

NANAM: A TASTE OF ILOILO

A Portfolio Development Project Presented
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ABSTRACT

Iloilo, also known as the city of love, is acclaimed for its century-laden traditions and history as reflected in the various old structures erected during the Spanish, Japanese, and American occupation. Touted as one of the premiere destinations in the world, Iloilo can be visited by local, national, and international tourists.

What better ways to experience illustrious and copious cultural heritage of Iloilo back then? This study aims to showcase and glorify Iloilo's rich history and culture through its local food by utilizing a promotional video that employs both audio-visual cinematography and animation.

For a better understanding of this thesis, a particular methodology such as rotoscoping is utilized upon the development of the video. It has provided a step-by-step background to enable develop the study.

Nanam: A taste of Iloilo focuses on the application of both animated and cinematographic elements to create an entertaining and educational experience of Iloilo's unique food culture and the history. This project is expected to accomplish its

primary goals. With the help and function of motion tracking and artistic cinematography, this project will provide a novel and innovative approach to promotional video-making.