

CULTURAL CROSSROADS

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SJSU BFA Graphic Design Senior Thesis

Spring 2023



*Dedicated to my Mom, Dad, sister, and my pup
Kobe, who never fail to show me love and support
in every way possible.*



1

thesis introduction

thesis abstract
thesis statement
initial references
manifesto

2

research & writing prompts

advisors
research questions
locating the thesis range
people, places, things
repository of insight
annotated bibliography
interviews
interview questions
next steps

3

thesis explorations

initial sketches experimentations
logo
initial storyboard

4

thesis outcome

branding
illustrations
final storyboard

5

conclusion

struggles
final takeaways
credits

table of
CONTENTS





1

thesis

INTRODUCTION

Second-generation immigrants in the United States are individuals born and raised in the United States who have at least one parent born in a foreign country. A common issue between second generation immigrants and their parents is the acculturation gap that naturally emerges between generations over time. Acculturation is a process of learning and incorporating the language, customs, manners, beliefs, and values of the new country that immigrants and their families are living in. While immigrant parents have had to relearn how to fit into society and lead lives differently from their native country, immigrant children become involved in this “new society” immediately in their upbringing.

Acculturation gaps can often be problematic because it challenges a family’s communication and mutual understanding as the generation gap forms when immigrant children begin to take on their own identities. For adult immigrants, their native language often remains primary, as well as their morals and cultural beliefs, while their children have integrated their home culture (morales/values/culture) from their parents and also the cultural values of their birth country. The identities of immigrant children are often split by balancing two distinct cultures that have been surrounding them their whole lives.

thesis
ABSTRACT

thesis
STATEMENT

It is important to recognize how growing up as a second generation immigrant in the United States impacts one’s upbringing, and how families can better navigate their conflicting perspectives while adjusting to acculturation gaps.

Second generation Indian-Americans’ acculturation process forces them to form dual identities, integrating their home and society’s culture while assisting their parents with their acculturation process through the generational gap.





Hernandez, DJ, and E Charney, eds. "From Generation to Generation: The Health and Well-Being of Children in Immigrant Families." National Library of Medicine, 1998. <https://www.ncbi.nlm.nih.gov/books/NBK230365/>.

Birman, Dina. "Intergenerational Differences in Acculturation." Encyclopedia on Early Childhood Development. University of Illinois at Chicago, USA, April 2011. <https://www.child-encyclopedia.com/immigration/according-experts/intergenerational-differences-acculturation>.

"The Hidden Stress of Growing up a Child of Immigrants." VICE, September 12, 2019. <https://www.vice.com/en/article/43kgzn/the-hidden-stress-of-growing-up-a-child-of-immigrants-v26n3>.

"Second-Generation Americans." Pew Research Center's Social & Demographic Trends Project. Pew Research Center, August 20, 2020. <https://www.pewresearch.org/social-trends/2013/02/07/second-generation-americans/>.



initial REFERENCES

MANIFESTO



- 1 Tell your story.
- 2 Design to educate.
- 3 Stay true to yourself.
- 4 Don't overthink too much.
- 5 Have patience.
- 6 Trust the process.
- 7 Be passionate.
- 8 Believe in your capabilities.



2 *research & writing*
P*ROMPT***s**

advisors

connie hwang

graphic design professor
san josé state university

yoon chung han

graphic design professor - expertise in motion graphics
san josé state university

jennifer sarhadi

academic advisor - expertise in acculturation gaps
california state university monterey bay

1

What are the benefits and disadvantages of being a second-generation immigrant?

2

Do acculturation gaps between immigrant parents and their children contribute to family conflict and other problems in family adjustment?

3

How does being a second-generation immigrant in the United States impact one's upbringing and values compared to their immigrant parents?

research

QUESTIONS

My thesis proposal discusses the acculturation gap that emerges between generations, and the significance of these experiences alter one's dual identity, being a second-generation immigrant with immigrant parents. After various feedback sessions from the faculty, I was able to understand the challenges I may face while deciding a final direction for my project ideas. The faculty understood the significance of my topic, and thought that the approach of using a personal anecdote I had included about my family and my personal relation to the topic was effective.

locating the thesis
RANGE

Initially, I had visualized designing a website or mobile application that would serve as a virtual therapy space and discussion platform for many second generation immigrants, in order to help them navigate difficult situations within their immigrant families. The concern about my thesis proposal was that it may be difficult to understand the manifestation and execution of my final project. Another concern was that with a virtual space, there would be no room for much design to be involved.

