the design together.

SYNOPSIS OF THE THEME

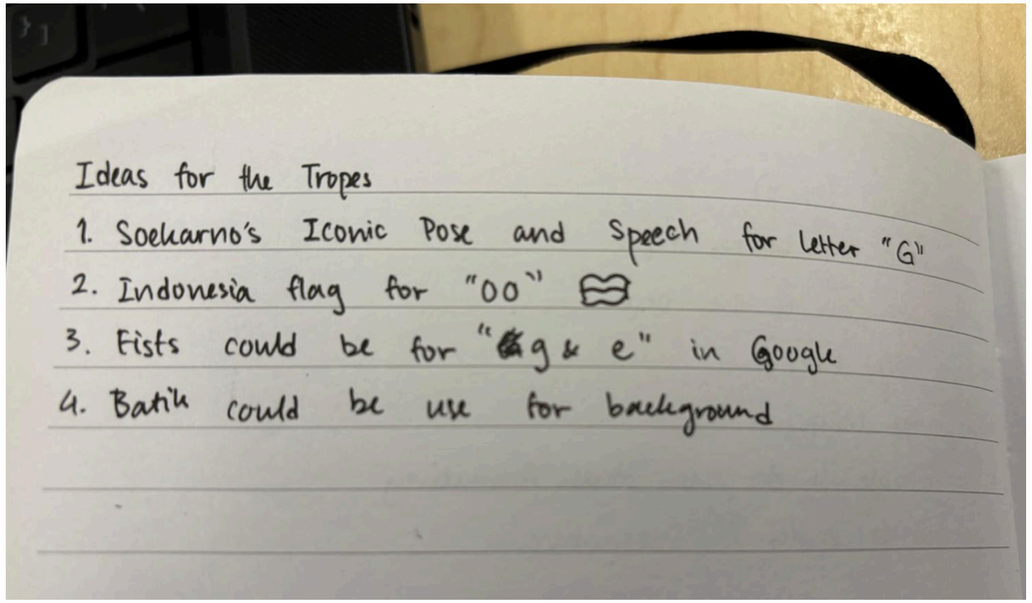
he theme of this Google Doodle is Indonesia’s Independence Day, celebrated annually on August 17th to commemorate the nation’s declaration of freedom in 1945. This pivotal moment in history marked the end of colonial rule and the birth of a sovereign nation. The design highlights key symbols of Indonesia’s journey to independence: the Garuda, representing unity and strength; the silhouette of Soekarno, the first president who proclaimed independence; the red and white flag, symbolizing bravery and purity; and the torch, representing the unyielding spirit of the Indonesian people. These elements pay homage to the resilience, pride, and cultural heritage of Indonesia, celebrating its history and inspiring future generations.

