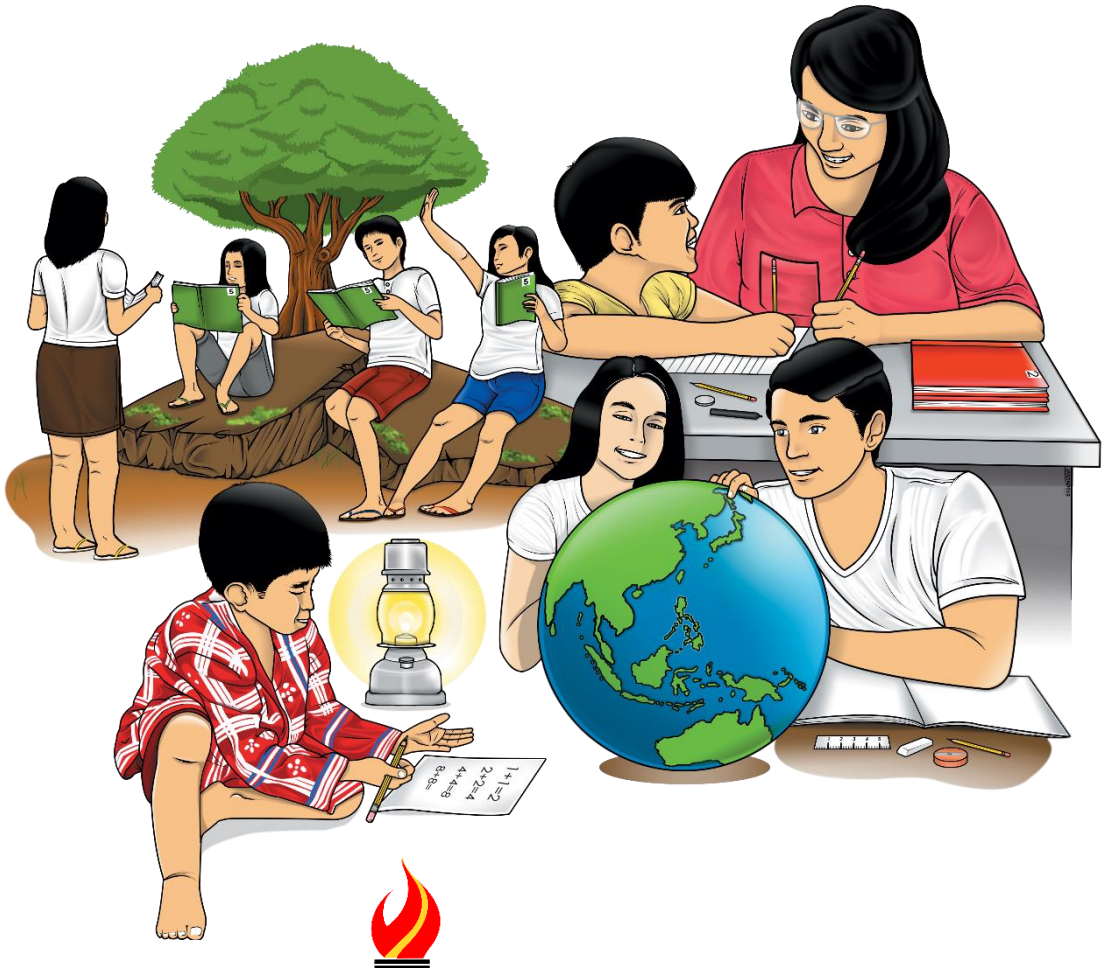
6

DepED
DEPARTMENT OF EDUCATION

MAPEH - Arts

Quarter 1 – Module 4: Art Skills in Using New Technologies



ALTERNATIVE DELIVERY MODE
ADM

GOVERNMENT PROPERTY
NOT FOR SALE

MAPEH - Arts
Alternative Delivery Mode
Quarter 1 – Module 4: Art Skills in Using New Technologies
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

