



# Arts 173: Erasure of Filipino Culture Among Immigrant Families

---

By Megan Rabatan



# *The Project*

- *Website, Podcast, 2 digital designs*
- *Thoughts on culture and assimilation*
  - The focus of this project is the erasure of Filipino identity among the 2<sup>nd</sup> generation of Filipino Americans.
- *Diaspora*
  - A diaspora is a scattered population whose origin lies in a separate geographic locale. Historically, the word diaspora was used to refer to the mass dispersion of a population from its indigenous territories

*FilAm Diaspora*

# *Target Audience*

## *Characteristics*

- 16 to 26 years old
- Filipino American\*
- 2<sup>nd</sup> generation\*
- Gen Z & Millennial\*
- Not deeply connected to their Filipino roots.
- Targeted audience will start with the Bay Area and hopefully expand.



# Context

- Educating about the culture itself and its rich history.
  - There are about 134 ethnic groups in the Philippines, most of which are indigenous peoples.
- Influencing future generations.
  - Learning from our mistakes and shining light on the diaspora in future generations.
- Connecting two ends of the diaspora.
  - Filipinos from the homeland vs. America
  - Two very different cultures that cannot see eye to eye.



## Website set up:

- Define the problem
- Expand on the different cultures of the Philippines:
  - Cultural norms & traditions
- Different food & recipes
- Languages: Tagalog Tuesday(?)
  - shed light on different dialects
- Traveling(?)
- Cultural Dances & Festivals
  - Barrio Fiesta
  - PCF - Friendship Games
  - PCW

## Look into:

Podcast maybe  
Little Manila @ UCP

## TABS

- Readings tab: different articles about history, immigration to America, etc.
- Artwork with messages: gallery view of artwork collected
- Podcast/ Blog: - once a month or every other week(?) on Sundays (?) - extending research
  - shout out to Filipino owned businesses
  - word of the day
- Kultura: - different cultures of the Philippines
  - dances & traditions
  - mythology / folklore
- Recipes: - most well known foods
  - foods from different cultures.

## Different Sites

Wix  
WordPress

## Artwork / Deliverables

- Podcast branding
- Metaphorical digital advertisements & maybe printable posters.
- stickers would be nice

## Title Ideas

### Podcast Titles

- Chismis Na (Group Name)

Baybayin Translation:

US (3)

### Blog/Website

- Magkasama (rapper)
- FilamMagkasama
- then & now
- makamam

Baybayin Translation:

U I US U

## Slogans

- Influence future generations
- Connect the diaspora
- Live your history / Experience our history

## Target Audience

- 16-26 yrs old
- All genders
- Juniors in Highschool -> College Grad
- Starting in Bay Area, Ca
- Filipino American
- 2nd generation
- Has had small interact w/ FilAm community

## Brand Characteristics

- Light-hearted / Fun
- Educational
- Bit nostalgic
- Baybayin Script (?)
- Filipino colors
- Line work

## Topics for Podcast

- How did you assimilate to America but still keep your roots
- What is your experience as a 1st gen Filipino?
  - Growing up
  - Learning about/discovering culture
  - Regrets & what you're grateful for
- History/Colonization
- Favorite meals
- Mythology
- Tension between Filipinos in PH vs America

## Artwork & Deliverables

### Website:

- different tabs:
  - home:
    - brief about us (?) / contact page & feedback
    - why this project / purpose

1 page

### Blog:

- word of the day
- Filipino owned businesses
- Brief lead up to Podcast episode
- Brief reflection about Podcast episode

### Podcast:

- different topic every week to start
- Culture (Resources?)
  - Different cultures of the Philippines
  - Recipes / yummy food
  - Different dances / traditions
  - Mythology

### Lit Vis: Literature & Visual Artszone

- Readings
- Artwork

## Templates (4 templates total)

- 1 contact template \*
- 3 Blogcast templates \*\*\*
  - Briefs / descriptions \*\*
  - Word of the day \* \*
  - Filipino businesses \*

