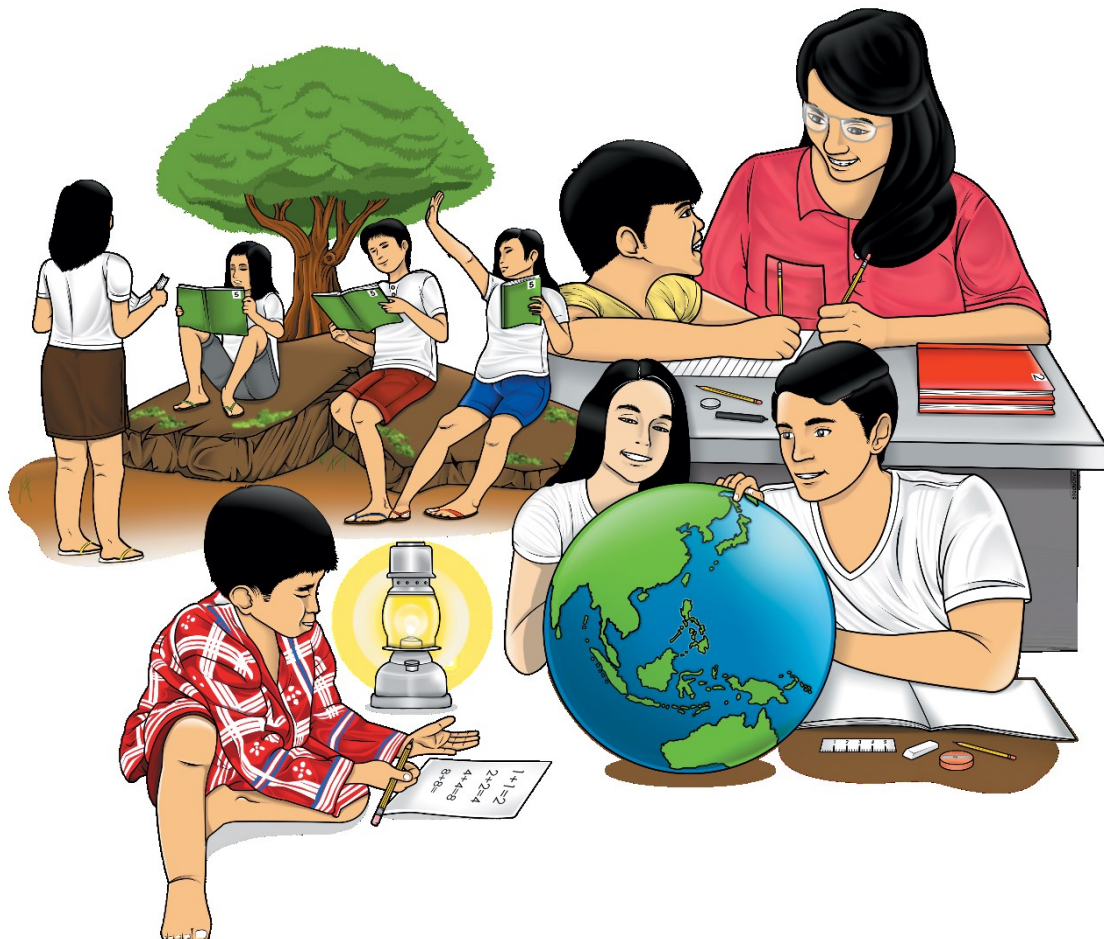


# Arts

## Quarter 4 – Module 1: Design Principles and Elements Relates to Everyday Objects



ALTERNATIVE DELIVERY MODE  
**ADM**

**Arts – Grade 6**

**Alternative Delivery Mode**

**Quarter 4 – Module 1: Design Principles and Elements Relates to Everyday Objects**

**First Edition, 2021**

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**Development Team of the Module**

<b>Author:</b>	Leonalen G. Andrade
<b>Editor:</b>	Ma. Lourdes Lizzette Z. Remola
<b>Reviewers:</b>	Melany S. Nazareta, Rebecca Y. Ibarreta, Mahnnie Q. Tolentino, Hajji S. Tropa
<b>Illustrator:</b>	Gerry D. Almanon
<b>Layout Artist:</b>	Leonalen G. Andrade, Oliver O. Ostulano
<b>Management Team:</b>	Ramir B. Uytico, Pedro T. Escobarte, Jr. Miguel Mac D. Aposin, Samuel J. Malayo Elena P. Gonzaga, Donald T. Genine, Jerry A. Oquendo Dobie P. Parohinog, Mahnnie Q. Tolentino Rebecca Y. Ibarreta, Hajji S. Tropa

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**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

## **Arts**

### **Quarter 4 – Module 1: Design Principles and Elements Relates to Everyday Objects**

# **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***

If you look around, you see different colors, shapes, lines, and textures. These elements of design make up our environment. You see designs that are created using a combination of these elements like product advertisements on billboards, handicrafts in the market, and beautiful and attractive landscapes. All of these relates with each other using the principle of design and elements.