Author:	Susalyn G. Abucay
Editor:	Gerry D. Almanon
Reviewers:	Rebecca Y. Ibarreta, Mahnnie Q. Tolentino, Hajji S. Tropa
Illustrator:	Susalyn G. Abucay
Layout Artist:	Susalyn G. Abucay
Management Team:	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

6

MAPEH - Arts

Quarter 1 – Module 4:
Art Skills in Using New Technologies

DepED
DEPARTMENT OF EDUCATION

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 is designed and written with you in mind. It is here to help you master about the Art Skills in Using New Technologies. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. 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 utilizes art skills in using new technologies (hardware and software) A6PR-Ic and it is divided into three lessons, namely:

- Lesson 1 – Different Art Skills
- Lesson 2 – Choosing Appropriate Technology for Logo Design
- Lesson 3 – Using Art Skills and Technologies for Logo Design

After going through this module, you are expected to:

1. identify different art skills;
2. choose appropriate technology for logo design; and
3. use different art skills and new technologies in making logo design.

What I Know

Put a check (✓) if the statement is correct, and (X) if it is not. Write your answer on a separate sheet of paper.

1. Skills are needed for art and design.
2. Making logo design alone is the most effective.
3. Working together is the best weapon to create good design.
4. Creating logo design for a long period of time is the most effective.
5. Put your heart and soul in creating a good logo design.
6. Proficient in new technology is needed nowadays.
7. Make a logo design by copying others.
8. Love of work means good and have better result.
9. Have a time frame to work for your design.
10. Modern technology makes the design more complex and difficult.

Lesson 1 Logo Design: Different Art Skills

In this lesson you will know what are the different art skills. These skills may use to create a logo than can give your company an easily recognized visual symbol and may give the impression of the quality that your company is promoting. A picture is indeed worth a thousand words. It conveys meanings and visual representation.

What's In

Match the description in column A with column B. Write the chosen letter on a separate sheet of paper.

	COLUMN A	COLUMN B
1.	A raster graphics editor.	A.
2.	A piece of application software that allows the user to create, edit, format, and print written documents.	B.
3.	A desktop publishing application from Microsoft Word in that the emphasis is placed on page layout and design rather than text composition and proofing.	C.
4.	It gives you access to the familiar tool you already know. Design, edit, view, present or share presentations quickly.	D.
5.	A computer-based document that displays data in a grid format and allows the user to enter and manipulate data, and to perform accounting functions.	E.

Notes to the Teacher

Provide clear instruction to the learner before giving this module. Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.

What's New

Write ✓ if the description of the picture is correct and **X** if it is not. Write your answer on a separate sheet of paper.

1.

Techknowledge

2.

Passion

3.

Creativity

4.

Critical Thinking

5.

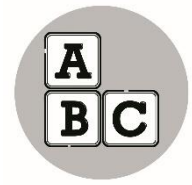
Collaboration

Note: All photographs on this page were created by Susalyn G. Abucay

What is It

Skills Needed in the Art and Design

1. **Creativity** – the ability to make new things or think of new ideas.
2. **Passion** – "loving it" is an understatement.
3. **Project Management** – meeting expectations and deadlines.
4. **Networking** – it's not what you know but who you know.
5. **Style** – your unique approach to design is recognizable.
6. **Critical Thinking** – finding "rational" solutions for problems.
7. **Communication** – effectively articulating your concept and ideas.
8. **Techknowledge** – proficient in modern technology.
9. **Collaboration** – teamwork isn't optional.
10. **Be your own Boss** – most artists are self-employed.
11. **Business Sense** – be able to market your skills.



What's More

Select the Best!

Match the skills in column A to the description in column B. Write your answer on a separate sheet of paper.

Column A	Column B
1. Creativity	A. Using software applications to widen ideas
2. Project Management	B. To work together to produce best output
3. Collaboration	C. Ability to create and make things unique
4. Communication	D. Balancing time and meeting deadlines
5. Techknowledge	E. Getting other ideas and preferences for improving the logo

What I Have Learned

The skills needed in art and design are:

- ✓ Creativity
- ✓ Passion
- ✓ Project Management
- ✓ Networking
- ✓ Style
- ✓ Critical Thinking
- ✓ Communication
- ✓ Techknowledge
- ✓ Collaboration
- ✓ Be your own Boss
- ✓ Business Sense

What I Can Do

In doing your art activities in school what are the skills you used? List down on a separate sheet of paper.

