



# What Inspires Me

## Leader Guide

Encourage children to show what inspires them through a creative, uplifting doodle!

Doodles can be submitted between  
January 8, 2018 – March 2, 2018

### What's in the guide?

- 2 unique lesson plans that integrate Doodle 4 Google into your activities
- A letter explaining the contest to copy and share with parents

# Activity 1

## Inspiration Brainstorm — What INSPIREs You?

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### Objectives:

- Reinforce what it means to be inspired and have kids identify the many forms of inspiration.
- Have children reflect on what they are inspired to do or create and how that might help make the world a better place.

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### Materials:

- Pens/pencils, notepads, Internet or school library access, art supplies
- Magazines: Wired, Nat Geo, Time, Discover, Sports Illustrated, Owl, Outdoor, etc.
- Large whiteboard/poster board/display area to capture ideas

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### Steps:

1. Explain that inspiration is an idea, experience, or place that makes someone want to create or do something. Write the word INSPIRE in the center of your board/display area.
2. Have kids use each letter in the word “inspire” to identify the ideas, places, and experiences that inspire them. For example, *I* could be “the Internet,” *P* could be “my Parents,” *S* could be “Solar power,” etc. (Once the group is “warmed up,” you can shift to ideas and concepts that don’t begin with those letters.)
3. Once the board/display area begins to get filled, have kids break out in groups or individually to collect images of people/places/experiences that inspire them.
4. Have children create a self-portrait, collage, or other visual presentation that shows how the images they collected inspire them.



# Activity 2

## Let's Start Doodling!



Now it's time for kids to share their inspirations and turn them into a Google Doodle!

### Objective:

- Help children to take the learnings from the brainstorm activity and translate it to a Google Doodle.

### Materials:

- Pencils, art supplies, collage materials  
Optional: video display capabilities

### Steps:

1. Ask them to reflect on the brainstorm lesson, and how they can translate their unique visual representation into a Google Doodle.
2. To get the creativity flowing, show these videos to the group:
  - Part One: Imagine: [goo.gl/pdRW22](http://goo.gl/pdRW22)
  - Part Two: Create: [goo.gl/XnJ4uo](http://goo.gl/XnJ4uo)
3. They can also check out our doodle team's work for inspiration at: [google.com/doodles](http://google.com/doodles)
4. Now it's time to doodle! Pass out the submission forms in this packet and have kids create their doodles. We recommend giving them at least 30 minutes to complete their creations. You may also want to let them go home and brainstorm with parents and family members. Download additional entry forms at [doodle4google.com](http://doodle4google.com).
5. Encourage them to select any medium that inspires their inner artist. They can use anything, like paint, clay, or even food to create a doodle that represents their inspiration.
6. Collect the completed doodles and submit them using the contest instructions outlined here.

## Help Kids Enter

Using the entry form in this kit, you may submit multiple entries at one time on behalf of your children. They may also submit entries via their parents.

1. Make copies of the entry form in this kit, or download the form at [doodle4google.com](http://doodle4google.com).
2. On the entry form, have them create their doodles using any material they want, write their 50-word statement, and have parents sign the form.
3. They can create the doodle on another sheet of paper, take a digital photo, or scan the doodle and tape it to the official entry form. Just be sure that the tape is clear and the doodle fits above the information on the bottom of the entry form.
4. Entry forms can be submitted by mail through the pre-paid envelope included in this kit.
5. Mailed submissions must be postmarked by March 2, 2018 and received seven days from the postmark deadline at the addresses below. Entry forms can also be submitted digitally at [doodle4google.com](http://doodle4google.com) as a .jpg or .png file.

#### • Regular Mail:

Doodle 4 Google  
PO Box 510337  
New Berlin, WI 53151

#### • Overnight Deliveries:

Doodle 4 Google,  
Promotions Department  
5000 South Towne Drive  
New Berlin, WI 53151

# Dear Parent/Guardian,

At Google, we believe that inspiration can come from anywhere, but there's always been one source that never ceases to amaze us: our kids. Year after year, we are moved by the delight and wonder they find in the world around them, and these flashes of brilliance help influence our products and make the web — and our world — a better place.

This year marks our 10th annual Doodle 4 Google contest, and our theme is: "What inspires me." We're excited to have kids (and parents) reflect on what most inspires them by creating a unique, uplifting doodle using any medium (crayon, paint, silkscreen, wood, computer chips, chocolate chips (er, maybe not), etc...).

Five finalists will be flown to Google's Mountain View headquarters, and one winning student from among the five will receive:

- A \$30,000 college scholarship
- A \$50,000 Google for Education technology package for their school/ non-profit organization
- A behind-the-scenes experience with the Doodle team to transform their Doodle into an interactive experience that will launch by the end of 2018

Check out [doodle4google.com](http://doodle4google.com) for the entry form and more information.

Let the doodling commence!  
The Doodle 4 Google Team

## Doodle 4 Google Overview

### Key Dates

- Competition opens: January 8, 2018
- Competition closes: March 2, 2018

### How to Enter

1. Download and print the entry form at [doodle4google.com](http://doodle4google.com) or ask your administrator for an entry form.
2. On the entry form, have kids create their doodles using any material they want, write their 50-word statement, and have parents sign the form.
3. They can create the doodle on another sheet of paper, take a digital photo, or scan the doodle and tape it to the official entry form. Just be sure that the tape is clear and the doodle fits above the information on the bottom of the entry form.
4. Entry forms can be submitted digitally at [doodle4google.com](http://doodle4google.com) as a .jpg or .png file. Entry forms can also be submitted by mail. Mailed submissions must be postmarked by March 2, 2018 and received seven days from the postmark deadline at the addresses below.

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