6

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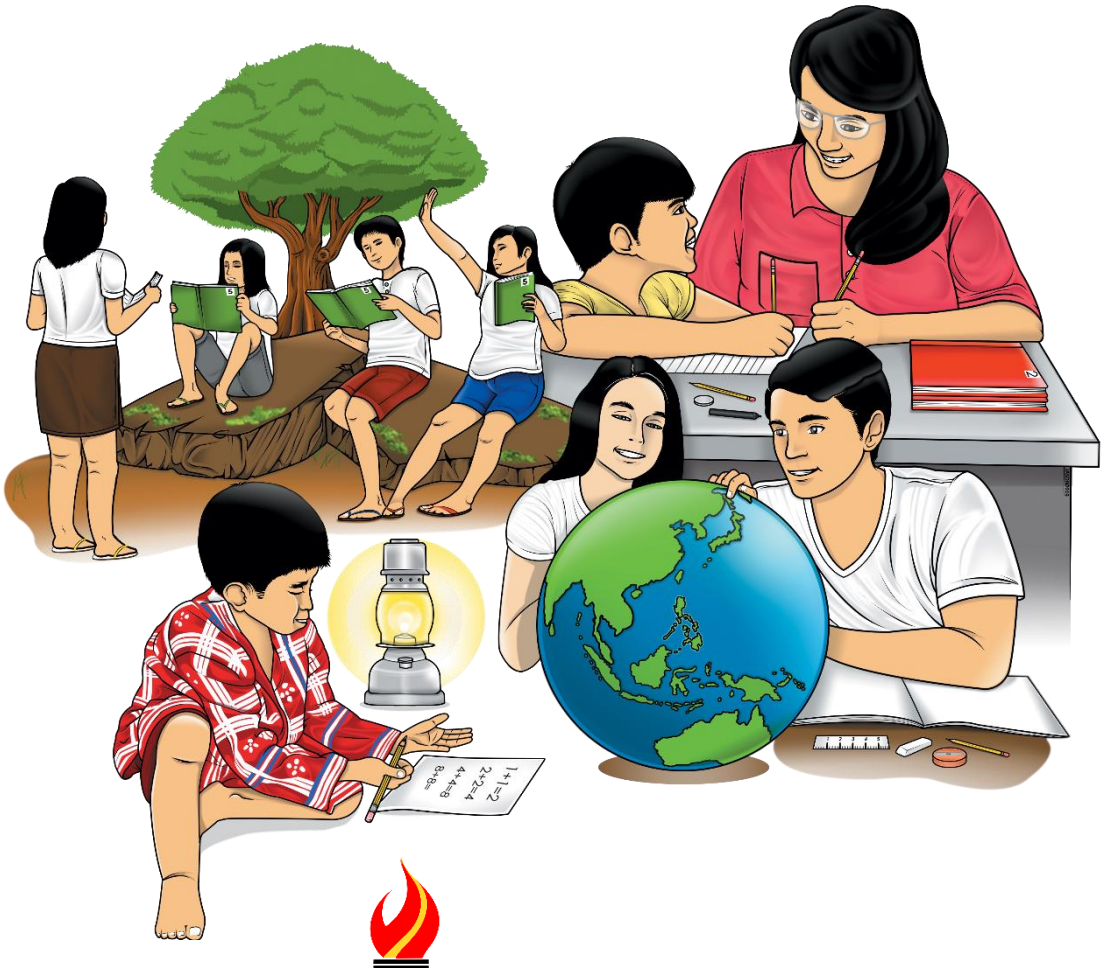
Arts

Quarter 4 – Modyul 4:

Utilizing Art Skills in Using New Technologies (Hardware and Software) in Package Design



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Arts – Grade 6
Alternative Delivery Mode
Quarter 4 – Module 4: Utilizing Art Skills in Using New Technologies (Hardware and Software) in Package Design
First Edition, 2021

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Utilizing Art Skills in Using New Technologies (Hardware and Software) in Package Design

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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 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. It is a method of enclosing or protecting product for storage, sale, and use. What is it?
   A. Elements of design
   B. Packaging
   C. Evaluation
   D. Production

2. There are three steps involved in packaging. These are process of design, evaluation. What is the third one?
   A. Production of Packages
   B. Plantation
   C. Direction
   D. Design

3. What do you call an art of designing all types of packaging with the main objective of protecting and preserving all types of products?
   A. Graphic Design
   B. Principle of Design
   C. Logo Design
   D. Product Package Design

4. What do you call to a good and impressive design of product packaging which is one of the most important tools into product?
   A. Buying
   B. Selling
   C. Endorsing
   D. None of these