PROCESS WORK - BRAINSTORMING



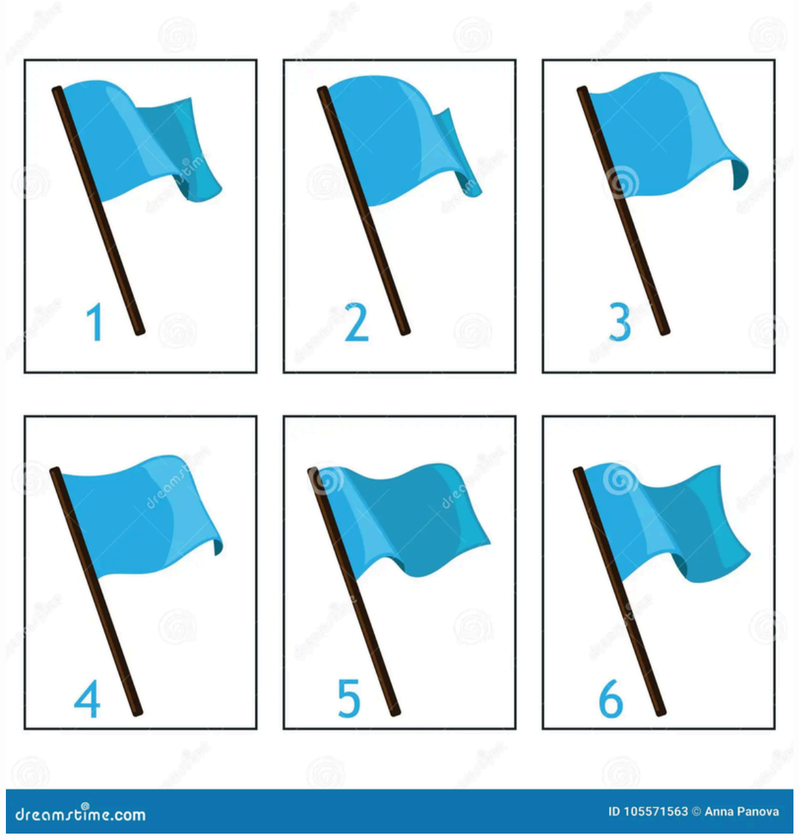


Brainstorming of the tropes



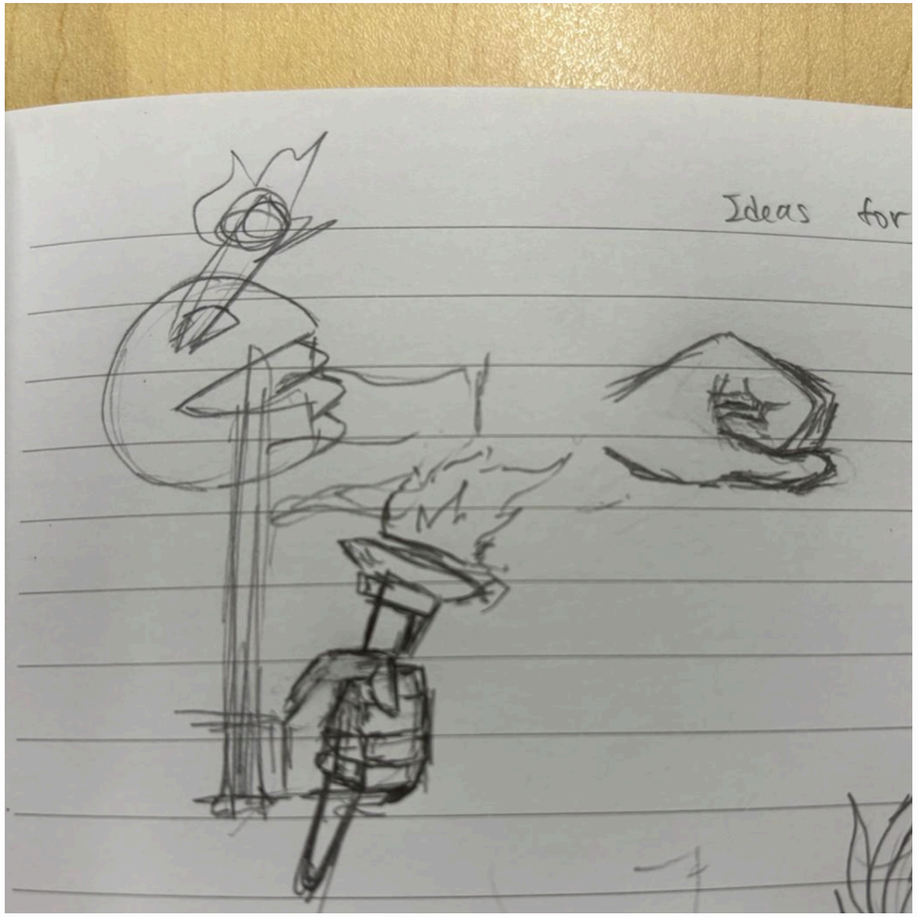
Brainstorming of how the tropes can be integrated withe the word “google”.

