



At Google, we like to reflect the ever-changing world of our users through the logo designs on our homepage. These 'doodles' celebrate different people, events or special dates and are designed by our original Doodler, 30-year-old Dennis Hwang.

For the fourth year, we're asking young people aged 5–16 from across the UK to design their own doodle. This year's theme is 'My Hero'. We'd love to see the figures young people look up to represented in their doodles, whether family, friends, people in the community, or world figures. They might like to consider:

- Who are their heroes? Are they people they know or well-known figures?
- What makes them special? What sets them apart from everyone else? Do they have any special achievements or characteristics?
- Whether to base the doodle around one person, or a collection of people.
- How to depict people. Don't just draw their face, but think about what objects, feelings or colours represent them.

We have developed a series of lesson plans for each age group to help pupils with their doodles and integrate this activity into the curriculum. These can be downloaded from the Doodle 4 Google website.

The winning entry will be displayed on the Google UK homepage for a day to be viewed by millions of people.

The winner will also receive a trip to the Google headquarters in California, and equipment for their school.



2008 winners meet with the Queen



Create a doodle by hand or on a computer

This year, in association with Next Generation Learning, we will be awarding a special prize in each age-group for a doodle designed entirely by computer. These four doodles will also be voted on by the public.

www.google.co.uk/doodle4google



Visit www.google.co.uk/doodle4google to:

- Register
- Download a useful lesson plan for each age group
- Download a template of the Google logo for pupils to use as a starting point
- Download sample doodles to show pupils
- View the winning doodles in last year's competition
- Get top tips on doodling from Dennis Hwang – Google's original doodler
- Read our full terms and conditions



Entry guidelines

Age groups

- The competition is open to all pupils attending a UK school aged 5–16.
- Doodles will be judged in age groups of: 5–7, 7–11, 11–14, and 14–16.

Title and supporting statement

In addition to producing a doodle, pupils also need to write:

- A title for their doodle.
- A supporting statement – no more than 50 words. Pupils should explain who they have depicted in their doodle and why.

Registration

To take part in the competition you must register your school at www.google.co.uk/doodle4google by 30 June 2009.

Submitting entries

- There is a limit of six entries per school. If your school covers more than one age group please try to represent an even spread. You could perhaps hold an internal competition to select the best doodles in the class or school.
- When you are ready to submit your entries, please return to the website to complete the online entry form. You will need to include the pupils' titles and supporting statements.
- You will be given a unique entry number, which you should write on the back of each doodle.
- Then post your school's entries to the address below by 25 July 2009:
Doodle 4 Google entries, PO Box 38413, London, SE16 2WQ
- Computer designed entries can be sent to: ukdoodle-entries@google.com

Design guidelines

- The doodle should be presented on a white, landscape sheet of A4 paper.
- Download the Google logo template from www.google.co.uk/doodle4google to use as a guide.
- As the winning doodle will be displayed on the Google UK homepage, please ensure that the Google logo is clearly visible and recognisable.
- The doodle can be in pencil, crayons, felt tip, paint, or can be done using computer drawing or design software.
- Unfortunately we cannot accept 3D entries.

Judging and prizes

480 regional finalists

10 regional finalists will be chosen for each age group in each of the 12 UK regions: Eastern England, North West, North East, East Midlands, West Midlands, Greater London, South West, South East, Scotland, Wales, Northern Ireland, Yorkshire & Humberside.

Prize:

- Doodle 4 Google certificate

Regional winners

48 regional winners will be chosen across the age groups and regions.

Prizes:

- Framed copy of their doodle
- Doodles to be displayed on the Doodle 4 Google website for public vote
- Doodle 4 Google goody bag

A further four prizes (one in each age group) will be awarded for doodles designed entirely on a computer.

National age group winners

The public will be asked to vote online for their favourite doodle from each age group, to help select the four national winners.

Prizes:

- Interactive white board for the school
- A laptop for the winner

A further prize will be awarded for the best computer designed doodle.

1 national winner

Dennis Hwang, Google's Webmaster, will pick the overall national winner.

Prizes:

- The winning doodle will be hosted on Google's home page at **www.google.co.uk** for 24 hours
- The winner will receive a week-long trip with their family to California, USA

Key dates

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| 30 June | Online registration deadline |
| 25 July | Deadline for doodle entries |
| September | Regional winners announced |
| September | Online public vote (regional winners displayed on website) |
| October | National winners announced |

If you have any queries, please email ukdoodle@googlemail.com or telephone 020 7401 4070