This module was designed and written with you in mind. It is here to help you know that design principles and elements relates to everyday objects. At the end of this module you are expected to:

1. Define what is graphic design.
2. know that design principles and elements relate to everyday objects;
3. understand all the elements of graphic design;
4. follow the principles of design in creating an output;
5. create an organizer using multiple elements of design.



## ***What I Know***

Before you start studying this module, answer this simple test to find out what you already know about the topic. Choose the letter of the best answer and write the chosen letter on a separate sheet of paper.

1. What is a communication design, art of planning and constructing ideas with visual and textual content?
  - A. Elements of design
  - B. Graphic design
  - C. Principle of design
  - D. Contrast
2. What are the lines, color, texture, shape, text, space, size, and value to create a design effectively?
  - A. Elements of design
  - B. Graphic design
  - C. Principle of design
  - D. Contrast
3. Which of the following is used to emphasize a word or a phrase and use to connect points and ideas?
  - A. Text
  - B. Shape
  - C. Color
  - D. Texture

4. Which principle indicates that all the parts of the design must be arranged to give the viewer the feeling that all are linked together?
  - A. Unity
  - B. Contrast
  - C. Balance
  - B. Pattern
5. Which element refers to the lightness and darkness of colors in a design?
  - A. Size
  - B. Space
  - C. Emphasis
  - D. Value
6. Which element of design refers to the feel of surface?
  - A. Shape
  - B. Color
  - C. Texture
  - D. Lines
7. Which is NOT one of the elements of design?
  - A. Lines
  - B. Shape
  - C. Texture
  - D. Contrast
8. What element is considered as the simplest or the most basic element of art?
  - A. Pattern
  - B. Unity
  - C. Lines
  - D. Color
9. Which principle refers to the repetition of elements to direct the eye of the viewer through the design?
  - A. Unity
  - B. Contrast
  - C. Pattern
  - D. Movement
10. Which element of design uses fonts or font styles to convey information and be transmitted effectively to the viewer?
  - A. Color
  - B. Text
  - C. Shape
  - D. Lines

Well, how was it? Do you think you did it well? Compare your answer with those with the answer key.

**Lesson****1****Design Principles and Elements  
Relates to Everyday Objects  
(Graphic Design)**

Graphic design is all around us- from movie posters, flyers, invitations, infographics, t-shirt design and magazines. As it becomes more visible and used more often, practicing graphic design has become very significant and useful in today's era.

***What's In***

Before you start studying this module, read this simple short story and do what is ask after you read.

**Draw My Day**

by Leonalen Gregorio- Andrade

Arlo is a three years old boy. He is the first child of Mr. and Mrs. Johnny Suarez. He is an energetic, healthy, talented, and smart kid. He loves to paint, draw, and color his coloring book after his parents buy him one at the "Kalibo Book Sale."

One afternoon, while his father was fixing his car in the garage, he saw his father's unfinished outputs on the table. He got one of them and started to draw different lines and shapes, then he colored it.

After his father fixed his car, he went inside the house and he saw Arlo sitting on his chair while doing something. He went to Arlo and surprisingly he saw him drew a big house and almost finished coloring it. Instead of scolding his son he hugged him and said "very good son, but next time if you like to borrow my things you ask Papa". okay? "Yes, Papa," said Arlo.

The story tells you how much the parents love and support the talents of their son in art. As a learner, how will you motivate yourself to the world of art? Get a piece of bond paper and draw what Arlo's drew.

Draw your dream house in the future using the shapes, colors, and other components of design principles and elements and answer the questions that follow.

What are the design principles did you use?

1. What are the elements of design did you applied?
2. Are these related with each other? How?
3. Did you apply the graphic design?
4. Why you need to apply graphic design in your drawing?



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

The elements and principles of design are the building blocks used to create a work of art. One of this is the graphic design that we see in posters, magazines, illustrations, comic books and more.

**Elements of design** can be thought of as the things that make up a painting, drawing, design etc. These are the building blocks used by the designers to create the designs. They are the parts, the components that can be isolated and defined in any visual design, they are the structure of the work, the objects to be arranged and used as part of any composition. Although without referring to a specific design (editorial, web, etc.) we can say that the general Design Elements are composed by point, line, shape, form, color, value, texture, and space.

