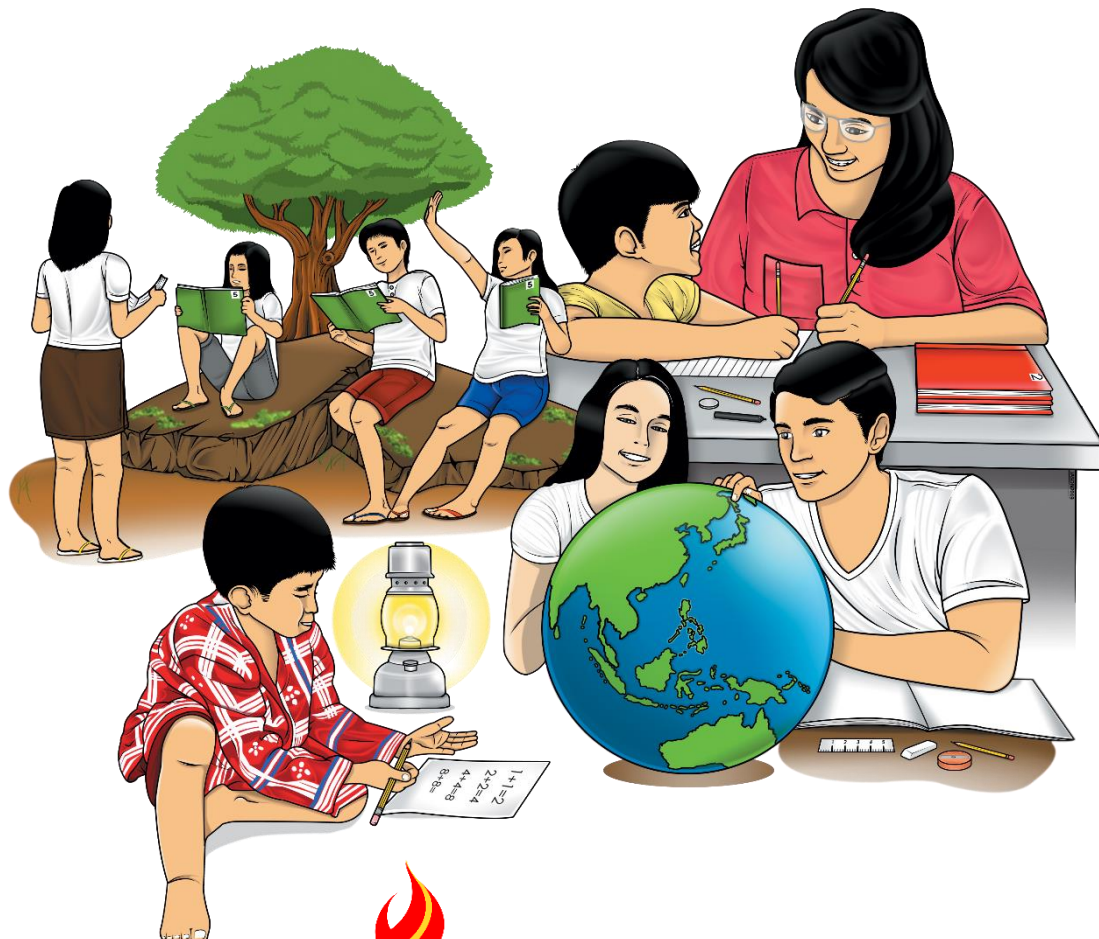


# **MAPEH - Arts**

## **Quarter 1 – Module 2:**

### **Elements and Principles Applied in Commercial Art**



**MAPEH - Arts**  
**Alternative Delivery Mode**  
**Quarter 1 – Module 2: Elements and Principles Applied in Commercial Art**  
**First Edition, 2020**

**Republic Act 8293, section 176** states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education  
Secretary: Leonor Magtolis Briones  
Undersecretary: Diosdado M. San Antonio

**Development Team of the Module**

<b>Author:</b>	Roselyn T. Navida
<b>Editor:</b>	Gerry D. Almanon
<b>Reviewers:</b>	Rebecca Y. Ibarreta, Mahnnie Q. Tolentino, Hajji S. Tropa
<b>Illustrator:</b>	Roselyn T. Navida
<b>Layout Artist:</b>	Roselyn T. Navida
<b>Management Team:</b>	Ramir B. Uytico, Pedro T. Escobarte Miguel Mac D. Aposin, Jerson B. Labos Elena P. Gonzaga, Donald T. Genine, Celestino S. Dalumpines IV Dobie Parohinog, Mahnnie Q. Tolentino Rebecca Y. Ibarreta, Hajji S. Tropa Ana Maria D. Arboleda, Annalyn N. Bebita Jeannen C. Borreros