That being said, although the final solution for my project was not yet finalized, these were important things to consider as I narrowed down my ideas. I knew that with my own experiences, as well as the experience of many family members and friends close to me, this would be a helpful tool, and something that I haven't seen done before. However, based on the comments I received, it helped me sharpen my path of inquiry, leading me to create a motion graphic about my personal story growing up as a second generation immigrant.



3 physical places
your thesis might be found

- airports
- immigration offices
- home

3 huge objects
related to your thinking

- airplanes
- houses
- the united states

3 tiny objects
related to your thinking

- passports
- food
- visas

3 abstract qualities
related to your thesis

- religion
- language
- assimilation



3 physical qualities
related to your thinking

- distance
- technology
- age

3 blue collar jobs
that your thesis performs

- social service agents
- teachers
- housekeepers

people, places,
THINGS

3 organizations
that commission your thesis

- U.S. Immigration Services
- Executive Office for Immigration Review
- American Immigration Council

3 supermarket items
that could nourish your thesis

- turmeric
- saffron
- chutney

people, places,
THINGS

3 historical events
that give your thesis context

- 1965: The Immigration and Naturalization Act is a federal immigration law. Also known as the Hart-Celler Act, the law eliminated the national origins quota system, which had set limits on the numbers of individuals from any given nation who could immigrate to the United States.
- 1986: President Ronald Reagan signs into law the Simpson-Mazzoli Act, which grants amnesty to more than 3 million immigrants living illegally in the United States.
- 2001: U.S. Senators Dick Durbin (D-III.) and Orrin Hatch propose the first Development, Relief and Education of Alien Minors (DREAM) Act, which would provide a pathway to legal status for Dreamers, undocumented immigrants brought to the United States illegally by their parents as children.

3 news items
where your thesis lives in the present

- US President Biden seeks comprehensive immigration reform in State of the Union address
- Immigration fees may go up and green card applicants could be hard hit
- 7 Things That Would Fix Immigration in the US

3 films
that relate to your thinking

- Everything, Everywhere, All at Once
- English Vinglish
- The Namesake

3 designers who could
give a workshop related to your thesis

- Irina Rostovtseva, UI/UX designer, immigrant from Russia
- Hala Hacem, Graphic Designer, immigrant from Lebanon
- Sameh Khalatbari, immigrant from Iran



"In some ways, the children of immigrants have the best of both worlds, but in others, they face unique struggles that neither immigrants nor non-immigrants encounter."

The children of immigrants are known as second-generation Americans, and they can have a unique experience that is different from both their immigrant parents and non-immigrant peers. In some ways, these children have the best of both worlds, meaning they have the benefit of growing up in a country that offers opportunities and freedoms that may not have been available to their parents. At the same time, they have the opportunity to learn about and appreciate their family's culture and traditions.

However, these children also face unique struggles that neither immigrants nor non-immigrants encounter. For instance, they often find themselves straddling two different cultures: that of their parents and their new home country. This can cause confusion and stress, as they try to navigate the different expectations and norms that come with each culture. They may also experience feelings of isolation or alienation from both cultures, feeling like they don't fully belong to either one.

Furthermore, the children of immigrants may also face discrimination and racism that their non-immigrant peers do not. This can take many forms, from microaggressions to outright xenophobia, and can have a negative impact on their mental health and sense of self-worth.

Overall, while the children of immigrants may have the benefit of exposure to multiple cultures, they also face unique challenges that can impact their sense of identity and well-being. It is important for society to recognize these challenges and provide support and resources to help these young people navigate their complex cultural identities.

repository of
INSIGHT

1

"Acculturation is a dynamic and complex process that involves both cultural and psychological changes, and it unfolds across generations, affecting not only immigrants but also their children and grandchildren."

2

"Intergenerational acculturation differences can lead to family conflict, child-parent discrepancies in attitudes, values, and behaviors, and may influence developmental outcomes for children, including mental health and academic achievement."

3

"Immigration is a key driver of population growth and change. The foreign-born population in the United States has grown rapidly in recent decades, from fewer than 10 million in 1960 to more than 44.9 million in 2019."

4

"Intergenerational differences in acculturation can create tension, conflict, and misunderstanding within immigrant families, as well as between immigrant families and their new host societies."

5

"The story of the second generation is one of both progress and challenges."

6

"Overall, second-generation Americans express a strong sense of connection to their American identity but also a deep respect for their parents' heritage and culture."