**Principles of design** can be thought of as what we do to the elements of design. How we apply the Principles of design determines how successful we are in creating a work of art. It combines the elements to create a composition, they are the guidelines used to arrange the elements. Each principle is a concept used to organize or arrange the structural elements of a design and it applies to each element of a composition and to the composition as a whole. Again, without turning to a specific discipline, we can say that the basic Design Principles are composed by balance, emphasis, movement, pattern, repetition, proportion, rhythm, variety and unity.

Let's take a look on principle of design and elements organizer. Elements of design composes of line, shape, color, value, form, texture, and space while principle of design composes of balance, contrast, emphasis, movement, pattern, rhythm and unity. They are both necessary to create visual objects in the world of art.



## ELEMENTS OF DESIGN

## PRINCIPLE OF DESIGN



## *What is It*

### **Graphic Design Defined**

Look around you. What do you see? You can see books, posters, magazines, and more with different colors, textures, shapes, lines and text. These are made up our environment. You see objects with designs that are made and created using a combination of the elements of design and principle of design.

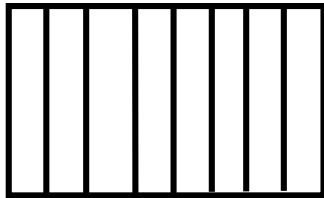
**Graphic design** is the art of communicating ideas or information through the use of visual and textual content such as images and/or words.

To effectively create a design, one must know what can be used to construct it. There are lines, color, texture, shape, text, space, size, and value or also known as the **elements of design**.

## Elements of Design

**Lines** are considered as the simplest or the most basic element of art. These direct the viewer's eye, or suggest movement. Lines can also indicate forms and edges.

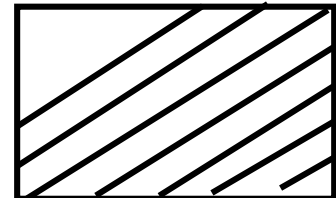
Here are the different types of lines.



Vertical lines



Horizontal Lines



Diagonal Lines

**Vertical lines** signify ambition, strength, and height. **Horizontal lines** suggest rest in peace. **Diagonal lines** tend to insinuate movement, conflict, or stress.

In graphic design, **Color** can be used to emphasize a word or a phrase and use to connect points and ideas, and to create patterns and forms.

**Texture** refers to the feel of surface. It can be actual or implied. A texture is implied if the texture is being applied graphically in the object. Also, it can be touched or felt in actual.

**Shape** serves as container of information to improve the look of the design. It has three basic types:

1. Geometric- circles, squares, and triangles
2. Natural- leaves, trees, people, etc,
3. Abstract-icons, graphic representations

**Text** refers to the font or font styles used in design. It conveys essential information to the viewers. For effective use of text for the graphic design, one must know the difference between serif font and sans-serif font.



*Serif font*

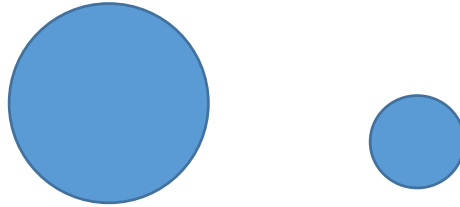


*Sans-Serif font*

**Serifs** contain additional decorative or small decorative elements flourishes on the ends of some of the strokes that make up letters and symbols. An example is Baskerville **font**. On the other hand, Sans **serif** does not have these details or flourishes. They are clean font styles and without any decorations at the end of the letters. An example would be the Arial **font**.

**Space** is the area occupied and unoccupied by the other elements. It is important to maintain balance between the two because it is vital in creating a good and effective design.

**Size**, in graphic design, suggests emphasis of information. It is use to attract attention and to create contrast among the elements. In the image below, the bigger circle becomes the focus of attention in contrast to the smaller circle.



**Value** refers to the lightness and darkness of an area in a design. When used effectively, it creates depths, contrast, and emphasis.

## Principles of Design

**Balance** refers to how elements are put together in the design. Creating good balance between elements will create an effective overall impact to the viewer.

### Two types of balance



*Symmetrical balance*



*Asymmetrical balance*

**Symmetrical balance** - one side of the image is the same on the other side

**Asymmetrical balance** - both sides are not the same but they have harmony.

**Movement** refers to the repetition of elements to direct the movement of the eye through the design. The way elements are organized leads the eye to the subject.

