

Project 2 : Brief

Aaliyah Maglanque : 001

The Challenge

As Canada continues to progress and grow, the recollection of the history of our land and the story behind how we came to be weakens. As we know, our adaptation to modern times is a sign of growth and progress but in order to truly grow, we must keep the history of our land in our minds. As for the people who immigrated to Canada, they must simultaneously learn about Canada's history and educate us on their history and their story. Progressing as individuals and as a nation is what true growth is.

The Ask

In order to “truly grow” whilst looking back at our past, Canadians need reminders. Reminders that educate us further and make us reflect. It would be beneficial for the Ministry of Education to launch a campaign introducing a database that gives Canadians the access to maps of our country that we can use to learn more about where we live. Detailed maps showing establishments, farms, Indigenous land, etc. This database would help educate new immigrants and citizens and would take us one step closer to rebuilding a relationship with Indigenous Peoples. This database of maps would illustrate multiple aspects :

- 1) The Indigenous group that is native there, including their history, language, beliefs, and customs.
- 2) The original establishments and landmarks in that area and who built them
- 3) The history behind the land

Opportunity

This database would be funded by the Ministry of Education and would be used in schools and can be used as a resource for the curriculum to aid with the studies of Indigenous history and culture. It can also introduce a whole new level of understanding and accuracy in Canadian history if the databases were to be updated every year. Eventually, this will allow accurate maps of Canada for the future generations to use.

Insight

According to the nativeland.ca, due to the treaties and agreements the Indigenous Peoples own 35% of Canada's land. Most Canadians barely know anything about Indigenous culture and land. By metaphorically bridging this gap between Canadian citizens and the rightful owners of the land, Canadians will better understand that 35%.

Role of Communication

The campaign will create awareness surrounding the history of this land and its establishments.

What They Believe

The bridge between non-Indigenous Canadian citizens and Indigenous Peoples of Canada is so vast that the education system failed to properly educate non-Indigenous Canadians on Indigenous culture and land.

What We Want Them To Believe

The campaign will aid in bridging this gap between non-Indigenous Canadian citizens and Indigenous Peoples of Canada. It will help stop the prejudice against Indigenous culture and will develop a better understanding of the land Canadians call home.

Execution

Cartographers would create maps of every province every year with details such as:

- 1) Residence
- 2) Indigenous group present
- 3) Establishments and landmarks

Tone of Voice

Informative, enlightening, educational, hopeful.

Script

As Canada continues to progress and grow, the recollection of the history of our land weakens. As we know, our adaptation to modern times is a sign of growth and progress but in order to truly grow, we must keep the history of our land in our minds. As Canadians, we take pride in acknowledging that the territory we interact with everyday belongs to the Indigenous Peoples of Canada. Though most Canadians barely know anything about Indigenous culture and land.

I work towards being aware of the history of the land I interact with everyday.

I wanted to see, firsthand, the history behind my area by using maps:

I collected a relatively up-to-date google map, a map of Willowdale in the 1880s, and a map outlining different Indigenous groups that reside in Canada.

I started off with the google map and marked locations that I interact with the most.

[show process of adding spots in]

I marked my two most recent homes

Parks I go to the

Places my friends and family work at

All of these places were between Finch and Sheppard and between Willowdale and Senlac, keep in mind these are the current names of those streets.

Then I moved on to the map from the 1880s from York library.

I layered the locations from the previous maps and made sure it was to scale.

[show process of scaling it down]

The thing I found most interesting on this map is the fact that a lot of my locations were now within the same property. Such as my old high school and my dad's condo and my favourite parks and my home.

It was interesting to see how much land people from the 1880s actually took for themselves.

I, then, moved on to the map of the Indigenous groups.

I, yet again, layered the locations on top of the map and scaled it to size.

[show process of overlaying]

I noticed that all of the locations were residing on Haudenosaunee land.

[show zoom ins]

I already knew that a lot of Toronto's is on top of the Haudenosaunee's land from the daily highschool announcement acknowledging that the territory we interact with everyday belongs to

the Haudenosaunee.

It was interesting to see the overlap in locations from each map but what I was most interested in is the amount of land Canada truly owes the Indigenous groups.

When I moved here, I didn't know much about indigenous groups let alone, Canada's horrible history with them. I was learning about a whole new issue concerning Indigenous rights.

According to the nativeland.ca, due to treaties and agreements the Indigenous Peoples own 35% of Canada's land. When in reality this land should have been 100% theirs.

I think it's important that Canada is starting to bridge the gap between non-Indigenous citizens and Indigenous citizens and is starting to rebuild the relationship and apologize for the generational trauma the government has caused.

I created this project to learn more about and respect indigenous land that I interact with everyday

I propose that the government give easy access to maps like the ones I showed in order to encourage people, especially students, to do actively be aware of the history behind the land they interact with