5. Which of the following involves checking if the package design satisfied the concept?
   A. Production
   B. Process
   C. Evaluation
   D. All of these

6. Why has package design been made easier and the production faster?
   A. It is done manually
   B. It is done with magic
   C. It is done with knowledge
   D. It is done with technology

7. Which is NOT one of the three steps in packaging?
    A. Production
    B. Evaluation
    C. Process of Design
    D. Computerization

8. Which of the following package/product design is best in selling?
    A. Product design done manually
    B. Product design done with model
    C. Product design done with technology
    D. Product design done with simple design

9. Why is it you need to evaluate the package design?
    A. To check if the package design is correct.
    B. To check if the package design satisfied the concept.
    C. To check if the package design is beautiful and attractive.
    D. To check if the package design is correct, satisfied the concept, beautiful and attractive.

10. What steps of the packaging involves the creation of design being packed?
    A. Production of packages
    B. Evaluation
    C. Process of Design
    D. Planning of Design

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

Lesson 1 Utilizing Art skills in Using New Technologies in Product Design

What is hardware and software?

Computer hardware is any physical device used in or with your machine, whereas software is a collection of programming code installed on your computer's hard drive. In other words, hardware is something you can hold in your hand, whereas software cannot be held in your hand.

Also, the software is commonly known as programs or apps, consists of all instructions that tell the hardware how to perform. It is also capable of performing many tasks as opposed to hardware which can only perform mechanical tasks that it designed for.

What's In

The command, menu, and tools are some of the software's instructions to make the computers work when we are doing our artwork us while the hardware is a device that you can hold and touch by your hand when you execute your artistic skills.

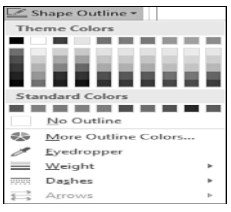
Look at the picture below. Tell whether the picture is a hardware or software. Draw a star ☆ if it is software and a heart ♡ if it is hardware.

1. _____

3. ____

5. ____

2. ____

4. ____ 

Did you get it right? Now, let's see what computer software and hardware can do in utilizing art skills through a product package design.

What's New

Every person has their own identity through the products they are using. Some people used to buy a branded and expensive product because they know it is durable and has good quality. However, some used to buy products that can satisfy themselves but affordable while others buy products by looking at its package design. An attractive, colorful, and beautiful package design attracts more customers to buy them.

Tashianna, is a loyal customer of LGA Supermarket. Every time she goes shopping, she has a list of products she would buy. She wants products of good quality, affordable, and of course with a good package design.

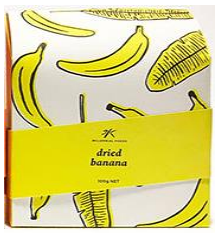
Let's help her find what she is looking for. Select 5 products in column B which use the software in package design and write the names of the product inside the cart in column A.

Are you ready? Common let's go shopping!

Column A

https://openclipart.org/image/400px/305639
Creative Commons License

Column B



A. Dried Banana

B. Hummus Oriental

C. Sweet Virtues Chocolate

D. gel

E. Berry Oats

F. Coconut Chips

Sources: https://www.designhill.com/design-blog/the-ultimate-design-guide-to-food-packaging-industry/- Prpduct Package Design

What is It

Package Design Defined

What is product package design?

It is an art of designing all types of packaging with the main objective of protecting and preserving all types of products; in addition, these are based on a technology that allows an adequate distribution and storage.

A good and impressive design of product packaging is one of the most important tools into product selling. This is a way to attract your customer and you can get better interaction.

Packaging is the method of enclosing or protecting products for storage, sale, and use. It involves three steps which are the process of design, evaluation, and production of packages.

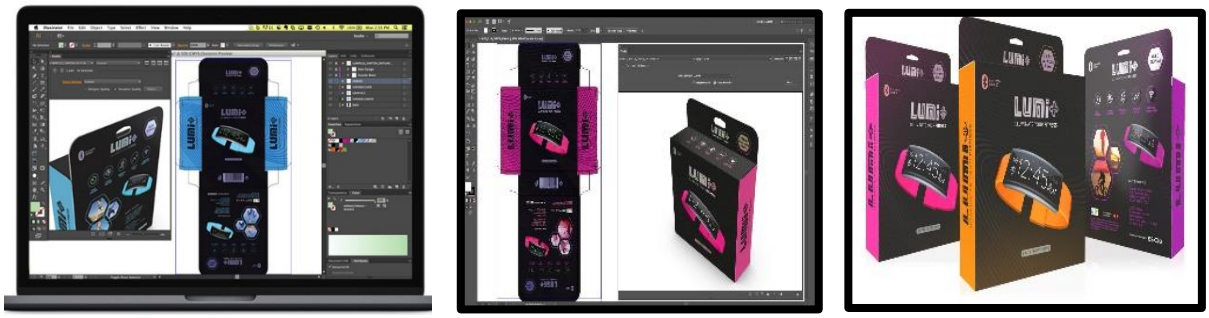
Process of Design- includes the planning of how the package looks, it involves creating a design for the product being packed.