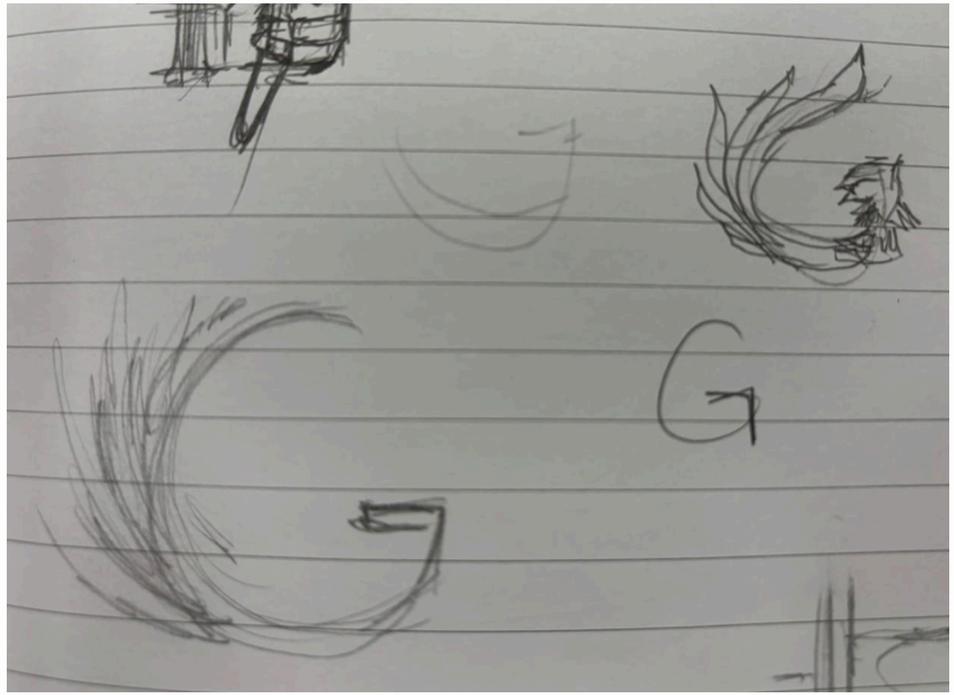
PROCESS WORK - REFERENCE



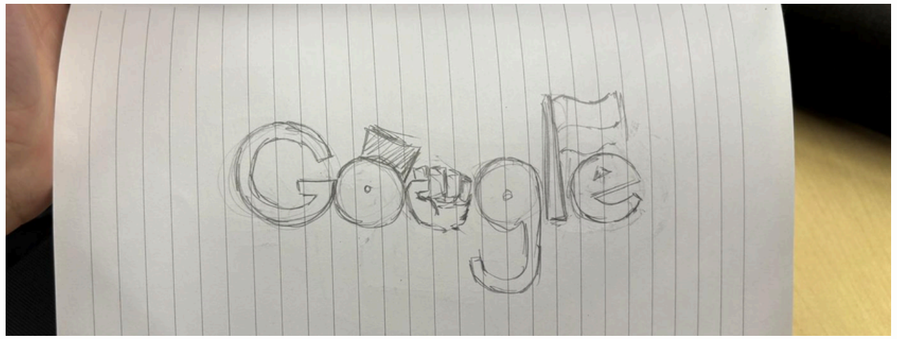
Finding references on how to animate the frames and how the objects should look like when drawn.

