

Google Doodles

How come a logo can change the world ?

Franck Benard — Florent Hazard — Thibaud Colas

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Introduction

- What is Google ?
- Google's logo
- What is a Google Doodle ?
- Where to find them ?

What is Google ?



What is Google ?



Google's Logo



What is a Google Doodle ?



What is a Google Doodle ?



Where to find them ?



<http://www.google.com/logos/>

Origins

How was the concept
born ?

How was the concept born ?



The classic logo

How was the concept born ?



The first doodle

How was the concept born ?



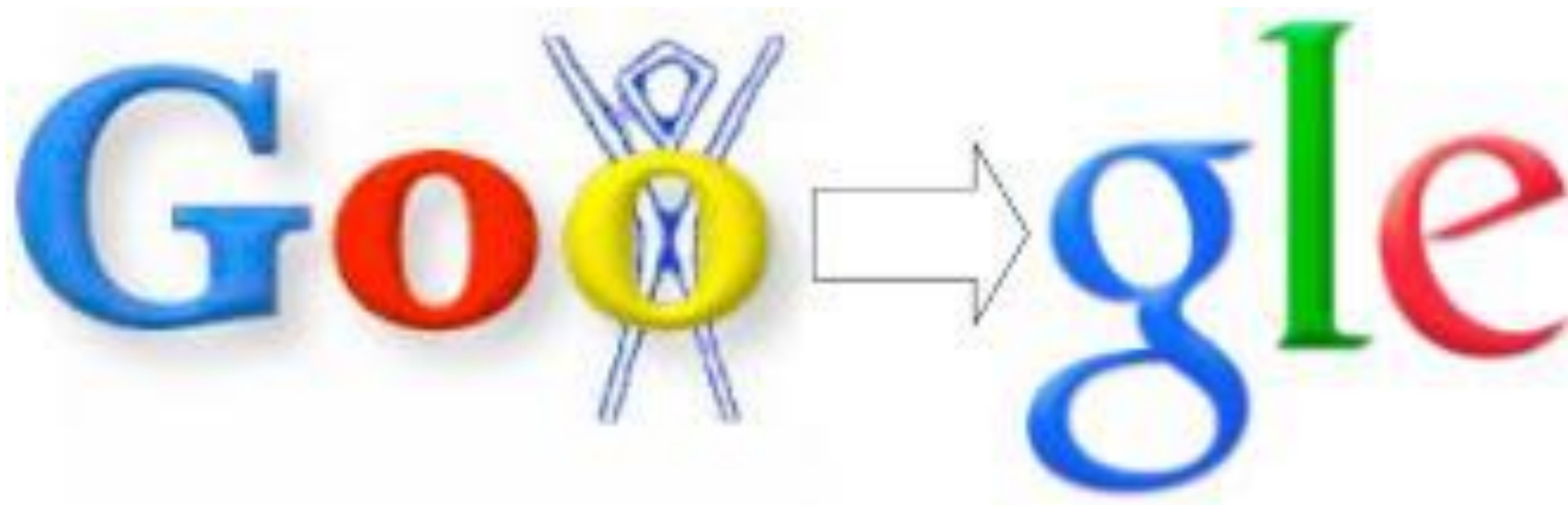
The Burning Man Festival

How was the concept born ?



