

# **MAPEH - Arts**

## **Quarter 2 – Module 6:**

### **Graphic Design (Poster Layout)**



**MAPEH - Arts**  
**Alternative Delivery Mode**  
**Quarter 2 – Module 6: Graphic Design (Poster Layout)**  
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## **MAPEH - Arts**

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## **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 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 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.

After going through this module, the learner is expected to:

1. Realize that art processes, elements and principles still apply even with the use of technologies. A6EL-IIe



## ***What I Know***

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

1. What is graphic design?
  - a. It is the process of creating art by transferring an image or design from a source into another material.
  - b. It is a field of art that has to do with the communication of some specific message to a group of people through the use of words and pictures.
  - c. It is a collection of pictures or images that are arranged in a specific order to tell the progression of events, emotions, and concepts.
  - d. None of the above
2. Who are the artists in the field of graphic design?
  - a. Graphic designers
  - b. Graphic artists
  - c. Photographers
  - d. None of the above
3. What is poster?
  - a. It is a special to many graphic designers.
  - b. Has to do with selling.
  - c. A kind of placard or announcement that has a goal to communicate/ convey information through words, pictures and symbols.
  - d. Computer

4. What is layout?
  - a. Relief printing
  - b. Lithography
  - c. Paper printing
  - d. An important part of making a poster
5. The person who is usually hired by designed agencies to arrange everything found within the poster is called \_\_\_\_\_.
  - a. Layout artist
  - b. Graphic artist
  - c. Directors
  - d. Virtual artists
6. \_\_\_\_\_ should be readable and should be tied and support the elements on the poster design.
  - a. Colors
  - b. Design
  - c. Title
  - d. Balance
7. Font and font size in your text contributes to the power and \_\_\_\_\_ appeal of your design.
  - a. ideas
  - b. visual
  - c. white space
  - d. sketches
8. \_\_\_\_\_ is a vacant area in a poster.
  - a. white space
  - b. ideas
  - c. visual
  - d. design
9. It is a field of art that has to do with the communication of some specific message to a group of people through the use of words and pictures.
  - a. layout
  - b. poster
  - c. graphic design
  - d. digital painting
10. Layout is such an important part of making a \_\_\_\_\_.
  - a. layout
  - b. picture
  - c. poster
  - d. design

## Lesson

# 1

## Graphic Design (Poster Layout)

After going through this lesson, the learner is expected to realize that Art Processes, Elements, and Principles still apply even with the use of technologies in making Graphic Designs (Poster Layout). A6EL-IIe



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

It's check-up time!

Answer each statement with **Yes** if it is True and **No** if it is False. Write your answer on your paper.

1. Is digital painting a fun hobby, one that you will enjoy for years?
2. Digital work can be transferred or printed on almost any media.
3. You DON'T need a computer and operating system to run on to create a digital painting.
4. Poster is a kind of a placard or announcement.
5. Brush Tool, Burn Tool, Scanner, Eraser Tool are coloring tools used for Digital painting.
6. Scanners are absolutely essential to digital painting.
7. The Hand Tool makes lines and can be used to create different shapes.
8. The Pencil tool soaks color out of the image.
9. Paint Pencil Bucket Tool fills or makes an area one color.
10. Gradient tool is used by dragging the pen to highlight a color and make it fade from dark to light.

**Clap! Clap! Clap! If you got 10.**  
**Don't be sad if you got 5 below.**



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

The lesson from this module will help you develop your interest. Today, you are going to learn about **Graphic Design (Poster Layout)**.

Get yourself ready to learn what Graphic Design is all about. Below is the information about Graphic Design. Read and understand the texts about the lesson.

## Graphic Design

**Graphic Design** is a field of art that has to do with the communication of some specific message to a group of people through the use of words and pictures. Graphic design is commonly associated with the commercial art of business. Below are some examples of graphic designs and graphic designers.

### Graphic Designs



<https://i.stack.imgur.com/5sa3Y.png>



[http://3.bp.blogspot.com/\\_PJ68SSm93IA/TDY\\_Vw\\_DDNI/AAAAAAAAABII/YBA-u1d9ZtU/s1600/Musy-Soned-](http://3.bp.blogspot.com/_PJ68SSm93IA/TDY_Vw_DDNI/AAAAAAAAABII/YBA-u1d9ZtU/s1600/Musy-Soned-)

- What is Graphic Design? What are the important details of a Graphic Design?
- Where can you usually find graphic designs?
- Do you know someone making a graphic design? Can you name them?

