

THE EXAMINATION OF DOODLE ILLUSTRATION STUDIES BY BARTHES' SEMIOTIC ANALYSIS METHOD

Özlem KUM

Tokat Gaziosmanpaşa Üniversitesi, Türkiye

ozlemkum@outlook.de

<https://orcid.org/0000-0002-6567-7974>

<i>Atf</i>	Kum, Ö. (2023). The Examination of Doodle Illustration Studies by Barthes' Semiotic Analysis Method. The Turkish Online Journal of Design Art and Communication, 13 (1), 225-239.
------------	---

ABSTRACT

Semiotics is a branch of science that includes the processes of examining, interpreting and re-interpreting signs with the system of "signifier", "signifier", "signified". In semiotic analysis, besides the direct messages, the messages that are wanted to be conveyed indirectly are revealed. In this article, it is aimed to examine 10 randomly selected Doodle illustrations from the Doodle archive of 2022 using Barthes' semiotic analysis method. Azah Aziz's birthday, Indonesian Independence Day, Japan's Mountain Day, Kimiko Tsumura's 120th birthday, India Independence Day, Doodle designed for "Google", Seiki Kuroda's 156th birthday, Qixi Festival, Luisa de Medrano's 538th birthday, Singapore National Day illustration works are analyzed. In the article, literature review was used to obtain theoretical information about Doodle illustration works, and Barthes' semiotic analysis method was used for the analysis of randomly selected Doodle illustration works. While the Google company used to publish Doodles only for important days, today it has gone to design diversification in different categories; It includes designs in its corporate image for birthdays of famous people, holidays, festivals, special days of countries (Independence Day, mountain day, etc.), national days as animation and video content, not just visuals. It has been concluded that the birthdays of famous people, independence days of countries, mountain days, festivals, national days are thematically analyzed in Doodle studies, which are analyzed semiotically. It is noteworthy that typographic arrangements are frequently used in Doodle works, and that typographies are deformed and adapted to the design in an integrated manner with the visual. It has been concluded that the use of color directly reflects the subject it deals with or the characteristics of the culture it represents, and that Doodle impersonates the theme in the context of technical and color use.

Keywords: *Semiotics, Doodle, Illustration, Roland Barthes*

DOODLE İLLÜSTRASYON ÇALIŞMALARININ BARTHES'İN GÖSTERGEBİLİMSEL ÇÖZÜMLEME YÖNTEMİ İLE İNCELENMESİ

ÖZ

Göstergebilim, "gösterge", "gösteren", "gösterilen" dizgesi ile göstergelerin incelenmesi, yorumlanması, yeniden anlamlandırılması süreçlerini içeren bir bilim dalıdır. Göstergebilimsel analizde doğrudan verilen mesajların yanı sıra dolaylı olarak da aktarılmak istenen mesajların ortaya çıkarılması söz konusudur. Bu makalede, 2022 yılına ait Doodle arşivinden rastgele seçilen 10 adet Doodle illüstrasyon çalışmasının Barthes'ın göstergebilimsel çözümleme yöntemi ile incelenmesi amaçlanmıştır. Azah Aziz'in doğum günü, Endonezya Bağımsızlık Günü, Japonya'nın Dağ Günü,

Kimiko Tsumura'nın 120. doğum günü, Hindistan Bağımsızlık Günü, "Google" için tasarlanan Doodle, Seiki Kuroda'nın 156. doğum günü, Qixi Festivali, Luisa de Medrano'nun 538. doğum günü, Singapur Ulusal Günü illüstrasyon çalışmaları ele alınarak çözümlenmiştir. Makalede, Doodle illüstrasyon çalışmaları hakkında teorik bilgi edinmek için literatür taraması, rastgele seçilen Doodle illüstrasyon çalışmalarının çözümlenmesi için Barthes'ın göstergebilimsel çözümlenme yöntemi kullanılmıştır. Google şirketi, Doodle'ları önceleri sadece önemli günler için yayınlarken günümüzde farklı kategorilerde tasarımsal çeşitlenmeye gitmiştir; ünlü kişilerin doğum günleri, bayramlar, festivaller, ülkelerin özel günleri (bağımsızlık günü, dağ günü vb.), ulusal günler için sadece görselden ibaret olmayan animasyon ve video içeriği olarak da tasarımlara kurumsal imajında yer vermektedir. Göstergebilimsel çözümlenen Doodle çalışmalarında ünlü kişilerin doğum günleri, ülkelerin bağımsızlık günleri, dağ günü, festival, ulusal günlerin tematik olarak ele alındığı sonucuna ulaşılmıştır. Tipografik düzenlemelerin Doodle çalışmalarında sık kullanıldığı, tipografinin deforme edilerek görselle bütünleşik olarak tasarıma uyarlandığı dikkat çekmektedir. Renk kullanımlarının ele aldığı konuyu veya temsil ettiği kültürün özelliklerini doğrudan yansıttığı, Doodle'ın ele alınan temayı tekniksel ve renk kullanımı bağlamında bir kimliğe büründürdüğü sonucuna ulaşılmıştır.