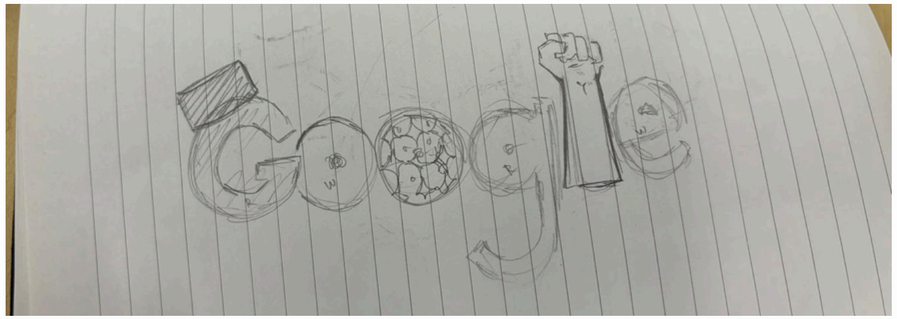
PROCESS WORK

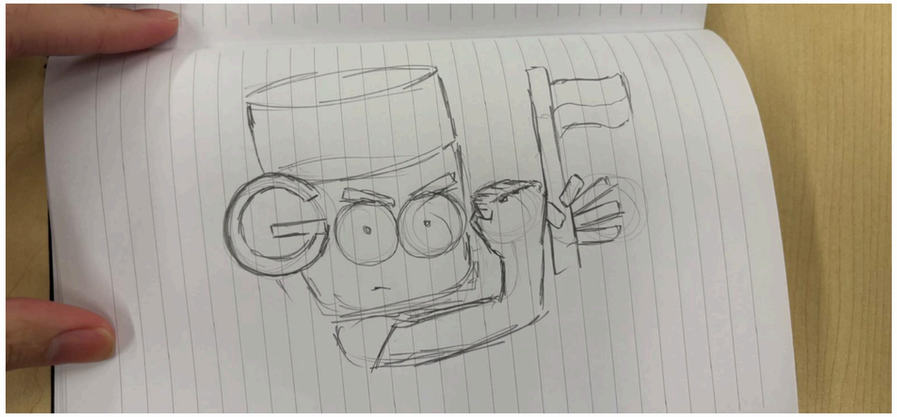




PROCESS WORK - PAPER IDEAS

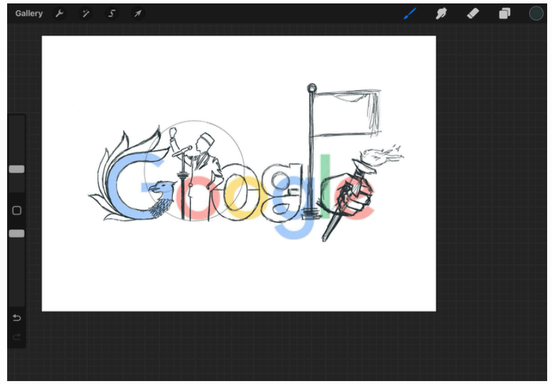


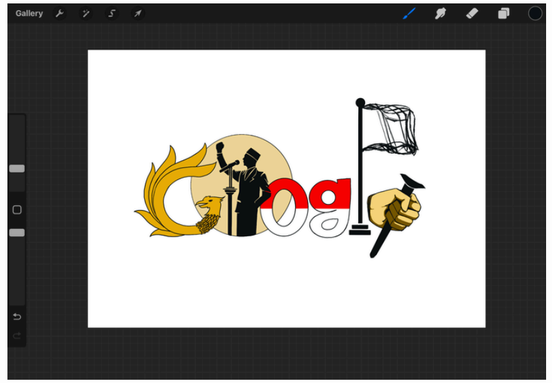