The Burning Man Festival

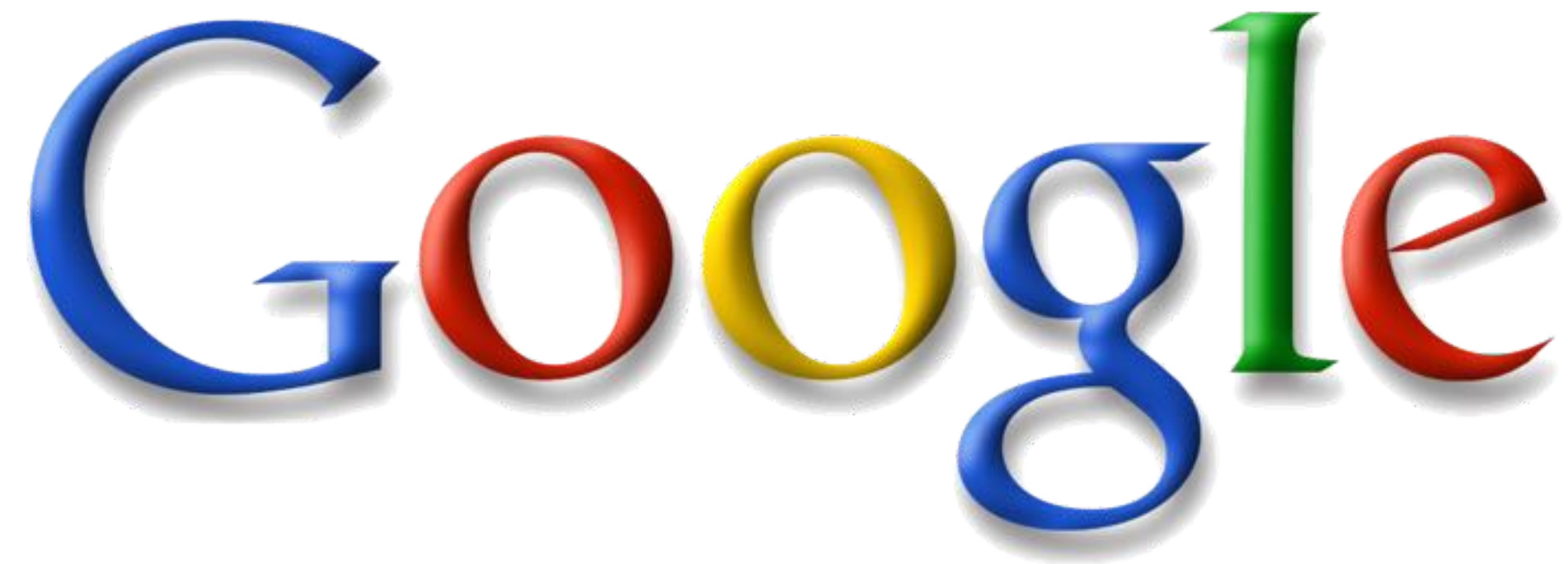
History





1998 - 1999

YAHOO!



Catull 1999 - 2010



Denis Hwang













Susie Sahim



Jennifer Hom



Micheal Lopez



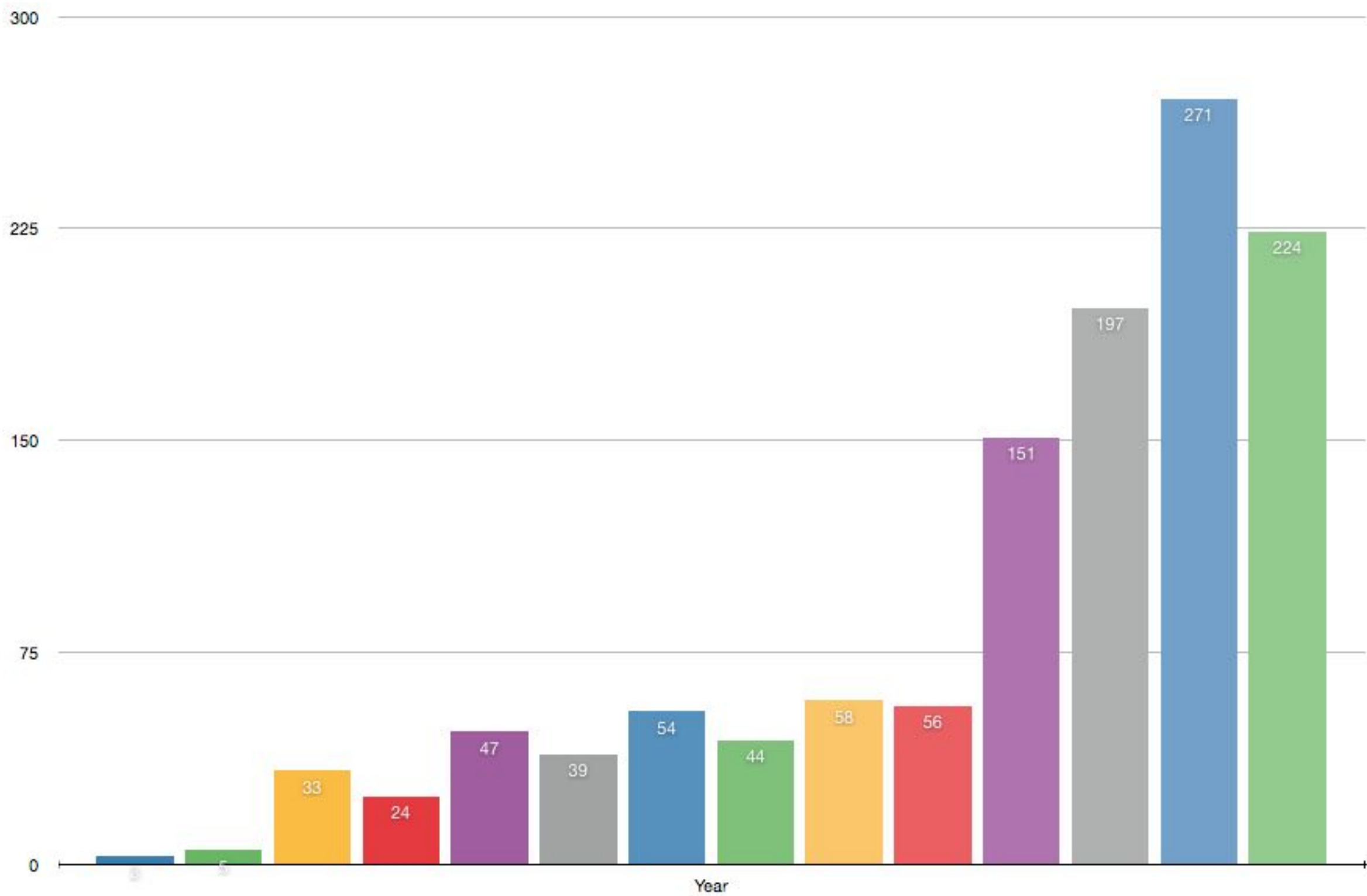
Ryan Germick



Denis Hwang

The team behind Google Doodles

A word cloud featuring 40 country names in various colors and orientations. The names are: Norway, Belarus, Poland, Brazil, Vietnam, Turkey, Taiwan, France, Hungary, Thailand, Argentina, Singapore, Malaysia, Portugal, Italy, Netherlands, Slovakia, USA, Sweden, Austria, Mexico, Korea, Jordan, Russia, Australia, Germany, China, UAE, Switzerland, Philippines, Denmark, Egypt, Spain, India, Ukraine, Slovenia, Israel, Indonesia, Greece, Morocco, Japan, and Romania. The words are arranged in a dense, overlapping manner, with some words appearing larger than others.