Evaluation- involves the checking if the package design satisfied the concept.

Production of packages- involves the printing of the packages.

Usually in the past, package design is done manually. But with digital technology, package design has been easier and the production faster.

Here are some of the examples of a package design made by a digital technology.

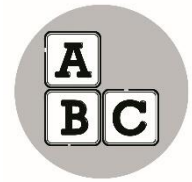


Source: https://www.esko.com/en/products/studio/modules/studio-essentials -Product Design

Software used to create a package design

The results of products are good package design after the use of computer software.

Product packaging design refers to the creation of the exterior of a product. That includes choices in material and form as well as graphics, colors, and fonts that are used on wrapping, a box, a can, a bottle, or any kind of container.



What's More

Let us be creative by saving our planet. On our own little ways, we can save our environment by recycling some old and waste products that no use and convert them again to the same product in order to be used again.

Activity 1.1

Making a paper bag for a package design manually (Paper Bag Making)

You will need:	What to do:
• 35x21 cm texture sheet or thick wrapping paper/old news paper • Paste or glue • Yarn/ golden thread • Printed name of your product (print, cut and paste)	1. Take 35x21 cm texture sheet. If not available, thick wrapping paper can be used or old news paper 2. Fold and paste 2 cm from top. 3. Fold and paste 2 cm from aside on the folded part of sheet. 4. Fold 8 cm from bottom. 5. Fold the edges of folded part inwards. 6. Fold the sides to give crease. 7. Add yarn/golden thread 8. For the design: Cut and paste the printed name of your product.

What I Have Learned

In product and package design, the artist used new technologies (software and hardware) to make it easier, faster and attractive.

Packaging is the method of enclosing or protecting products for storage, sale, and use. It involves three steps which are the process of design, evaluation, and production of packages.

Process of Design includes the planning of how the package looks. It involves creating a design for the product being packed. Evaluation involves the checking if the package design satisfied the concept while production of packages involves the printing of the packages.

What I Can Do

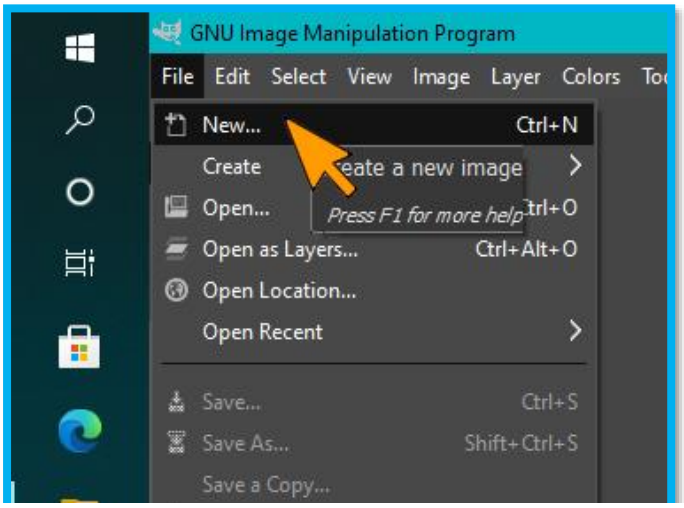
GIMP is an excellent open-source photo editing program and one of the applications in digital art. It is a user-friendly app for digital art design. It has plenty of brushes, filters, auto image-enhancement tools, and compatibility for a wide range of pre-installed plugins. We can create beautiful graphic design on our product package through this.

This activity will help you to create a package design on a simple box using the software. Read it carefully and follow the steps. If you can't do it don't worry as a beginner, you need to familiarize yourself with the different software used in creating a product package design but if you can execute them that shows you will be a future graphic artist or graphic designer.

