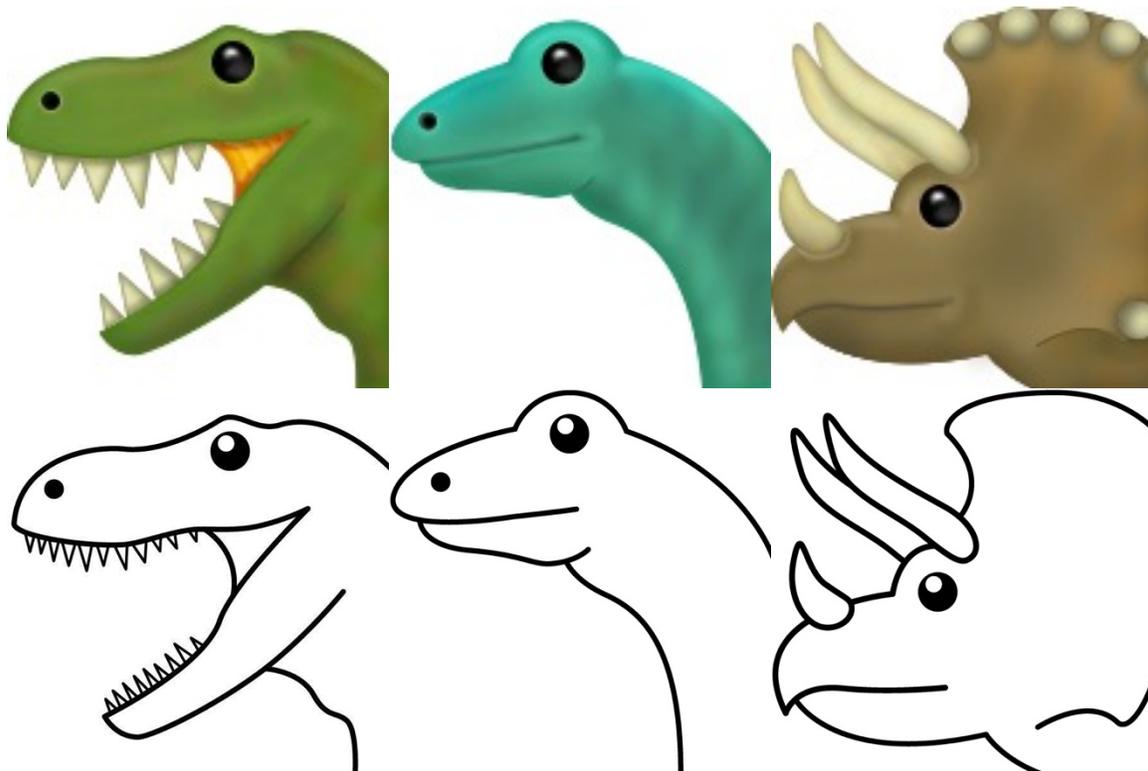


JURASSIC EMOJI



Art created by Ethan Young

To: Unicode Technical Committee
From: Courtney Milan, contact@courtneymilan.com
Date: April 2, 2016

A. Introduction

The current selection of emoji animals is missing a vital portion of natural species. While there are alligators, koalas, mice, snakes, whales, and dragons, utterly missing from the emoji pantheon are any extinct creatures. Specifically, none of the prehistoric dinosaurs that have captured the human imagination and become a part of our global culture are present.

This proposal details a set of Jurassic emoji to fix this situation once and for all.

I propose 3 separate Jurassic Emoji, formally named: T-REX HEAD, BRONTO HEAD¹, and TRICERATOPS HEAD.

¹ While there has been some dispute as to whether the brontosaurus is a separate species from the apatosaurus, most recent evidence suggests that they should be classified separately, and lets face it, nobody actually calls it an apatosaurus.

These emoji should properly be included in the Animals & Nature category, after animal-reptile, and preferably in a new category of animal-dinosaur.