Google Search

I'm Feeling Lucky

January 4th 2010



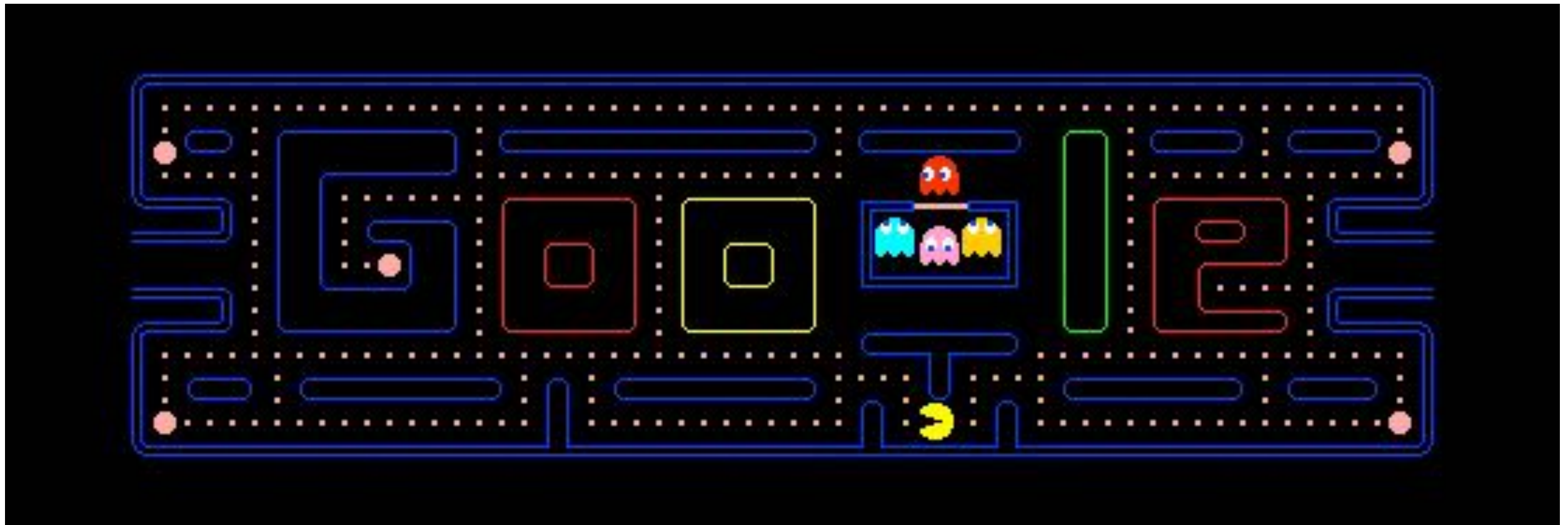
Charlie Chaplin's 122th Birthday



Barcode's 57th Birthday



Les Paul's 96th Birthday



Pac Man's 30th Birthday
May 21th 2010

Demos

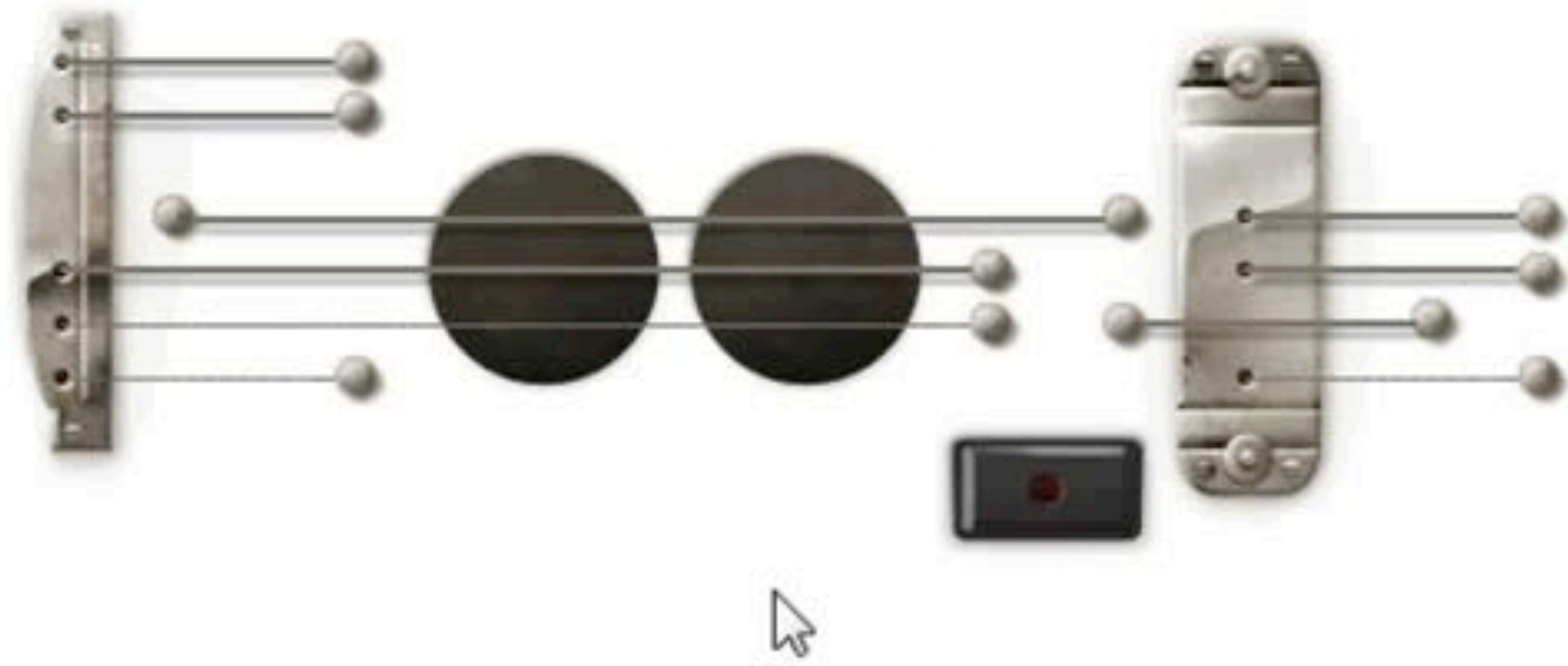




Alexander Calder's Birthday