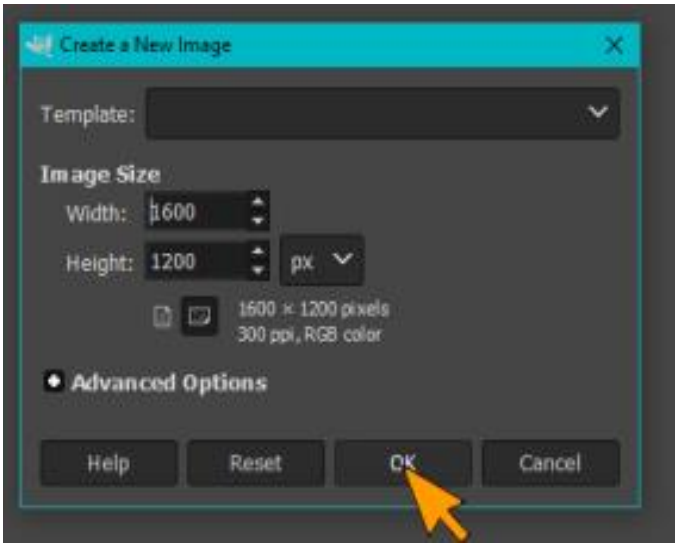
Packaging Design: How to Create a Simple Box
For Mictasharlo's Chocolate Cake

The past lesson has taught you how to download, install and how to open GIMP. Now, let's navigate more on the GIMP application. Go to your computer or laptop and open this app.

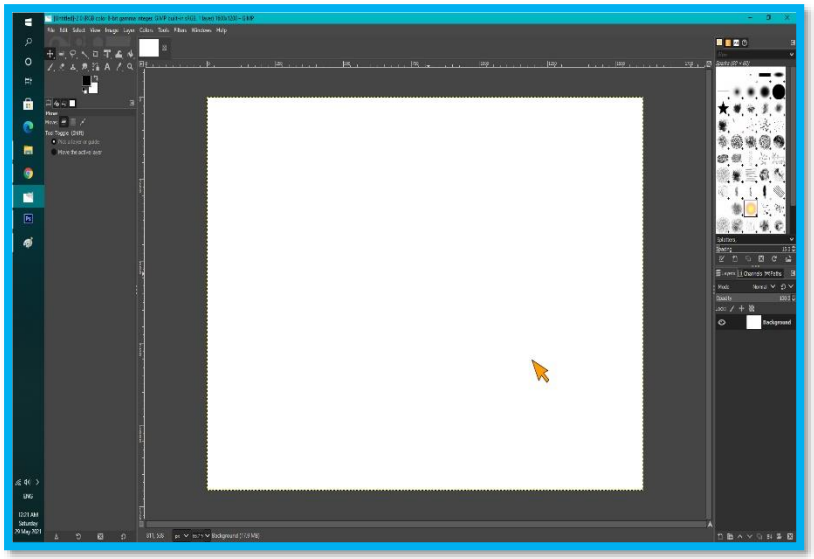
Step 1. Create new image. Click NEW.



Step 2. Let's input the size of your image and click OK.

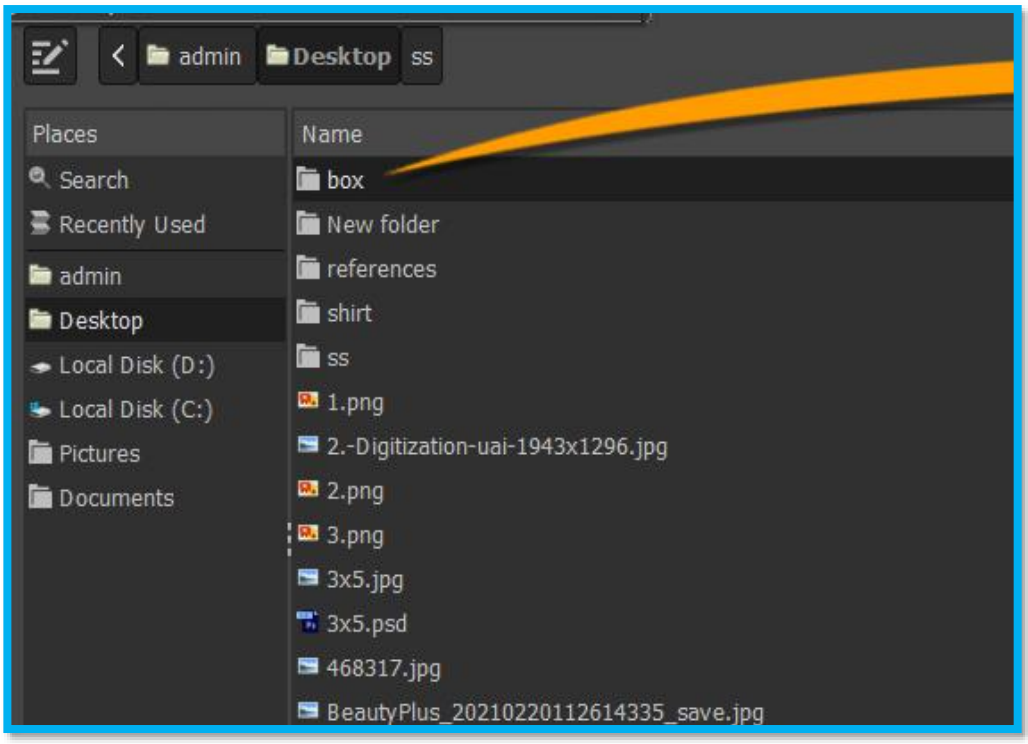


This is now the image after you click OK on Step 2.

