Proposal for Emoji: SALUTING FACE *

Jay Peters

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1. Identification.

A. CLDR short name: saluting face

B. CLDR keywords: saluting face | saluting hand | salute | saluting

2. Images.

A. Zip File: available on my Google Drive here.

B. License: I created these proposed designs myself and license them for non-commercial use.

Note: My proposed design is based on the mockup for a saluting emoji in <u>Emojipedia's</u>
<u>Top Emoji Requests 2019 article</u>. I would be happy to amend this proposal to use their
mockup instead if preferred.

C. Document: Images included at the top of the document.

3. Sort Location.

A. Category: face-hand

B. The emoji in that category that it should come after: THINKING FACE

4. Reference Emoji.

DROOLING FACE

5. Selection Factors — Inclusion.

A. Compatibility

N/A

B. Expected usage level

1. Frequency

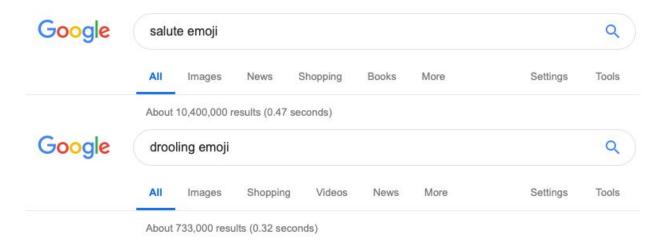
The expected usage of SALUTING FACE is high as a way to express respect, homage, or acknowledgement. Usage of SALUTING FACE will be particularly high in military contexts.

In addition, I've included screenshots of results for "salute emoji" on Google Search, Bing Search, YouTube Search, Google Trends (Web Search), and Google Trends (Image Search) on the following pages. I picked "salute emoji" as the search term as I expect that is what people would be searching for if they are inquiring about an emoji to communicate a salute. I used the search query "drooling emoji" for comparison. Searches were captured on 3/28/2019.

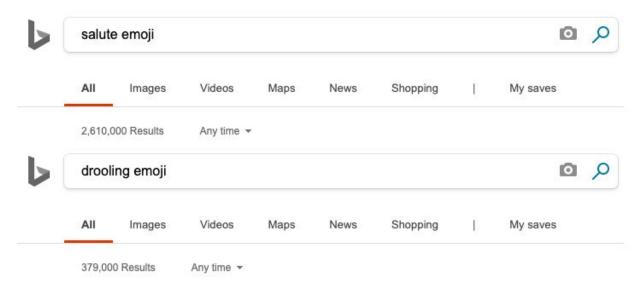
	"salute emoji"	"drooling emoji"
Google	10,400,000 results	733,000 results
Bing	2,610,000 results	379,000 results
YouTube	2,760 results	181 results

More information is on the following pages.

Google

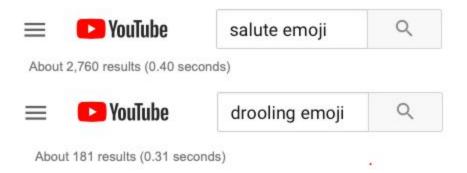


Bing



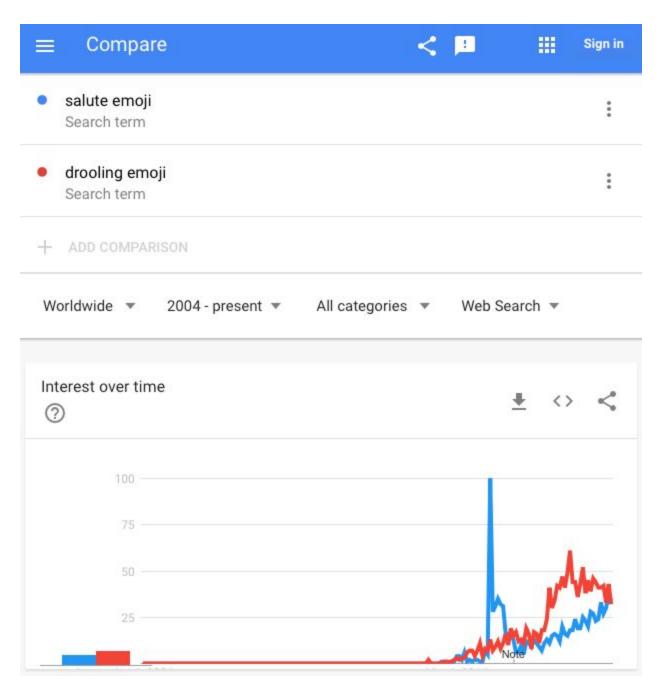
YouTube

 Note: The high results for "salute emoji" seems to be because of many videos made in April 2015 about activating the then-hidden VULCAN SALUTE in iOS.