X-rays' 115th Anniversary



Les Paul's 96th Anniversary



Martha Graham's 117th Birthday

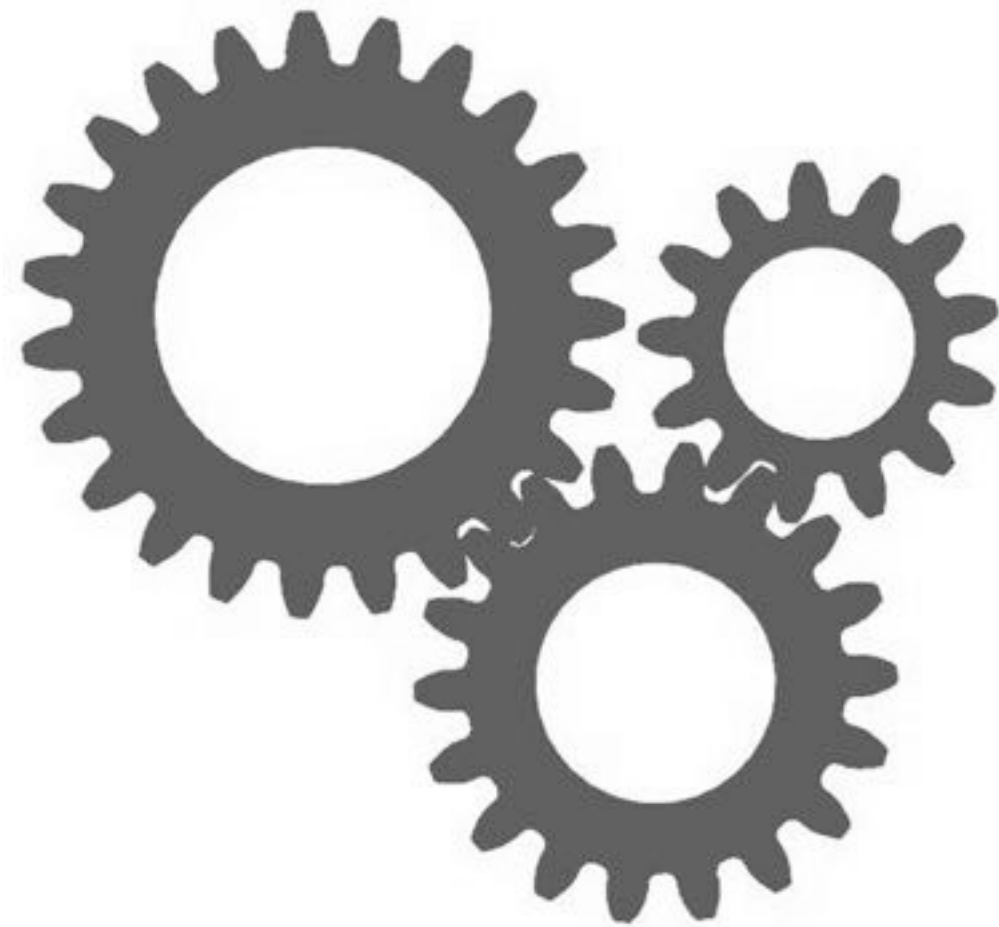


Freddie Mercury's 65th Birthday



Pac Man's 30th Anniversary

Technical side



Images in JPG/PNG



HTML5/JS



HTML5/JS provides :
Animations Interactions