Anahtar Kelimeler: Göstergebilim, Doodle, İllüstrasyon, Roland Barthes

INTRODUCTION

Signifiers are sentimental stimuli, and the image awakened in the mind integrates with another stimulant image and creates the message to be conveyed (Çakı, ty: 67). Semiotic analysis, which is an acquisition of reading, calls for a structuralist tendency. It reconstructs the existing structure by researching and solving it (Demir, 2009: 17). According to the historical development of semiotics, it has been observed that it dates back on to Ancient Age (Ercantürk, 2015: 52). Contemporary semiotics is founded in 20th. century by Charles Sanders Peirce and Saussure. Saussure defines semiotics as a branch of science that examines the existence of signs in the social life of society (Saussure, 1985, cited in Bircan, 2015:18). Barthes (1915-1980) developed Saussure's contributions to semiotics by going beyond the language barrier (Guiraud, 2016: 134 cited by the Çakı 2018:67). Basically, what Barthes did was to expand Saussure's definition of language with the theory of denotation/connotation (Barthes, 1979, p. 88 cited in Kalelioğlu, 2021: 192). While Saussure evaluates the language as a part of semiotics, Barthes states that there could be language for every sign. Barthes differs from Saussure in terms of the image or the system of objects cannot be realized outside of language. Barthes supports the idea that non-linguistic semiotics cannot exist, its meaning is language (Ercantürk, 2015: 65). The sign theory developed by Barthes in the 1960s enabled him to be accepted as the pioneer of semiotics (Ünal, 2016:379). Indicators attribute value to the denotation process in terms of denotation and connotation (Parsa, S., & Olgundeniz, S.S, ty:3). Barthes is the pioneer of denotation and connotation theories based on understanding. While the denotation theory is about what the sign represents, connotation is about how the sign represents the signified. While there there could be no possibility of misunderstanding in the literal sense, connotation can be shaped differently depending on the culture and society (Karaman,2017: 31)

According to TDK (2022), illustration means "picture". Illustration is a way of simply conveying the message or subject to be conveyed in relation to text and text to the reader. "Illustration" means "illumination, ornamentation, spiritual enlightenment, animation in writing" in French (Günay, 2019: 621). Illustrations have become significant visual materials with the opportunities provided by the printing techniques developed after the production process of manuscripts. (Sazak, Per, Türker, 2018) It can be stated that the main concern of illustrations in the process from manuscript studies to printed ones is to strengthen the

explanation (Seylan, 2016: 86). Illustration is a tool of visual communication; Its relationship with art and visual design is based on the abstraction of the message to be conveyed, imagination and conceptual transfer (Yıldırım, 2022: 1). Although the usage areas of the illustrations vary ranging from purpose, they are basically used for entertainment, education and storytelling (Baldaş & İpek, 2017: 227). The main difference that distinguishes illustrations from painting is that they have the function of conveying the message by adhering to a purpose. There are interpretation, emotion, originality and artistic meanings in illustration works; The depicted subject and typographic elements form a whole framework (Deliduman, Çakmak, 2017: 314).

Nowadays, the concept of illustration, which has gained momentum in parallel with technological development, has been exposed to technical diversity. Contents started to be produced through computer programs, and technological developments digitized illustrations and brought "digital illustration" to literature. (Ceken, Flowering, Ersan, 2018)

Sergey Brin, the founder of Google, an American software engineer, had hold the opinion that although he designed Google's logo at first, he would be influenced by Ruth Kedar's work and reflect the corporate vision correctly, and asked Kedar, the owner of Designs, to design the site and logo that would reflect the corporate identity of the company (Elmasoğlu, 2016:89). Google Doodle temporarily brings notable personalities, events, holidays, successes and celebrations into existence on the Google logo in a design context. The Google Doodle was originally designed to celebrate the Burning Man Festival in 1998.