**Printed in the Philippines by \_\_\_\_\_**

**Department of Education – Region VI - Western Visayas**

Office Address: Duran St., Iloilo City  
Telefax: (033) 336-2816, (033) 509 7653  
E-mail Address: region6@deped.gov.ph

## **MAPEH - Arts**

### **Quarter 1 – Module 2:**

### **Elements and Principles Applied**

### **in Commercial Art**

## **Introductory Message**

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

This module was designed and written with you in mind. It is here to help you master the Elements and Principles Applied in Commercial Art. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of pupils. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the module you are now using.

The module aims that a learner can appreciate the elements and principles applied in commercial art (A6PL – Ia) and is divided into three lessons, namely:

- Lesson 1 – What is Commercial Art
- Lesson 2 – Elements Applied in Commercial Art
- Lesson 3 – Principles Applied in Commercial Art

After going through this module, you are expected to:

1. know what is commercial art;
2. identify what are the elements used in a particular commercial art presented; and
3. visualize and applies principles in making a commercial art.



## ***What I Know***

Choose the letter of the correct answer. Write the chosen letter on a separate sheet of paper.

1. What is commercial art?
  - A. is an art used in advertising and selling
  - B. created for commercial purposes, primarily advertising
  - C. it uses a variety of platforms like magazines, websites, apps, and television
  - D. all of the above
2. A person who does commercial art?
  - A. seller
  - B. consumer
  - C. commercial artist
  - D. manager

3. What is the primary purpose of commercial art?
  - A. advertising
  - B. communication
  - C. education
  - D. games
4. What is the basic gadget that we can use in advertising?
  - A. computer
  - B. cellphone
  - C. billboard
  - D. tarpaulin
5. It is a kind of commercial art used to promote and advertise products.
  - A. entertainment
  - B. Publishing and Web Design
  - C. Promotion and Advertising
  - D. fashion design
6. Commercial art used to decorate products and interiors
  - A. Ornamental
  - B. Packaging
  - C. Architecture
  - D. Decorative Arts
7. The design of characters and environment for game
  - A. Fashion Design
  - B. Entertainment
  - C. Communication
  - D. Game Arts
8. Commercial art used in commercial environment that resemble installation art such as a display window.
  - A. Environment
  - B. Packaging
  - C. Architecture
  - D. Decorative Arts
9. It is used for visual branding such as logos or a brand mascot.
  - A. Environment
  - B. Visual Branding
  - C. Architecture
  - D. Decorative Arts
10. It is used to fit requirements such as to meet demand for a current trend.
  - A. Fashion Design
  - B. Entertainment
  - C. Communication
  - D. Game Arts

## Lesson

# 1

## Commercial Arts

This kind of art is very interesting to study for it is the common most used relative to our daily lives. It is seen on television, pops on social media sites, magazines, malls, and even on sidewalks and billboards.



### ***What's In***

Read the statements carefully. Write YES if the idea is correct and NO if it is wrong.

1. Good designs can only be done by the use of software.
2. It is nice to use proper materials to produce good artworks.
3. Materials should be stored in a place where it can be easily found.
4. Artworks can be a source of income.
5. Using smartphones in designing an artwork is impossible.



### ***Notes to the Teacher***

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.



## ***What's New***

Look at the commercial picture below.



- ✓ What is being advertised in the picture?
- ✓ How it captures the attention of the viewers?
- ✓ What can you see in the picture?





## ***What is It***

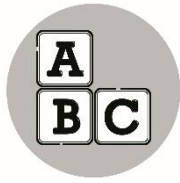
### **Commercial Art**

Commercial Art is the art of creative services, referring to art created for commercial purposes, primarily advertising. Commercial art uses a variety of platforms (magazines, websites, apps, television, social media, etc.) for viewers with the intent of promoting sale and interest of products, services, and ideas.

A person who does commercial arts preferably commercial drawing is called commercial artist.

