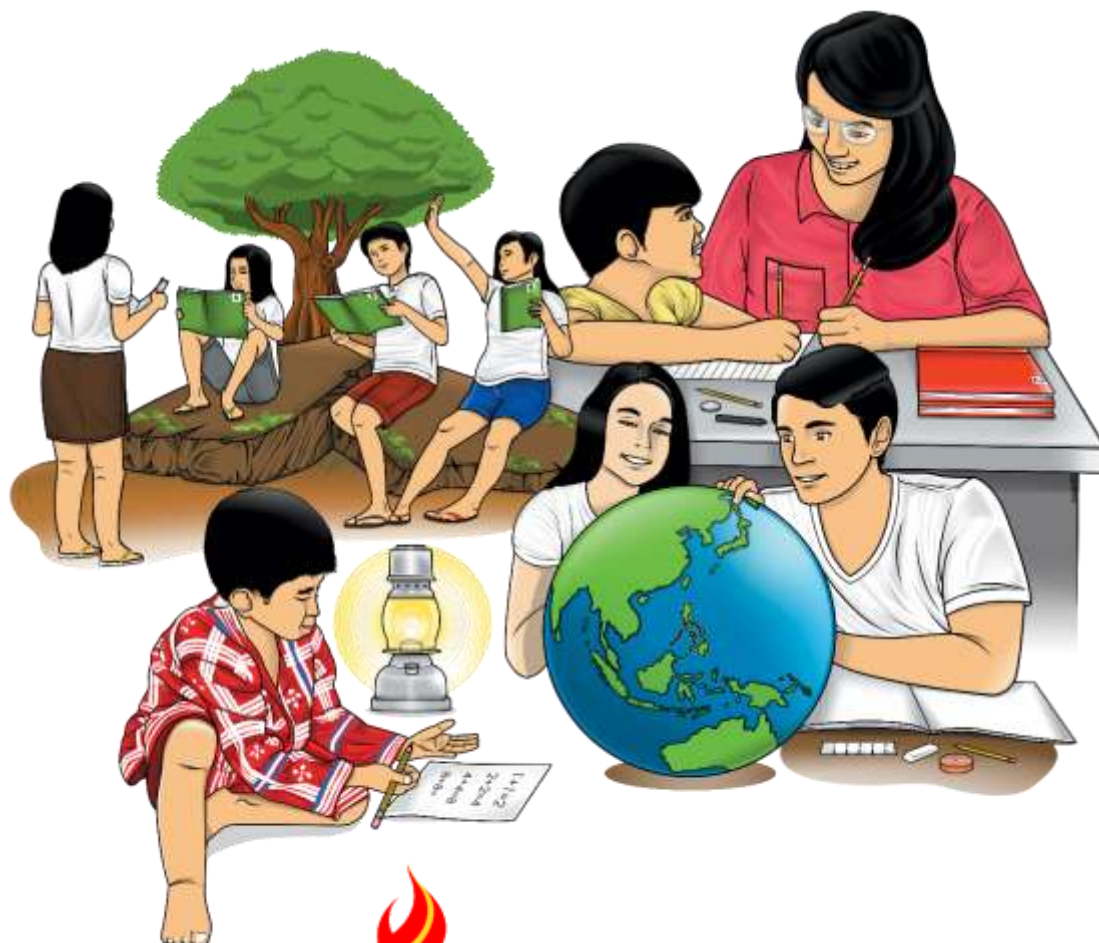


MAPEH - Arts

Quarter 2 – Module 8:

Graphic Design (Poster Layout)



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MAPEH - Arts

Quarter 2 – Module 8:

Graphic Design (Poster Layout)

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. Apply skill in layouting and photo editing using new technologies (hardware and software) in making a poster. A6PR-IIg



What I Know

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

1. What are the materials needed in making a poster layout?
 - a. Crayons, pentel pen, oslo paper
 - b. Illustration board or cartolina, glue, scissors, cutter, ruler (t-square), soft pencil and eraser, coloring materials.
 - c. Computer and printer
 - d. None of the above
2. In making a theme, you have to consider _____.
 - a. Important message you want to communicate to your viewers.
 - b. The message of your poster design to be remembered.
 - c. That a great poster is understandable even without explaining it.
 - d. All of the above
3. _____ help communicate the message and unify the elements together.
 - a. lines
 - b. colors
 - c. shapes
 - d. none of the above
4. What is photo-editing?
 - a. A photograph cannot be used as a starting element to make posters on the computer.
 - b. News magazine
 - c. Broad term that involves making enhancements to change the appearance of an image.
 - d. None of the above