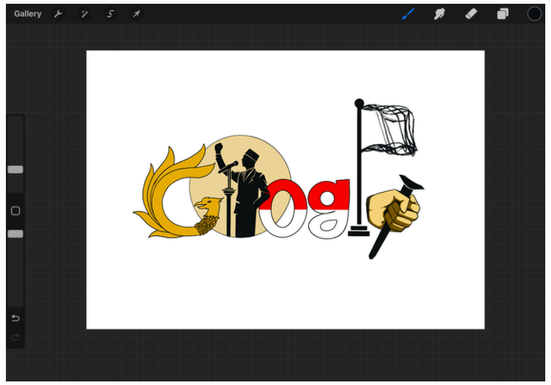


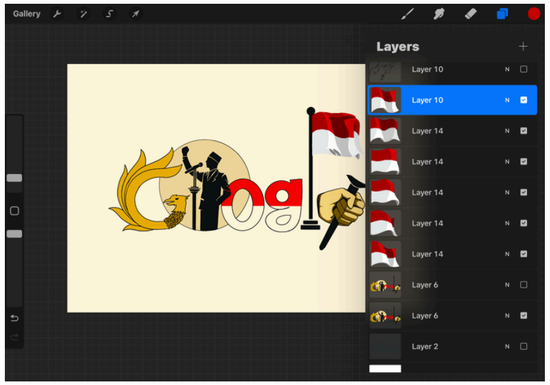
PROCESS WORK

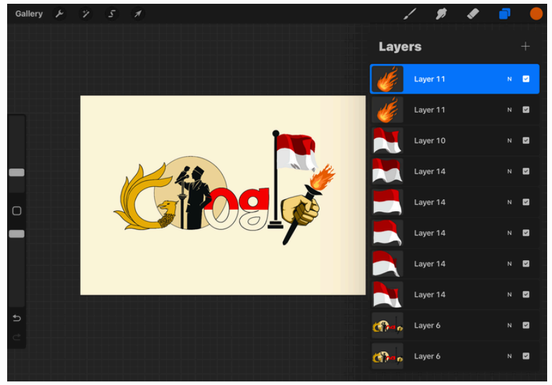
MAKING THE ANIMATION IN PROCREATE