7

"Second-generation Americans are substantially better off than immigrants themselves on key measures of socioeconomic attainment, according to a new Pew Research Center analysis of U.S. Census Bureau data."

8

"In some ways, the children of immigrants have the best of both worlds, but in others, they face unique struggles that neither immigrants nor non-immigrants encounter."

9

"But, as first- and second-generation immigrant children get older, their unique experiences of straddling two cultures can take a psychological toll, often leading to anxiety and depression."

10

"It is not simply that some groups are more or less assimilated; rather, it is the direction, quality, and intensity of cultural change that differentiate the groups and result in different outcomes in terms of adaptation, functioning, and mental health."

11

"One of the main challenges in understanding the acculturation experiences of immigrant families is the complex interplay among various dimensions of acculturation, including language use and proficiency, ethnic and national identity, cultural practices and values, and social networks and ties."

12

"Acculturation is not a one-time event but rather a lifelong process that can vary across different domains, such as language, education, religion, work, and leisure activities."



1

Department of Homeland Security. "Yearbook of Immigration Statistics." Accessed April 3, 2023. <https://www.dhs.gov/immigration-statistics/yearbook>.

This annual report provides data on immigration to the United States, including information on lawful permanent residents, naturalizations, refugees and asylees, nonimmigrant admissions, and immigration enforcement actions. The report also includes data on immigration trends over time and comparisons to historical data.

2

Birman, Dina. "Intergenerational Differences in Acculturation." Encyclopedia on Early Childhood Development. Updated May 2013. Accessed April 3, 2023. <https://www.child-encyclopedia.com/immigration/according-experts/intergenerational-differences-acculturation>.

This article explores intergenerational differences in acculturation among immigrant families. The author discusses the challenges that can arise when different generations have different levels of acculturation, and how these challenges can impact family relationships, child development, and mental health. The article also examines various factors that contribute to intergenerational differences in acculturation, including gender, age, and cultural values.

annotated BIBLIOGRAPHY



3

"The Hidden Stress of Growing up a Child of Immigrants." VICE, September 12, 2019. <https://www.vice.com/en/article/43kgzn/the-hidden-stress-of-growing-up-a-child-of-immigrants-v26n3>.

This article from VICE explores the unique stressors faced by children of immigrants growing up in the United States. The article draws on interviews with individuals from a range of backgrounds to provide insights into the experiences of this group. It examines the pressures that children of immigrants may face in terms of balancing multiple cultural identities, navigating family expectations, and dealing with discrimination and racism. The article also discusses the impact of these stressors on mental health and well-being and highlights the need for greater support for children of immigrants.

4

Hernandez, DJ, and E Charney, eds. "From Generation to Generation: The Health and Well-Being of Children in Immigrant Families." National Library of Medicine, 1998. <https://www.ncbi.nlm.nih.gov/books/NBK230365/>.

This book provides a comprehensive overview of the health and well-being of children in immigrant families. The authors examine a range of issues related to immigration and child health, including access to healthcare, nutrition, and mental health services. The book also explores the social and cultural factors that impact the health of immigrant children, such as discrimination and acculturation.

5

"Second-Generation Americans." Pew Research Center's Social & Demographic Trends Project. Pew Research Center, August 20, 2020. <https://www.pewresearch.org/social-trends/2013/02/07/second-generation-americans/>.

This article from the Pew Research Center provides an analysis of second-generation Americans, defined as individuals born in the United States to immigrant parents. The article explores the demographic characteristics of this group, including their racial and ethnic backgrounds, educational attainment, and socioeconomic status. It also examines the experiences of second-generation Americans in terms of language use, cultural identity, and attitudes toward their heritage culture. The article uses data from the U.S. Census Bureau and other sources to provide a detailed portrait of this important segment of the U.S. population.

Towards the beginning of my process, I wanted to create a motion graphic educating my audience on the topic of acculturation within immigrant families, and paint the picture for the entire community.

However, after various reviews with the design faculty as well as my thesis advisors, I decided it would benefit from developing into a more personal and relatable story about my family.

My tertiary advisor encouraged me to set up interviews with my parents to learn more about their experiences before and after immigrating to the United States from India. I devised a series of interview questions, focusing on their immigration and the differences in perspectives they have to parenting styles and the acculturation gap they face with their children.

While interviewing my parents, the 3 topics I wanted to focus on were:

- 1** *My parents' immigration to the United States.*
- 2** *Their thoughts on their parenting styles compared to how they were raised.*
- 3** *Their initial experiences as immigrants in the United States compared to their experiences now as U.S. citizens.*

INTERVIEWS

interview QUESTIONS



immigrating to the U.S.