Here are some types of commercial art:

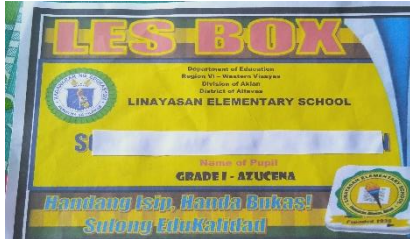
- Promotion and advertising, paintings, illustrations, photographs – created for promotions and advertising
- Visual Branding is used for visual branding such as logos or a brand mascot.
- Publishing and web design covers, illustrations and graphic elements for magazines, books and websites
- Decorative arts is used to decorate products and interiors.
- Ornamental art is used in architecture.
- Packaging design is used in the packaging of products.
- Environments is used in commercial environments that resemble installation art such as a display window.
- Communication serves as graphic designs that communication information such as signs.
- Fashion Design is used to fit requirements such as to meet demand for a current trend.
- Entertainment is used in movie advertisements.
- Game art creates the design of characters and environments for games.



## What's More

Match the following pictures to the type of commercial Art. Write the letter of the correct answer on a separate sheet of paper.

1.



A. Fashion Design

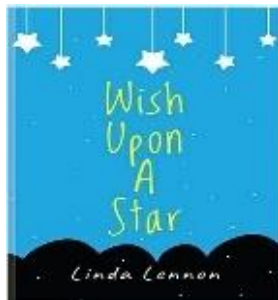
2.



B. Environment

<https://unsplash.com/photos.restaurants>

3.



C. Packaging Design

4.



D. Publishing

5.



E. Entertainment



## ***What I Have Learned***

Commercial Art is the art of creative services, referring to art created for commercial purposes, primarily advertising.

Types of commercial arts:

- ✓ Promotion and advertising, paintings, illustrations, photographs
- ✓ Visual Branding
- ✓ Publishing and web design
- ✓ Decorative arts
- ✓ Ornamental art
- ✓ Packaging design
- ✓ Environments
- ✓ Communication
- ✓ Fashion Design
- ✓ Entertainment
- ✓ Game art



## ***What I Can Do***

Give examples of the following commercial arts:

1. Entertainment
2. Communication
3. Game art
4. Promotions and Advertising
5. Packaging design



## ***Assessment***

Write **TRUE** if the statement is true. If not, write **FALSE**. Use a separate sheet of paper for your answer.

- \_\_\_\_\_ 1. Pictures posted on Facebook are all for commercial purposes.
- \_\_\_\_\_ 2. Fashion Design is a design used to communicate information such as signs.
- \_\_\_\_\_ 3. A person who do commercial art is called an architect.
- \_\_\_\_\_ 4. Commercial Art is intended for commercial purposes.
- \_\_\_\_\_ 5. Packaging Design is used for wrapping products.



## ***Additional Activities***

Do this activity:

- 1. Cut five (5) kinds of commercial art in magazines or newspapers.
- 2. Paste them in a short coupon bond.
- 3. Write below the picture what kind of commercial art it is.
- 4. Hand over to your teacher as you finish this module.



## ***What I Know***

Read the sentences intently. Write the letter of the correct answer on a separate sheet of paper.

- 1. These are the elements of art except one.
  - A. colors
  - B. shapes
  - C. texture
  - D. computer
- 2. It is an element of art which is defined as the area between and around objects.
  - A. shape
  - B. texture
  - C. space
  - D. line

3. The mark with greater length than width. It maybe horizontal, vertical or diagonal, straight or curve, thick or thin.
- A. line
  - B. shape
  - C. form
  - D. space
4. The surface quality that can be seen or felt. It can also be rough or smooth.
- A. space
  - B. color
  - C. texture
  - D. line
5. The area between and around objects.
- A. form
  - B. space
  - C. line
  - D. color
6. \_\_\_\_\_ is light reflected by objects. It has three characteristics namely hue, value, and intensity.
- A. Color
  - B. Form
  - C. Shape
  - D. Line
7. \_\_\_\_\_ are three dimensional shapes, expressing length, width and depth.
- A. Shapes
  - B. Spaces
  - C. Forms
  - D. Textures
8. The first thing a viewer looks at a commercial art.
- A. color
  - B. form
  - C. shape
  - D. line
9. \_\_\_\_\_ do not always feel the way they work.
- A. Shape
  - B. Space
  - C. Form
  - D. Texture
10. It is a closed line. It can be geometric.
- A. shape
  - B. space
  - C. form
  - D. texture

## Lesson

# 2

## Elements of Art Applied in Commercial Art

Elements of Arts applied in any kind of art or artworks does not change. The same elements are considered but the skill of the artist to apply those is what matters most. It is good to revisit these elements from time to time.



