

Final Report of Faculty Research Grant 2008

TITLE

Philippine Pattong War Drums: An Application of  
Graphic Design and Multimedia Techniques for the Articulation  
and Dissemination of Unique Cultural Expressions

by

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April 2009

#### RESTATEMENT OF PROBLEM RESEARCHED OR CREATIVE ACTIVITY

Using graphics, sound and motion, I will create different ways of illustrating the Kalinga Gangsa rhythms based from the Philippine Pattong war drums. The images develop from this undertaking could be very simple, or collages with many layers. I want to use this project to produce interpretive graphic design works visualizing unique cultural expressions with ancient pre-Hispanic tribal sound.

#### BRIEF REVIEW OF THE RESEARCH PROCEDURE UTILIZED

The project was divided in several stages. I started by breaking down the different sounds produced by the Kalinga Gangsa while combining it with graphics and motion. This helped to demonstrate the visual effect of different drum patterns in a unique multimedia format. The research was utilized to evaluate the effectiveness of using different graphic design applications to help understand unusual anthropological activities.

#### SUMMARY OF FINDINGS

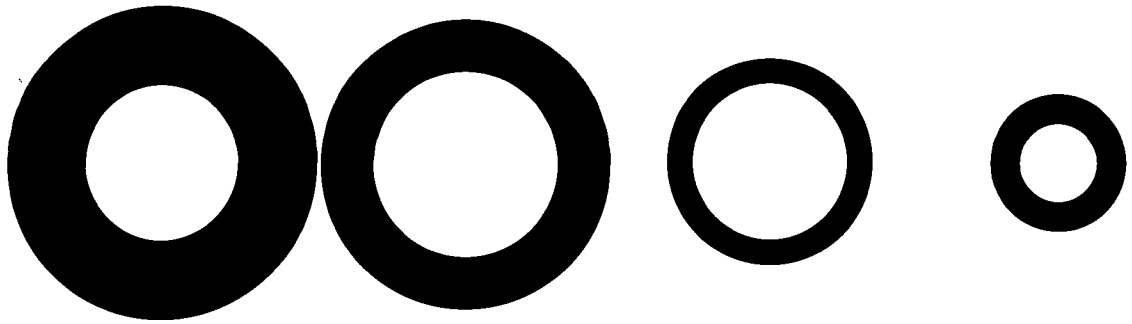
The outcome of the study supplied an alternative visual model in designing a graphical representation of the Kalinga Gangsa sound, while creating a learning platform on the application of graphic design methodologies in the articulation and cross-cultural dissemination of unique cultural experiences and expressions.

#### CONCLUSIONS AND RECOMMENDATIONS

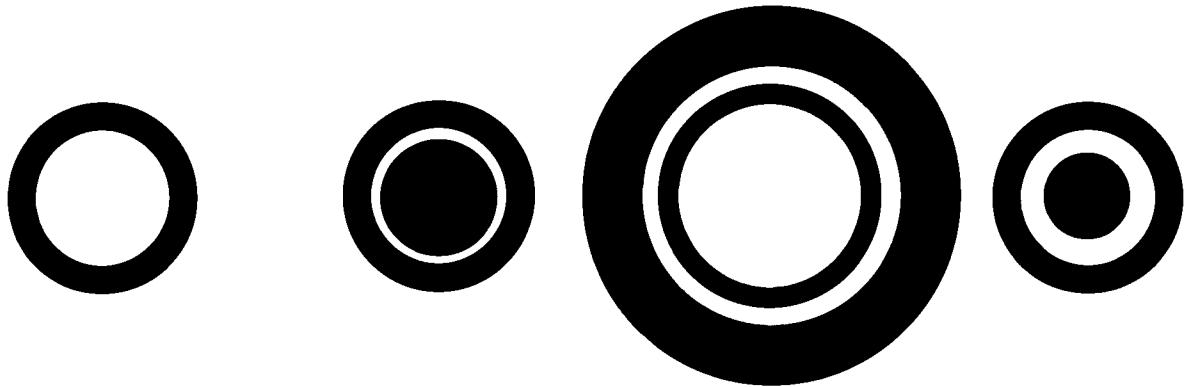
The study of the Kalinga Gangsa rhythms provided a useful vehicle to address the immediate need to educate students on the value of graphic design applications for cultural and educational purposes. New digital technologies enhanced the way in which information processing is done by addressing the broader development challenge of increasing student awareness of the potentially powerful role that graphic design and multimedia can play in shaping perceptions of who, and what we are in a fast globalizing world.

In order to support and further develop the use of graphic design and multimedia, educational institutions must continue to develop these platforms as a major integrated component of instructional learning, to create and develop creative applications that can promote ethnically diverse/multi-cultural imagery which are as relevant to creating an identity today, as they are for any other national group in the world.

## SAMPLE VISUALS



The mangokngok is the largest and lowest-pitched gong playing an alteration of ringing and dampened sounds, and providing the regular steady beat of the music.



The merwas plays patterns combining the ringing and dampened sounds. It is characterized by the prominent use of dampened sounds.



Kalinga Gangsa drums in motion - A photograph effects in Adobe Photoshop