5. Is a photograph can be used as a starting element to make a poster on the computer?
 - a. Yes
 - b. No
 - c. Maybe
 - d. None of the above
6. Who were the first poster makers?
 - a. Van Gogh
 - b. Tadao
 - c. Ancient Egyptians
 - d. photographers
7. Hieroglyphs were made in _____?
 - a. 2019
 - b. 1980's
 - c. 1300 B.C.
 - d. 1400 B.C.
8. Have _____ between areas without images and texts and areas with one for your poster to enhance the beauty of it.
 - a. balance
 - b. font
 - c. message
 - d. design
9. What are you going to prepare in a making a poster?
 - a. thumbnails
 - b. sketch
 - c. the available materials
 - d. none of the above
10. Enhance, resize, move _____ according to the layout concept that you have in mind.
 - a. layout
 - b. picture
 - c. poster
 - d. design

Lesson

1

Graphic Design (Poster Layout)

After going through this lesson, the learner is expected to apply skills in layouting and photo editing using new technologies (hardware and software) in making a poster. A6PR-IIg



What's In

Write **True** if the statement is correct and **False** if the statement is wrong. Write your answer on a sheet of pad paper.

1. Colors are the most basic of the design elements.
2. Line is not an element that is used to attract attention as well as to represent emotion and mood.
3. Icons, symbols, and dingbats are also considered shapes, and they add interest to a design.
4. Symbol refers to lining up the elements of a design along the top, bottom, center, or sides of the elements.
5. Value refers to how dark or light an area of a design looks.
6. Do not attend to the fonts (typography) to be used in the design of your tags.
7. We do not apply the elements and principle in making a poster.
8. Today, international business, communication, and travel continue to feed the need of graphic design.
9. Alignment refers to lining up the elements of a design along the top, bottom, center, or sides of the elements.
10. The computer is now being used by graphic designers to assemble text materials, select type (font library), and create and edit images.

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



What's New

The lesson for this module will be about something that has a special interest to all of you.

Did you know that ancient Egyptians were the first poster makers? Hieroglyphs were made in 1400B.C. They were painted on the walls of tombs as their only form of visual and written communication. The Egyptians were among the first to combine pictures and words (pictographs) into a whole. These are pictures characterized by flat silhouettes and bold outlines, like posters, the aim of these pictographs had to do with their desire to communicate. Their messages were powerful and persuasive. The whole picture, however, was not meant for us, but for their gods.



What is It

Make your own poster following the instructions below.

1. Prepare the available materials (illustration board or cartolina, glue, scissors, cutter, ruler or t square, soft pencil and eraser, coloring materials, etc.)
2. Sketch as many thumbnail ideas as possible, select the best three ideas and translate them into final designs.
3. Decide which important message you want to communicate to your viewers. Then, ask the message you want your poster to be remembered.
4. Decide where to place the title. Title should be readable and should be tied and support other elements on the poster design. Avoid clutter (mess).
5. Choose colors and unify all the elements together. Too much color is distracting.
6. Use font and font size to your text that contributes to the power and visual appeal of the design.
7. Have balance between areas without images and texts and areas with one for your poster to enhance the beauty of it.

Note:

You can use cellphones, any gadgets available that could help you enhance your output.



Notes to the Teacher

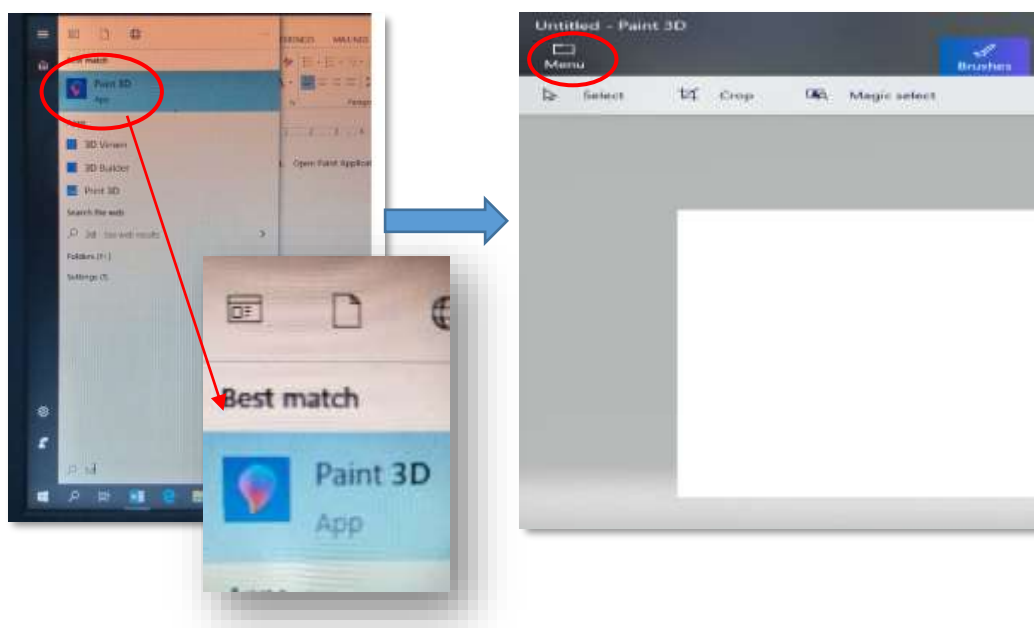
Check the work of your learner if he/ she met your objectives. Give some praises.