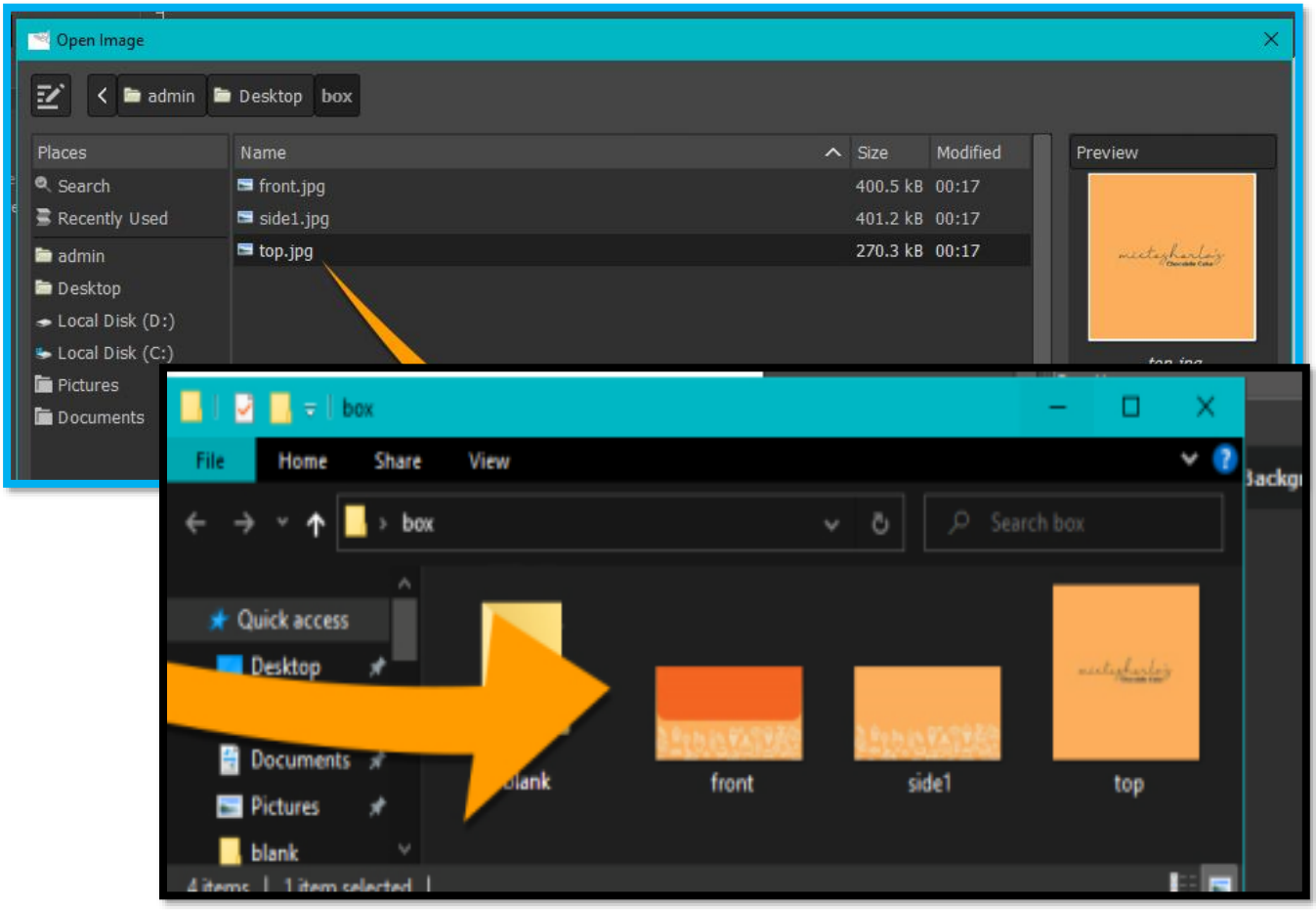


Step 3. We will open our cake box images as a layer.