Why did you decide to move to the United States?

Was the decision to move to the United States made together?

How was the decision made?

What were you afraid of before moving to the United States?

What were you excited for?

What were your first experiences after moving to the United States?

How did people initially treat you after you moved?

What was the most challenging part of moving?

What was the least challenging?

What cultural differences did you notice after moving?

What cultural differences did you have to overcome?

parenting styles

How do you think your parenting style differs between you and mom/dad?

How do you think your parenting style differs from your parents?

What are the challenges of raising children that did not grow up in India? Are there any benefits?

What do you think would have been different about your parenting styles had we grown up in India?

What are some things you can better understand about American society through your children?

Do you consider us cultured, and how does that make you feel?

How do you feel about me and Ria not being as involved in religious practices, and how does it differ from when you were a child?

How do you feel about me and Ria pursuing an education in the United States? How does this education system differ from your experience in India?

How do you feel about me and Ria's clothing choices, and how does it differ from when you were a child?

then vs. now

Compared to your first experiences, how have things changed?

How did people treat you after you now?

Are there any differences or similarities now compared to how people initially treated you after moving?

Looking back, is there anything you wish you did differently?

Were you able to overcome your initial challenges or do you still face them?

Do the cultural differences still affect you? Negatively or positively?

I interviewed my parents for about an hour each, recording and documenting their responses. I highlighted the most significant and commonly mentioned topics to narrow down the content for my motion graphic storyboard. The topics chosen were religion, clothing, food, and education.

By visually communicating my personal family story, I was able to compare my experiences growing up in the United States to my parents' experience growing up in India and then immigrating to the United States. I learned a lot about my parents, and their many stories that I had never really known until these interviews. It was a pleasure to learn about how my parents have adapted to life in the United States, even though there were many differences from their environment growing up in India.

next
STEPS

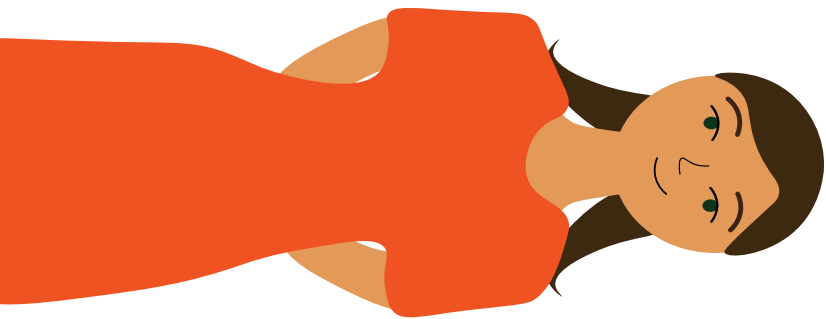
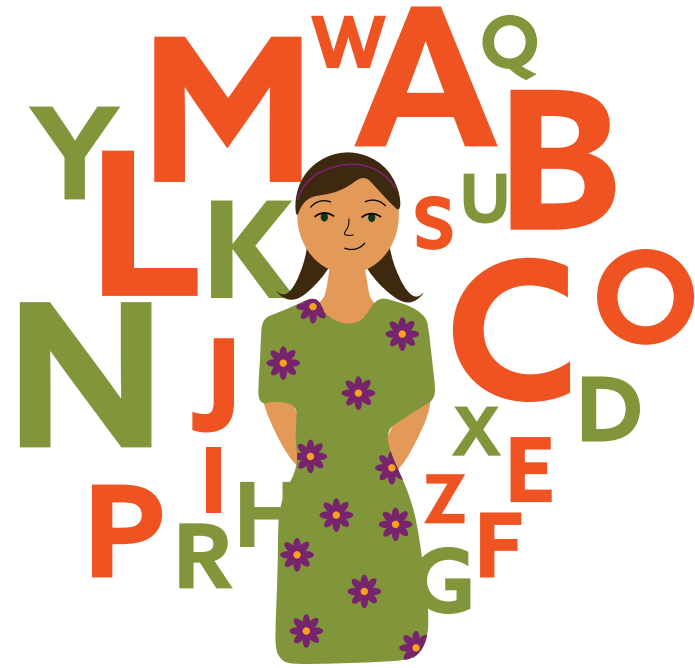


It was a pleasure to learn about how my parents have adapted to life in the United States, even though there were many differences from their environment growing up in India.