### Graphic Designer

[https://blogs.lse.ac.uk/impactofsocialsciences/files/2016/08/Graphic\\_Design-collaboration.jpg](https://blogs.lse.ac.uk/impactofsocialsciences/files/2016/08/Graphic_Design-collaboration.jpg)



**Graphic designers** are the artists who are in the field of graphic design employed by designed agencies or companies to create for them designs that are not just visually appearing but are also effective in communicating ideas or concepts.

A **poster** is a kind of a placard or announcement that has as its goal of communication of information through words and pictures or symbols.

**Layout** is such an important part of making a poster.

### Basics of a Layout

#### Step 1: Materials

Illustration board or cartolina, glue, scissors, ruler (t-square), soft pencil, eraser, coloring materials, etc.

Dimensions: 32"high x 24" inches wide max

#### Step 2: Studies/sketches

Move your elements around. Sketch as many thumbnail ideas as possible. After critiquing your ideas, select your best three ideas and translate them into final designs.



**Step 3: Theme**

Decide which important message you want to communicate to your viewers. Then, ask the message you want your poster design to be remembered.

**Step 4: Title**

Decide where to place the title. The title should be the largest text, the most readable (from at least 5 ft away), and should be tied with and supported by all the other elements on the poster design. Avoid clutter. Less is more!

**Step 5: Colors**

Choose the colors that help communicate the message and unify all the elements together. Avoid too many colors, this is distracting.

**Step 6: Words/Fonts**

Decide on what font to use, the font size and where these texts should be placed. These contributes to the power and visual appeal of the design.

**Step 7: White Space**

White space is a vacant area in a poster. There are no texts, pictures or other graphic images covering the white space. The viewer's eye will be overwhelmed if you have too little and wander if you have too much. Aim for a balance between areas without images and texts and areas with one.

**EXAMPLES:**

[https://miro.medium.com/max/740/1\\*m4g0e2x6JClIFGyOai5esw.png](https://miro.medium.com/max/740/1*m4g0e2x6JClIFGyOai5esw.png)



<https://www.vectorstock.com/royalty-free-vector/original-abstract-digital-painting-human-face-vector-8964907>



## ***What is It***

Look at the four artworks below. Tell something about it by answering the questions.



<https://enlightened-digital.com/art-by-computers-how-ai-is-transforming-the-graphic-design-industry/>



[https://webneel.com/daily/22-colorful-digital-painting-alicezhang?size=\\_original](https://webneel.com/daily/22-colorful-digital-painting-alicezhang?size=_original)



<https://i.pinimg.com/originals/5b/57/79/5b5779502d06f1f4c3fa9d4fc6ba7e64.jpg>



<https://images.vexels.com/media/users/3/73574/raw/9c55b2030807873640a8a858896d3517-earth-tree-2646161-vector-illustration>

Questions:

- ✓ What is the message of each picture?
- ✓ Do you think the artists who made them were effective in telling their messages clearly?
- ✓ If you were the artist, would you do the same?



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

Check the work of your learner if he/ she met your objectives. Give some praises.



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

Now, you have learned your lessons on graphic design. Hey! It's your time to show me that you learned.

Answer the following questions below:

1. What is a poster? Make a sample.
2. Why does an artist make a poster?
3. Is a poster important? Why?
4. What is a layout? Make a sample.
5. How important is a layout? Why?

### **Reflection:**

Look at your work. Compare them. What can you say about your work? Did you apply the elements and principles of arts on your work? Identify them. Do you think the elements and principles of arts are important to an artwork?



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

Hey! Stop! Park your learning here.

1. Have you learned something from lesson 1?
2. Can you name them?

**Graphic Design** is a field of art that has something to do with the communication of some specific messages to a group of people through the use of words and pictures.

**Graphic designers** are the artists who are in the field of graphic design employed by designed agencies or companies to create designs that are not just visually appearing but are also effective in communicating ideas or concepts.

A **poster** is a kind of a placard or announcement that has its goal of communication of information through words and pictures or symbols.

**Layout** is such an important part of making a poster.

In a poster, words and images are inseparable. They work together to tell the message of the poster.

Therefore, art processes, elements and principles can be applied in the same way even with the use of technologies. The elements and principles are all about labeling the components in which aesthetic is mainly judged in a universal way.

