



ANDRES SORIANO COLLEGES OF BISLIG
Mangagoy, Bislig City



DIGITAL POSTER CAMPAIGN / INFOGRAPHIC SERIES

A Final Task

for GE 10: Issues in Philippine Popular Culture

**In partial fulfillment of the course requirement for the
Bachelor of Science in Information Technology (BSIT)**

BY

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DIGITAL POSTER SERIES



Rationale

Campaign Title: *#MulaSaAtingKulay*: Embracing Filipino Skin Tones and Ethnic Features

Course: Issues in Philippine Popular Culture

1. Title and Advocacy Statement

#MulaSaAtingKulay is a digital advocacy campaign that seeks to promote awareness and appreciation of the rich ethnic diversity and skin tones of Filipinos. By addressing colorism and the under representation of indigenous and darker-skinned Filipinos in media, this campaign empowers viewers to rethink beauty standards and embrace cultural identity with pride. The campaign promotes inclusivity by challenging the colonial mindset that often equates lighter skin with superiority, and instead celebrates the true spectrum of Filipino beauty.

2. Issue Description – What issue did you focus on? Why?

This campaign focuses on the issue of colorism and ethnic under representation in Philippine popular culture. Colorism, or the preference for lighter skin over darker tones, remains deeply rooted in Filipino society due to a long history of colonial influence. Fair-skinned actors, influencers, and

models dominate media, while indigenous features and morena/moreno skin are often sidelined or stereotyped.

As digital natives and future IT professionals, BSIT students are continuously exposed to curated images of beauty online. This campaign challenges them to critically engage with those images and reflect on how racial and ethnic biases continue to shape Filipino digital and media landscapes.

3. Message and Design Explanation – What do the visuals symbolize?

The campaign uses three posters, unified by earthy tones, bold typography, and culturally resonant imagery. Each visual element symbolizes key messages:

Poster 1: “Ang Kulay ng Pilipino” presents a range of Filipino skin tones and ethnic features to show the diversity within our identity.

Poster 2: “Proud to be Kayumanggi” highlights indigenous clothing and natural skin tone, encouraging pride in one’s ethnic and cultural roots.

Poster 3: “Filtered Reality” presents a side-by-side comparison of a heavily filtered, lightened selfie and the same face unedited in its natural tone.

Consistent design elements—including Filipino textile patterns, native fonts, and Tagalog phrases—help ground the visuals in local cultural identity.

4. Cultural Impact – How can this campaign influence viewers?

#MulaSaAtingKulay aims to ignite critical conversations about beauty, identity, and representation among young Filipino audiences. By seeing authentic representations of diverse skin tones and ethnicities, viewers are encouraged to unlearn colonial beauty standards and celebrate their own unique cultural backgrounds.

In digital spaces where filters and Eurocentric ideals dominate, this campaign offers an empowering counter-narrative: that *Filipino is not one color*, and that *pride begins in embracing our own features, history, and heritage*.