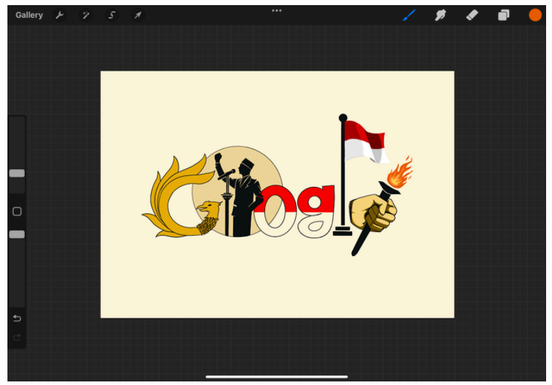




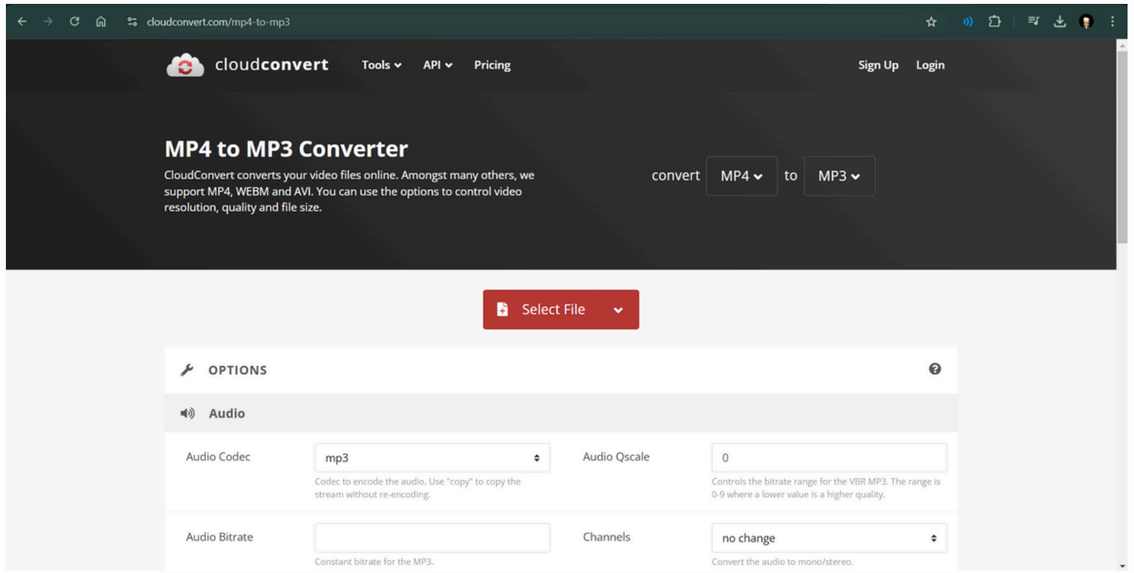


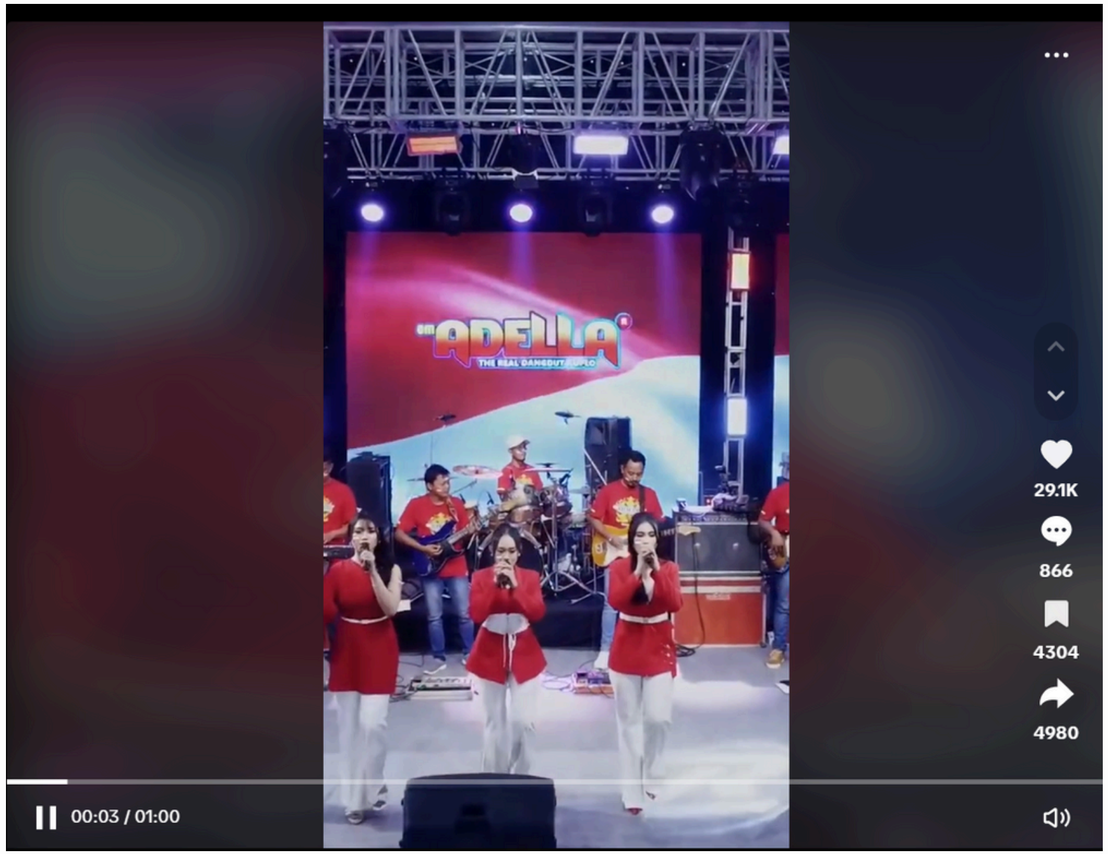




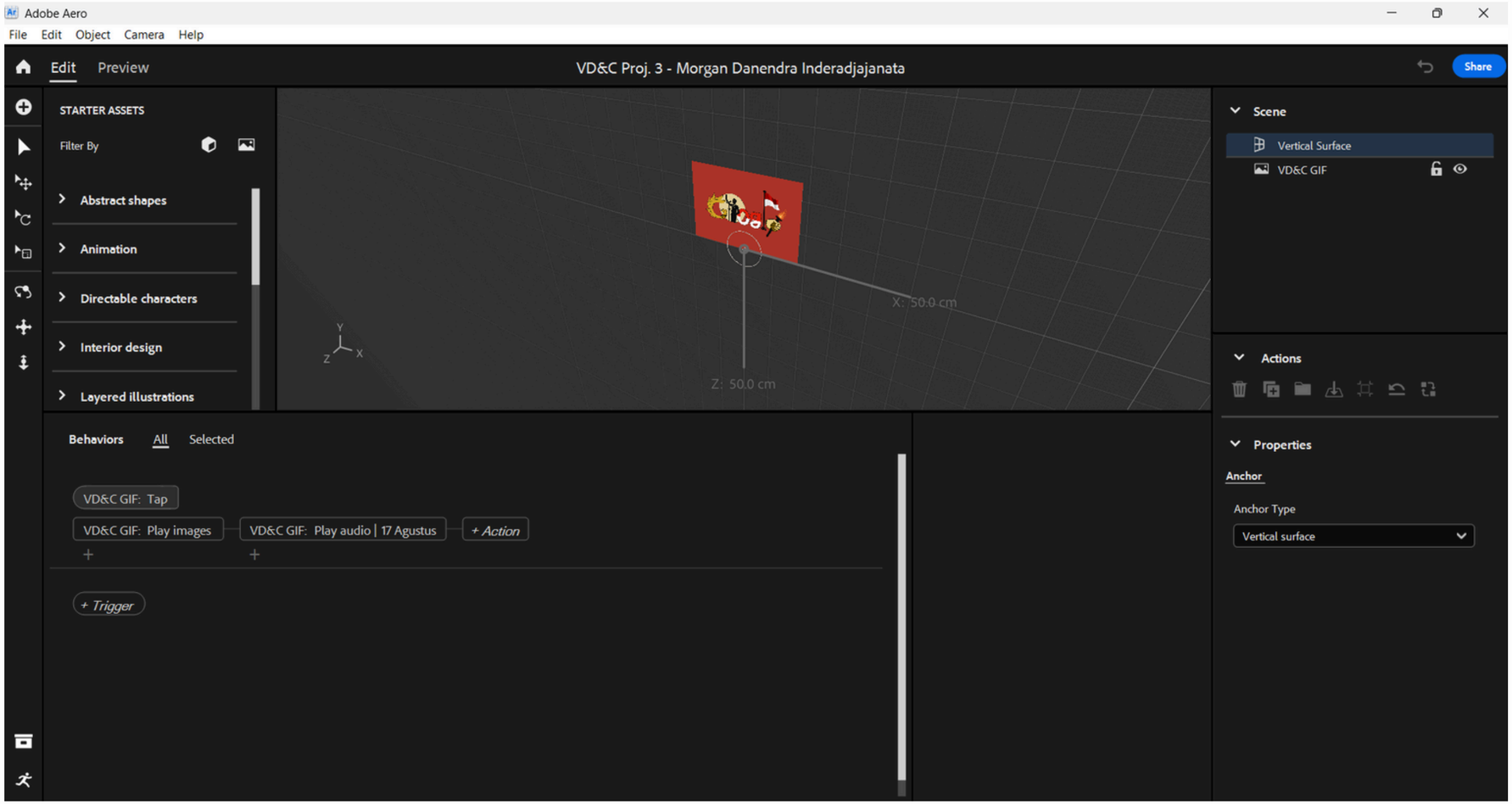


PROCESS WORK
GET THE AUDIO(MP4 - MP3)