- 1 template for Culture:
  - Picture -> description (1 paragraph) -> link

## Digital Design

- Brand
- Logo
- 2 -> 3 posters



# Process work

# Typography and Color

**Bree** (regular oblique, primary text)

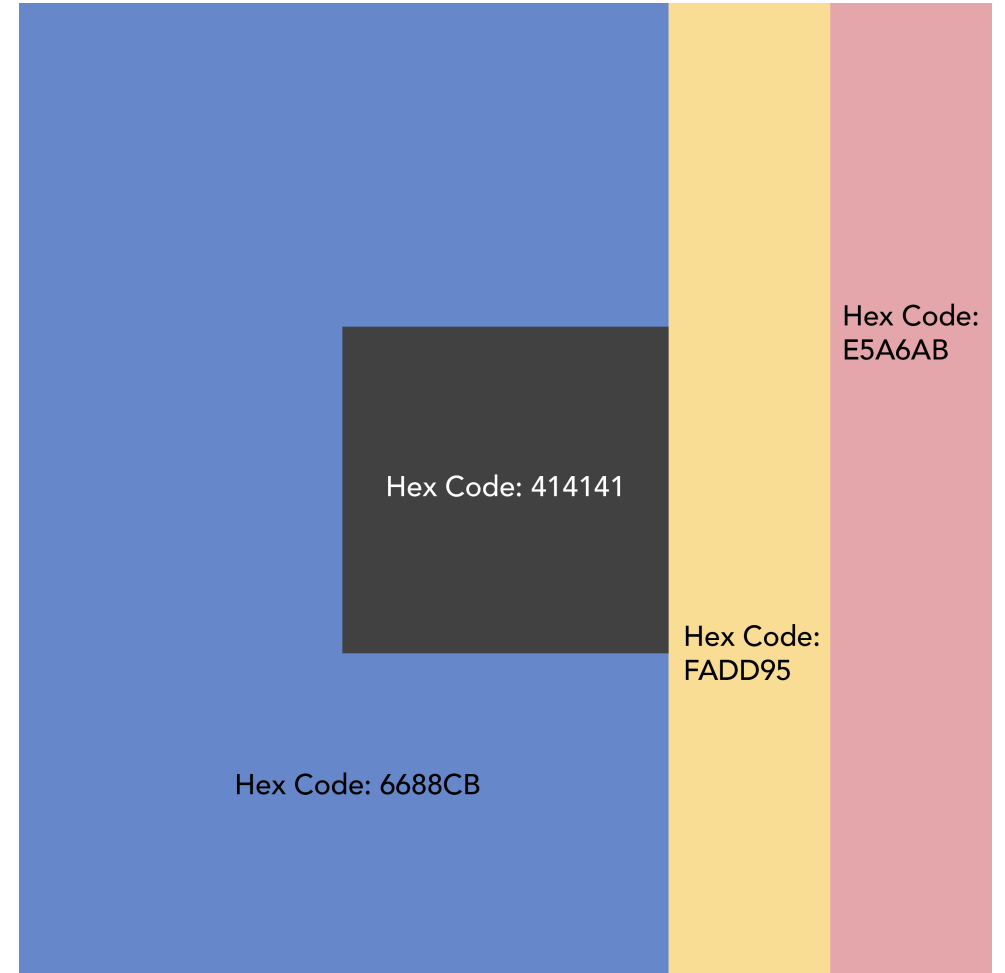
AaBbCcDdEeFfGgHhIiJjKkLlMmNnO  
oPpQqRrSsTtUuVvWwXxYyZz