The idea of Google Doodles was developed by drawing a garbage man behind the second letter "o" of the word Google. This idea laid the foundation for the temporal changes of the company's logo (Türkmen, 2020:99). Doodles made with various design techniques are available with animation technique, and the first animation was designed for Isaac Newton in 2010. The first interactive Doodle is for the 30th anniversary of Pac-Man (Hürriyet, 2019). Since the onset of its first production, Google draws a creative and innovative profile. GDoodle; describes his creative perspective as a reflection of this vision (Gürel, Arslan, 2021: 270).

Purpose of the Research

In this article, it is aimed to examine Doodle illustration studies with Roland Barthes' semiotic analysis method. In the analysis made, it is also possible to reveal the connotations that are wanted to be conveyed with the signs other than what is said.

Method

This study utilized from literature review to obtain data on doodle illustration works, and it used Barthes' semiotic analysis method to evaluate the signs of designs in the context of connotation-denotation.

While Barthes's interpretation of semiotics refers to the first meaning that realizes in the memory of the person as a literal meaning, it can be regarded as the meaning that emerges as a result of the evaluation of the exposed sign with the cultural knowledge of the person (Çakı, 2018:76-77). Barthes semiotic analysis is in the form of signifier (visual image) + signified (meaning), semiotics (relation between signifier and signified) (Küçükşen, 2020:43). While Doodle illustration studies are analyzed semiotically, they are titled as "sign", "signifier" and "signified".

Data Analysis

This study tries to elaborate the Denotation/Connotation Analysis in Doodle Designs in this part.

Denotation/Connotation Analysis of Doodle Design



Figure 1: Doodle Designed for Azah Aziz's Birthday

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

The doodle designed for Azah Aziz's 94th birthday was published on August 21, 2022. Contributing to the preservation of Malaysian art and tradition, Azah Aziz was born in Singapore in 1928. Having been raised by his mother, who was very interested in language, culture and art, Aziz started to work as the secretary of the editorial director of a newspaper, and later contributed to these publications by stepping into journalism. A pioneer in women's rights, she became the first woman in Malaysia to publish children's books, children's songs and poetry. Worldwide The region where Doodle is published is Japan.

Table 1: The doodle design in figure 1

Sign	Signifier	Signified
Human	Old human	Azah Aziz
Object	Book	Culture, art, publishing
Object	Clothes	Malay clother
Object	Rug	Rug motif related to Malaysia
Writing	Google	Doodle publisher search engine

“Within the context of literal meaning the female figure, book, color and Google writing stand out. In the design, in which purple, green, black and gray colors are preferred, the dimensions suitable for the web publication format are used. The old woman who is one of the signifiers in the doodle design is Azah Aziz. When it comes to the Azah Aziz figure as a connotation, it emphasizes a wise woman with her white hair and book grip. The facial expressions of the Azah Aziz figure reflect hope and inspiration to other women. The outfit on Aziz, on the other hand, emphasized the traditional clothes of the Malay culture inherited from his mother. The rug motif, referring to the traditional culture of Malaysia, is included in the background of the doodle design.”



Figure 2: Doodle Designed to Celebrate Indonesian Independence Day

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

It was celebrated with Today's Doodle drawn by Watsana Haikal on 17 August 2022 to celebrate Indonesian Independence Day. In the Doodle, designed for Indonesians day, the country's traditions were referenced. Since the Pacu Perahu boat races are one of the very popular events of the Independence Day events, this event was also included in Doodle. The design embodies a message that aligns with Indonesia's national motto "Unity for Diversity". Worldwide the region where Doodle is published is Indonesia.