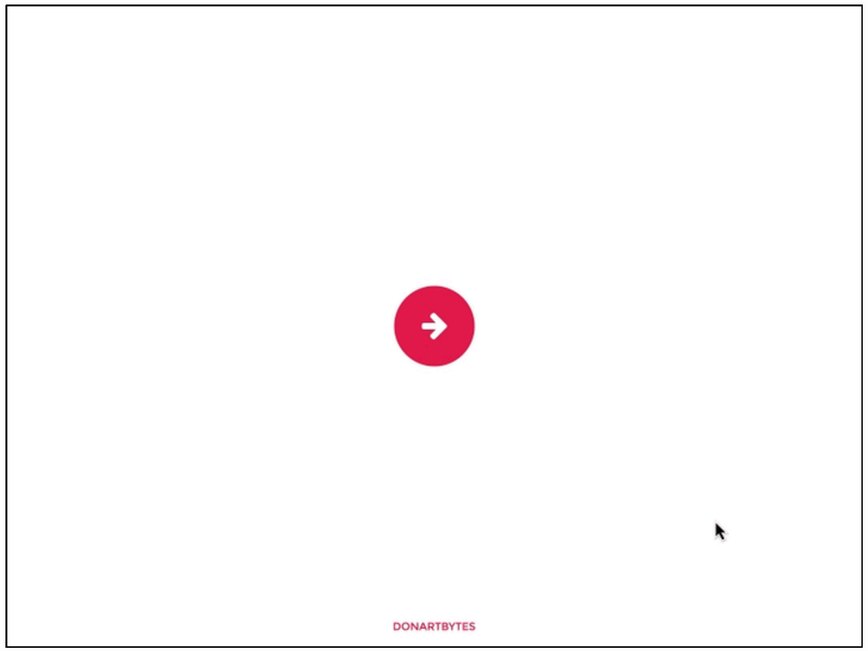


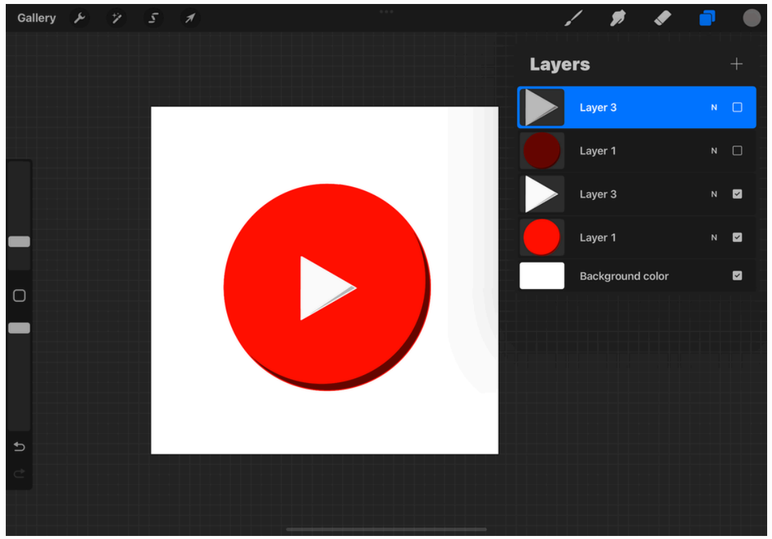


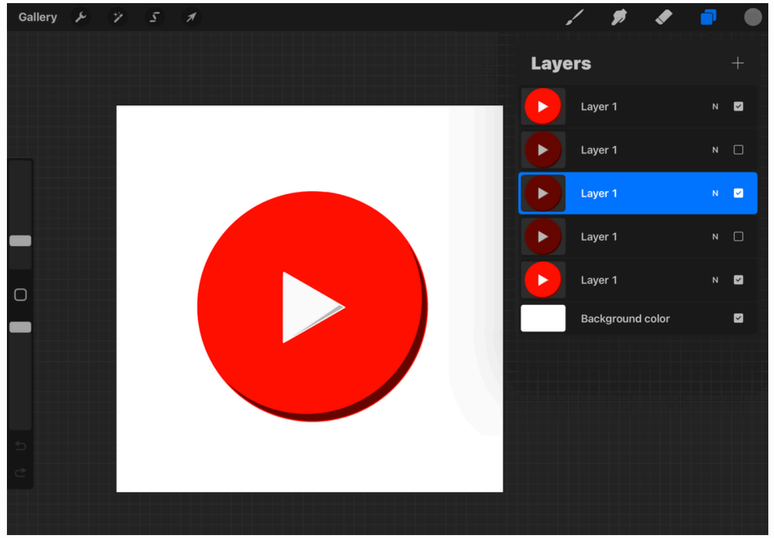
PROCESS WORK
MAKING IT INTERACTIVE IN ADOBE AERO