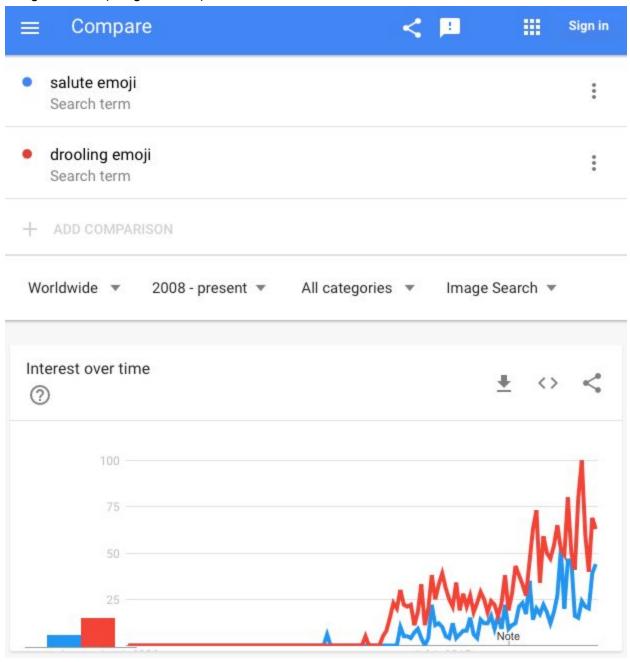
Google Trends (Web Search)

• Note: The spike for "salute emoji" seems to be because of interest in April 2015 about activating the then-hidden VULCAN SALUTE in iOS.



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Google Trends (Image Search)



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2. Multiple usages

SALUTING FACE could have many uses, including:

- Expressing respect, homage, or acknowledgement.
- Expressing acknowledgment of an arrival or a departure.
- Expressing military-related ideas or emotions.

3. Use in sequences

SALUTING FACE could be used in many sequences to express many ideas. For example:

- **Individually**: Express respect, homage, or acknowledgement, as well as acknowledgement of an arrival or a departure. (Archetypical.)
 - An individual SALUTING FACE it could also be used to express a sarcastic departure or goodbye. For example, it could be used to express disapproval with somebody's decision or action.
- With a person or face emoji: Express respect or homage to a person or someone in a particular field. For example, sequencing SALUTING FACE with POLICE OFFICER. (Metaphorical.)
- With a flag emoji: Express respect for a country or a country's military. (Symbolic.)
- With FOUR LEAF CLOVER or SHAMROCK: A more solemn way to express "good luck" or "godspeed." (Symbolic.)

4. Breaking new ground

Yes. Though VULCAN HAND can be used to communicate a hand making a salute (if the user is familiar with its origin from Star Trek and meaning of "live long and prosper"), SALUTING FACE as proposed would provide users with a more general and widely-recognized way to communicate the idea of a salute.

C. Image distinctiveness

Yes, SALUTING HAND as visualized in this proposal would be distinct from most current emoji. It could look similar to other emoji in the face-hand category, but I think the hand's placement at the top of the face will be distinct from most other emoji, even on mobile devices.

D. Completeness

Yes, SALUTING HAND would would add a new idea and emotion to the emoji in the face-hand category and hand emoji categories.

E. Frequently requested

Yes. Emojipedia's list of top emoji requests for <u>2019</u>, <u>2018</u>, and <u>2017</u> list a salute as one of the top requests it sees.

Note: I did see on the <u>Unicode Emoji Requests page</u> that a proposal for a saluting face was previously declined for being already representable. However, I believe inclusion of a saluting face should be reconsidered for my reasons listed in this proposal and its frequency of requests on Emojipedia.

6. Selection factors — Exclusion.

F. Overly specific

SALUTING HAND, as proposed, is specific to the pictorial representation of a face with a saluting hand nearby, but nothing about the specific image as proposed would limit usage for the multiple meanings described earlier in this proposal.

G. Open-ended

There are no emoji like SALUTING HAND as proposed.

H. Already representable

VULCAN HAND can be used to communicate a hand making a salute as well as the idea of "live long and prosper," but its meaning and origin from Star Trek will not be known to all global users. SALUTING FACE as proposed would provide users with a more general and widely recognized way to communicate the idea of a salute.

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

SALUTING FACE is not confined by logos, branding, UI icons, signage, specific people, or deities.

J. Transient

It is expected that people will use SALUTING FACE for as long into the future as they are able to use devices that support emoji, as there are many uses of a salute to express respect, homage, acknowledgement, and more.

K. Faulty comparison

SALUTING FACE is unlikely to be compared or misunderstood as another emoji.

L. Exact images

No, SALUTING FACE is not required to match my proposed image.