3 *thesis*
EXPLORATIONS

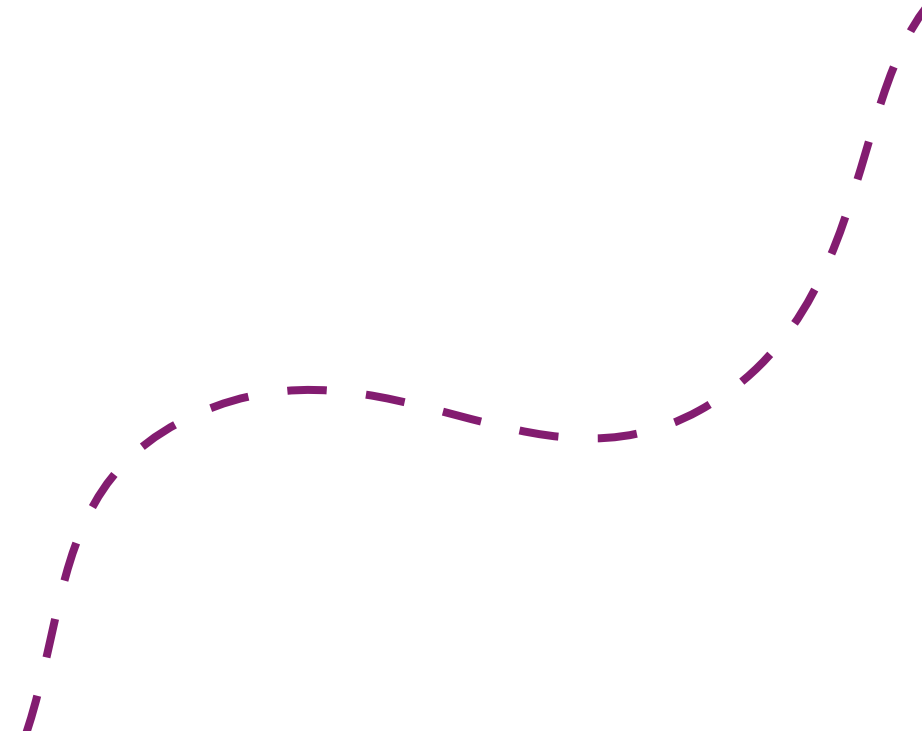


I had many different ideas of how my vector forms would look, and a few of them started out quite rough and underdeveloped.

initial sketches

EXPERIMENTATION

I sought inspiration from other motion graphics and animations, and narrowed down a simple vector illustration feel that I wanted to keep consistent throughout my motion graphic.



logo experimentations

Cultural
Crossroads

Cultural
Crossroads

LOGO



final logo




Incorporating color and different typefaces helped make the logo unique.



After the first midterm review, the faculty had provided me feedback to make my storyline more personal. My first draft of my storyboard was my initial attempt to piece together a story, however this was before I had conducted the interviews with my parents, and narrowed down the 4 main topics I cover in the motion graphic.


initial STORYBOARD

Scene 1




Scene Description: Opening title, flight takes off...

Scene 2




Scene Description: transitional scene

Scene 3




Scene Description: Today, more than 40 million people living in the US were born in another country...which accounts for about 1/5 of the world's migrants.

Scene 4




Scene Description: "In addition, hundreds of thousands of foreign-born individuals become naturalized U.S. citizens every year."

Scene 5




Scene Description: "It takes courageous people to move to a different country. Everything they thought they knew..."

Scene 6



Scene Description: "...became everything they didn't. The process of acculturation begins when immigrants enter a new country and are faced with the challenge of assimilating into a new society with changes in language, culture, behaviors, attitudes, and values."

Scene 7




Scene Description: "But naturally, when immigrants begin a new chapter with their families, life takes a different road."

Scene 8




Scene Description: "First-generation immigrants are those born in a foreign country that have immigrated to another country. Second-generation immigrants in the United States are individuals born and raised in the United States who have at least one parent born in a foreign country."

Scene 9




Scene Description: A common issue between second-generation immigrants and their parents is the generational acculturation gap that naturally emerges between generations over time."

Scene 10




Scene Description: "Acculturation gaps can often be problematic because it challenges a family's communication and mutual understanding as the generation gap forms when immigrant children begin to take on their own identities."

Scene 11



Scene Description: Although immigrant parents have had to relearn how to fit into society and navigate through cultural dissonance, immigrant children become involved in this "new society" immediately in their upbringing, especially when they begin school."

