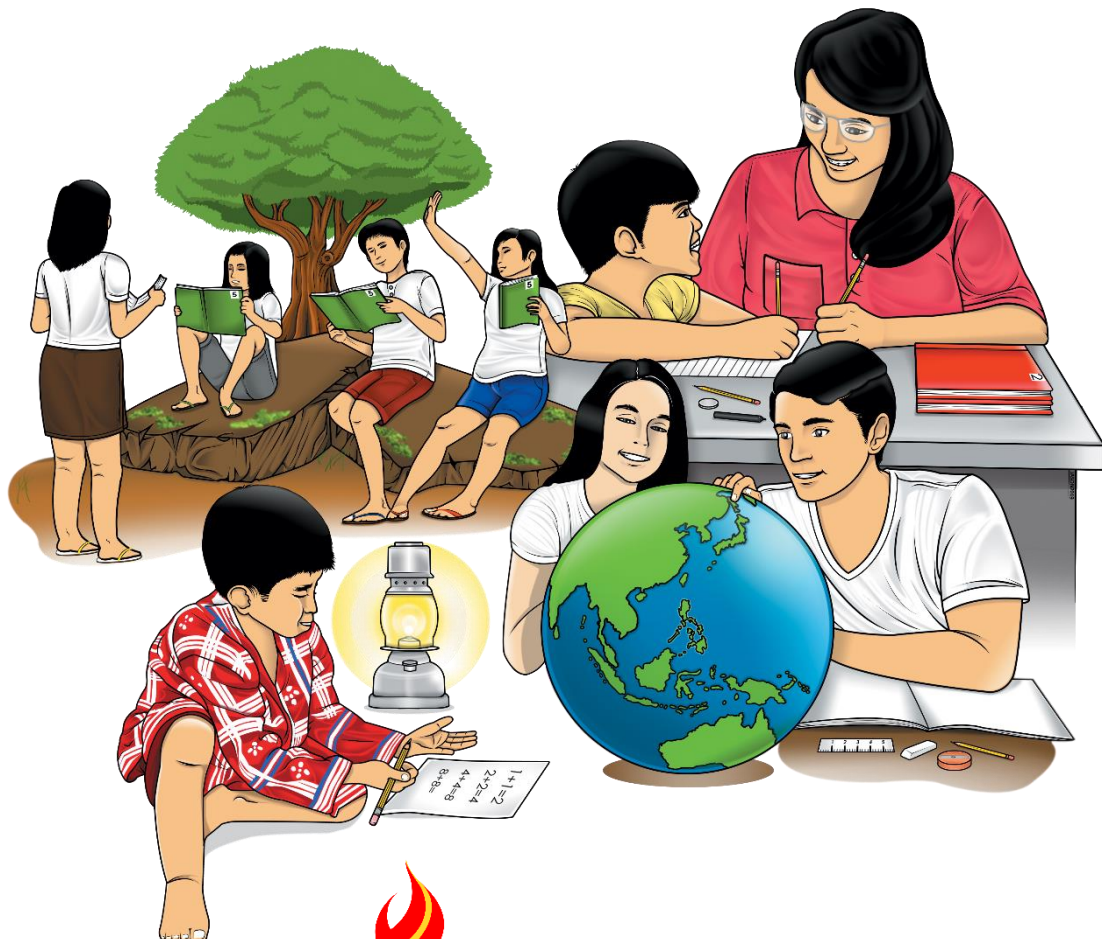


Arts

Quarter 4 – Module 2: Package/Product Design (Paper Bag Making)



Arts – Arts 6
Alternative Delivery Mode
Quarter 4 – Module 2: Package/Product Design (Paper Bag Making)
First Edition, 2021

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:	Sharon N. Reyes, Ma. Clarissa Xyna Z. Faminiano
Editor:	Ma. Lourdes Lizzette Z. Remola
Reviewers:	Hazel Joy I. Rabe, Rebecca Y. Ibarreta, Mahnnie Q. Tolentino, Hajji S. Tropa
Illustrator:	Sharon N. Reyes
Layout Artist:	Sharon N. Reyes, Ma. Clarissa Xyna Z. Faminiano, Salvador B. Belen, Jr.
Management Team:	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

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

Arts

Quarter 4 – Module 2: Package/Product Design (Paper Bag Making)

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 art of product design. 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 textbook you are now using.

