

Vivian Bui

Professor Santo Romano

Dart 349: Introduction to Web Design

31 October 2022

Anti-Asian Hate: Discreet Discrimination

Anti-Asian hate is on the rise and has been an issue for many decades. The recent criminal actions against Asians have given some attention to the matter, but the ugly history of the hate sentiment is barely acknowledged or known by the general public. This creative website's objective is to uncover the history of Anti-Asian hate discrimination in a way that reflects how buried and discreet the issue is compared to its scale.

The issue

Combining different statistics and facts from different sources, the context and history of the Asian-Hate sentiment are quite heavy. The appearance of Asian-hate crimes may be on the rise as Covid began, but has always been an existing issue that is less talked about in the past. Canadians of Chinese heritage are subject to discrimination since their arrival in America and Canada. The community has been and is still seen as outsiders despite their ancestors being born on the land.

A timeline of legislative events about the history of Asian discrimination is listed on the official Government of Canada website. The list shows how racism towards the Chinese community is widespread and the trend in media at the time often portrays Chinese cultural practices in a degrading way. The University of Toronto Libraries website provides a detailed

overview of Asian Canadian History linked to Anti-Asian racism and lists multiple events that highlight the issue. Some lesser-known events are mentioned and have more details in the extended timeline.

A national report was recently released by the Chinese Canadian National Council Toronto Chapter and Project 1907. The document shows that anti-Asian racism and xenophobia continue to rise across Canada two years into the pandemic. Facts such as the percentage relating to the type of location or the type of discrimination the individuals face are included in the report.

From all the discriminatory events that have happened since the 19th century and during the recent pandemic, the main focus of this project is to give awareness of this topic by linking the history of Asian exclusion with the racist hatred the community is currently experiencing.

Creative Direction

The design of the website follows the structure of a typical news website by listing article headlines with additional interactions that reveal hidden content. For the user to easily recognize the type of website and content the page will contain, the design will mimic common Canadian news websites such as CBC or CTV. Headlines of articles from recent stories are displayed in contrast to historical events. As recent events are presumed to be more “known” to the public, discreet facts or stories will have to be “dug up” or discovered by the user. The old stories, dating back to the 19th or 20th century, will be hidden underneath the news or camouflaged somewhere on the page. The interaction encourages the user to find out more about the topic and how all current events are linked to past ones. All information will be linked to the designated article it was sourced from for the user to, hopefully, find out more about the event on their own. To demonstrate

the scale of the issue in comparison to the amount of coverage the anti-Asian discrimination, the amount of shown articles and hidden articles will not be on a one-to-one ratio. The discreet elements will include statistics, numbers, and quotes that, upon hovering over a single article, will pop out and fill up the screen.

The website will appear to be clean, and structured and have little decoration or colour, showing typical headlines and article previews as a normal news website. The extra information will be chaotic and off-grid, with exaggerated visual weight once it is interacted with. For example, upon hovering a word from the headline, a giant number covering the entire screen will appear. Following the idiom “the tip of the iceberg”, there will be a progression in the chaos of information that is being uncovered the deeper the user scrolls down the website. The presentation of the information will turn darker aesthetically and figuratively. The important numbers or keywords will be highlighted and eye-catching for the user to not get bored of reading the heavy amount of text throughout the website. The highlights will also ensure that, if the user is hovering through the website to find the easter eggs, some visual will stop them in their tracks.

Conclusion

Knowing the roots of Asian discrimination is a topic that needs to be addressed to understand the current Anti-Asian hate sentiment that is more apparent during the pandemic. The creative website will show the stories and the history linked to it for users to see what is going on and what has been going on in the Asian community of Canada.

Sources

“Asian Heritage Month 2022... by the Numbers.” *Government of Canada, Statistics Canada*, 11 May 2022, https://www.statcan.gc.ca/en/dai/smr08/2022/smr08_262.

Canada Congress, Canadian Centre for Justice and Community Safety Statistics, et al. Police-Reported Hate Crime in Canada, 2020, Statistics Canada, 17 Mar. 2022. <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>. Accessed 30 Oct. 2022.

Chinese Canadian National Council Toronto Chapter, and Project 1907. Chinese Canadian National Council for Social Justice, 2022, *Anti-Asian Racism Across Canada Two Years into the COVID-19 Pandemic*, <https://documents.clctc.ca/communications/website/Anti-AsianRacism-TwoYearsIntoThePandemic.pdf>. Accessed 30 Oct. 2022.

“The Mental Health Impact of Anti-Asian Racism.” *Monitor on Psychology*, American Psychological Association, <https://www.apa.org/monitor/2021/07/impact-anti-asian-racism>.

“Significant Events in History of Canadians of Asian Heritage.” *Canada.ca*, Gouvernement Du Canada, 12 May 2022, <https://www.canada.ca/en/canadian-heritage/campaigns/asian-heritage-month/important-events.html>.

Tung, Cheng Yu. “Guide on Anti-Asian Racism: Asian Canadian History.” *East Asian Library*, <https://east.library.utoronto.ca/resources/guide-anti-asian-racism>.

UBC. “The White Elephant in the Room: Anti-Asian Racism in Canada.” *Beyond*, The University of British Columbia, 2020, <https://beyond.ubc.ca/henry-yu-white-elephant/>.