Scene 12




Scene Description: "According to a study by the Migration Policy Institute, compared to their immigrant parents, US-born children of immigrants tend to have higher levels of acculturation to the dominant culture, including greater proficiency in English and stronger ties to American institutions and values."

Scene 13



Scene Description: "Another study by the Pew Research Center found that the cultural values and beliefs of US-born children of immigrants can diverge from those of their parents. For example, younger generations of Asian Americans tend to place greater value on individualism, whereas older generations tend to place more value on collectivism."

Scene 14




Scene Description: "When it comes to immigrant parents and US-born children, acculturation can result in a balancing act between maintaining their heritage culture and adapting to the dominant culture in the US. Immigrant parents and their children often find themselves at cultural crossroads."

Scene 15



Scene Description: "Generational gaps between children and their immigrant parents help foster a deeper cultural understanding that can help children retain more knowledge of their heritage. Second-generation immigrants are given the opportunity to understand the vastness of the world, aside from the community they've grown up in."

Scene 16



Scene Description: "While life may be difficult to navigate due to the generational gaps between children and their immigrant parents, we must come to a deeper understanding that our parents are learning through us. Without these generational gaps, there would be no room for growth within immigrant societies."



4 *thesis*
OUTCOME



I wanted my branding and color palette to be bright and vibrant, in order to make my motion graphic visually engaging and exciting.

BRANDING

colors



#78246D
C 56
M 100
Y 23
K 7



#D91F26
C 0
M 100
Y 100
K 0



#FAAF40
C 0
M 39
Y 96
K 0



#EF5323
C 0
M 87
Y 100
K 0



#81963A
C 57
M 24
Y 100
K 5



#8CD1CA
C 50
M 0
Y 26
K 0

typography

Centra No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

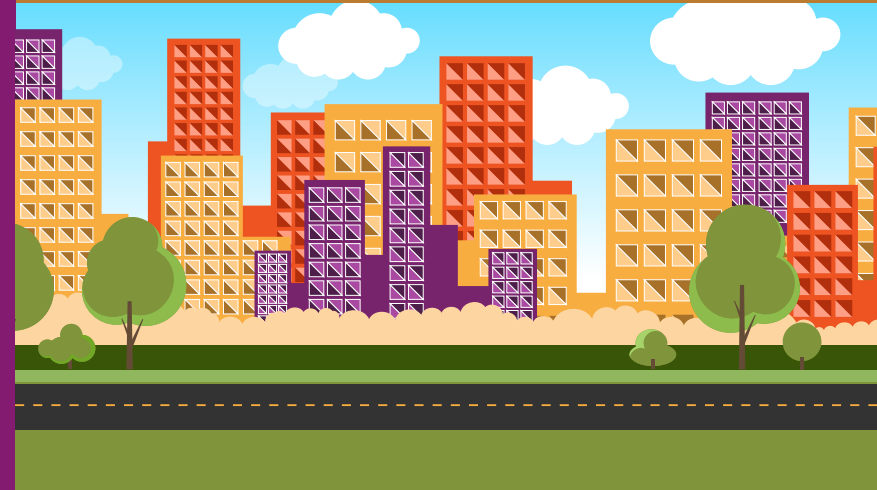
Abril Titling Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()



All of my vector forms are created in Adobe Illustrator, following the color palette of the overall branding.

ILLUSTRATIONS



After conducting interviews and having various meetings with my tertiary advisor, I revised my storyline and illustrations accordingly.

final STORYBOARD

1



Scene Description: Opening title ("Cultural Crossroads"), flight takes off...

Typography: Centra No2 & Abril Titling Narrow

2



Scene Description: Transitional scene

Typography: Centra No2 & Abril Titling Narrow

3



Scene Description: "Today, more than 40 million people living in the US were born in another country..."

Typography: Centra No2 & Abril Titling Narrow

4



Scene Description: "which accounts for about one-fifth of the world's migrants."

Typography: Centra No2 & Abril Titling Narrow

5



Scene Description: "Hundreds of thousands of foreign-born individuals move to the United States in order to obtain lawful permanent residency in the United States."

Typography: Centra No2 & Abril Titling Narrow

6



Scene Description: "It takes courageous people to move to a different country. Everything they thought they knew..."

Typography: Centra No2 & Abril Titling Narrow

9



Scene Description: "First-generation immigrants are those born in a foreign country that have immigrated to another country."

Typography: Centra No2 & Abril Titling Narrow

10



Scene Description: "Second-generation immigrants are those born and raised in the United States who have at least one parent born in a foreign country."