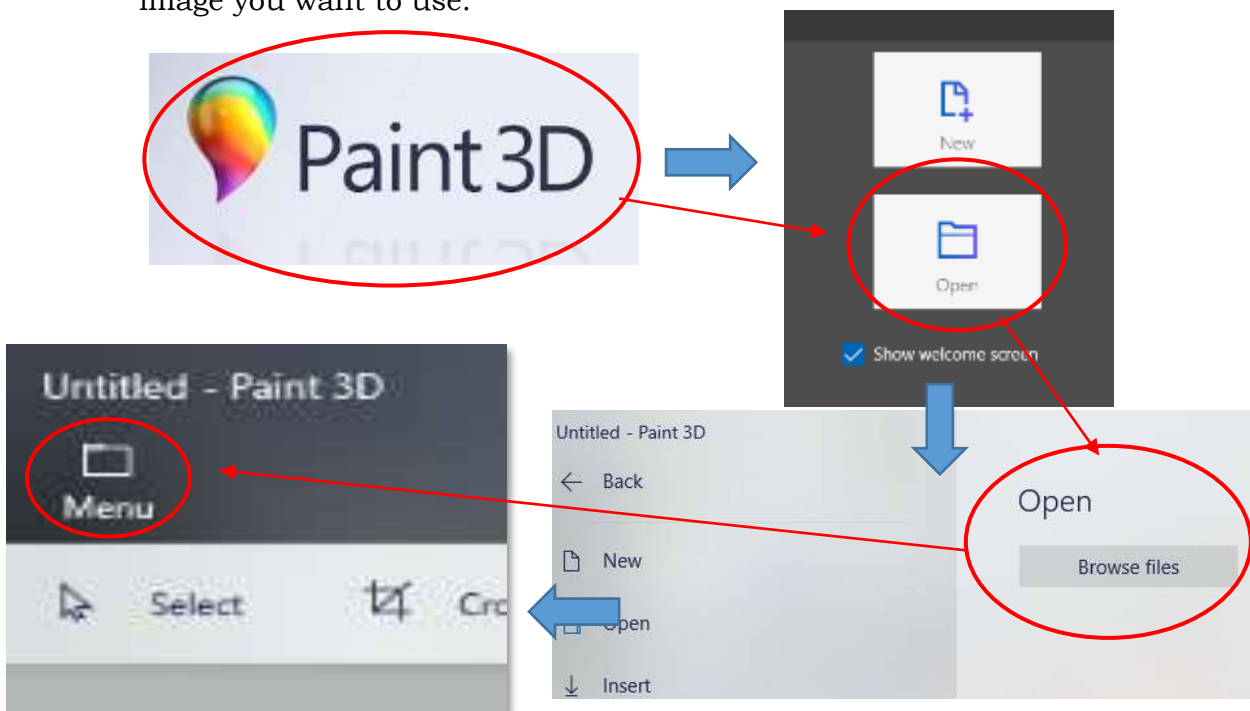
**Wow! Great! Congratulations!**



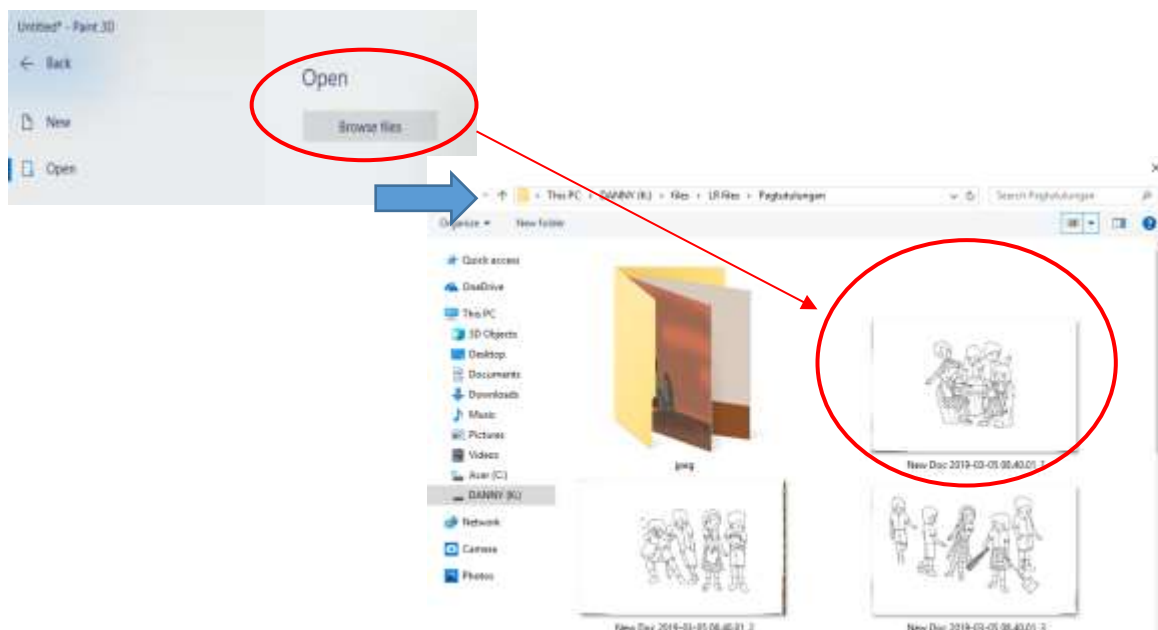
## ***What I Can Do***

Following the steps of basics in layout, make a sample of poster.