Assessment

Identify the skills in art and design explained in each number. Copy the correct shape that corresponds to the description. Use a separate sheet of paper for your answer.

Passion

Networking

Collaboration

Techknowledge

Creativity

1. Exchange of ideas from different individuals around you.
2. Using technology to enhance your logo.
3. Ability to think clearly and rationally to make good decisions.
4. Someone's desire in doing something.
5. Work as one to achieve a goal.

Additional Activities

Cut out pictures in a magazine that shows skills in art and design. Paste your pictures on a separate sheet of paper and label each.

What I Know

Read the statement carefully and identify what is being asked in each number. Select your answer from the given choices below. Write the chosen letter on a separate sheet of paper.

A. Microsoft Word

B. Microsoft Powerpoint

C. Microsoft Paint

D. Microsoft Publisher

E. Photoshop

1. Create text documents.
2. Uses slides to convey information.
3. Basic graphics/painting utility.
4. Commonly used for meetings or seminars in delivering topics/information.
5. Used to draw color and edit pictures.
6. Add animation and transition in a slide.
7. Can edit and enhance images.
8. Edit text spelling and grammar.
9. Ideals for creating flyers, invitations and brochures.
10. Most important application used by pupils and teachers in doing reports.

Lesson 2 Logo Design: Choosing Appropriate Technology for Logo Design

In this lesson, you will choose the appropriate technology for logo design. A memorable logo design is essential for running successful business these days. Such logo becomes an effective tool in the hands of marketers to build a trustworthy brand identity of the business. So, there are some applications that may help to enhance your logo.

What's In

Write **True** if the statement is correct and **False** if it is wrong. Use a separate sheet of paper for your answer.

1. Getting ideas from others is unnecessary to improve your logo.
2. Copying the details of other logo.
3. Having a knowledge in modern technology enhance and beautify your logo.
4. To make better and effective logo design, teamwork is needed.
5. Create logo based in your own personality.

Notes to the Teacher

Provide clear instruction to the learner before giving this module. Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.

What's New

Look at the following applications. Identify the application logo in each number. Select your answer inside the box by writing the correct letter on a separate sheet of paper.

1. MS Word
2. MS Powerpoint
3. MS Paint
4. MS Publisher
5. Photoshop

What is It

Application Software for Logo Design Making

1. Microsoft Publisher

It is an office suite program used primarily for laying out and designing publications from websites and newsletters to business cards and brochures. However, Publisher also allows you to create your own logo by modifying one of the logos included in the Publisher Design Gallery.

You need to provide your own content in terms of logo text and graphics. Adapting a logo in Publisher may save you some time and money on logo design.

2. Microsoft Powerpoint

It is one of the most popular office software. From school projects to business presentations, PowerPoint is always ready to back you up. Indeed, this software is super helpful and simple to use, yet sometimes you might face some challenges, such as creating PowerPoint logos.

3. Microsoft Word

Word may not be known for its graphic design capabilities, but Word 2010 offers some versatile and effective tools and features to use with both text and images. Use these tools to design a logo for your business or organization using your basic office toolset, avoiding the expense and training required with higher-end graphics software. The tools in Word enable you to combine text and graphics, create special effects and convert everything into one image.

Microsoft Word offers a stunning range of amazing fonts to create a logotype. Plus, you can make all kinds of creative choices, including pasting a text into different shapes, experimenting with WordArt objects, adding patterns, and playing around with textures and backgrounds. With due amount of inspiration and patience, you can craft an original emblem!

4. Microsoft Paint

It really is a helpful little tool, and you can use it to crop/resize photos or create custom logos, banners and menu buttons. Using a combination of images and fonts, you should be able to make nice banners, logos and buttons.