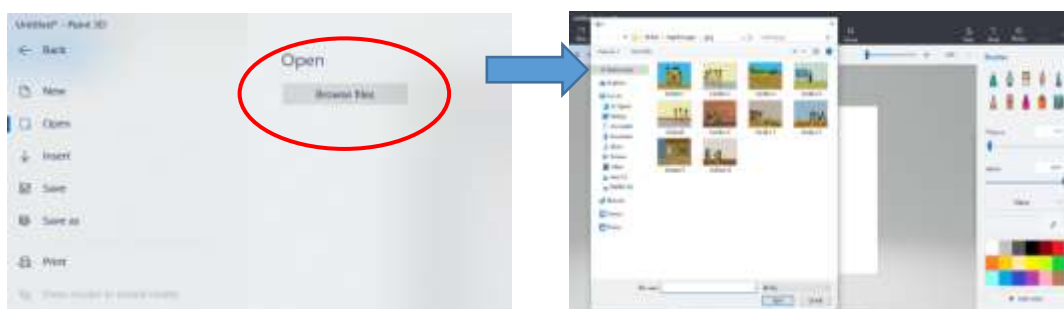
What's More

Activity 1: Make your own Digital Poster

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



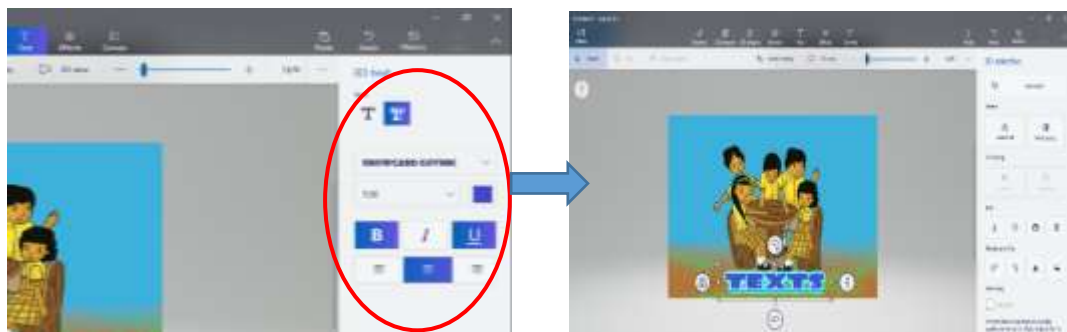
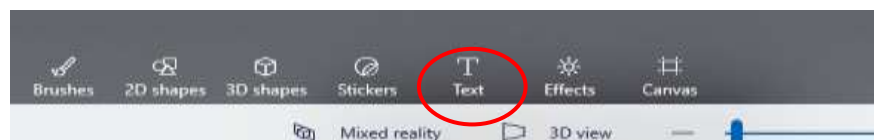
2. Insert the image or background you want to use.



- 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:

You can use other Applications in the availability of your device in doing the activity.

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



What I Have Learned

In making a poster, layouting and photo editing should be applied using the new technologies. (Ex. Cellphone and other available gadgets)

Output of the learner

Wow! Great! Congratulations!



What I Can Do

Make a poster using the skills in layouting and photo editing with the use of new technologies, (Ex. Cellphone and other available gadgets) and present it to the class.



Assessment

Challenge yourself! Deal or No Deal?

Make your own Digital Poster.



Additional Activities

Try it!



A



B

<http://www.internetphilippines.com/celebrities/marian-rivera-cosmopolitan-philippines-magazine-june-2010-cover/>

http://media1.picsearch.com/is?9LBEuJ3JyKd_c9Z6A16fg1cJhHNUZrwRIZDb20WzI4s&height=341

Instructions:

1. The two magazines differ in more than just the kind of articles and advertisements they contain.
2. Figure out how else the two magazines differ.
3. Study their unique features in terms of design.
4. Accomplish the following:
 - a. Which one has a more elegant, unhurried look about it? A or B?
 - b. Which one is designed as though it will cover timely and important information, in a fast, efficient manner? A or B?
 - c. What other elements do you find uniquely different in the two spreads (two pages facing each other)?

Cite at least three elements.

Fashion magazine layout

vs

News magazine layout

d. Which do you think is more visually appealing? Which spread would you pick up and read? Explain why.



Answer Key

What's In	What I Know
1. True	1. b
2. False	2. b
3. True	3. b
4. False	4. c
5. True	5. a
6. False	6. c
7. False	7. d
8. True	8. a
9. True	9. c
10. True	10. d

References

Retrieved from:

<http://www.internetphilippines.com/celebrities/marian-rivera-cosmopolitan-philippines-magazine-june-2010-cover/>

http://media1.picsearch.com/is?9LBEuJ3JyKd_c9Z6A16fg1cJhHNUZrwRIZDb20WzI4s&height=341

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