

To: Unicode Consortium
From: Dominik Schwarz, mail@dominik-schwarz.net
Date: 21 March 2016

Proposal for new emoji character: dinosaur

Introduction

I am requesting the addition of a dinosaur emoji.

Commentary on selection factors

Based on information published under <http://unicode.org/emoji/selection.html>

A. Compatibility

N/A - there's no similar or comparable icon in an existing system.

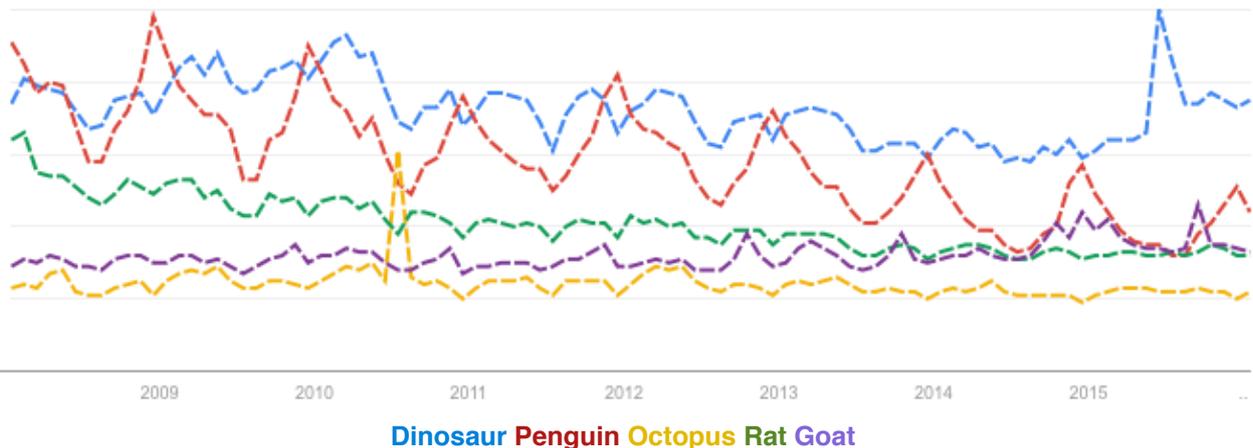
B. Expected usage level: 1. Frequency

1.) Instagram Analysis: Animal Emojis Stack Ranking.

To get a sense of the popularity of animal hashtag on Instagram I collected the number of times an animal emoji was used as an hashtag. Therefore I used the official name of the emoji (e.g., „Tropical Fish“). With this method, all animals with emojis named like „Wolf Face“ are underrepresented since there are way more pictures tagged with „wolf“ than with „wolf face“.

Aside these edge cases we still get a pretty clear picture: The hashtag „Dinosaur“ is **more popular** than many other well known emojis like „ram,“ „octopus,“ „rat,“ „dolphin,“ „snail,“ „scorpion,“ „whale,“ „koala,“ „crocodile“ and many more¹.

2.) Google Image Search Trends



The Google search volume (image search, global) for „dinosaur“ is **constantly higher²** than other emoji animal with comparable Instagram usage (see above).

¹ Instagram, full data set: https://docs.google.com/spreadsheets/d/1KHUWwhWcEH42b64hfjTRqMbg4_cbJzguQXnSy2LmR5c/

² Google Trends: <https://www.google.com/trends/explore#q=%2Fm%2F029tx%2C%20%2Fm%2F05z6w%2C%20%2Fm%2F05py0%2C%20%2Fm%2F06lk1%2C%20%2Fm%2F03fwl&gprop=images&cmpt=q&tz=Etc%2FGMT-1>

3.) Comparable emoji usage

As of 04/03/2016, iemoji.com places the DRAGON emoji at rank **#522** of 1679³.

Google finds 2.700 comments on iemoji.com mentioning the word „dinosaur“⁴. Most of the comments refer to the DRAGON emoji and express regrets that there's no „real“ dinosaur emoji.



Sample Comment / Tweet, listed on emoji.com

B. Expected usage level: 2. Multiple usages

Being a dinosaur is in many languages commonly used to describe anything that is:

- impractically large
- obsolete
- bound for extinction

English:

„The old factory is now a rusting dinosaur.“⁵

German:

„übertragen: etwas Altes, nicht mehr Zeitgemäßes“ („something old, out of fashion“)⁶

French:

„Notre chef de service est un dinosaure : il est là depuis la création de l'entreprise.“ („Our boss is a dinosaur: he has been around since the first day of the company“)⁷

³ <http://www.iemoji.com/view/emoji/671/nature/dragon-face>.

