Creative Brief

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11/7/18

Project Title: Asian American Movement

1. **Project Overview**

I chose this topic because I feel that a lot of the stereotyping of Asian Americans (both external and internalized) comes from this idea that Asians are 'passive' and 'whitepassing.' In reality, there is a history of Asian American activism and radical political action that started in the 1960s. The goal of my project is to be informative of this history to hopefully address current misconceptions and stereotyping of Asian Americans like the passive Model Minority myth.

2. **Resources:**

Copy for page is available at https://en.wikipedia.org/wiki/Asian_American_movement
Copy for the Grace Lee Boggs is available at https://en.wikipedia.org/wiki/Grace_Lee_Boggs
Some interesting photos are available at https://densho.org/asian-american-movement/
I can also compile a folder of photos to use as necessary, Google images is also fine

3. **Audience**

This site may be included in my portfolio, so obviously instructors and prospective employers will see it. I am also a member of APIDJ, a sociopolitical group for Asian and Pacific Islander Students, and I think this project could be a starting point for a larger project for APIDJ on the history of Asian American activism—the audience, in that case, would be students (both API and non), and possibly other community members (probably mid-age or college age) if posted to social media.

4. **Message + Tone**

I would like the focus to be on the unspoken history of AsAm political involvement. I'd like the tone to be inspiring and uplifting, but probably serious/formal.

5. **Visual Style**

A lot of photos from that time period are black-white, so my first instinct is to use mono or dual-toned photos in select colors or possibly halftone patterns to convey that old timey print feel. I would think of the political associations to colors, and note that AsAm activists rallied

around the idea "Yellow Power." On the last page is a flyer I did for APIDJ in the past—I don't necessarily want the microsite to have the same aesthetic, but I do want the microsite to have the same boldness.

Here are some websites that I really admire:
https://sikkema.be/
http://goodfortunestl.com/
https://designthinkers.com/Home
https://www.tsxbroadway.com/
http://www.aurasens.com/

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YUJI ICHIOKA

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