**Contrast** refers to distinctiveness of elements. This can be done by using opposite characteristics or features like dark colors and light colors. It can also suggest by putting together a huge object and a small object.

**Emphasis** refers to the use of colors, size, contrast to provide special attention and importance to the subject of design.

**Pattern** refers to the organization of alternated or repeated elements or motifs. It can be used for backgrounds and for enhancing the overall look of the design.

**Unity** in design suggests that all parts of the design must be arranged to give the viewer the feeling that all elements are linked together.

The design principles and elements relate to everyday objects and are used to make them more attractive and visible through graphic design.

Here are some of the examples of design principles and elements that relate to everyday objects with the use of graphic design.



**T-shirt** is one of the most important things in our lives. We use it every day to protect and cover our body. T-shirt will be more attractive, beautiful, and colorful using the principle of design and elements with the use of technology in T-shirt printing.



**Bag** is our everyday partner when we go to school, shopping malls, markets, work, and even in travels. We put everything that we want especially the wallet in our bags and all other essential items. On the other hands, Paper bags are also use in gifts wrapping, product selling etc. This will be very attractive and beautiful using the design principles and elements.



**Product package** serves to protect the product inside to prevent damage while the product is on sale. However, it is the design that carry carries the product to draw the attention of the costumer. That is why it is necessary to have an attractive and colorful design in the product package. So, principle of design and elements were also used.



**Poster** COVID-19 affects us all and to stop the spread of the virus, we can see posters everywhere. It allows us to share the message to a wide audience cheaper than the other media. However even poster needs to catch the attention of the audience. So, graphic designers need also to use the design principles and elements to make it attractive.



**Buildings and houses** are structures standing with roofs and walls. These are very important to everyone to have a dwelling place for relaxation and for work. However, to make the people feel the comfort and security, good interior design must be applied using the design principle and elements.



**Billboards** are one of the best ways to share your products, company, and services to all the people who need your service. In order to attract the customer, another design principle and elements will be applied to your billboard.



**Painting** is an image, artwork created using colors. To make it more attractive, an artist uses more than one principle of design. We can see painting when we go to the hotels, offices, restaurants, malls, museums or even at home. It adds a beauty in our sight and conveys message to the people.



**Landscape** is another thing that beautifies our garden and environment. Through this we are using our knowledge on design principles and elements to make our surroundings more beautiful and attractive using the combination of design principles.

T-shirts, bags, product packages, billboards, posters, landscapes, houses and buildings, and paintings, are some of the objects that composed and the product of design principles and elements. If you look around, you can see and name more objects.



## *What's More*

### **Activity 1.1**

Now, that you have learned the elements of design and principle of design, let's have an activity on some of the objects made or designed with a good graphic design with the use of the combination of the principle of design and elements.

What you need:

1. Posters, flyers, or invitations
2. Paste or glue
3. Scissors
4. Bond paper
5. Ballpen/Pentel pen/Marking Pen

What to do:

1. Look for an old picture of any objects, posters, flyers or invitations
2. Cut and paste on your bond paper
3. Examine the elements of design and principles of design used on your chosen material. Follow the given format.

Paste the picture, poster, flyer, or invitation here.

(Select only one and paste here.)

Let's Find out if what are the Combination of elements of design and principle of design being used in the material/objects. Put check (/) on the table if it was used and mark (x) if it wasn't.

<b>Elements of Design</b>		<b>Principle of Design</b>	
<b>Components</b>	<b>/ or x</b>	<b>Components</b>	<b>/ or x</b>
Line		Balance	
Shape		Contrast	
Color		Emphasis	
Value		Values	
Form		Pattern	
Texture		Rhythm	
Space		Unity	

You see? Every objects or materials that we see, use and touch were developed, made, and designed with the combination of these principle of design and elements. Truly, they relate in everyday objects.



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

Graphic design is also known as communication design and the art of planning and constructing ideas information with visual and textual content. It is all around us. It becomes more visible, very important, and useful today. You can see it from movie posters, flyers, invitations, magazines, infographics and billboards.

To effectively create an attractive graphic design, one must know that elements of design can be used following the design principles. They relate to everyday objects and are used to make it more attractive and visible through the use of words and pictures.





## What I Can Do

### The Elements and Principle of Design Organizer

Organizer, is a thing used for organizing. It makes us easy to remember the elements and principle of design. This will serve as our guide to what combinations of art we would like to create. Sometimes, we select only few from the elements of design to be combined with the principle of design especially for the beginners like you.

Here is an example of the Elements and Principle of Design organizer.