After going through this module, you are expected to:

1. Appreciate the elements and principles applied in product design; and
2. Apply the steps/procedure in product design.



What I Know

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

1. What is a package/product design?
 - a. The method of protecting products for storage, sale, and use.
 - b. Packaging software for packaging design
 - c. A software that is free and downloadable.
 - d. None of the above
2. All the statements below are the advantages of using technology in making package/product designs except one. What is it?
 - a. Using technology makes a package/product design more sophisticated.
 - b. Using technology makes a package/product design easier.
 - c. Using technology makes a package/product design expensive.
 - d. Using technology makes creating a package/product design more advanced.

3. What is the main purpose of package/product design?
 - a. For exhibit, sale, use
 - b. For storage, use, protection
 - c. For storage, sale, use
 - d. None of the above.

4. _____ are the stylistic features that are included within an art piece to help the artist communicate. What is it?
 - a. Dimensions of art
 - b. Elements of art
 - c. Values of art
 - d. Property of art

5. What are the seven (7) most common elements of art?
 - a. proportion, balance, line, color, contrast, shape & value
 - b. balance, line, color, contrast, shape, value & variety
 - c. line, shape, texture, form, space, color & value
 - d. space, balance, lines, color, contrast, shape & value

Lesson

1

Package/Product Design: Paper Bag Making

The use of technology in art makes the creation of art works easier and more efficient. Creating a successful three dimensional artwork requires an understanding of the principles of design and application of specialized skills specific to each medium.

In this lesson, the pupils will learn about package/product design and the use of new media or software in creating artwork that will enhance their understanding and ideas on product design using technology.



What's In

Applying the elements and principles of art in any artworks that we do will make our work more attractive and meaningful. Making designs for paper bag also demonstrates imagination and creativity while doing the artwork.



Notes to the Teacher

Procedures are presented with illustrations to enable the pupils to follow the steps with ease. Hands on activities are also provided to enable them to apply the concepts and skills learned in this lesson.



What's New

Activity 1: Wrap the Bottle

You will need:

- Plastic bottle
- Manila paper/ colored paper
- Any recyclable materials found within the classroom
- Scissors
- Glue

What to do:

1. Cover the plastic bottle with manila paper/ colored paper.
2. Design the bottle with recyclable materials found within your home.
3. Your artwork will be graded according to the rubrics below:

Criteria	Exceeds Expectations	Meets Expectations	Partially Meets Expectations	Does Not Meet Expectations
The HAND Art production; Craftsmanship, understanding and applying media, techniques and processes	Project beautifully/ are fully made. Put me and effort into completion of art work.	Project finished with most details; uses techniques appropriately	Uses and displays understanding of techniques in a minimum standard	Minimal application of skills and techniques; unfinished project
The MIND Intellectual Curiosity, using knowledge and critical thinking	Demonstrates comprehensive knowledge and expressive ideas. Show understanding achievement toward goals	Demonstrates broad knowledge of many contexts. Shows satisfactory achievement toward goals	Demonstrates some knowledge of contexts. Limited achievement of goals and objectives.	Demonstrates little or knowledge of contexts. No effort towards achievement of goals and objectives.

<p>The SPIRIT</p> <p>Application to life; Exploration to self, Originality and personal expression</p>	<p>Project finished with total originality after thorough experimentation</p>	<p>Project finished but not completely original, problem logically solved</p>	<p>Project finished but no evidence of experimentation or originality</p>	<p>Project is unfinished or finished with much help and solutions from others</p>
<p>Criticism/ Reflect</p> <p>Reflecting and assessing characteristics and merits of their work and work of others</p>	<p>Analyses and conclusion are accurate, detailed and consistent with art work</p>	<p>Analyses are consistent with data</p>	<p>Some understanding of analysis and project goals</p>	<p>Unclear or inaccurate understanding of topic and how to communicate artwork</p>



What is It

Package/Product Design

Product packaging is the method of enclosing or protecting products for storage, sale and use. Product design refers to the creation of exterior of a product. That includes choices in material and form as well as graphics, font and colors that are used in wrapping a box, a can, a bottle or any kind of container. Like any good design, packaging tells a story.