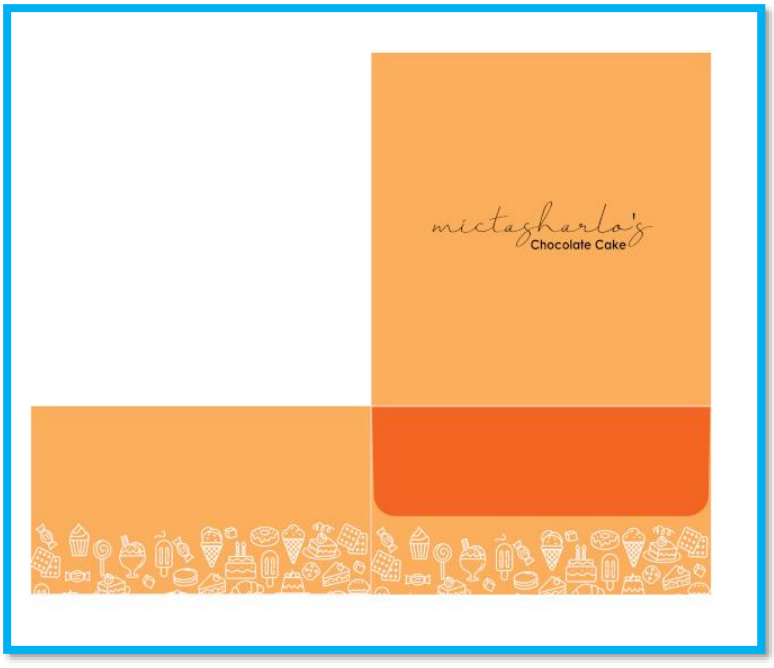
From the Desktop, this is the File folder where our cake box images are located and we're going to import it.



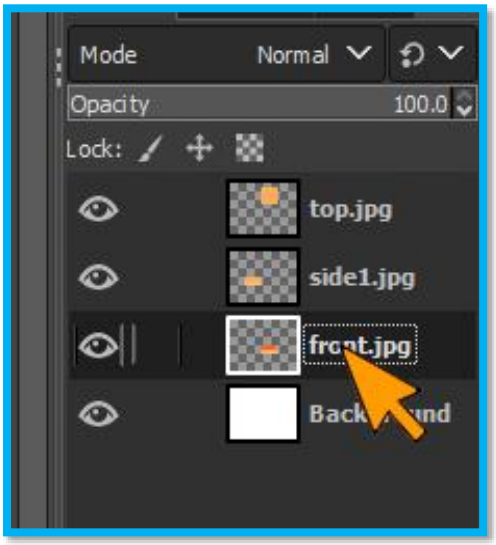
This is now the image of the cake box inside the folder. We have only three layers. The front, side and the top. To import this image, in the toolbar, click FILE>Open as layer, and then select the folder where your images are located. Then Click OPEN to import the image.



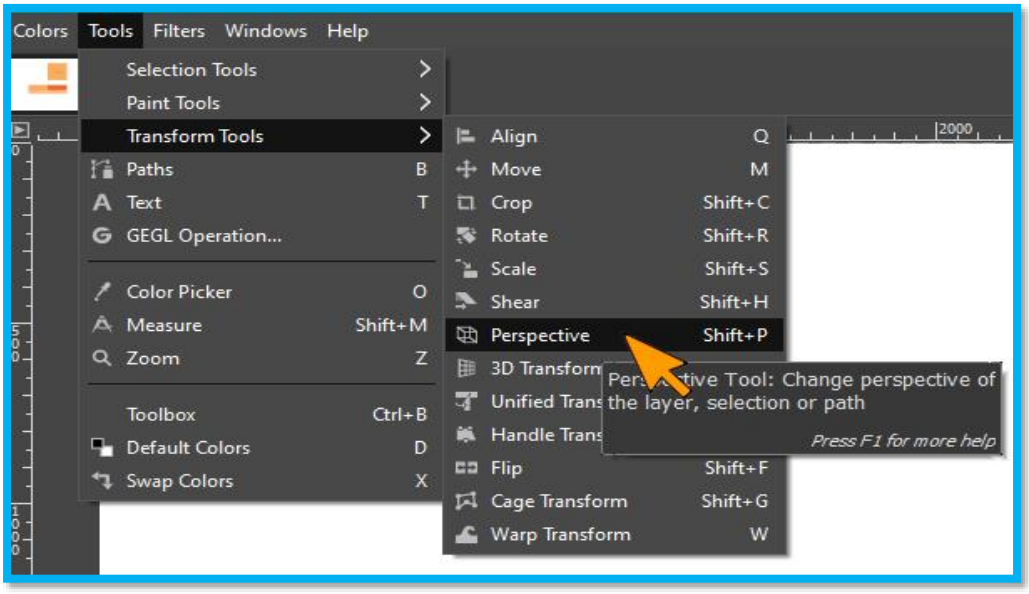
Now we have already our box image.