### ***What's In***

Read the following sentences carefully. Write the letter of the correct answer in a separate sheet of paper.

1. What is the basic gadget that we can use in advertising?
  - A. computer
  - B. cellphone
  - C. billboard
  - D. tarpaulin
2. What is commercial art?
  - A. is an art used in advertising and selling
  - B. created for commercial purposes, primarily advertising
  - C. it uses a variety of platforms like magazines, websites, apps, and television.
  - D. all of the above
3. The design of characters and environments for games
  - A. game Art
  - B. environment
  - C. fashion design
  - D. packaging design
4. It is a kind of commercial art used to promote and advertise products.
  - A. entertainment
  - B. publishing and web design
  - C. promotion and advertising
  - D. fashion design
5. Commercial art used to decorate products and interiors.
  - A. ornamental
  - B. packaging
  - C. architecture
  - D. decorative Arts



### ***Notes to the Teacher***

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.



### ***What's New***

Look at the commercial picture below.



*Photograph by Roselyn Navida*

- ✓ What can you see in the picture?
- ✓ What are the different colors present?
- ✓ What is the shape of the picture?
- ✓ Is there a space between the images?
- ✓ Is the picture attractive? Why?



## ***What is It***

### **The Elements of Art**

**Line** is the mark with greater length than width. The line can be horizontal, vertical or diagonal, straight or curved, thick or thin.

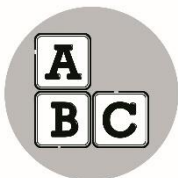
**Shape** is the closed line. Shapes can be geometric, like squares and circles, or organic, like free formed shapes or natural shape. Shapes are flat and can express length and width.

**Forms** are three-dimensional shapes, expressing length, width, and depth. Balls, cylinders, boxes and triangles

**Space** is the area between and around objects. The space around objects is often called negative space; negative space has shape. Space can also refer to the feeling of depth. Real space is three-dimensional, in visual art when we can create the feeling or illusion of depth we call it space.

**Color** is light reflected off objects. Color has three main characteristics: hue or its name (red, green, blue, etc.) value (how light or dark it is), and intensity (how bright or dull it is).

**Texture** is the surface quality that can be seen and felt. Texture can be rough or smooth, soft or hard. Texture do not always feel the way they work; for example, a drawing of a porcupine may look prickly, but you touch the drawing, the paper is smooth and plain.



## ***What's More***



Aquaman poster. [traileraddict.com](http://traileraddict.com)

What to do:

1. Try to look at the picture given.
2. What kind of commercial art is the picture?
3. Identify what are the elements of arts present in the picture?





## ***What I Have Learned***

### The Elements of Arts

- ✓ Line
- ✓ Shape
- ✓ Forms
- ✓ Space
- ✓ Color
- ✓ Texture

Mastery of these elements will help you become a better artist.



## ***What I Can Do***



What are the Elements of Art present in this commercial art? Write your answer on a separate sheet of paper.



## ***Assessment***

Read the statement carefully. Select the letter of the correct answer. Write it in your paper.

1. The mark with greater length than width. It maybe horizontal, vertical, or diagonal, straight or curve, thick or thin.  
A. line                      B. shape                      C. form
2. The surface quality that can be seen or felt. It can also be rough or smooth.  
A. space                      B. color                      C. texture
3. The area between and around objects.  
A. form                      B. space                      C. line
4. \_\_\_\_\_ is light reflected by objects. It has three characteristics namely hue, value and intensity.  
A. Color                      B. Form                      C. Shape
5. \_\_\_\_\_ are three dimensional shapes, expressing length, width and depth.  
A. Shapes                      B. Spaces                      C. Forms



## ***Additional Activities***

Make an album of different commercial arts. (Cut pictures from magazines, newspapers, and or collect wrappers or packaging and paste in a coupon bond or your notebook). Submit it on time.



## ***What I Know***

Read the questions comprehensively. Write in a separate sheet the letter of your correct answer.