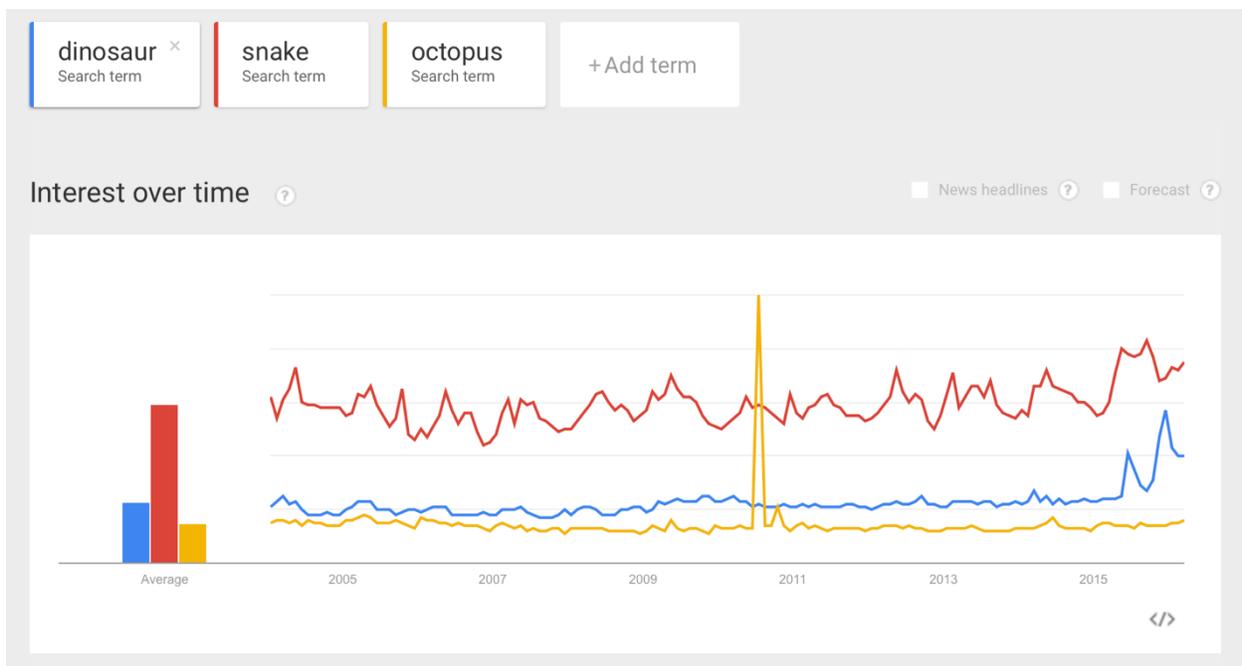
A. Compatibility

There are no known compatibility issues that would require the use of dinosaur emoji.

B. Expected Usage Level

The expected usage of dinosaur emoji is extremely high.

1. Frequency



The above graph compares searches for the term “dinosaur” versus searches for comparable emoji animals which are currently in the top half of emoji used, according to emoji tracker.com. “Dinosaur” (without any additional qualifying terms like “T-Rex” or “velociraptor”) performs perfectly well.

The interest in dinosaurs as dinosaurs is even stronger than this graphic suggests, because Google trends include searches for items that are ancillary to the actual animal itself. People do not search for news on dinosaur attacks, as they would on sharks, lions, snakes, and alligators. The prudent individual rarely searches for dinosaur-skin shoes, nor do they look for an available source of local dinosaur sushi. Thus, many of the searches above are not for the actual animals themselves.

Searches in “books” on Amazon more fully captures the relative interest:

Dinosaur: 38,996

Snake: 18,928

Octopus: 9,813

The range of books including dinosaurs is also instructive. Books about dinosaurs range from nonfiction descriptions of the now-extinct animals, to fictional thrillers, like Michael Crichton’s *Jurassic Park*, to the 488 (!!) books identified as “Dinosaur Erotica” in Amazon’s Kindle store.

Dinosaurs may be extinct in reality, but they live in our imagination.

2. Multiple usages

Dinosaurs occupy an archetypal landscape in our culture, one that has gripped the human imagination for well over a century. Humans have fantasized about the existence of not-yet-extinct dinosaurs in out-of-the-way places ranging from deep in Loch Ness to deeper in the earth’s core in Jules Verne’s *Journey to the Center of the Earth*.

“Dinosaur” is a metaphorical term for someone that is old and out of touch, or has failed to adapt to the times. People also speak of our fossil-fuel based economy as a “dinosaur economy,” referring to the fact that much of the world’s oil reserves are derived from prehistoric flora and fauna. Finally, the dinosaur is a metaphor for extinction, and combinations of the comet emoji with the dinosaur emoji may be a stand in for a strenuous, difficult task.

Much of the expected usage of the dinosaur emoji will be figurative rather than literal.