⁴ https://www.google.de/?gws_rd=ssl#q=site:iemoji.com+dinosaur

⁵ <http://www.merriam-webster.com/dictionary/dinosaur>

⁶ <https://de.wiktionary.org/wiki/Dinosaurier>

⁷ <https://fr.wiktionary.org/wiki/dinosaure>

B. Expected usage level: 3. Emotional Content

The suggested emoji evokes potentially feelings like:

- fascination
- greatness
- surprise
- heaviness

It potentially also would be used to communicate:

- excessive demand
- outdatedness
- oldness

B. Expected usage level: 4. Persistence

Dinosaurs are popular since they first where discovered; there's no decline in popularity to expect.

Additional sources:

The Guardian: „Why dinosaurs are important“

<https://www.theguardian.com/science/lost-worlds/2012/aug/21/why-dinosaurs-important>

„Either way, though, their enduring popularity makes them a key part of the arsenal of the science educator.“

Wikipedia: „Cultural depictions of dinosaurs“

https://en.wikipedia.org/wiki/Cultural_depictions_of_dinosaurs

„Dinosaurs began appearing in films soon after the introduction of cinema, the first being the good-natured animated Gertie the Dinosaur in 1914.“

The Guardian: „Dinomania: the story of our obsession with dinosaurs“

<http://www.theguardian.com/books/2015/jun/05/dinomania-dinosaur-obsession-science>

„They [already, note from the author of this document] made the Victorians shudder“

C. Image distinctiveness

The suggested emoji is unique in its' shape and today there's no comparable emojis available. Therefore it can be very clearly distinguished from all other emojis and animals.

D. Completeness

N/A - the dinosaur emoji would be the first of its kind.

E. Frequently requested

N/A

Commentary on factors for exclusion

Based on information published under <http://unicode.org/emoji/selection.html>

F. Overly specific

N/A - there's no similar or comparable icon in an existing system. The suggested emoji represents a whole category of (extinct) animals.

G. Open-ended

The suggested emoji is not just one of many: while there are (in theory) hundreds of dinosaur species this proposal suggests to show one of the most iconic ones.

This is a comparable precede as it has been done for other species and categories (e.g., some iconic kind of leaves).

H. Already Representable

The suggested emoji can't be represented by an another emoji or a combination of several.

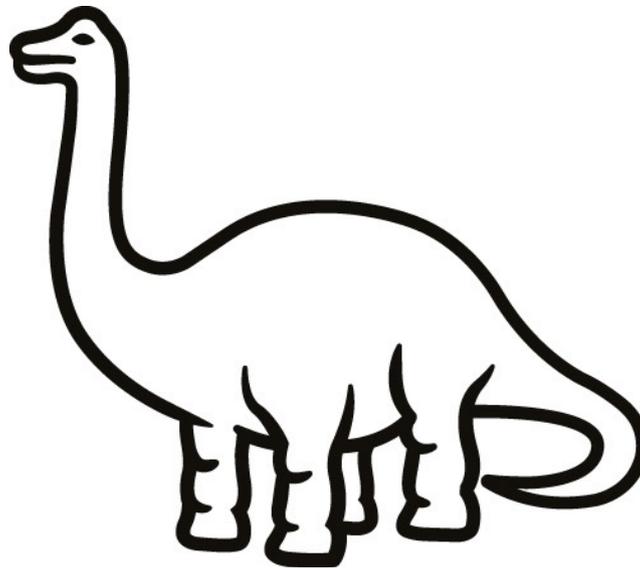
The dragon may could be seen as a potential match. However, there are great cultural and factual difference between the mythical creature and an actual, extinct animal.

I. Logos, brands, UI icons, signage, specific people, deities

N/A - the suggested emoji doesn't represent a company or brand and isn't an icon, signage, specific person or deity.

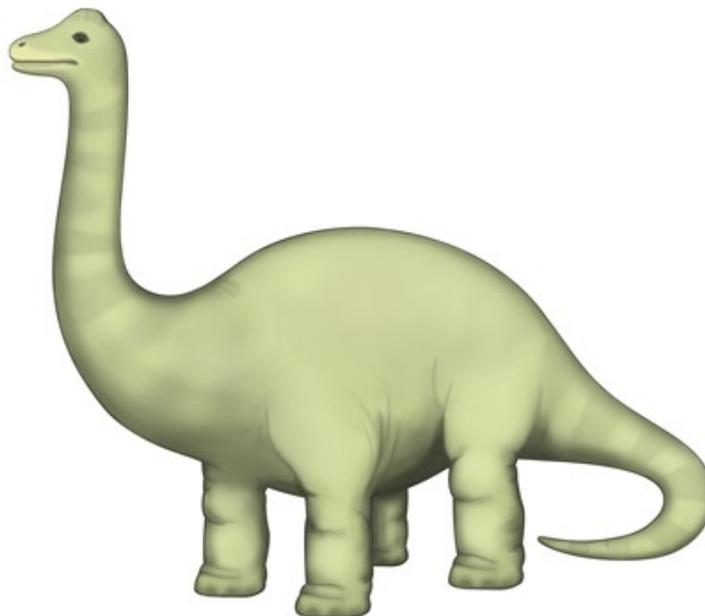
Proposal: A. Proposed Entries for Unicode

Black & White



Black & white proposal .eps download: <https://www.dropbox.com/s/bsh7wa7qbctipi9/dinosaur.eps> -
- design by Chris Struwe / pooliestudios.com. Licensed for public use.