1. The following are principles of arts except one
  - A. Balance
  - B. Emphasis
  - C. Rhythm
  - D. Figure
2. Principles and elements of art in hand or computerized are the same.
  - A. False
  - B. True
  - C. Undefined
  - D. No definite answer
3. It is a principle of art which is the repetition of an object or symbol all over the artwork.
  - A. Rhythm
  - B. Variety
  - C. Pattern
  - D. Unity
4. It is a part of the design that catches the viewer's attention?
  - A. Movements
  - B. Repetition
  - C. Emphasis
  - D. Variety
5. The distribution of the visual weight of objects, colors, texture and space.
  - A. Emphasis
  - B. Balance
  - C. Repetition
  - D. Rhythm
6. The path the viewer's eye takes through the artwork, often to focal areas.
  - A. Pattern
  - B. Repetition
  - C. Variety
  - D. Movement

7. The use of several elements of design to hold the viewer's attention and to guide the viewers eye through the artwork.
  - A. Unity
  - B. Rhythm
  - C. Variety
  - D. Movement
8. The feeling of harmony among all parts of the artwork creating a sense of completeness.
  - A. Unity
  - B. Balance
  - C. Emphasis
  - D. Proportion
9. Works with pattern to make the artwork seem active.
  - A. Pattern
  - B. Repetition
  - C. Proportion
  - D. Rhythm
10. Created when one or more elements of design are used repeatedly to create a feeling of organized movement.
  - A. Variety
  - B. Rhythm
  - C. Unity
  - D. Repetition

## Lesson

# 3

## Principles Applied in Commercial Art

Principles of Art had been discussed in the past module. It is the role of this lesson to let the learner know if these are still applicable in making or designing commercial art.



### ***What's In***

Read the statement carefully. Select the letter of the correct answer. Write it in your paper.

1. The mark with greater length than width. It maybe horizontal, vertical or diagonal, straight or curve, thick or thin.  
A. line                      B. shape                      C. form
2. The surface quality that can be seen or felt. It can also be rough or smooth.  
A. space                      B. color                      C. texture
3. The area between and around objects.  
A. form                      B. space                      C. line
4. \_\_\_\_\_ is light reflected by objects. It has three characteristics namely hue, value and intensity.  
A. Color                      B. Form                      C. Shape
5. \_\_\_\_\_ are three dimensional shapes, expressing length, width and depth.  
A. Shapes                      B. Spaces                      C. Forms



### ***Notes to the Teacher***

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.



## What's New

Look at the picture below and try to answer the questions that follow.



*Photograph by Roselyn T. Navida*

- ✓ What can you say about the picture?
- ✓ How many colors can you find in the picture?
- ✓ What do you think is the message of the picture?



## What is It

### Principles of Art

Intext: [www.theartist.me](http://www.theartist.me), 10 Principles of Art

**Balance** is the distribution of the visual weight of objects, colors, texture, and space. If the design was a scale these elements should be balanced to make a design, feel stable.

In symmetrical balance, the elements used on one side of design are similar to those on the other side; in asymmetrical balance, the other sides are different but still look balanced. In radial balance, the elements are arranged around a central point and may be similar.

**Emphasis** is part of the design that catches the viewer's attention. Usually the artist will make one area stand out by contrasting it with other areas. The area will be different in size, color, texture, shape, etc.

**Movement** is the path the viewer's eye takes through the artwork, often to focal areas. Such movements can be directed along lines edges, shape and color within the artwork.

**Pattern** is the repetition of an object or symbol all over the artwork.

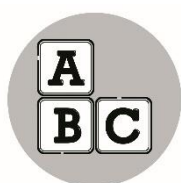
**Repetition** works with pattern to make the artwork seem active. The repetition of elements of design creates unity within artwork.

**Proportion** is the feeling of unity created when all parts (sizes, amounts, or number) relate well with each other. When drawing the human figure, proportion can refer to the size of the head compared to the rest of the body.

**Rhythm** is created when one or more elements of design are used repeatedly to create a feeling of organized movement. Variety is essential to keep rhythm exciting an active, and moving the viewer around the the artwork. Rhythm creates a mood like music or dancing.

**Variety** is the use of several elements of design to hold the viewer's attention and to guide the viewer's eye through the artwork.

**Unity** is the feeling of harmony between all parts of the artwork creating a sense of completeness.



## ***What's More***

I am a mango fruit. Can you make a product out of my flesh? What would it be? Please draw and advertise me. You will be scored by a rubric below.



