



# Rooted in Culture

By: Angelie Ragnauth

*An Instagram documentary series exploring the stories and identities of New York's Indo-Caribbean community.*



# Introduction

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*Rooted in Culture* is an Instagram based photography page documenting the experiences, traditions, and identities of the Indo-Caribbean community in Queens, New York. Through portraits and video, the page will highlight voices that are often underrepresented online. As a Guyanese photographer raised in Ozone Park, this proposal combines my personal connection to the community with my love for visual storytelling. Inspired by *Humans of New York*, this series aims to preserve stories that celebrate culture, migration, family, and identity.



# Project Goals

— Create an original Instagram series documenting the Indo-Caribbean community through photography and storytelling.

**Photograph  
community members  
throughout Queens.**

**Share authentic  
personal stories.**

**Highlight Indo-  
Caribbean traditions  
and identity.**

**Publish 2-3 posts per  
week for 6 weeks.**

**Share Indo-Caribbean  
Owned Businesses +  
Organizations  
(Resources+)**

**Create a consistent  
visual identity.**

# Target Audience

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## Primary Audience

Indo-Caribbean young adults (18–35) living in New York, especially Queens, who are interested in culture, identity, and community storytelling.

## Secondary Audience

- Caribbean families
- Photographers
- Students
- New Yorkers interested in local culture

**Queens County is home to 39.8% of the entire U.S. Guyanese-alone population.**

**New York is home to 116,298 people who identify as Guyanese alone or in combination.**

# Research Plan

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**To create an authentic and respectful project, I will research three main areas:**

## **Indo-Caribbean Culture**

- Research the history, traditions, and experiences of the Indo-Caribbean community in Queens using books, scholarly articles, census data, and community organizations.

## **Photography & Storytelling**

- Study photography, portraiture, and storytelling through books, photographer socials, and visual case studies.

## **Social Media**

- Analyze successful Instagram storytelling accounts to understand content strategy, visual consistency, and audience engagement.

# Production Plan & Timeline

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## Tools

- Canon EOS Rebel T7
- Adobe Lightroom
- Photoshop
- Canva
- CapCut
- Instagram

Research + Plan

1

2

Curate Content +  
Storyboard

Post & Revise

3

4

Repeat Process

# Expected Deliverables

Over six weeks, I will publish 12-18 Instagram posts (approximately two/three per week).

1

**Portrait Stories**

2

**Carousel Posts**

3

**Short Reels**

4

**Story Graphics**

5

**Get Featured Material**



# Content Breakdown

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## Post

1. Introduction to Rooted in Culture
2. What does being Indo-Caribbean mean?
3. A migration story
4. Family traditions
5. Food and culture
6. Small business/organization spotlight
7. Faith and community
8. Music and celebration
9. Growing up in Queens
10. Identity and belonging
11. Community leader
12. Young creative
13. Looking toward the future
14. Final reflection

# Conclusion

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Rooted in Culture is more than a photography project to me, it is an opportunity to document a community that has shaped my own identity. As someone who is Guyanese and grew up in Ozone Park, I want these stories to feel authentic and respectful rather than performative or stereotypical.

My biggest concern is making sure I represent people and their stories with care. Every photograph, caption is a curatorial decision, and I recognize the responsibility that comes with deciding which stories are shared and how they are presented. I want participants to feel seen, heard, and accurately represented, while also creating content that encourages others to learn about the richness and diversity of the Indo-Caribbean community.

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