Table 2: The doodle design in figure 2

Sign	Signifier	Signified
Human	Happy person in brown suit	The leader in the boat race
Human	Person rowing in green suit	Competitor and culture
Human	Person rowing and wearing clothes containing pink and red colors	Competitor and culture
Human	Person rowing with a red and orange cap on his head	Competitor and culture
Human	Rowing person dressed in green and red tones with face mask	Competitor and culture
Object	Boat	Boat races
object	Water	Boat races
Nesne	Cloud	Google
Nesne	Row	Traditional motif paddle

“Within the context of literal meaning, human figures, boat, Google typography, green, brown, blue, pink, red, purple colors and tones, Indonesian ethnic motifs and accessories stand out. Within the context of literal meaning as a connotation, the boat race, which is a very popular competition organized within the scope of Indonesia's Independence Day events, is visualized with human figures, which are the indicators in Doodle. While the people on the boat are dressed in traditional Indonesian costumes, Indonesian culture is conveyed, and the popularity of the event is emphasized with the happiness on the faces of the human figures. The clouds in the design were converted into typography and referenced to the doodle publisher Google.”



Figure 3: Doodle Designed for Mountain Day,2022

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022 .

The doodle was designed by Kouhei Miyazaki to celebrate Japan's Mountain Day (August 11th). A leader in technological innovation, Japan has vast mountains and is home to more than 100 volcanoes and hot springs. The mountains cover 70% of Japan's land mass, causing people to feel the need to experience other places for vacation. Worldwide The region where Doodle is published is Japan.

Table 3: The doodle design in figure 3

Sign	Signifier	Signified
Object	Mountain	Mountain day
Object	Cloud	Google
Object	Road	Mountain day trips

“Within the context of literal meaning, it has been observed that a mountain illustration, trees, road and clouds are included. Within the context of connotation, a holiday has been determined for the mountain day celebrations in order to discover the natural beauties and 70% of Japan consists of mountains. With the indicators in the design, the mountain and the day and natural beauties are referenced. The road on the mountain symbolizes the visitors and the people who go out to explore the natural beauties on this day. Doodle publisher Google typography has been adapted to the clouds on the mountain. Doodle prepared for the mountain day celebration emphasizes spending time in nature.”



Figure 4: Doodle Designed for Kimiko Tsumura's 120th Birthday

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

The art in which the Japanese act by wearing elegant masks and elaborate clothing is called Noh. One of the first female figures of Noh, the sophistication and mysterious art of traditional Japanese theater, is Kimiko Tsumura. On August 16, 2022, google doodle was published for Tsumura, who raised many respected artists. Tsumura's birthday was celebrated with the published doodle. Worldwide The region where Doodle is published is Japan.

Table 4: The doodle design in figure 4

Sign	Signifier	Signified
Human	Masked woman	Tsumura Kimiko
Object	Tree	“G” letter
Object	Light	“E” letter
Object	Decor	“L” letter
Object	Big red round	“O” letter
Object	Small pink round	“O” letter
Human	Human hair	“G” letter

“Within the context of literal meaning of design. visuals such as trees, jewelry and lanterns stand out. Within the context of connotation of the design is, citation is related to the female figure and the artist Tsumura Kimiko. The Noh figures used by Tsumura Kimiko in traditional Japanese theater are integrated with the google text in the doodle. The doodle publisher “Google” letters are hidden inside the design, along with other object and human symbols. The letter "G" with the pattern applied to Tsumura's hair, the letter "O" with the pink round object on the cheek, the letter "O" with the big red circle, the letter "G" with the tree figure, the letter "L" with the junction point of the stage decor, the light and the letter “E” is placed in the doodle. The mask Tsumura uses in traditional theater also emphasizes the Japanese flag with a red circle on white.”



Figure 5: Doodle Designed for Indian Independence Day

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022 .

The doodle, designed to celebrate India's Independence Day on August 15, 2022, was published to mark the anniversary of the 200-year British rule over the country and it has been becoming a democratic country. Symbols were included in the celebrations, with the contribution of freedom defenders led by Mahatma Gandhi to the independence of the country through civil disobedience and non-violent protests. Worldwide The region where Doodle is published is India.