5. Photoshop

Creating a logo may seem like a daunting task, but with the help of digital art software like Photoshop you can easily create an eye-catching and professional looking logo even if you have no experience with logo designing software. And once you've created your logo you can continue to use Photoshop to modify the logo for use online or in print materials, allowing you to put your brand's logo just about anywhere and on just about anything!

What's More

Who Wants Me?

Now that you have an idea about different applications that you may choose in creating a logo design, identify the following pictures if what application is best suited to create and enhance them. Select your answer from the given choices below. Write your chosen letter on a separate sheet of paper.

A. Microsoft Paint

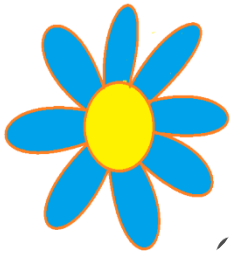
B. Microsoft Powerpoint

C. Microsoft Publisher

D. Microsoft Word

E. Photoshop

1.

2. 

3.

4.

5.

What I Have Learned

Technology includes the use of materials, tools, techniques, and sources of power. You can select a software based on your expertise and knowledge to it. It makes logo making easier and better.

What I Can Do

Select one from the different applications and make a simple logo design. Print it out and submit on scheduled time.

Assessment

Rate the outputs of the pupils based on the given rubric below.

Criteria	5 Very Evident	3 Evident	1 Not Evident
1. Possess knowledge on the application used.			
2. Art skills are applied in creating logo design.			
3. Shows output uniqueness.			
4. Finishes the output on time.			

Additional Activities

Look around in your town and identify the logos they used to promote their product or services. Ask them what kind of application they used in creating their logo design.

What I Know

Write **True** if the statement is correct, and **False** if it is not. Write your answer on a separate sheet of paper.

1. Hardware and Software can help enhance your logo.
2. Creativity and uniqueness are unnecessary in making good logo.
3. A logo design has to be interesting and unique.
4. Use hardware and software you are familiar with.
5. Many applications can be used in making logo.
6. Know the field or industry in designing a logo.
7. Revision is necessary in logo designing.
8. Know the target audience for your logo.
9. Ideas from others are unnecessary in redesigning your logo.
10. Make necessary changes to improve your logo.

Lesson 3 Logo Design: Using Art Skills and New Technologies for Logo Design

In this lesson you will know on how to create a logo by considering the art skills learned and kind of technology (software and hardware) to be used. The process of creating a logo requires the artist to form an image that can draw the audience's eyes and convey the message clearly.

What's In

Write ✓ if the statement is correct and **X** if it is not. Write your answer in a separate sheet of paper.

1. Microsoft Word creates and edit text.
2. Microsoft Paints enhance and beautify images.
3. In making invitations and brochures Microsoft Powerpoint is used.
4. Photoshop is commonly used application in school and offices.
5. In Microsoft Powerpoint you can add animation to your text.

Notes to the Teacher

Provide clear instruction to the learner before giving this module. Guidance and monitoring to the learner is needed to accomplish this module and help him/her to understand and do the task successfully. There must be a day scheduled every week to check the progress of the learner and have personal contact to him/her.

What's New

Look at the picture.

1. What can you say about the picture?
2. Can you make it by hand or digital?
3. Do you want to learn how to do it?

What is It

When it comes to designing a logo, there's hardly a more convenient program for amateurs than Microsoft Word. By combining different shapes and words, you can end up with a pretty good corporate design.