Particles



[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

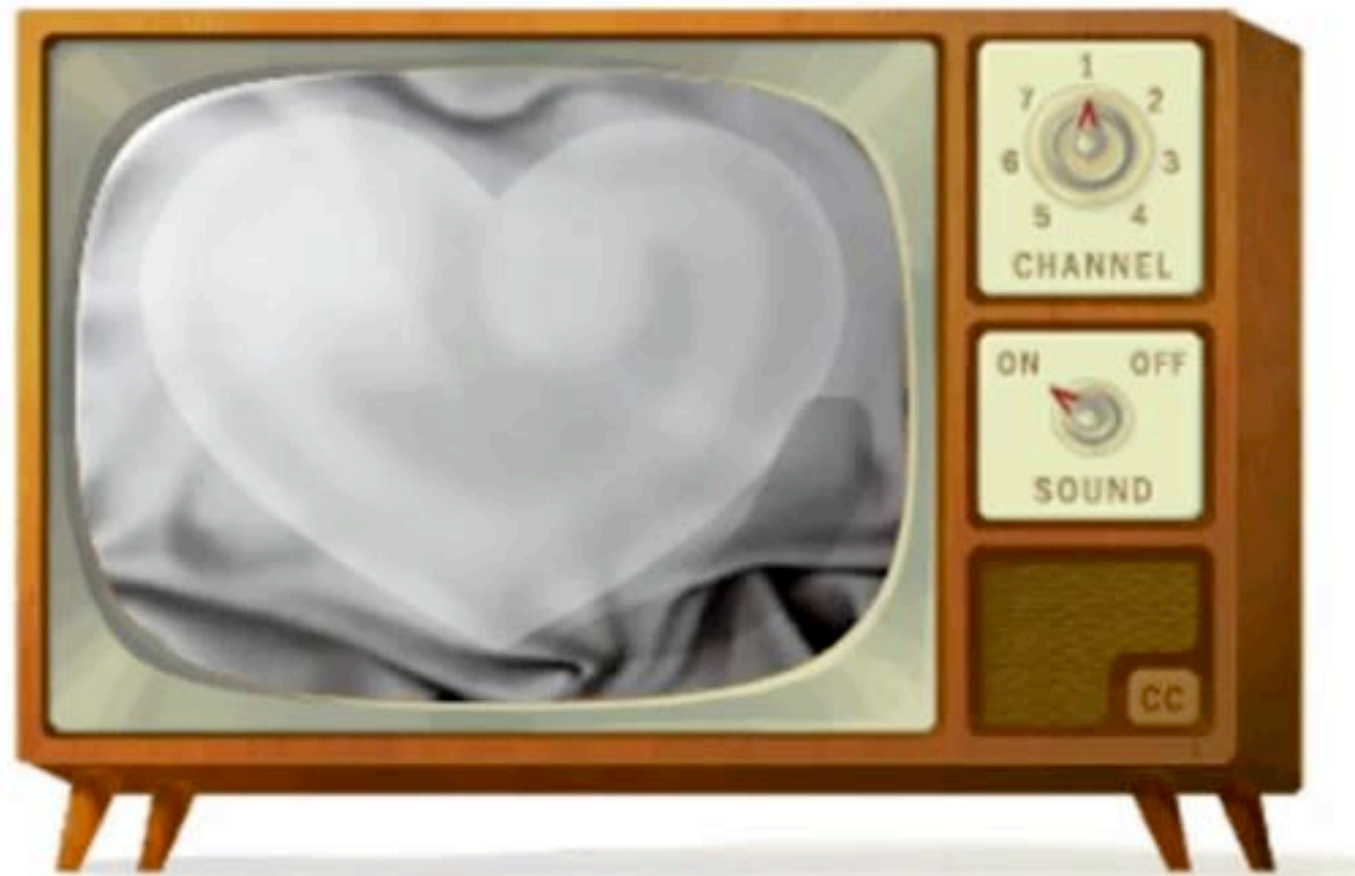
[Advertising Programs](#)

[Business Solutions](#)

[About Google](#)

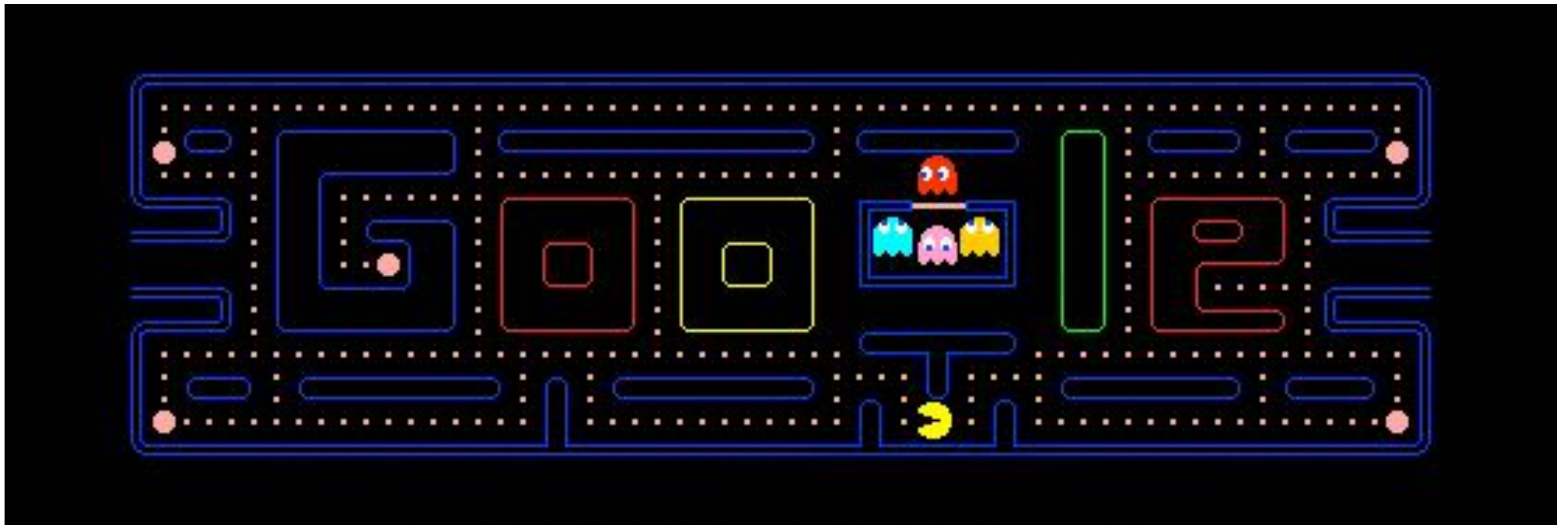
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Videos