1. Open 3D Paint Application. Click Menu and Open Browse file and find your image you want to use.

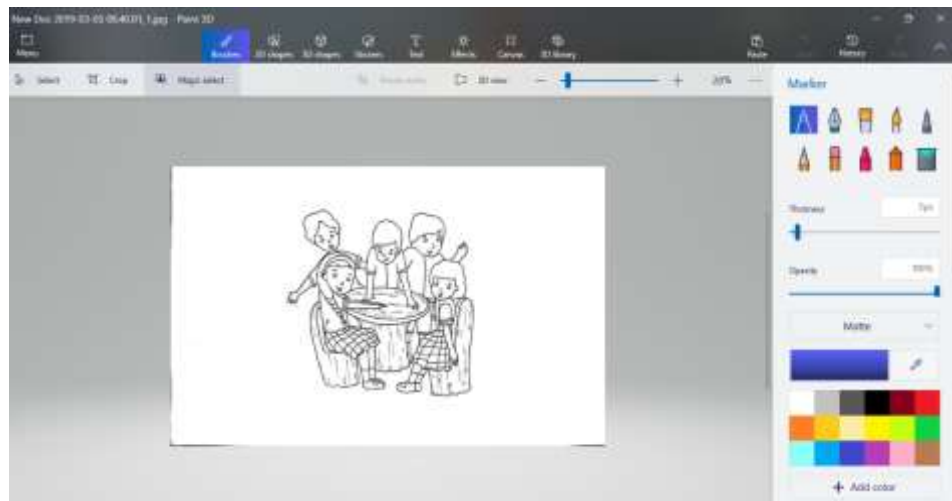


2. Insert the image or background you want to use.

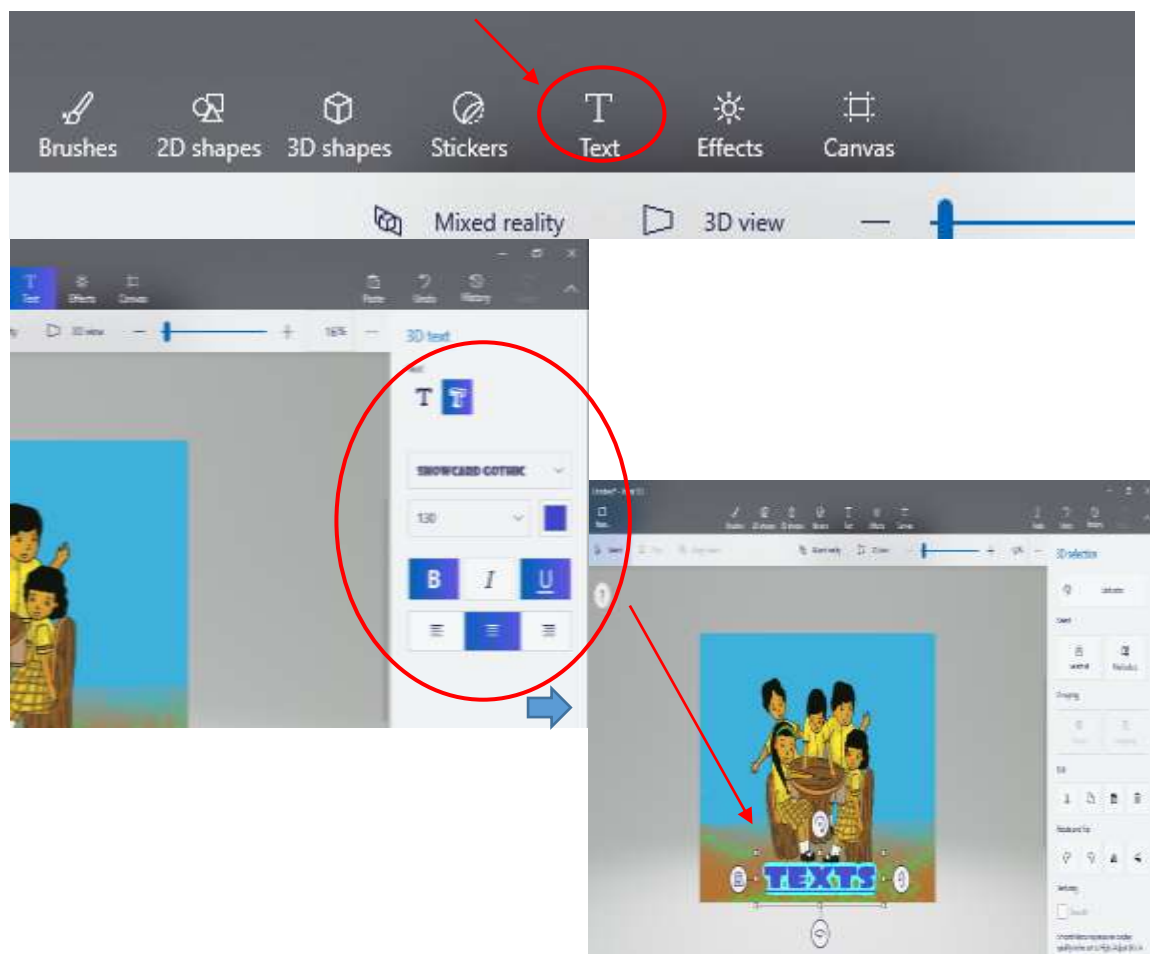


Note: All illustration on this page were created by Danny U. Nagtalon

- Enhance, resize, move image according to the layout concept that you have in mind.



- Insert your texts. Use the text type tools from your toolbar to create and place the texts in the picture and from fonts that you think are appropriate for your theme and main idea.



- Print your finish product.

Note: All illustration on this page were created by Danny U. Nagtalon





## Assessment

Challenge yourself! Deal or No Deal?

Write **TRUE** if the statement is correct and **FALSE** if the statement is wrong.

- \_\_\_ 1. Art processes, elements and principles can be applied in the same way even with the use of technologies.
- \_\_\_ 2. Graphic designers are persons who are in the field of graphic design.
- \_\_\_ 3. Posters are either made up of small (leaflets or handbills) or large (billboards).
- \_\_\_ 4. Graphic design does not work if the product sold well or the traveler found the right service.
- \_\_\_ 5. Layout is NOT an important part in making a poster
- \_\_\_ 6. Art processes, elements, and principles Cannot be applied in the same way even with the use of new technologies.
- \_\_\_ 7. The artists who are in the field of graphic design are called Graphic Designers.
- \_\_\_ 8. Poster is a kind of a placard or announcement