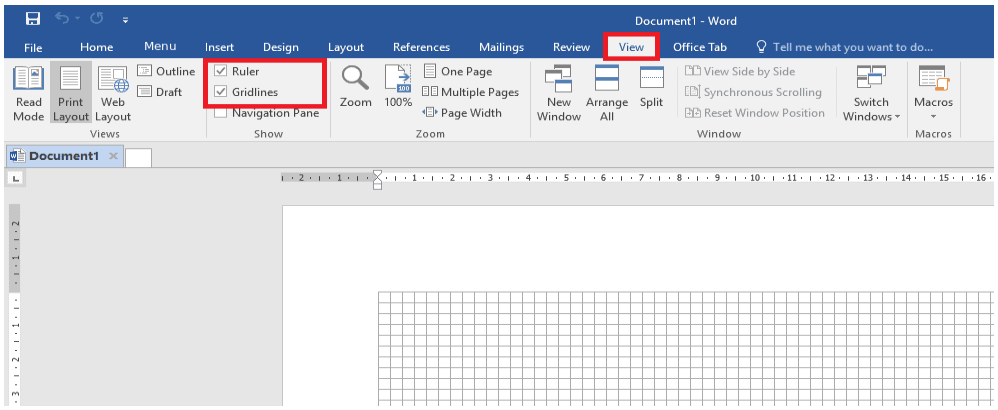
How to create a logo in Microsoft Word:

By: "Shpitula, Natalia. How to Create a Beautiful Logo in Microsoft Word with no Stress, April 17, 2018."

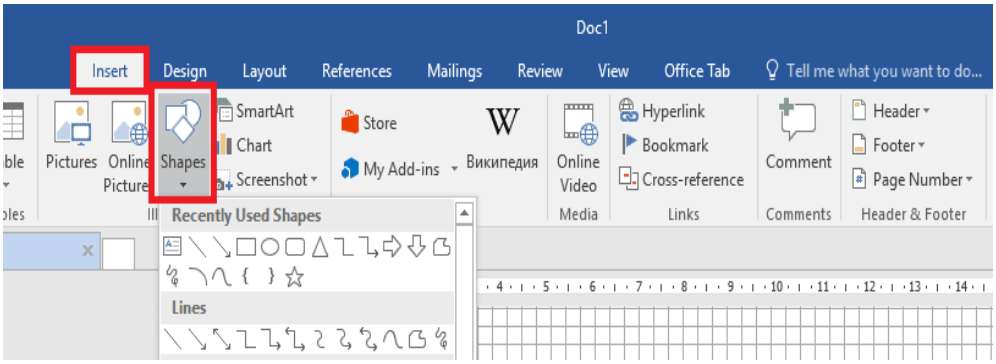
1. Start Microsoft Word. For the purposes of this article, we'll be using the 2016 version of the program.

   For more convenience, add a grid that will help you align the elements of your future logo.

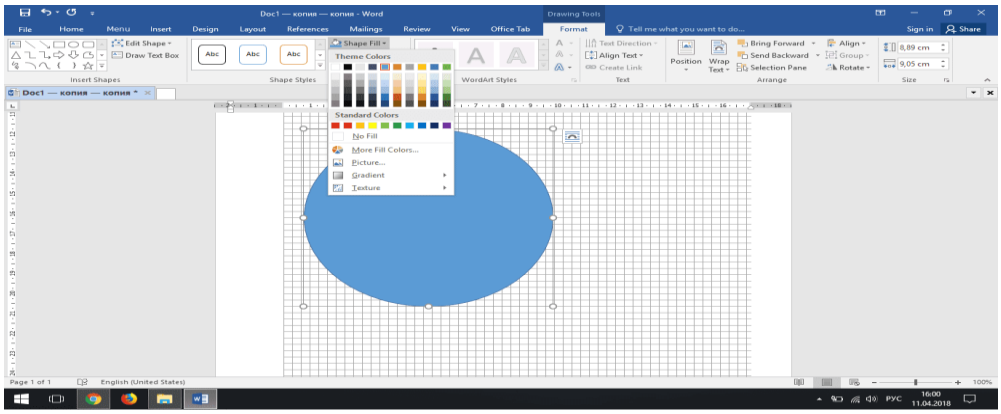
2. Create a new document. Go to the "View" tab and check the "Gridlines" box.