Color



Color proposal .jpg download: <https://www.dropbox.com/s/wxnccoowl3ypc7j/dinosaur-emoji-color.jpg> -
- Design by Chris Struwe / pooliestudios.com. Licensed for public use.

Proposal: B. Line Breaking

The proposed character can appear at the end of a line, has no specific behaviour at the end of a line, can be broken across the line even if it comes before or after surrounding characters as it has no relation to surrounding characters.

Proposal: C. Collating and Ordering

N/A as it is an emoji.

Proposal: D. Identifiers

N/A as it is an emoji.

Other Character Properties

The other character properties are suggested to be defined as follows:

- Suggested name: SAUROPODA
- Suggested emoji ordering: animal-bird⁸

Other Character Properties

Appendix	Commentary
A.	Character is uncased.
B.	Character is stand alone symbol.
C.	Character is not white space nor does it separate other characters.
D.	Character has no numeric value.
E.	Character can combine with other emoji characters.
F.	Character is not a combining character.
G.	Character is not a punctuation character.

⁸ https://en.wikipedia.org/wiki/Dinosaur#Origin_of_birds

**ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646⁹**

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before filling this form.

Please ensure you are using the latest Form from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>. See also <http://std.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest Roadmaps.

A. Administrative

1. Title: **Proposal for new emoji character: Dinosaur**

2. Requester's name: **Dominik Schwarz**

3. Requester type (Member body/Liaison/Individual contribution): **Individual contribution**

4. Submission date: **21 March 2016**

5. Requester's reference (if applicable):

6. Choose one of the following:

This is a complete proposal: **yes**

(or) More information will be provided later:

B. Technical – General

1. Choose one of the following:

a. This proposal is for a new script (set of characters):

Proposed name of script:

b. The proposal is for addition of character(s) to an existing block: **yes**

Name of the existing block: **Supplemental Symbols and Pictographs**

2. Number of characters in proposal: **1**

3. Proposed category (select one from below - see section 2.2 of P&P document):

A-Contemporary B.1-Specialized (small collection) B.2-Specialized (large collection)

C-Major extinct D-Attested extinct E-Minor extinct

F-Archaic Hieroglyphic or Ideographic G-Obscure or questionable usage symbols

4. Is a repertoire including character names provided? **no**

a. If YES, are the names in accordance with the “character naming guidelines” in Annex L of P&P document?

b. Are the character shapes attached in a legible form suitable for review? **yes**

5. Fonts related:

a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?

⁹ Form number: N4502-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04, 1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03, 2008-05, 2009-11, 2011-03, 2012-01)

[Redacted]

b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):

[Redacted]

6. References:

a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided? **yes**

b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached? **yes**

7. Special encoding issues:

Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)? **no**

[Redacted]

8. Additional Information:

Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see Unicode Character Database (<http://www.unicode.org/reports/tr44/>) and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? **no**

If YES explain [Redacted]

2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)? **no**

If YES, with whom? [Redacted]

If YES, available relevant documents: [Redacted]

3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? **Emojis are a global phenomenon.**

Reference: [Redacted]

4. The context of use for the proposed characters (type of use; common or rare) **common**

Reference: [Redacted]

5. Are the proposed characters in current use by the user community? **no**

If YES, where? Reference: [Redacted]

6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? **no**

If YES, is a rationale provided? [Redacted]

If YES, reference: [redacted]	
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	no
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence?	
no	
If YES, is a rationale for its inclusion provided?	
If YES, reference: [redacted]	
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters?	
no	
If YES, is a rationale for its inclusion provided?	
If YES, reference: [redacted]	
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character?	
no	
If YES, is a rationale for its inclusion provided?	
If YES, reference: [redacted]	
11. Does the proposal include use of combining characters and/or use of composite sequences?	
no	
If YES, is a rationale for such use provided?	
If YES, reference: [redacted]	
Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided?	
If YES, reference: [redacted]	
12. Does the proposal contain characters with any special properties such as control function or similar semantics?	
no	
If YES, describe in detail (include attachment if necessary)	
[redacted]	
13. Does the proposal contain any Ideographic compatibility characters?	
no	
If YES, are the equivalent corresponding unified ideographic characters identified?	
If YES, reference: [redacted]	