Typography: Centra No2 & Abril Titling Narrow

7



Scene Description: "...became everything they didn't. Acculturation is a process of learning and incorporating the language, customs, mannerisms, beliefs, and values of the new country that immigrants and their families are living in."

Typography: Centra No2 & Abril Titling Narrow

8



Scene Description: "But naturally, when immigrants begin a new chapter with their families, life takes a different road."

Typography: Centra No2 & Abril Titling Narrow

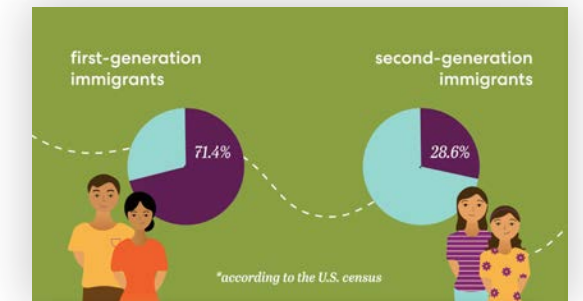
11



Scene Description: "Out of nearly 3.3 million Asian Indians in the United States,..."

Typography: Centra No2 & Abril Titling Narrow

12



Scene Description: "there are about 2.3 million that were foreign born like my parents, and about 950,000 born in the United States, like my sister and me."

Typography: Centra No2 & Abril Titling Narrow

13



Scene Description: "When my parents first immigrated to the United States, they came with little to nothing. They were met with a few challenges such as lack of transportation, lack of connection to their community, and lack of citizenship."

Typography: Centra No2 & Abril Titling Narrow

14



Scene Description: "The life that they built in this country has translated to the person that I am today. But because my immigrant parents had to relearn how to fit into society and manage their cultural dissonance, there is a clear difference between the way my parents and I view life here in the United States, causing an acculturation gap."

Typography: Centra No2 & Abril Titling Narrow

17



Scene Description: "Sometimes the things that seemed to be normal to other families were not allowed in my household. The differences in our cultural behaviors and etiquettes sometimes caused my sister and me confusion. Our parents were just different than other parents sometimes."

Typography: Centra No2 & Abril Titling Narrow

18



Scene Description: "I often found myself at cultural crossroads with my parents. Growing up in the United States, I have different perspectives than my parents on many topics including religion, clothing, food, and education. We don't always see eye to eye."

Typography: Centra No2 & Abril Titling Narrow

15



Scene Description: "Acculturation gaps can often be problematic because it challenges a family's communication and mutual understanding as the generation; gap forms."

Typography: Centra No2 & Abril Titling Narrow

Audio: Background music & Voiceover

16



Scene Description: "There were times during my childhood where I wondered where I really fit in. Was I Indian? Was I American? Acculturation gaps can result in a balancing act between maintaining heritage culture and adapting to the dominant culture in the US."

Typography: Centra No2 & Abril Titling Narrow

19



Scene Description: "Although my parents weren't overly religious as they grew up in India, it gave them a sense of belonging when they could connect with others that shared the same religious values."

Typography: Centra No2 & Abril Titling Narrow

20



Scene Description: "But because of the language barrier, even though I would try to understand our religion on a deeper level, it was difficult for me to resonate with religion growing up."

Typography: Centra No2 & Abril Titling Narrow

21



Scene Description: "Another cultural difference was our choices in clothing. Growing up, I always followed the fashion trends I saw in school and on social media."

Typography: Centra No2 & Abril Titling Narrow

22



Scene Description: "My parents don't always agree with my clothing choices. Although they were familiar with Western fashion trends, sometimes they wish I dressed more conservatively. My clothing choices would be viewed as inappropriate, even though I was just trying to fit into the society I was already a part of growing up in."

Typography: Centra No2 & Abril Titling Narrow

25



Scene Description: When my parents came to the United States, they had this idealized version of the education system that would give my sister and me the opportunity to grow. Raising us and putting my sister and me through school helped them understand the US education system, and even motivated my mom to become an educator.

Typography: Centra No2 & Abril Titling Narrow

26



Scene Description: When my parents talk about their education experience in India, they mention that it was mostly about memorization. They are happy that we received our education in the United States, because they believe that what we learn is based on practical experiences, and that we can leverage our education in the things that we do everyday."

Typography: Centra No2 & Abril Titling Narrow

23



Scene Description: "I grew up eating Indian food in the house. I always loved Indian cuisine, my mother is an amazing cook. Because I was exposed to so many types of flavors and cuisines through my parents, I am able to appreciate other cultures' foods as well."

