



# What Inspires Me

## Teacher's Guide Grades 9-12

Encourage your students 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 classroom
- A letter explaining the contest to copy and share with parents

# Activity 1

## Inspiration Brainstorm — Challenge Accepted

### Objectives:

- Help students identify moments/situations/ongoing experiences that are difficult or challenging, and the inspiring ways people are taking action to solve them.
- Have students reflect on the challenges people face in today's world, and what they are inspired to do to change them.

### Materials:

- Pens/pencils, notepads, Internet or school library access, art supplies, movie/illustration software, Monopoly money (or any other board game that uses currency).

### Steps:

1. Lead a discussion about the challenges that people (students included) are facing in the world today. These can be things that are very close and local to global difficulties that the world is facing. Have students talk about and try to answer: Why are we facing these problems? Who is taking action to solve them? If someone is taking action, what is it? Is it working? If no one is, why? Which ones affect the students directly?
2. Ask students to break into small groups and pick an issue that they think is a priority to solve in our generation. Have students create a short “GoFundMe”/ “Kickstarter”-style pitch outlining their idea/new approach to solving it. Have them explain what inspires them about this issue and how they believe their solution can inspire others to contribute. (Depending on school resources, this “pitch” could be a video, a Slides deck, or simply just a live pitch to the rest of the class, using drawings and other materials as visual aid.)
3. Once everyone has presented, it's time for the students to become investors! Every student is given the same amount of “cash” to invest in a single group's concept. The concept with the most “funding” is now everybody's cause.
4. Follow up/Group discussion: Ask the class to imagine that their hard work has paid off. Millions of people were inspired and contributed to tackling this issue, and now it's finally solved.
  - How does the world look now that this problem is finally fixed?
  - What was inspiring about this solution? Why did students pick this one over all the others?
  - How did the world react? What's possible now that wasn't before?
  - How has the world changed as a result?

Have fun imagining the possibilities and let the positive feelings carry them into the Doodle process!



# Activity - 2

## Let's Start Doodling!

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

### Objective:

- Help students 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 students to reflect on the brainstorm lesson and how they can translate their unique presentation into a Google Doodle.
2. To get the creativity flowing, show these videos to the students:
  - Part One: Imagine: [goo.gl/pdRW22](http://goo.gl/pdRW22)
  - Part Two: Create: [goo.gl/XnJ4uo](http://goo.gl/XnJ4uo)
3. Students 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 students create their doodles. We recommend giving students 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 students 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 Your Students Enter

Using the entry form in this kit, you may submit multiple entries at one time on behalf of your students. Students 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 students create their doodles using any material they want, write their 50-word statement, and have parents sign the form.
3. Students 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 students (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
- 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 student's teacher for an entry form.
2. On the entry form, have students create their doodles using any material they want, write their 50-word statement, and have parents sign the form.
3. Students 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.
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