- \_\_\_ 9. Graphic design is a field of art that has to do with the communication of some specific message.
- \_\_\_ 10. Graphic designers are hired by designed agencies to arrange everything found within the poster.



## Additional Activities

Put a check mark (/) before each statement that describes your attitudes and feelings during and after doing the artwork.

- \_\_\_ 1. I realized that art processes, elements and principles still apply even with the use of technologies.
- \_\_\_ 2. I can appreciate the elements and principles applied in layouting.
- \_\_\_ 3. I can apply skills in layouting and photo-editing using new technologies (hardware and software) in making a poster.
- \_\_\_ 4. I can create an advertisement/commercial or announcement poster.
- \_\_\_ 5. I can expand my imagination while making a poster.
- \_\_\_ 6. I can understand my classmates better through their participation in class.
- \_\_\_ 7. I can accept the remarks and suggestions of others.
- \_\_\_ 8. I can clean and take good care of the things in my classroom after using them.
- \_\_\_ 9. I can see myself improving in how I think and work in this activity.
- \_\_\_ 10. I am happy with, and proud of my works.



## ***Answer Key***

<b>What's In</b> 1. Yes 2. Yes 3. No 4. Yes 5. Yes 6. Yes 7. No 8. No 9. Yes 10. Yes	<b>What I Know</b> 1. a 2. a 3. c 4. d 5. a 6. c 7. b 8. a 9. c 10. c	<b>Assessment</b> 1. True 2. True 3. True 4. False 5. False 6. False 7. True 8. True 9. True 10. True
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