Impact





Released on May 21

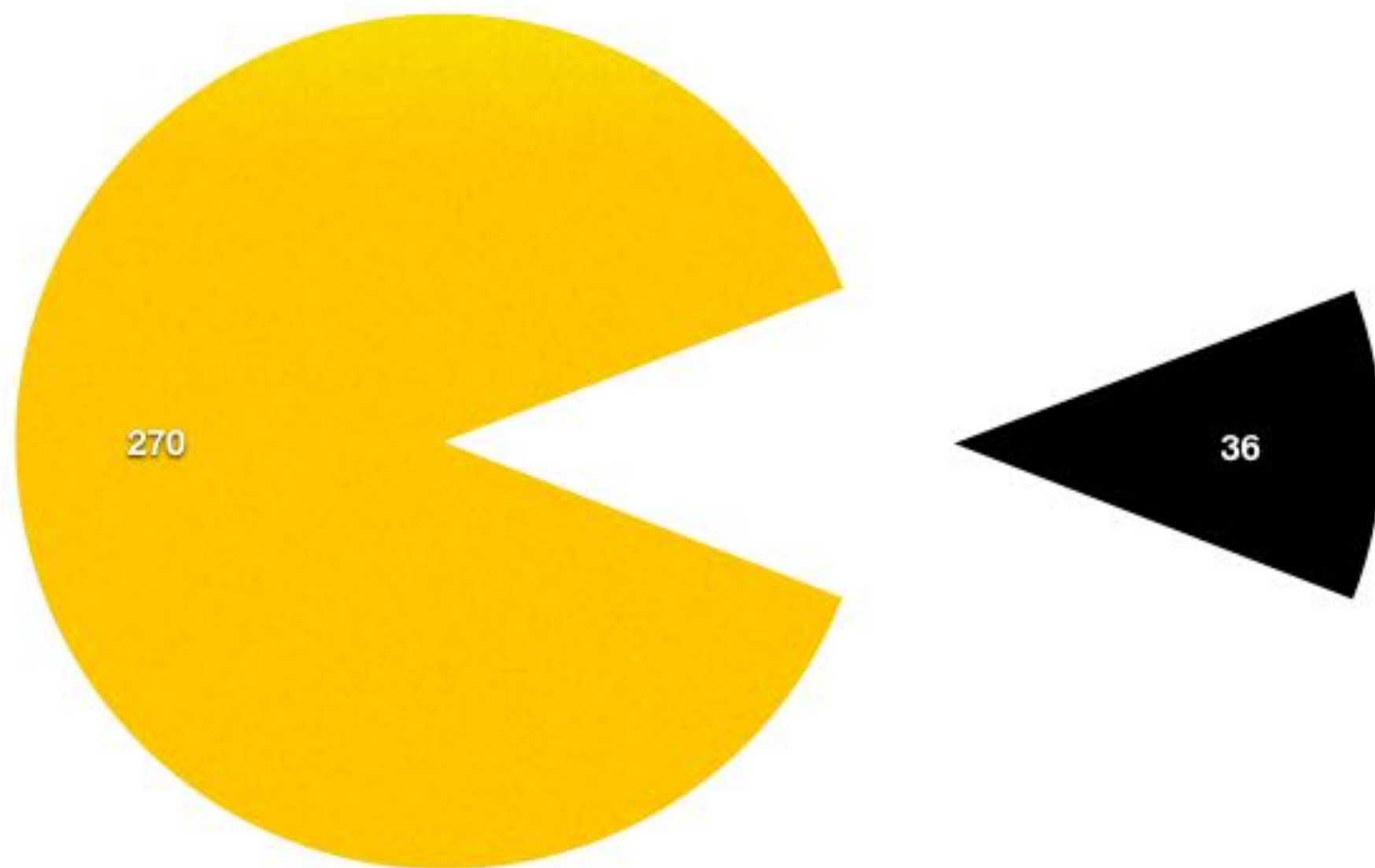
2010

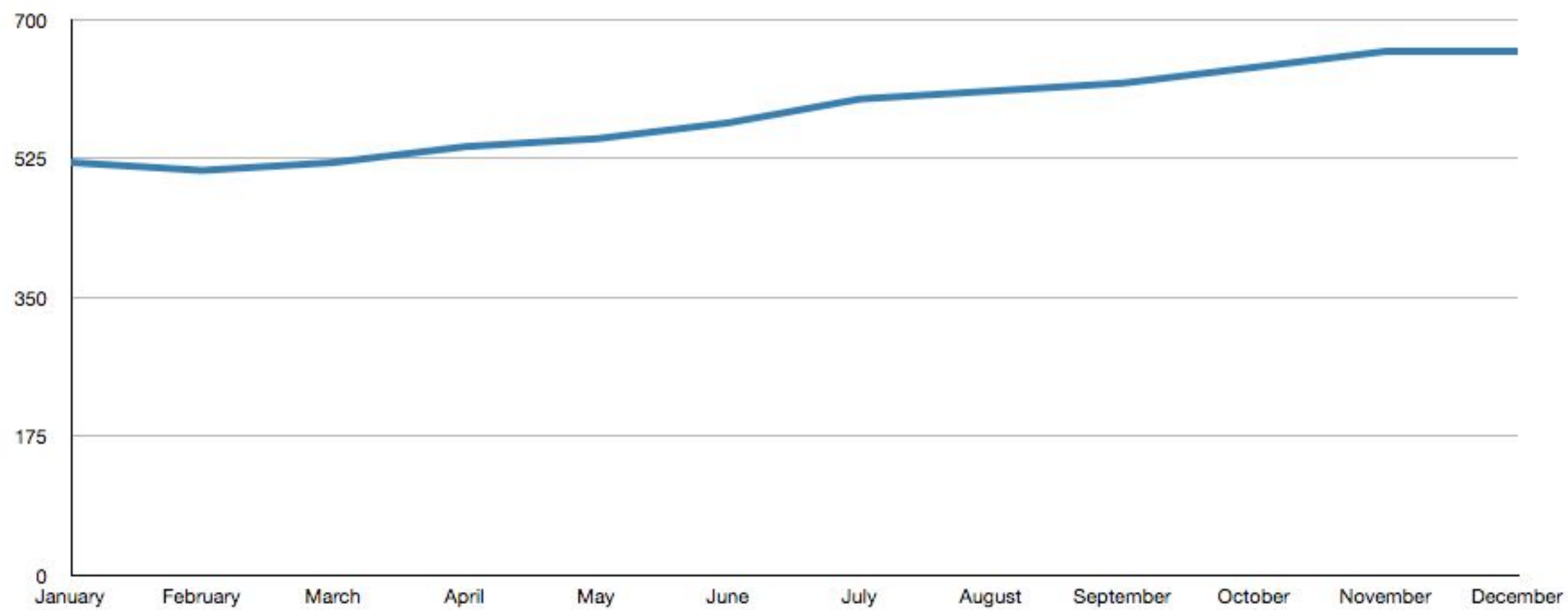
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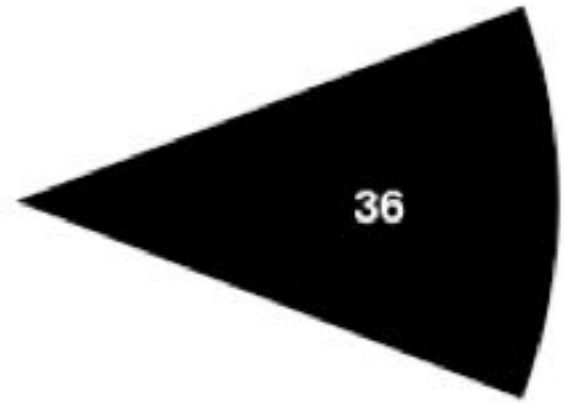
Friday