Table 5: The doodle design in figure 5

Sign	Signifier	Signified
Human	Kite flying woman	“G” letter
Object	Window	Sun rising from the window symbol of independence
Object	Sun	“O” letter
Human	Young girl	Independent society, equality, democracy
Human	Man in red dress flying a kite	Independent society, equality, democracy
Human	Woman watching kite flyers	Independent society, equality, democracy
Human	Man in blue suit flying a kite	Independent society, equality, democracy
Object	Orange kite	75th Anniversary of Independence
Object	Pink kite with blue heart in the middle	“O” letter
Object	Kite	Production and labor
Object	Kite	Production and labor
Object	Kite	Production and labor
Object	Blue rope	Kite Tail letter "L"
Object	Blue rope	“G” letter
Object	Pink rope	“E” letter
Object	City	Modern, democratic nation

“Within the context of literal meaning of design, male and female figures, kites, buildings, plants and sun are used. Warm and cold colors are used together in the design where the color riot is intense. Color preferences are white, black, yellow, blue, red, orange, pink and green. Within the context of connotation of the design, it has been emphasized that India, which gained its independence after the British rule, turned into a modern, culturally developed, and independent country. Labor and production are symbolized by a woman who produces kites. The sun entering through the window was used as a symbol of independence and freedom. The number “75” written on the orange kite emphasizes the year of independence. Two men and two women flying kites and watching them symbolize equality, democracy and independence. The modern city behind the kite-flyers conveys the message that India coexists with traditional-cultural modernity. “Google” is inscribed with the producing woman, the sun, the pink kite, the kite string, the kite string tail, and the pink kite strings.”



Figure 6: Doodle Designed for Seiki Kuroda's 156th Birthday

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022 .

The doodle was released on August 9, 2022, in honor of Seiki Kuroda's 156th birthday. Recognized as the pioneer of western-style paintings in Japan, the artist held important positions. Kuroda, who went to Paris to study law, but turned to painting here, established a Western Painting School called Tenshin Dojo. Kuroda presided over the Imperial Academy of Arts and also gave training on how to make western-style painting. The regions where Doodle is published worldwide are the United Kingdom and Japan.

Table 6: The doodle design in figure 6

Sign	Signifier	Signified
Human	Old person	Seiki Kuroda
Object	Brush	Pictorial art
Object	Palette	Pictorial art
Writing	Google	Doodle publisher
Object	Canvas	Pictorial art

“Within the context of literal meaning of design, it has been observed that Seiki Kuroda's portrait, mountains, sunset and palette are included. Within the context of connotation of the design, Seiki Kuroda is in front of a landscape drawn on canvas in the design. Kuroda, who is considered to be the pioneer of western style paintings in Japan, is featured on the canvas. Palette and brushes stand out as the element that completes the letter "E" in the "Google" text.”



Figure 7: Doodle Designed for the Qixi Festival

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

Released on August 4, 2022, Doodle is designed for the Oxi festival, one of the romantic legends of Asia. In this festival, singles and couples give each other gifts for romantic relationships. Dating back to the Han Dynasty, the festival is less well known to young people. This festival still has deep roots in Chinese-speaking people. Worldwide The regions where Doodle is published are the United Kingdom and Germany.

Table 7: The doodle design in figure 7

Sign	Signifier	Signified
Human	Man	Romantic relationships
Human	Woman	Romantic relationships
Image	Bird	Finding a mate
Image	Heart	Love

Image	Heart	Love
Image	Heart	Love
Image	Heart	Love

“Within the context of literal meaning of design, male and female figures, birds, cloud stylizations are used. Within the context of connotation of the design, the human figures in the design are about the romantic relationship of men and women. In the figures in the design, the heart symbol, which is accepted as a symbol of love, is frequently used. Birds are items that symbolize finding a mate.”



Figure 8: Doodle Designed for Luisa de Medrano's 538th Birthday

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

With the doodle published on August 9, 2022, the 538th birthday of Luisa de Medrano, who is accepted as the first female professor of Spain, was celebrated. Medrano, a poet and philosopher, stands out as a woman who broke the mold in Catholic Spain and improved herself by studying history, culture and philosophy. Medrano, who broke ground as the first female professor at the University of Salamanca in the 16th century, draws attention as an inspiring figure to women. Worldwide The region where Doodle is published is Spain.

Table 8: The doodle design in figure 8

Sign	Signifier	Signified
Human	Woman	Luisa De Medrano
Object	Design	Traditional Spanish design
Object	Paper	Ferman paper
Writing	Gogle	Gogle
Writing	“O” letter	The letter "O" used to complete Google

“Within the context of literal meaning of design, Luisa de Medrano's portrait, paper form and typography are used in the design. Within the context of connotation of the design, the period emphasis of the human figure in the design draws attention. In the 16th century, the period was emphasized with the clothes worn by women. Behind the Medrano, the emphasis of the period was tried to be riveted with Spanish patterns. Education was emphasized with a paper structure similar to the old edict paper. The Doodle publisher was highlighted by completing the letter “O” and “Google” in large fonts.”