The Carnivore

The carnivorous dinosaur has taken on an extraordinary archetypal meaning in our society. The Tyrannosaurus Rex is a symbol of both terror and majesty. The velociraptor is a symbol of cunning, cooperation, and swift reprisal. “T-Rexing” is used to describe the destruction of physical property.² And the exclamation of a carnivorous dinosaur—“rawr” is widely used in numerous circumstances.³ Popular narratives, ranging from the various Jurassic World franchises, through Land of the Lost, use these creatures to demonstrate the fragility of human dominance, both as a metaphor (like humans, dinosaurs once ruled the earth), and by literally pitting humans against the more physically overpowering carnivores. A T-Rex also represents hunger.⁴

² <http://www.urbandictionary.com/define.php?term=T-Rex>

³ <http://www.urbandictionary.com/define.php?term=Rawr>

⁴ See use of T-Rex emoji here: <http://www.buzzfeed.com/adamellis/emojis-that-should-exist-but-dont#.viEv3ZeXP>

A properly drawn carnivorous dinosaur emoji will read onto all of the bipedal theropods that fire the imagination: T-Rex, velociraptor, allosaurus, and so on.

Because dinosaurs have been a part of human imagination since their discovery, the carnivore comes with it a host of additional meanings.

Thus, for instance, the carnivore emoji can stand in for a vociferous no. A series of carnivore emoji might indicate group action—as in a team of velociraptors taking out a person, or solving a larger problem. The carnivore emoji combined with the running man emoji could express fear or terror. It could also be a sign of hunger, or a sign of strength.⁵

The Brontosaurus

The brontosaurus represents size, strength, and placidity. Sauropods were the largest land animals ever known to walk the earth, and the archetypal Brontosaurus means “thunder lizard,” because the ground would shake with every step. Long-neck dinosaurs have also been the protagonists of multiple movies, from *THE LAND BEFORE TIME* to *THE GOOD DINOSAUR*. They represent gentle giants. Rendering only the brontosaurus head also allows the figure to read on mythical representations such as that of the Loch Ness monster.

Brontosauruses are also known to be creatures whose evolutionary advantage was size, not brains.

On a figurative level, the brontosaurus may be used to indicate that someone is sweet, or that someone is particularly clueless.

The Triceratops

Armored dinosaurs represent defensive strength. Thus, the triceratops emoji may be used to indicate that someone is ready to finish a fight, even if they won't start it. It may indicate preparedness for an exam or a natural disaster. This emoji might also be used to indicate hostility to someone who has wronged you in the past.

C. Image Distinctiveness

No current emoji can adequately substitute for the lack of dinosaurs. The nearest emoji to dinosaurs over are the dragon and dragon face emoji. Dragons, however, are recognizably fantastic creatures. They occupy a distinct place in mythology, depending upon the underlying culture: as fire-breathing villains, for instance, or wise counselors. The dragon emoji is typically

⁵ The “additional uses” listed in this section were beta-tested in What’s App chats by giving the participants the graphics and seeing how they were deployed.

represented as in Chinese mythology—with a long, snake-like body, four much smaller legs, and horns. It cannot be mistaken, or used in place of, any dinosaur.

D. Completeness

Emoji present through Unicode 9.0 include numerous examples from currently-existing animal species, as well as some fantastic beasts (unicorns, dragons) that exist only in the human imagination. Completely missing from any Unicode implementation are any of the extinct species that have fired the human imagination.

Jointly, the T-Rex, the Brontosaurus, and the Triceratops would fill the vital dinosaur-shaped hole in the current emoji landscape.

E. FREQUENTLY REQUESTED

Requests for dinosaur emoji are extremely common. Dinosaur emoji shows up on multiple requested emoji lists, and have spawned numerous comments bemoaning the lack of dinosaurs.

Here is a small, yet instructive, reproduction of those comments: “There are two dragon emojis, but still no dinosaurs? Really?”⁶ “Why is there no dinosaur emoji?”⁷ “Is there a dino emoji?”⁸ “No T-Rex emoji, weak.”⁹ “The lack of a dinosaur emoji might be the most mystifying. After all, Emoji is a Japanese concept and for Pete’s sake, they invented Godzilla! What’s rather befuddling is how the keyboard features a dragon in the nature section, yet there’s still no hint of Jurassic life.”¹⁰ “Also how is it there’s a dragon emoji but no dinosaur emoji? It’s like The Unicode Consortium doesn’t even CARE about my personal branding!”¹¹ “COMING FROM SOMEONE WHO LIVES AND BREATES THE JURASSIC PERIOD, THE DINOSAUR EMOJI IS THE ONE THING THAT LEAVES AN EMPTY VOID IN MY SOUL... DO THE WORLD A FAVOR, GIVE US SOME LITTLE T-REXY’S AND MAYBE SOME BABY RAPTORS, OR SOMETHING. DINOSAURS ARE F***ING HOT RIGHT NOW AND THIS DINO-SHIP IS ABOUT SET SAIL WITHOUT YOUR A** UNLESS YOU GET THE F*** ON BOARD.”¹²

While it is impossible to include *all* pro-dinosaur emoji comments, those that have been included demonstrate that the pro-dinosaur-emoji faction feels extremely strongly about the inclusion of dinosaur emoji, which suggest that their use will be many and varied.