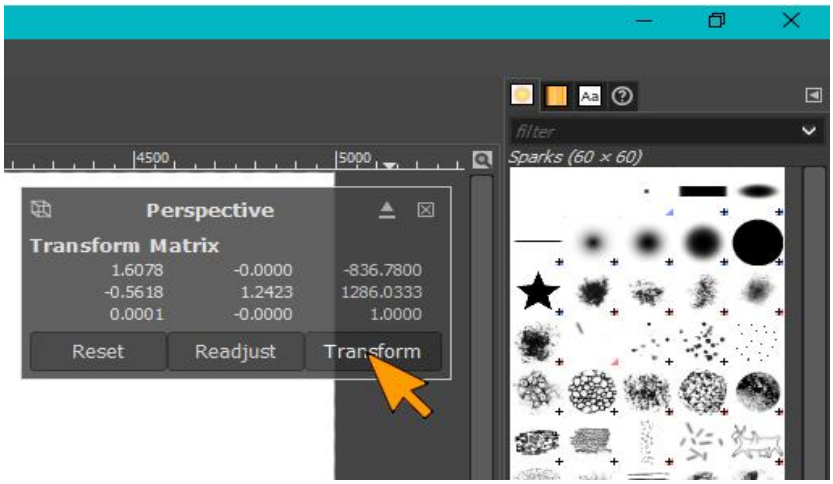
Step 4. Select the layer that we are going to transform. We are going to start from the front.



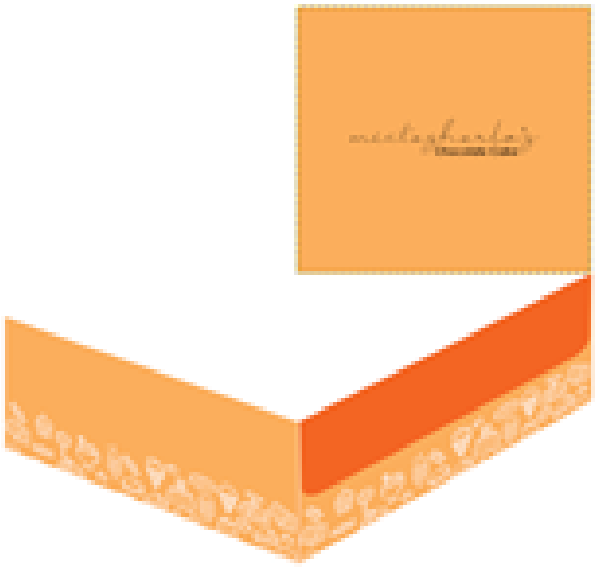
Step 5. In the Tool bar, select TOOLS then click TRANSFORM > then PERSPECTIVE.



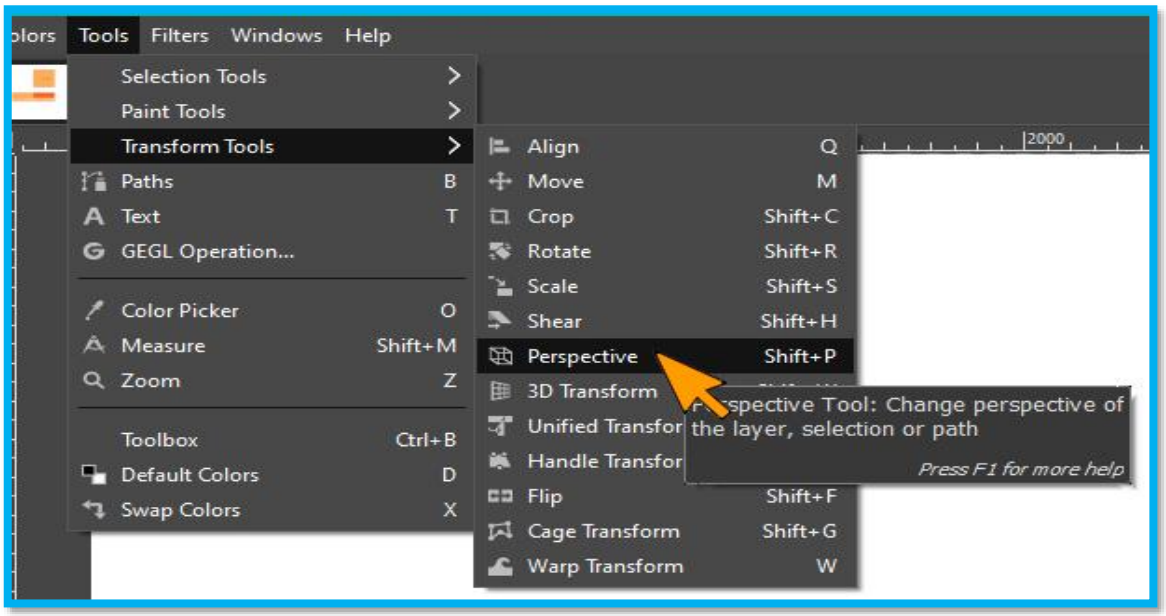
Step 6. Click the corner, hold and then drag the pointer upward to make it to slant. Then Click Transform.