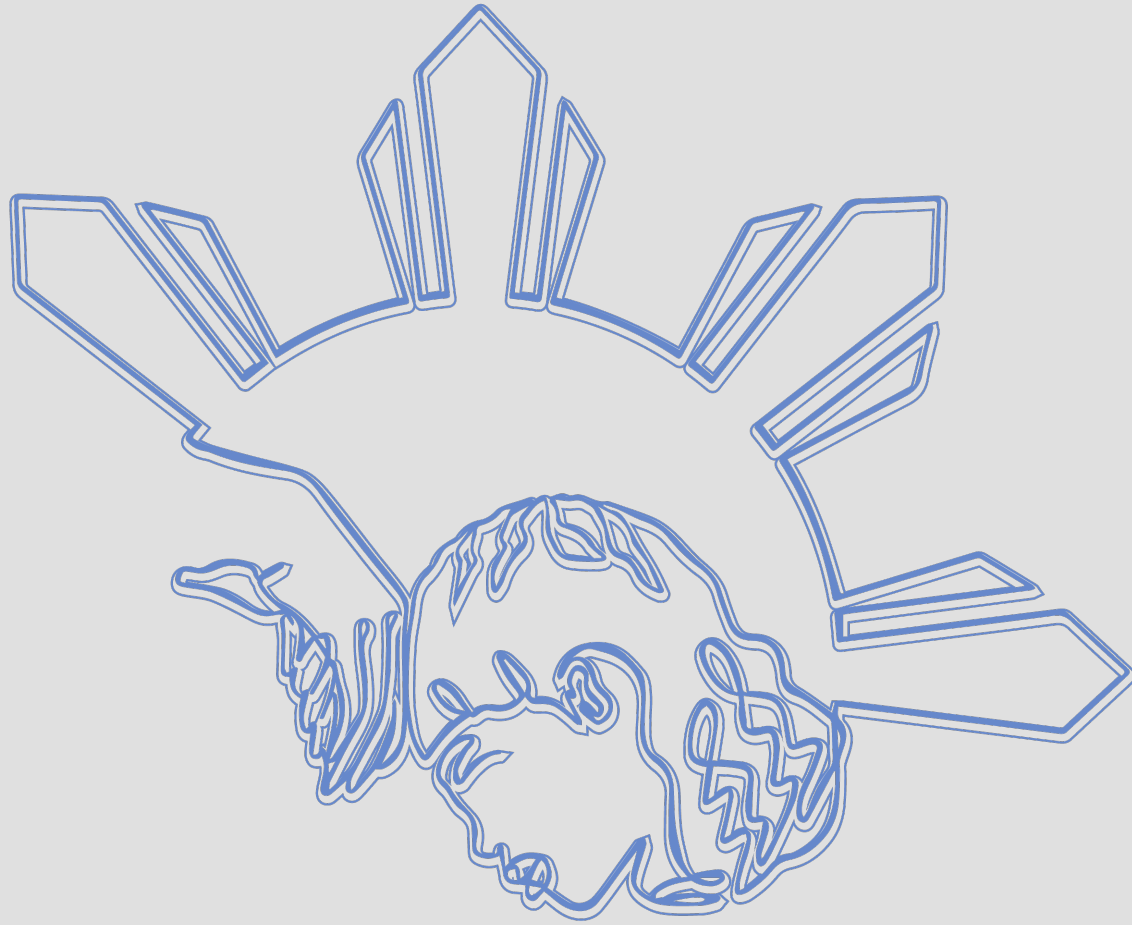
1234567890

**Avenir** (light, secondary text)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890





***FiLAm Diaspora***

# *Website & Podcast/Blog*

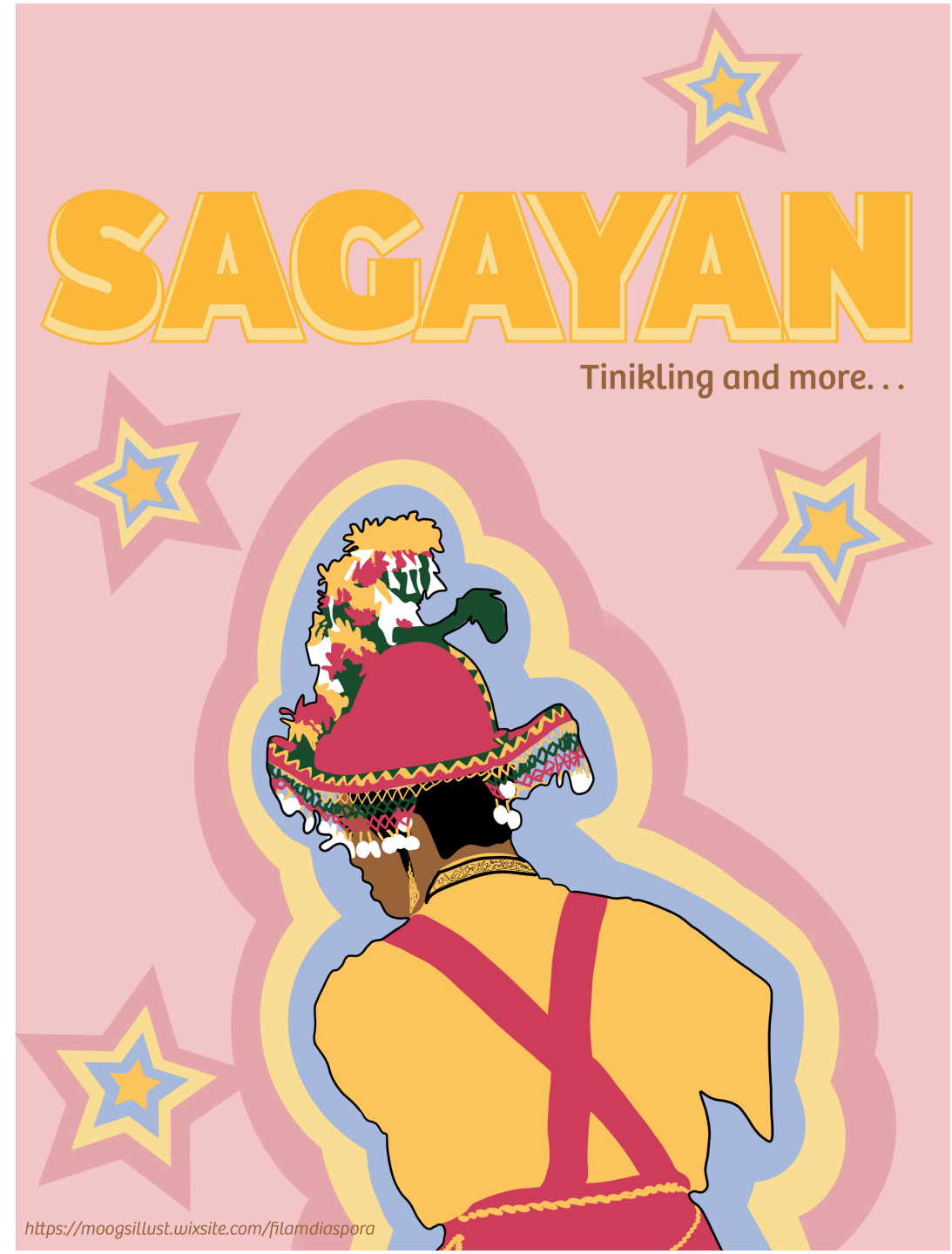
<https://moogsillust.wixsite.com/filamdiaspora>

***FilAm Diaspora***



# Digital Art #1: *Sagayan*

---



# Digital Art #1: *Sagayan*

---





# Thank you!

Any questions or comments?