Figure 9: Doodle Designed for Singapore National Day

Source: Google. <https://www.google.com/doodles#archive>, retrieved 10.10.2022.

Within the context of connotation of the design, the Vanda Miss Loaquim orchid, which is accepted as the national flower of the country, is included in the doodle designed for Singapore's National Day on August 9, 2022. The spirit of Singapore is associated with this flower. Military parades, fireworks displays are held on the national day. People spend this day with activities such as carnivals, concerts and picnics.

Table 9: The doodle design in figure 9

Sign	Signifier	Signified
Object	Background	Flower bed
Plant	Orchid	The national flower of Singapore
Writing	Google	Doodle publisher

“Within the context of literal meaning of design, orchids and a geometric form are included in the design. Pink and its tones, red and yellow colors are used in the design. Within the context of connotation of the design, when the object, plant and text, which are the indicators in the design, are analyzed, the Vanda Miss Loaquim orchid in the flowerbed and Singapore's national flower are emphasized. The flag of Singapore is referenced with the color choice in the article.”



Figure 10: Doodle Designed for Google

Source: Google. <https://www.google.com/doodles#archive> retrieved 10.10.2022.

The doodle, published on August 16, 2022, is about Spohie reaching and hugging her mother during the pandemic period, when isolation and loneliness began to affect her. Emphasizing that people are not alone even in the most difficult times, Sophie was selected as the national winner of the "Doodle

for Google" competition with her doodle. Worldwide The regions where Doodle is published are the United States and Puerto Rico.

Table 10: The doodle design in figure 10

Sign	Signifier	Signified
Human	Woman	Sophie
Human	Woman	Mom
Writing	Google	Doodle publisher

“Within the context of literal meaning of design, male and female figures and typography are used. When the connotation of doodle design is examined, it is tried to express the strength that the mother and daughter, who hug each other in the design, take from each other in the most difficult times. There is an emphasis on not being alone even in difficult times. The hug of the mother and daughter in the "Gogle" letter is associated with the letter "O" and the "Google" text is completed.”

CONCLUSION

The Google company contributes to the brand identity by changing the Doodle works, which it developed to revive the company's homepage and attract attention, at certain time intervals, dedicated to widely known successful, pioneering, important personalities, distinctive elements, national and religious days of countries, and important days that present sections from daily life. Drawing an innovative image by standing out from its competitors, the company diversifies animated and still designs in interactive media environments instead of spontaneous logos. In this way, an effective communication is provided between the work and the audience through creative visual drawings.

In this study, randomly selected from the Doodle archive of 2022 in order to limit the study. The design content of 10 Doodle illustrations was analyzed with Barthes' semiotic analysis method. There is only a year limitation in the study, and the agreement, similarity and consistency in the data obtained is completely coincidental.

When the denotation/connotation analysis of doodle designs was made, the following results were obtained:

While the female figure, book, color and Google writing in the literal sense of the Doodle, designed for Azah Aziz's birthday, stand out, a wise woman was emphasized with the Azah Aziz illustration in the side sense. The character's gestures convey the hope he gives to other women, while Azah Aziz's outfit refers to the traditional culture of Malaysia.

While human figures, boat, Google typography, Indonesian ethnic motifs and accessories stand out in the literal sense of Doodle designed for Indonesian Independence Day, Indonesian culture is conveyed by giving place to the boat race organized within the scope of Indonesia's Independence Day activities.

It has been observed that a mountain illustration, trees, road and clouds are included in the literal meaning of Doodle designed for Japan's Mountain Day. On the other hand, the natural beauties of Japan were emphasized.

The Doodle, designed for Kimiko Tsumura's 120th Birthday, includes images such as trees, jewelry, and lanterns in the literal sense. On the other hand, the "Google" typography integrated with the Noh figures is hidden in the design, and many clues about the Japanese culture are conveyed in the visuals.

When it comes to the Doodle designed for the Independence Day of India as a literal meaning, male and female figures, kites, buildings, plants, sun are used. When the connotation analysis is made, the message is conveyed that India, which gained its independence after the British rule, will transform into a modern, culture-bound, developed and independent country.