It involves three steps: The process of design, evaluation, and production of packages.

1. **Process of design-** includes the planning of how the package looks. It involves creating a design for the product being packed.
2. **Evaluation-** involves the checking if the package design satisfied the concept. It is the type of evaluation in which the product concept developed so far is reviewed by the user group. Generally, these evaluations are aimed at selecting or optimizing product concepts based on the preferences of the user group and other stakeholders.
3. **Production of packages-** it involves the printing of the packages. It means converting *inputs* (natural resources, raw materials, human resources, and capital) into *outputs*.



What I Have Learned

Challenge Up: Write TRUE if the statement about art is true. If not, write FALSE.

- ___ 1. Application of the elements of art is necessary in designing product packages.
- ___ 2. Production of packages means converting inputs into outputs.
- ___ 3. There are two steps in making a package/ product design.
- ___ 4. Packaging is a method of protecting products for storage only.
- ___ 5. In the past, package design is done manually.

Summary – Wrap Up

- Product Packaging is the method of enclosing or protecting products for storage, sale and use.
- Product Packaging involves three steps: The process of design, evaluation, and production of packages.
- In the past, package design is done manually. But with digital technology, package design has been made easier and the production faster.



What I Can Do

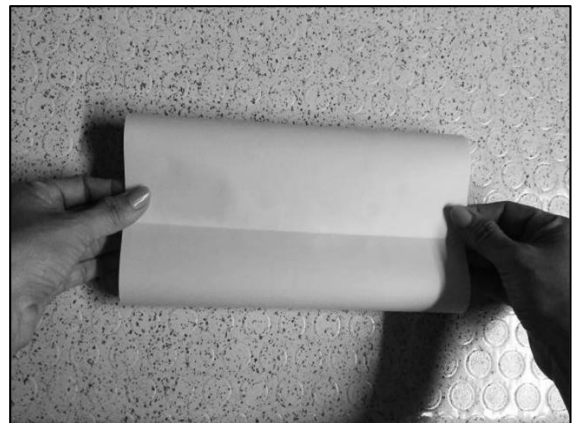
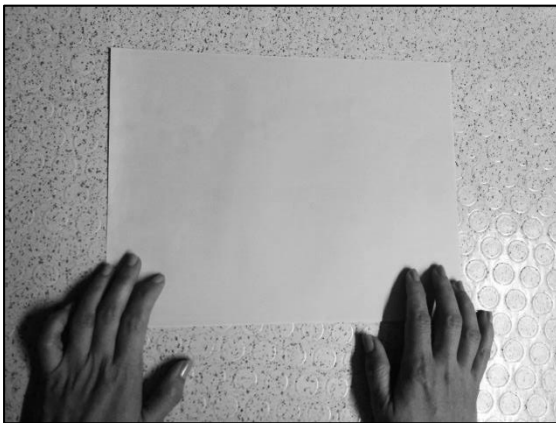
Activity 2: Paper Bag Making (Manual)

You will need:

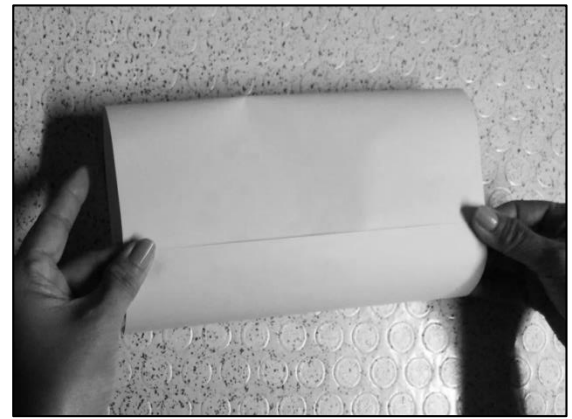
1. Long bond paper (colored paper)
2. Yarn for the handle
3. Glue
4. Drawing and coloring materials
5. Scissors