3. Now go to the “Insert” tab and add a circle to your canvas.



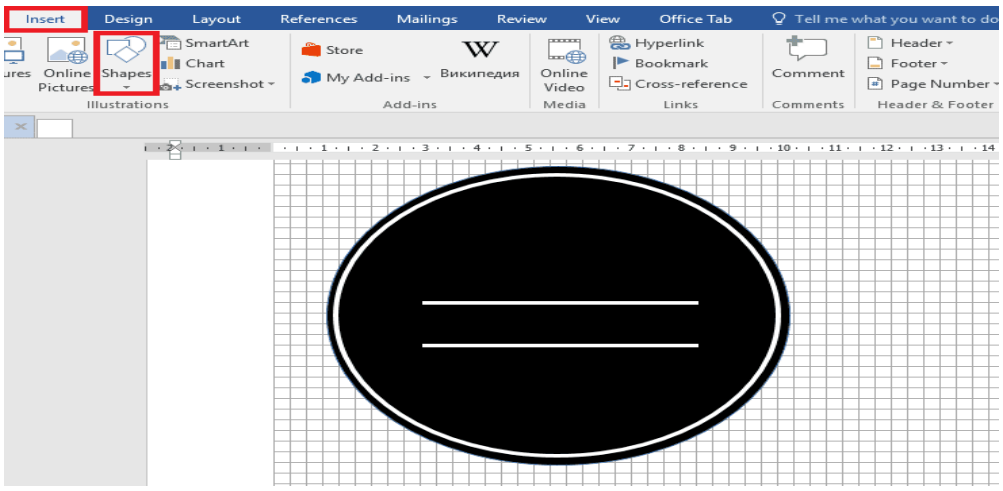
4. Now select the background color. For our logo, we’ve changed the default color blue to black.



5. Now you need to create a copy of the circle. Click on the circle with the right mouse button and select “Copy.” Make the second circle slightly smaller than the original one. To put the smaller circle above the bigger one, move it with a cursor. Click on the inner circle and make its border line thicker. Change the color of the stroke line to white. If your emblem has no border line, you can easily add it in settings.

Note: All screenshots on this page were created by Susalyn G. Abucay

6. By using the “Insert” tool, add two parallel horizontal lines to your logo.

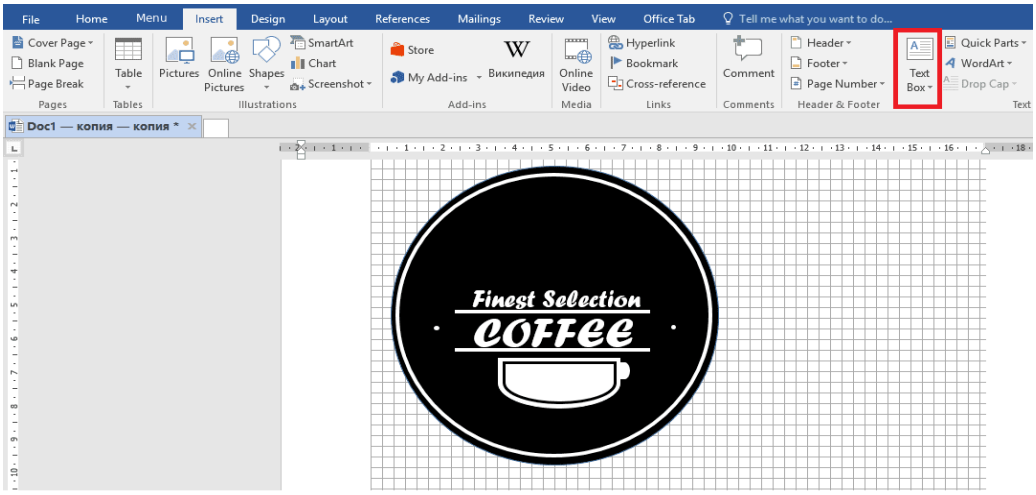


7. The next step is to add your company name by using the “Text” tool. You can type the text either inside, or outside the circle, whichever option you find more convenient. Let’s add the text inside the circle.

8. By using the “Text” tool, customize the font of your brand name. Plus, make sure the color of your text goes well with your icon.