⁶ <https://www.sweethigh.com/blog/celebrity-news/10-emojis-we-need>

⁷ <https://www.instagram.com/p/daz6y0jcd0/?hl=en>

⁸ https://twitter.com/alexa_chung/status/308741497333886976

⁹ https://www.instagram.com/p/_nxy4eCiNV/

¹⁰ <http://blog.apptitude.io/blog/dinosaurs-ninjas-and-other-emojis-wed-like-to-see/>

¹¹ <http://www.qwantz.com/index.php?comic=2876>

¹² <http://www.emojifoundation.com/the-greatest-emoji-request-we-have-ever-recieved/> (stars not in original)

FACTORS FOR EXCLUSION

F, G. OVERLY SPECIFIC/OPEN-ENDED

As yet, no representations at all are available of dinosaurs. While this proposal suggests three separate dinosaurs, those three classifications were picked to represent the vast majority of dinosaurs, and were chosen such that the characteristics of each are distinct and not representable by the other dinosaurs included in this set.

H. ALREADY REPRESENTABLE

There is currently no way to represent dinosaurs.

I. LOGO, BRANDS

The dinosaurs are not corporate logos or brands.

J. TRANSIENT

Dinosaurs have been around longer than any of the other emoji, save for stars, and have consistently caught the human imagination since the moment of their discovery. They are not a transient phenomenon.

**ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646¹**

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:	<i>Jurassic Emoji Proposal</i>
2. Requester's name:	<i>Courtney Milan</i>
3. Requester type (Member body/Liaison/Individual contribution):	<i>Individual Contribution</i>
4. Submission date:	<i>April 2, 2016</i>
5. Requester's reference (if applicable):	
6. Choose one of the following:	
This is a complete proposal:	<input checked="" type="checkbox"/>
(or) More information will be provided later:	<input type="checkbox"/>

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:	<input checked="" type="checkbox"/>	
Name of the existing block:	<i>Supplemental Symbols and Pictographs</i>	
2. Number of characters in proposal:	<i>3</i>	
3. Proposed category (select one from below - see section 2.2 of P&P document):		
A-Contemporary <input type="checkbox"/>	B.1-Specialized (small collection) <input checked="" type="checkbox"/>	B.2-Specialized (large collection) <input type="checkbox"/>
C-Major extinct <input type="checkbox"/>	D-Attested extinct <input type="checkbox"/>	E-Minor extinct <input type="checkbox"/>
F-Archaic Hieroglyphic or Ideographic <input type="checkbox"/>	G-Obscure or questionable usage symbols <input type="checkbox"/>	
4. Is a repertoire including character names provided?	<input checked="" type="checkbox"/>	
a. If YES, are the names in accordance with the "character naming guidelines" in Annex L of P&P document?	<input checked="" type="checkbox"/>	
b. Are the character shapes attached in a legible form suitable for review?	<input checked="" type="checkbox"/>	
5. Fonts related:		
a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?		
b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):		
6. References:		
a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?	<input checked="" type="checkbox"/>	
b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached?	<input checked="" type="checkbox"/>	
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)?	<input type="checkbox"/>	

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.

¹ 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)

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? If YES explain	NO
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.)? If YES, with whom? If YES, available relevant documents:	NO
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? Reference:	Millions of people use emoji and love dinosaurs
4. The context of use for the proposed characters (type of use; common or rare) Reference:	common
5. Are the proposed characters in current use by the user community? If YES, where? Reference:	NO
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? If YES, is a rationale provided? If YES, reference:	NO
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? If YES, is a rationale for its inclusion provided? If YES, reference:	NO
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters? If YES, is a rationale for its inclusion provided? If YES, reference:	NO
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? If YES, is a rationale for its inclusion provided? If YES, reference:	NO
11. Does the proposal include use of combining characters and/or use of composite sequences? If YES, is a rationale for such use provided? If YES, reference: Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided? If YES, reference:	NO
12. Does the proposal contain characters with any special properties such as control function or similar semantics? If YES, describe in detail (include attachment if necessary)	NO
13. Does the proposal contain any Ideographic compatibility characters? If YES, are the equivalent corresponding unified ideographic characters identified? If YES, reference:	NO