When it comes to the Doodle designed for Seiki Kuroda's 156th Birthday as a literal meaning, Seiki Kuroda's portrait, mountains, sunset and palette stand out. In connotation analysis, Kuroda himself is thematically fictionalized with an illustration attributed to Kuroda, the pioneer of western style paintings in Japan.

When it comes to the Doodle designed for the Qixi Festival as a literal meaning, the male and female figures, birds, cloud stylizations stand out, while the romantic relationship of men and women is conveyed in a literal sense.

While the Doodle, designed for Luisa de Medrano's 538th Birthday, is literally analyzed as Luisa de Medrano's portrait, paper form and typography, these periodical accents are reinforced with the use of Spanish patterns by emphasizing the period with the clothes worn by women in the 16th century.

When it comes to the Doodle designed for the Singapore National Day, it has been observed that orchids and a geometric form are included. When the connotation of the doodle design is examined, the Vanda Miss Loaquim orchid and Singapore's national feature priority are emphasized.

Within the context of Doodle Designed for Google as a literal meaning, male and female figures stand out. When the connotation of doodle design is examined, the hug of mother and daughter expresses the strength they get from each other in difficult times.

When the doodle illustration studies were examined, it was concluded that the birthdays of famous people, independence days of countries, mountain days, festivals, and national days were thematically discussed. When the research findings are evaluated in general, Doodles were designed for 4 birthdays (figure 4, figure 4, figure 6, figure 8) and 2 independence days (figure 5, figure 2). There is 1 each of the Doodles designed for mountain day, festival, national day and Google. Within the scope of the study, it has been found that the Doodles discussed contain indicators according to cultural characteristics; they carry design details of the culture discussed in different regions while conveying the same subject, and the design approach is diversified in each design and the originality is preserved. It is seen that typographical arrangements are intense throughout the doodle works. The use of colors is in harmony with the theme under consideration. There are color uses that reflect the culture based on the message to be conveyed.

When the regions where Doodles are published around the world are analyzed, 3 of the Doodle studies covered in the study are in Japan (figure 1, figure 3, figure 4), 2 are in the United Kingdom (figure 6, figure 7), and the remaining countries. It has been detected in Indonesia, India, Germany, Spain, Singapore, the United States, and Puerto Rico. Randomly selected Doodles in the study were not categorized according to countries and geographical regions, and were not considered as a selection criterion. When the publication status is evaluated, it can be said that Doodle content shown in more than one country has more awareness and popularity at the global level.

REFERENCES

Baldaş, B. & İpek, M. (2017). An illustration artist: Nazan Erkmen. *Black Sea Journal of Social Sciences*, 9(9), 225-238. https://www.academia.edu/38535025/Bir_%C4%B011%C3%BCstrasyon_Sanat%C3%A7%C4%B1s%C4%B1_Nazan_Erkmen

Bircan, U. (2015). Roland Barthes and semiotics. *Journal of Social Sciences Research*, 13(26), 17-41. https://www.academia.edu/24832024/ROLAND_BARTHES_VE_G%C3%96STERGEB_%C4%B0L%C4%B0M

Çakı, C. (2018), The role of rallies in propaganda: A semiotic analysis of the photographs of the Nuremberg rallies. *Journal of Maltepe University Faculty of Communication*, 1, 59-79.

<http://openaccess.maltepe.edu.tr/xmlui/bitstream/handle/20.500.12415/2540/C5S1%20MAK4.pdf?sequence=1&isAllowed=y>

Caki, C. (2018). A semiotic analysis of the presentation of Turks in the cartoons used in German propaganda postcards in the First World War. *Journal of Akdeniz University Faculty of Communication*, 29, 73-94. <https://dergipark.org.tr/tr/download/article-file/629033>

Caki, C. (2018). Disabled in Nazi propaganda with Roland Barthes' semiotic analysis. *SDU İFADE*, 1(2), 66-91. <https://dergipark.org.tr/tr/download/article-file/723030>

Ceken, B., Çiçek, K., & Ersan, M. (2018). Illustration technique born from digital: Low Poly. *Journal of Art Education*, 6(2), 167-179. <https://www.sanategitimidergisi.com/makale/pdf/1540198408.pdf>

Deliduman, C., & Cakmak, S. (2017). Illustration in cultural poster applications. *İdil*, 6(29), 1-20 <https://www.idildergisi.com/makale/pdf/1484814098.pdf>

Demir, S. (2009). *Semiotics, Umberto eco and his contributions to semiotics in the context of his works* (Publication No. 261685) [Unpublished Master Thesis, Istanbul University]. Institute of Social Sciences.