9. Don’t forget to choose a transparent background for your text and remove the border line.

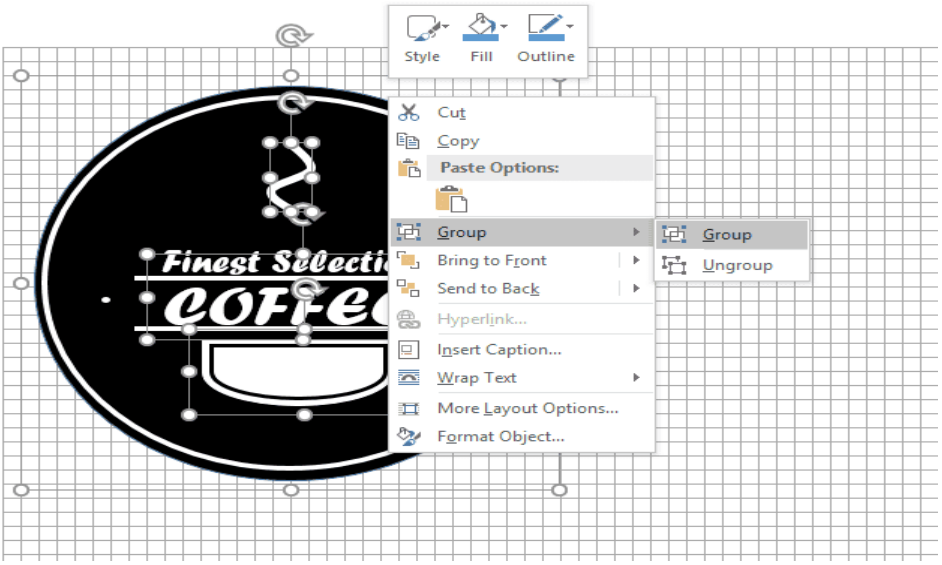
10. As we’re creating a logo for a coffee business, we need to draw a coffee-related item under the brand name. By using the “Paste” tool, add the geometric shapes that will help you depict a nice coffee cup.



11. To give a refined feel to the cup, add a curved line under the text.

Note: All screenshots on this page were created by Susalyn G. Abucay

12. Select all logo elements and click on “Group.” If you need to move the emblem, it’ll move in one piece, with each element staying in its place.



13. Done! As you can see, Microsoft Word offers enough design features to craft a neat emblem!

What’s More

Select from the given activities what will you prefer to do or available to you. If you are using the Microsoft Office software, have it print and submit your output.

Handmade Logo Making

What do you need?

1. Bond Paper
2. Pencil
3. Ruler
4. Crayons/color pencils

Theme: Create your logo for your desired business

Note: All screenshots on this page were created by Susalyn G. Abucay

What to do?

1. Look for an object that best describes your product.
2. Imagine a word and symbol or logo you want to make.
3. Using a pencil, draw your logo on a bond paper.
4. Be sure to use the art skills learned in logo making.
5. Ink your work by covering all pencil marks on the shape. Erase guidelines or unnecessary lines
6. Color your work using any color media you have
7. Finish your artwork on time.

Logo Making Using Microsoft Application

Theme: Create your logo for your desired business

1. Make a logo design that will represent your product.
2. The art skills in logo making should be visible to the design.
3. Ask someone or a member of your family to give suggestion for your design.
4. Finalize your work based from their suggestion.
5. Finish your output on time and print it out.

What I Have Learned

A brand needs a memorable logo to stand out, and you can create one with the use of pencil, paper, and crayons. But, if you want a beautiful and effective logo, you need to create in a logo design software. You can choose the right logo design software depends on your expertise and availability of resources.