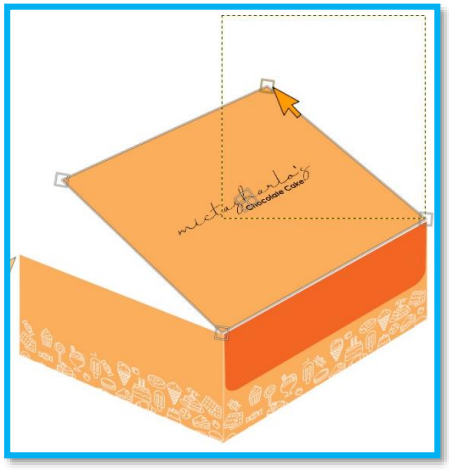
In the side layer of the box we're going to do the same procedure on step 6.



Step 7. Select the top layer and repeat step 5. Then select TOOLS > TRANSFORM > PERSPECTIVE.



Step 8. . The same from the other layer, click the corner, hold and drag downward until it snap in the other corner of the side layer.



Step 9. Finally, we have made a cake box as our new product package design.

Evaluate your work using the rubrics below. Check the table according to your performance outputs.

RUBRIC

Criteria	**Needs Practice 1-2**	**Fair 3**	**Good 4**	**Very Good 5**
An attractive but appropriate model of a simple box or package container for a product was created.				
The size of the model is appropriate for the chosen product.				
The box was rendered with appropriate lighting.				
Follow the steps correctly.				

Assessment

This assessment will give you to do the package design in paper bag making and you will be given 5 points as the highest score and another 5 points if you will get a perfect score for the multiple items. Five points for letter A and 5 points for letter B.

A. The following activities allow you to utilize art skills in using new technologies on hardware and software package design.

Prepare the necessary materials and follow the instructions given to make your hardware and software package design effectively.

Package Design: Paper Bag Making

You will need:	What to do:
1. Cartolina 2. Scissors 3. Adhesive tape 4. Yarn for the handle (if needed) 5. Printed design created using any product design software	• Cut the cartolina into two to make two paper bags following steps one to eight on how to make a paper bag (activity 1.1, p.9) For the design: • Draw a design in one of the paper bags using the drawing and coloring materials. • On the other bag, decorate it using the printed design.

RUBRIC

Criteria	Needs Practice 1-2	Fair 3	Good 4	Very Good 5
An attractive but appropriate model of a paper bag or package container for a product was created.				
The size of the model is appropriate for the chosen product.				
The paper bag was rendered with appropriate lighting.				

B. Multiple Choice: Read the questions carefully and encircle the letter of the correct answer.

1. There are three steps involved in packaging. These are process of design, evaluation. What is the third step?
   A. Plantation
   B. Production of Packages
   C. Direction
   D. Design
2. What do you call an art of designing all types of packaging with the main objective of protecting and preserving all types of products?
   A. Product Package Design
   B. Principle of Design
   C. Logo Design
   D. Graphic Design
3. What do you call the checking if the package design satisfied the concept?
   A. Production
   B. Process
   C. Evaluation
   D. None of these
4. Why has package design been made easier and the production faster?
   A. It is done manually
   B. It is done with magic
   C. It is done with technology
   D. D. It is done with knowledge
5. Which of the following package/product design is best in selling?
   A. Product design done manually
   B. Product design done with model
   C. Product design done simple design
   D. Product design done with technology

Additional Activities

Product Presentation (Software)

You will need:	What to do:
1. Any multimedia software (MS Powerpoint) 2. Pictures of a product saved in computer 3. Audio saved in your computer	1. Think about a product you want to promote. 2. Using the presentation software, create an animation promoting the product. 3. Adhesive tape 4. Add sound to your presentation

Answer Key

Assessment	What's New	What I Know
A. 1. 2. 3. Rubrics based 4. 5. B. 1. B 2. A 3. C 4. C 5. D	Coconut Chips Sweet Virtues Chocolate Hummus Oriental Genesis	1. B 2. A 3. D 4. B 5. C 6. D 7. D 8. C 9. D 10. A **What's In** 1. ☆ 4. ♡ 2. ♡ 5. ☆ 3. ♡

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