ELEMENTS OF ART		
line		
shape		
color		
value		
space		
form		
texture		

Now, let's make your own organizer. Select two (2) from the elements of design and three (3) from the principle of design.

#### What you will need:

- ¼ illustration board
- Marker
- Coloring and drawing materials

What to do:

1. Think about how your organizer will look like and what points are included in your output. Select any two (2) from the elements of design and three (3) from the elements of art.
2. Once you are done, start transferring the ideas into the illustration board using the marker and coloring, and drawing materials
3. Take a picture of your output and send it to your teacher's email.





### **Notes to the Teacher**

Write a note with your Facebook account, messenger, or email to your pupils so that they can send their outputs on the elements of design and principle of design organizer.



### **Assessment**

**Multiple Choice.** The following questions are taken from the lesson you have learned. Let's us find out how much you have learned from it. Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Which is NOT one of the elements of design?  
A. Lines      B. Shape      C. Texture      D. Contrast
2. In this principle, all parts of the design must be arranged to give the viewer the feeling that all are linked together. What is it?  
A. Pattern      B. Unity      C. Contrast      D. Movement
3. What do you call to a very significant, useful and also known as communication design?  
A. Graphic design      C. Principle of design  
B. Elements of design      D. None of the above
4. What kind of design composes of lines, color, texture, space, and shape to create design on an object effectively?  
A. Principle of design      C. Element of design  
B. Poster design      D. Graphic design
5. What element of design using font or font styles to convey information and be transmitted effectively to the viewer?  
A. Color      B. Text      C. Shape      D. Lines
6. Which of the following font contain additional decorative or small decorative elements flourishes on the ends of some of the strokes that make up letters and symbols?  
A. Serif      B. sans-serif      C. Line      D. Text

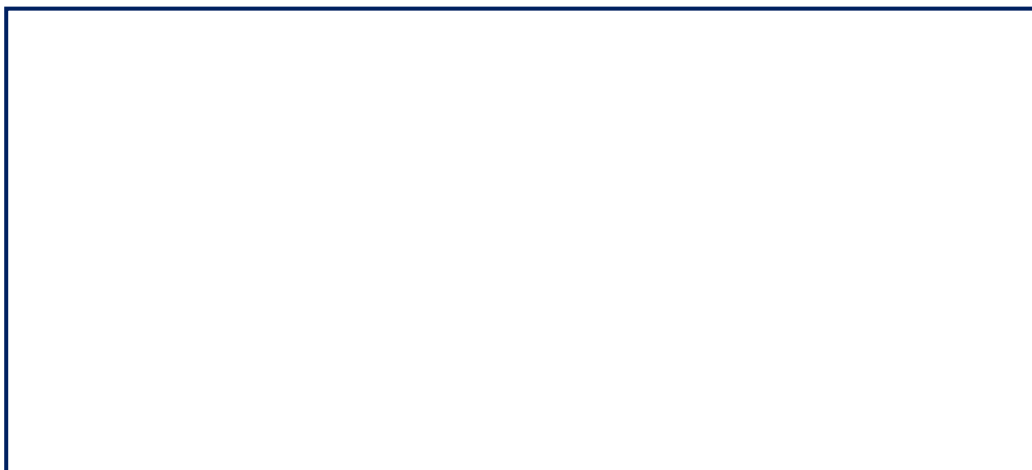
7. These elements are all influential depending on how it was utilized. What is the most influential element design?  
A. Text            B. Space            C. Color            D. Unity
8. What element refers to the lightness and darkness of an area in a design?  
A. Value            B. Unity            C. Pattern            D. Color
9. In making a graphic design one must know the elements of design. Which of the following is considered as the simplest or the most basic element of art?  
A. Space            B. Texture            C. Text            D. Lines
10. This principle refers to the repetition of elements to direct the motion of the eye through the design.  
A. Unity            B. Movement            C. Pattern            D. Contrast



## ***Additional Activities***

Look around and write five objects that you see with elements and principle of design then draw it in your notebook.

1. \_\_\_\_\_            4. \_\_\_\_\_  
2. \_\_\_\_\_            5. \_\_\_\_\_  
3. \_\_\_\_\_





## ***Answer Key***

<b>What I Know</b>	<b>What's More</b>	
<ol style="list-style-type: none"><li>1. B</li><li>2. B</li><li>3. A</li><li>4. A</li><li>5. B</li><li>6. A</li><li>7. D</li><li>8. A</li><li>9. D</li><li>10. B</li></ol>	<ol style="list-style-type: none"><li>1. Own answer</li><li>2. Own answer</li></ol>	

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**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)