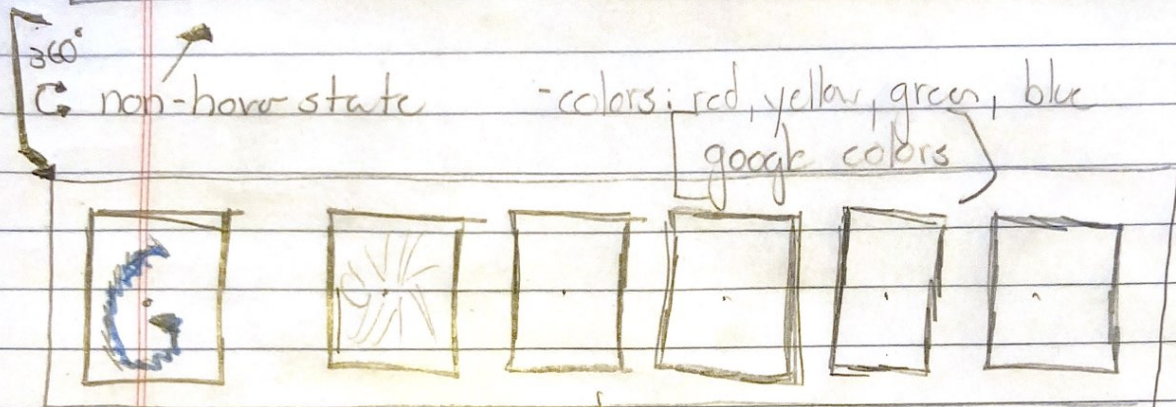
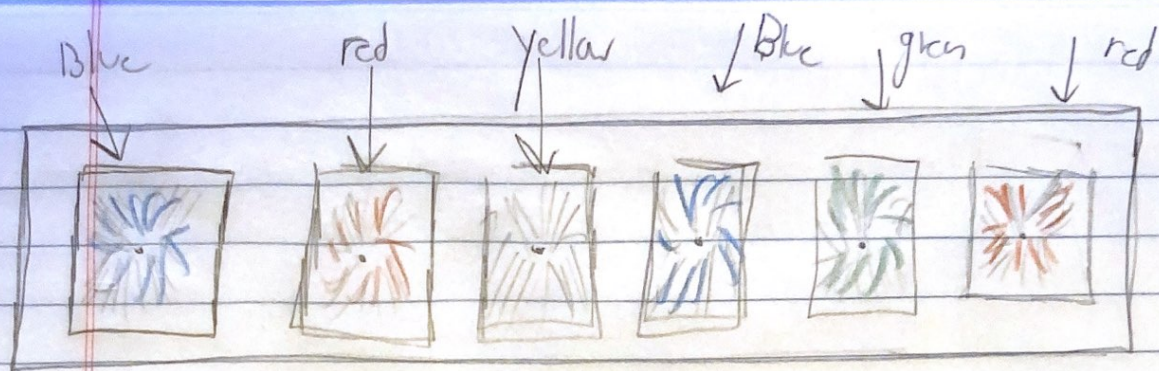


Travis Maki
Final Project Abstract
GOOGLE DOODLE

My final project idea for the Google Doodle web design pays homage to a nostalgic part of American childhood: spin art. Growing up as a kid, I remember having so much fun making spin art at carnivals, school festivals, and even backyard birthday parties. One of the first 'gag' apps I ever downloaded on my first iPod touch was actually a virtual spin-art. Combining post-industrial machinery with the randomness of paint splatter, spin-art creates a distinctive and instantly recognizable look.

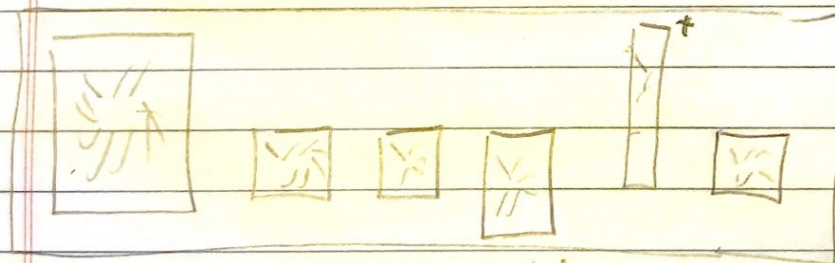
"Primarily used to entertain and expose children to the process of art creation", spin art is unique in that during its creation, it is impossible to ascertain what the end result will truly look like. Similar to tie-dying, there is an element of surprise that comes along with every finished piece of spin art. It is the epitome of joyous and uninhibited creativity, is incredibly niche, and has slowly been making its way into contemporary, mainstream art. Artists such as Alfons Schillings, Annick Gendron, Damien Hirst and Lawrence Stafford have all used spin art techniques to create works of art that are still on display in some of the most prestigious fine art museums in the world. Most importantly, spin art remains one of those things that many people can recognize, but few can name or actively remember, which makes it perfect for the Google Doodle.

I got my inspiration for this idea from the sample HTML responsive "hamburger menu" web page posted in the 'Files' section on Canvas. I realized that instead of thinking about the image first, I should think about the action/response I want the image to take. Seeing the hamburger menu spin into the "X" is what inspired me to incorporate that transition into my google doodle design. The initial doodle will just be six separate papers of spin-art, each one colored with an indistinguishable swirl pattern of color. When hovered over, each spin-art will rotate and turn into its corresponding letter in "Google", making it seem as if the letter itself appears to be the end product of the spin art. Once the hover state has ended, the spin art will spin back to its original form. Conceptually, this would be created through having six individual divs, all with another div nested inside. My design will utilize the box model we have made so far, and should be relatively easy to set up. Included below are rough sketches of both the hover and neutral states of my design, as well as some tentative ideas and modifications.



first div
hover state enabled

- ideas: might make each div
scaled in size to its respective
letter



- might incorporate multiple colors per spin art div
- might make it one large div that spins to reveal the word 'Google' as a whole