What to do:

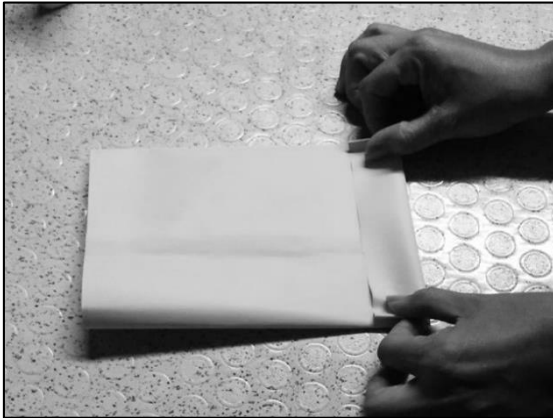
1. Connect the two short edges of the paper.



2. Glue the edges, then flatten the paper.



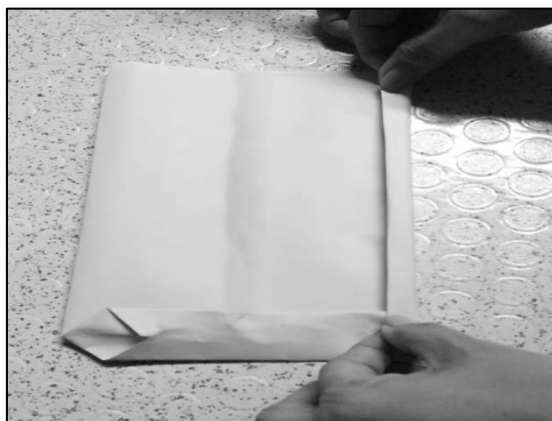
3. Fold the paper on one of the shorter edge to about $\frac{1}{5}$ of the length. Open the folded part and flatten so that the flaps are on each side.



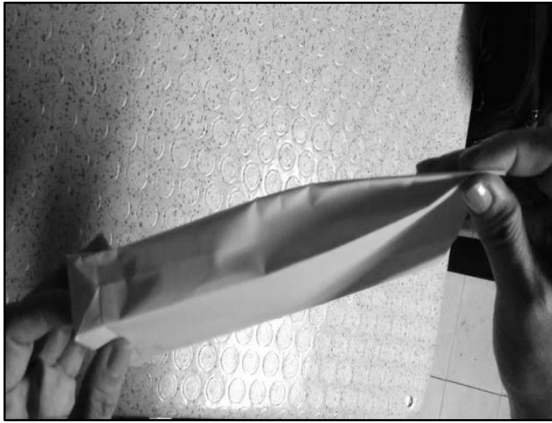
4. Fold each flap inward toward the center. The flaps should overlap a little. Glue the flaps together.



5. Fold the longer side to make a crease on both sides. Open the bag.



6. Tuck in both sides following the fold.



7. Draw any design in the front side of the paper bag by using any coloring/drawing materials and apply the elements of art specifically the shapes, colors, and rhythm.



8. Punch a hole and attach the yarn.





Assessment

Multiple Choice. Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. It is the method of enclosing or protecting products for storage, sale and use. What is it?
 - a. Packaging
 - b. Evaluating
 - c. Designing
 - d. Printing of packages

2. Which of the following shows the correct sequence in packaging?
 - a. Evaluation, Process of design, Production of packages
 - b. Process of design, Evaluation, Production of packages
 - c. Evaluation, Production of packages, Process of design
 - d. Process of design, Production of packages, Evaluation

3. Packaging involves three steps. Among the three, it involves the printing of packages.
 - a. Evaluation
 - b. Production of packages
 - c. Printing of packages
 - d. Process of design

4. A packaging method which includes the planning of how the package looks.
 - a. Process of design
 - b. Evaluation
 - c. Production of packages
 - d. Creating of design

5. A packaging method which involves the checking if the package design satisfied the concept.
 - a. Checking of design
 - b. Process of design
 - c. Production of packages
 - d. Evaluation



Answer Key

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

What I have learned

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

What I know

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

Assessment

References

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

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