HUGE waist of time

Working day







X

= 4,819,352 hours

X

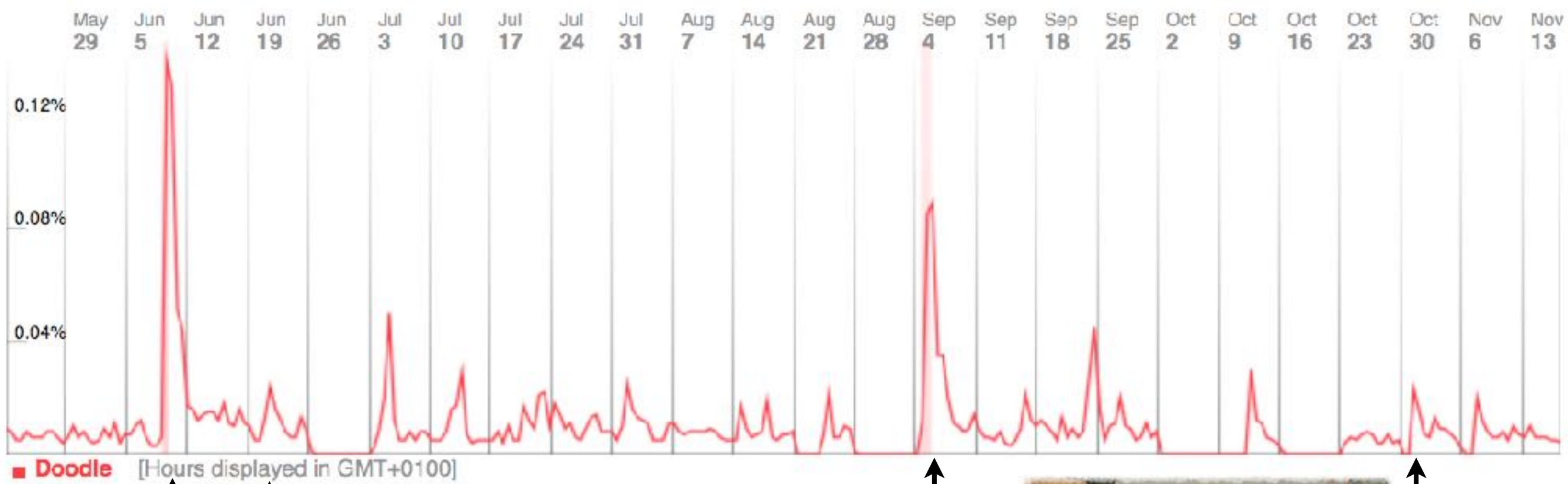
25 \$/hour

=

\$120,483,800







Participation

- Proposals
- Doodle4Google competition
- Doodle Store

Proposals



proposals@google.com

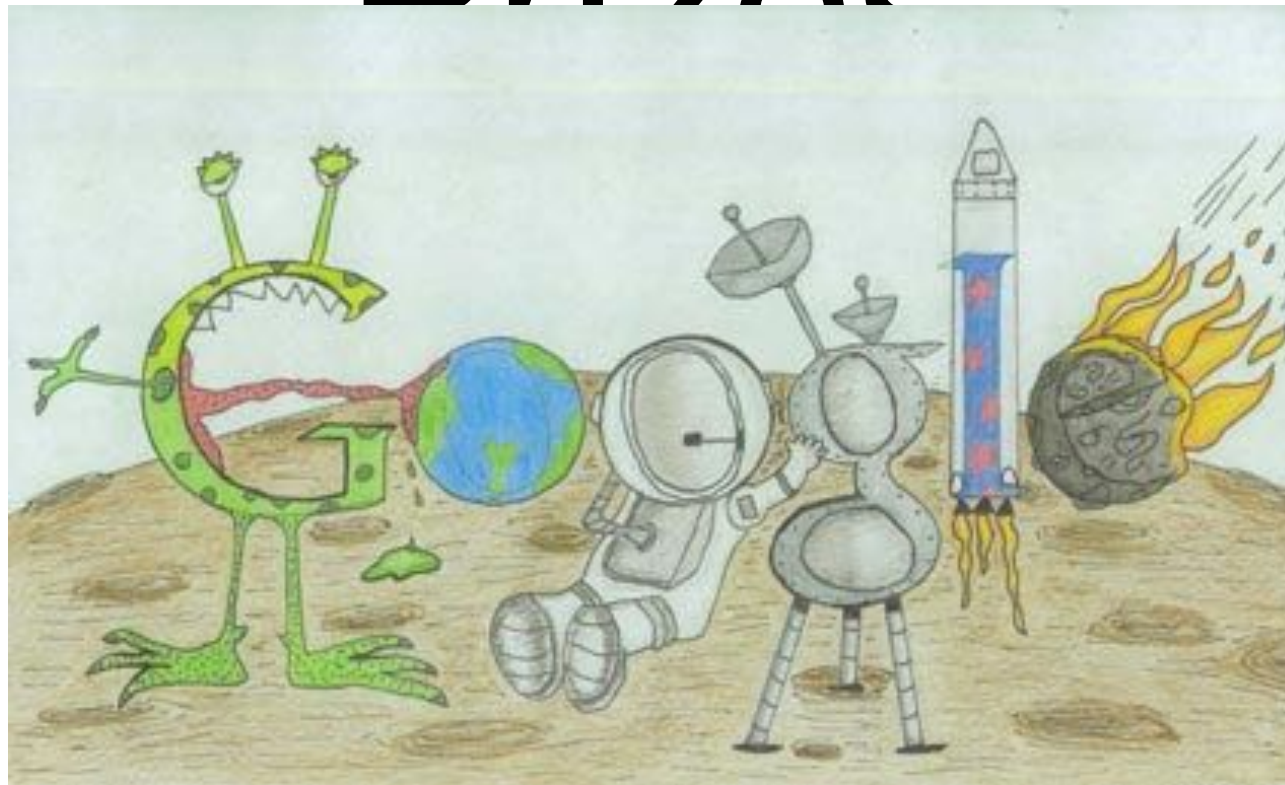
Doodle4Google



Students under grade twelve

Doodle4Google

Prizes



\$15'000 Scholarship grant

Doodle4Google T-Shirts

\$25'000 Technology grant

Doodle Store



Guessing Game





Louis Braille's Birthday
January 04 2006



Bastille Day
July 14 2010



Discovery of Grotte de Lascaux
Septembre 12 2010



Argentina Elections October 23 2011



Marie Curie's 144th Birthday November 7 2011



2000 Summer Olympic Games — Sydney
Septembre 15 2000

References



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The Free Encyclopedia

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TIME

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Helium™

<http://www.helium.com/items/1814853-what-are-google-doodles-and-who-makes-them>

- <http://latimesblogs.latimes.com/technology/2011/09/google-doodle-freddie-mercury.html>

Los Angeles Times



<http://www.wolframalpha.com/input/?i=google+traffic>

Questions ?