PROCESS WORK
MAKE A BUTTON TO TRIGGER







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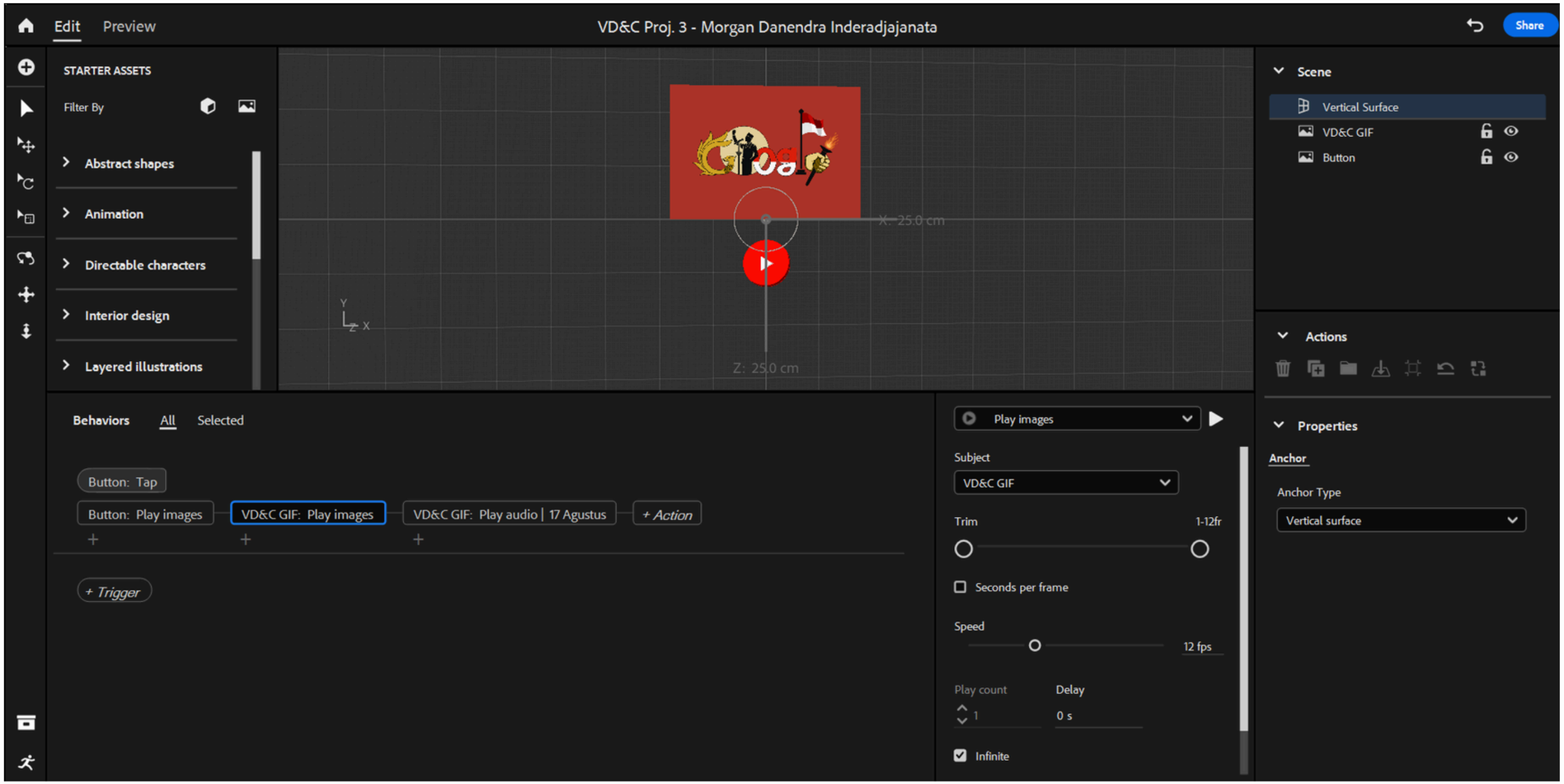
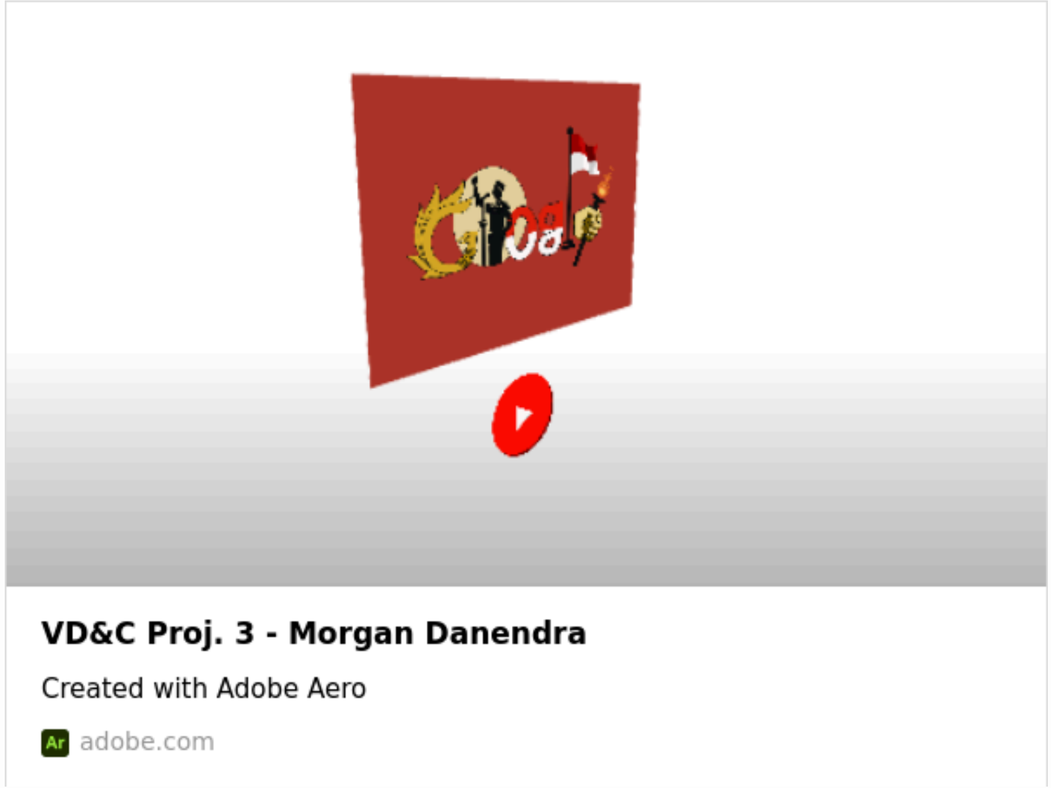


FINAL DESIGN



TROPES

The silhouette of Soekarno highlights his pivotal role in proclaiming Indonesia's independence. His raised fist conveys his leadership, determination, and the rallying cry for national unity.

The animated flag waving in the wind symbolizes pride, bravery (red), and purity (white), fundamental values embraced during the fight for independence.

The fist holding the torch represents the unyielding determination of the Indonesian people during their struggle for independence. The flickering flame symbolizes hope and the enduring spirit of freedom.

The golden Garuda, part of Indonesia's national emblem, signifies strength and unity, reminding viewers of the nation's core values as enshrined in Pancasila.

The bold red background serves as a unifying element, evoking passion and courage while reinforcing the significance of the national colors.

TROPES

PLAY BUTTON & SONG

The play button invites user interaction, triggering both the GIF and the Indonesian Independence Day song. This combination engages viewers emotionally and ties the visuals to a celebratory experience.

SOURCE CITED

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