Elmasoglu, K. (2016). Examining logos as a brand identity element in terms of brand communication: The example of "Google Doodles". *Akademia*, 4(4), 82-102. doi: 10.17680/akademia.97733 <https://dergipark.org.tr/tr/download/article-file/275871>

Ercanturk, K. O. (2015). *Turkish textbooks in terms of semiotics* (Publication No. 381205) [Unpublished Master's Thesis, Çanakkale Onsekiz Mart University]. Institute of Educational Sciences.

Guiraud, P. (2016). *Semiotics*. M. Yalçın (Trans.). (3rd Edition). Image Bookstore.

Gunay, M. (2019). Illustration picture relationship. *TURAN: Center for Strategic Studies*, 11(44), 619-628. file:///Users/Ozlem/Downloads/yokAcikBilim_10261373%20(2).pdf

Gurel, E., & Arslan, E. (2021). Personal branding and personal branding: An analysis on Google Doodle. *Journal of Akdeniz University Faculty of Communication*, 36, 268-301.

Dictionary. Retrieved October 15, 2022, from <https://sozluk.gov.tr/>

Doodle Archive. Retrieved October 10, 2022, from <https://www.google.com/doodles#archive>

News Website. Retrieved October 16, 2022, from <https://www.hurriyet.com.tr/teknoloji/doodle-nedir-41224236>

Kalelioglu, M. (2021). A general evaluation of semiotic theory, its place and importance in Turkey. *Discourse*, 6(1), 189-200. <https://dergipark.org.tr/tr/download/article-file/1560810>

Karaman, E. (2017). Comparison of semiotic approaches of Roland Barthes and Charles Sanders Peirce. *Istanbul Aydın University Journal* 34, 25-36. <https://dergipark.org.tr/en/download/article-file/419861>

Küçükşen, K. (2020). A semiotic analysis of the reflection of "Households" on cartoons in the days of Covid-19. *Journal of Eurasian Social and Economic Studies*, 7(6), 38-57. <https://dergipark.org.tr/tr/download/article-file/1168040>

Parsa, A. F. & Olgundeniz, S. S. (2014). *Evaluating the semiotics and interpretation process in communication with examples*. In A. Sun (Ed). *Semiotics in Communication Studies The Search for Meaning from Literary to Visual* (pp. 89-109). Literature Academia. https://www.academia.edu/11504584/%C4%B0LET%C4%B0%C5%9E%C4%B0MDE_G%C3%96STERGEB%C4%B0L%C4%B0M_VE_ANLAMLANDIRMA_S%C3%9CREC%C4%B0

Roland, B. (1979). *Semiotic principles*. B. Vardar and M. Rifat (trans). Ministry of Culture Publications.

Saussure, F. D. (1985). *General linguistics courses*. B. Vardar (Trans.). Individual and Community Publications.

Sazak, E., Per, M., & Turker, O. (2018). Inclusive classroom teachers' views on the use of illustration in primary school textbooks and lessons. *Abant İzzet Baysal University Journal of the Faculty of Education*. 18(4), 2227-2242. <https://dergipark.org.tr/tr/download/article-file/558740>

Seylan, A. (2016). Medical illustration as an interdisciplinary formation and the first example in Turkey: Ondokuz Mayıs University, Institute of Fine Arts, Department of Medical Illustration. *International Interdisciplinary and Intercultural Art*. 1(1), 85-93. <https://dergipark.org.tr/en/download/article-file/397091>

Turkmen, B. B. (2020). The use of images in interactive media environments: Examining Google Doodle illustrations. *Journal of Art and Design*. 25, 97-129. <https://dergipark.org.tr/en/download/article-file/1145328>

Ünal, M. F. (2016). The adventure of semiotics. *Thinker*, 3(6), 379-398. <https://dergipark.org.tr/tr/download/article-file/266793>

Yıldırım, G. (2022). *Examining the artist's books within the framework of illustration art and book designs and a project application* (Publication No. 750782) [Unpublished Master's Thesis, Işık University]. Graduate School of Education.