What I Can Do

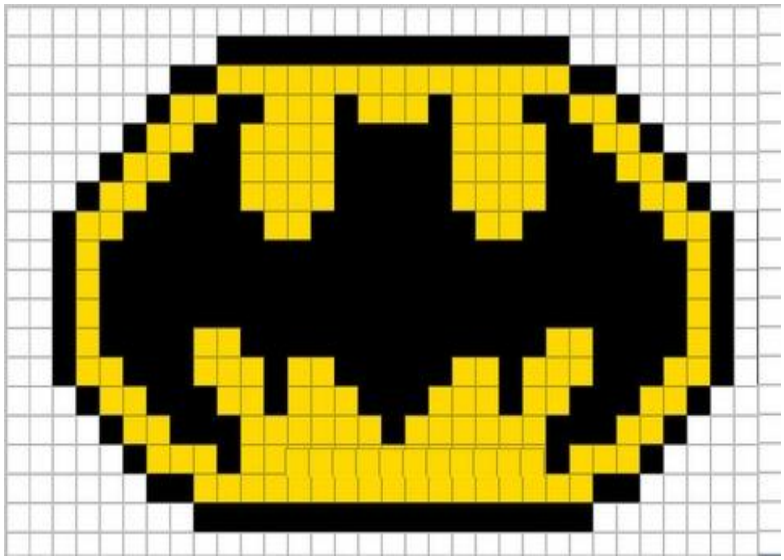
Creating Logo Design Using Pixel

Materials: graphing papers, pencils, colored pencils

Give the simple rules of creating a pixel art by hand.

1. One box; one color.
2. There is no half colored boxes.
3. Curves are interpreted like stairs.
4. To achieve shadow or color transition, use one color lighter or darker.

Show an example:



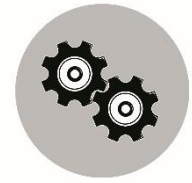
Screenshot by Susalyn G. Abucay

1. Create a logo design using pixel for yourself.
2. Be sure to convey your personality on your image.
3. Follow the steps in creating a pixel arts by hand.

Assessment

Rate the outputs of the pupils based on the given rubric below.

Criteria	5 Very Evident	3 Evident	1 Not Evident
1. Follows all the steps correctly.			
2. Possess knowledge in application used.			
3. Shows uniqueness.			
4. Finishes the output on time.			



Additional Activities

Create your logo design for your family using hardware and software you are familiar to use.

Answer Key: Lesson 1

What I Know

1. ✓
2. x
3. ✓
4. x
5. ✓
6. ✓
7. x
8. ✓
9. ✓
10. x

What's In

1. D
2. C
3. B
4. E
5. A

What's New

1. ✓
2. ✓
3. ✓
4. x
5. ✓

What's More

1. C
2. D
3. B
4. E
5. A

What I Can Do

Answers may vary

Assessment

1.
2.
3.
4.
5.

Answer Key: Lesson 2

What I Know

1. A
2. B
3. C
4. B
5. D
6. B
7. E
8. A
9. D
10. A

What's In

1. False
2. False
3. True
4. True
5. True

What's New

6. B
7. D
8. E
9. A
10. C

What's More

1. C
2. A
3. D
4. E
5. B

What I Can Do

Answers may vary

Answer Key: Lesson 3

What I Know

1. True
2. False
3. True
4. True
5. True
6. True
7. True
8. True
9. False
10. True

What's In

1. ✓
2. x
3. x
4. x
5. ✓

What's New

Answer varies

What's More

Answer varies

References

Retrieved from:

https://blog.hubspot.com

https://icons-icons.com

https://pixabay.com

https://www.microsoft.com

https://www.template.net

https://shutterstock.com

https://www.slideshare.net

https://www.template.monster.com

http://www.smallbusiness.chron.com

https://www.help.cms-tool.net

https://yourbusiness.azcentral.com

https://worldvectorlogo.com

https://youtube.com

https://www.pinterest.ph

https://postermywall.com

https://www.pinterest.ph/pin/41164640950043824/

C TECH.(2019, April 10)*How to make a logo design in Microsoft word*(Video).Youtube.https://www.youtu.be/ylRQ5RPvJQU

https://unsplash.com/photos/v6asLq_dYzw

DiggiNet.(2016, March 25)*How to create a logo in powerpoint 2010 by using standard shapes*(Video).Youtube.https://youtu.be/ov3gHybqMBI

https://learn.zoner.com

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 * blr.lrpd@deped.gov.ph