Typography: Centra No2 & Abril Titling Narrow

24



Scene Description: "But even though I loved Indian food, sometimes I would feel embarrassed to take it to school for lunch after others would make comments. I didn't feel like my culture was being accepted, which affected my dual identity as a whole. Sometimes I wouldn't even open up my lunch bag, so I asked for American food for lunch instead."

Typography: Centra No2 & Abril Titling Narrow

27



Scene Description: "My parents raised me teaching me everything that they knew. They always wanted me to maximize every opportunity that I was given. But they had a lot to learn from me as well. Having no family to help raise us in the US, they had to adapt to new ways of thinking, especially when it came to the social norm."

Typography: Centra No2 & Abril Titling Narrow

28



Scene Description: "My parents are proud of the way my sister and I lead our lives free of societal stigma, treating everyone with equality despite gender, race, sexual orientation, and spirituality, amongst other things. They felt that they understood the concept of compassion for human beings better than they had growing up in India."

Typography: Centra No2 & Abril Titling Narrow

29



Scene Description: "Sometimes I used to wish that I didn't have a dual identity. Instead I wondered what life would have been like had I grown up without my identity being pulled in two different directions."

Typography: Centra No2 & Abril Titling Narrow

30



Scene Description: But overtime I have grown to love my cultural heritage, something that being a second generation immigrant has exposed me to. Without it, I would never have been curious about my religion, clothing, education, and food, amongst many other things, leading me to integrate my two cultures into my life."

Typography: Centra No2 & Abril Titling Narrow

33



Scene Description: "Show gratitude to your immigrant parents. All of their sacrifices they have made have helped form your cultural identity."

Typography: Centra No2 & Abril Titling Narrow

34



Scene Description: Photo of my family

Typography: Centra No2 & Abril Titling Narrow

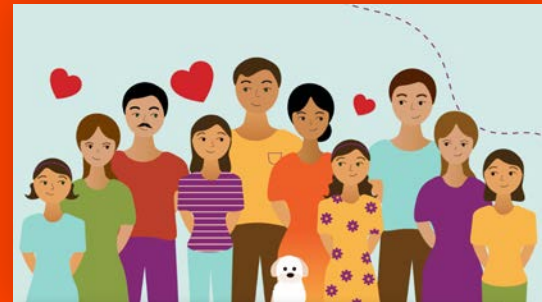
31



Scene Description: "I am so proud to be an Indian-American, and I am learning to be comfortable sharing my culture with the world around me."

Typography: Centra No2 & Abril Titling Narrow

32



Scene Description: "While at times there are challenges between parents and children of immigrants due to the acculturation gap, we must remember that our parents' acculturation is impacted by their children. Without these generational conflicts, there would be no room for growth within immigrant societies."

Typography: Centra No2 & Abril Titling Narrow

35



Scene Description: References


Typography: Centra No2 & Abril Titling Narrow

36



Scene Description: Fade to black

Typography: Centra No2 & Abril Titling Narrow



5 *thesis*
CONCLUSION

challenges

Generic content and storyline

Accuracy of research and statistics

Timing and audio syncing

Transitions

STRUGGLES

solutions

Creating a more personal story about my family to help the audience relate more

Working with my tertiary advisor to make sure all content is accurate and clear to the audience

Re-recording the voiceovers and tweaking the animation to sync up with the timing

Coming up with new ways to introduce scenes to make the overall motion graphic more cohesive

I chose my final outcome of my thesis project to be a motion graphic because I felt that not only would it be a good challenge for me, but also that I wanted to increase my knowledge in motion graphics.

Although I encountered many obstacles along the way, I was able to persevere and create an outcome that I am extremely proud to present.

I would like to thank my advisors, Connie Hwang, Yoon Chung Han, and Jennifer Sarhadi for their constant feedback and help throughout this process. I would also like to thank the rest of the graphic design faculty at SJSU, and my peers for supporting me for the last two years, especially during this semester.

final
TAKEAWAYS

CREDITS

publisher

COLOPHON

BFA Graphic Design Program
San Jose State University
One Washington Square
San Jose, CA
96192-0225

printer

Blurb.com

cover

Hardcover, Imagewrap

paper

Premium matte, #100 text
Standard Portrait 8x10

typefaces

Abril Titling Narrow
Designed by Josh Finklea
From Sharptype

Centra No2
Designed by Jose Scaglione & Veronika Burian
From Adobe Fonts



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Printed by Blurb.com
Updated as of April 2023.