<https://en.m.wikipedia.com/wiki/mango>



<b>Criteria</b>	<b>5 Very Evident</b>	<b>3 Evident</b>	<b>1 Not Evident</b>
1. All the principles and elements of art are present in the artwork.			
2. Captivates the attention of the consumers.			
3. The size of the artwork is just right.			
4. Finishes the artwork on time.			
5.The artwork is presentable in general.			



## ***What I Have Learned***

One of the important part in commercial art is to follow or consider the Principles of Art namely: Balance, Emphasis, Movements, Pattern, Repetition, Proportion, Rhythm, Variety and Unity.



## ***What I Can Do***

Think of a product that you want to sell online. Make a commercial art using the Principles of Art.

Your output will be rated based on this rubric.

<b>Criteria</b>	<b>5 Very Evident</b>	<b>3 Evident</b>	<b>1 Not Evident</b>
1. Follows all the steps correctly.			
2. All elements and principles of arts and design are present.			
3. Shows creativeness			
4. Finishes the artwork on time.			





## **Assessment**

Read the statements conscientiously. Write **TRUE** if the statement is correct and **FALSE** if not.

1. Balance is the roughness or smoothness of an artwork.
2. Emphasis is the part of design that catches the viewer's attention.
3. Variety is the feeling of harmony among all parts of the artwork.
4. Rhythm is created when one or more elements of design are used repeatedly to create a feeling of organized movement.
5. Pattern is repetition of an object or symbol all over the artwork.



## **Additional Activities**

Look at the picture below. List down all the principles of art that is present or used in it. Write it down on your activity notebook.



*Photograph by Nen Almanon*



## ***Answer Key: Lesson 1***

<p><b>Assessment</b></p> <ol style="list-style-type: none"><li>1. FALSE</li><li>2. FALSE</li><li>3. FALSE</li><li>4. TRUE</li><li>5. TRUE</li></ol>	<p><b>What's New</b></p> <p>Answers may vary</p> <p><b>What's More</b></p> <ol style="list-style-type: none"><li>1. C</li><li>2. B</li><li>3. D</li><li>4. E</li><li>5. A</li></ol> <p><b>What I Can Do</b></p> <p>Answers may vary</p>	<p><b>What I Know</b></p> <ol style="list-style-type: none"><li>1. D</li><li>2. C</li><li>3. A</li><li>4. B</li><li>5. C</li><li>6. D</li><li>7. D</li><li>8. A</li><li>9. B</li><li>10. A</li></ol>
---	---	--



## Answer Key: Lesson 2

<p><b>Assessment</b></p> <p>1. A 2. C 3. B 4. A 5. C</p>	<p><b>What's In</b></p> <p>1. B 2. D 3. A 4. C 5. D</p> <p><b>What's More</b></p> <p>Answers may vary</p> <p><b>What I Can Do</b></p> <p>Answers may vary</p>	<p><b>What I Know</b></p> <p>1. D 2. C 3. A 4. C 5. B 6. A 7. C 8. A 9. D 10. A</p>
--	---	---



## ***Answer Key: Lesson 3***

<b>Assessment</b> 1. FALSE 2. TRUE 3. FALSE 4. TRUE 5. TRUE	<b>What's In</b> 1. A 2. C 3. B 4. A 5. C <b>What's More</b> c/o rubric <b>What's I Can Do</b> c/o rubric	<b>What I Know</b> 1. D 2. B 3. C 4. C 5. B 6. D 7. C 8. A 9. B 10. B
--	--	---

## ***References***

Quinitio, Ligaya Bautista Garcia, Cipriano, Eduardo V., Buhain, Eliseo P., Briosos, Juliet H., Lacia, Diana Alcoba, Alonzo, Almira Alcoba, Solano, Gernalyn Andres, The 21st MAPEH in Action, Rex Book Store.

Retrieved from:

<https://simplicable.com/new>

<https://thevirtualinstructor.com/blog>

<https://en.m.wikipedia.org/wiki/mango> (picture only)

<https://en.m.wikipedia.org>

<https://unsplash.com/photos.restaurants>

**For inquiries or feedback, please write or call:**

Department of Education - Bureau of Learning Resources (DepEd-BLR)

Ground Floor, Bonifacio Bldg., DepEd Complex  
Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: [blr.lrqad@deped.gov.ph](mailto:blr.lrqad@deped.gov.ph) \* [blr.lrpd@deped.gov.ph](mailto:blr.lrpd@deped.gov.ph)