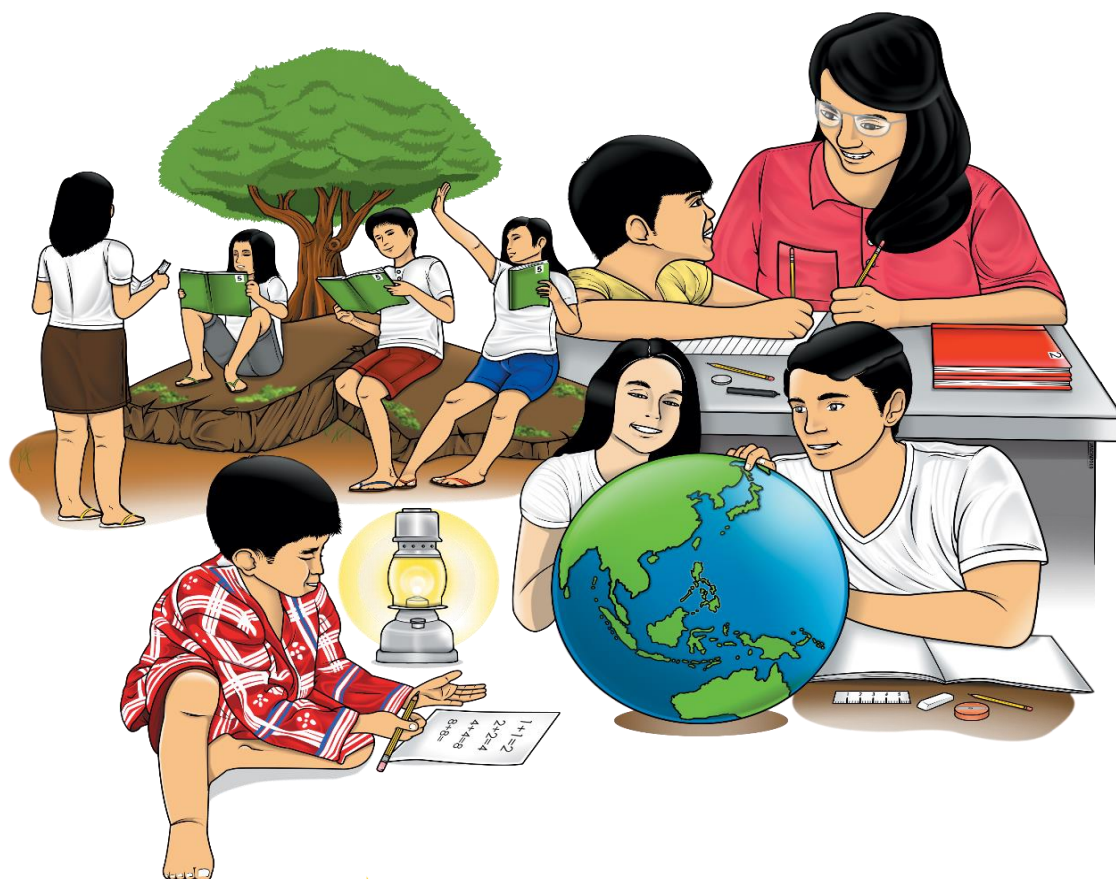


# Arts

## Quarter 4 – Module 9: The Use Of New Media in Creating Audio-Video Art And Product Design



**Arts 6**

**Alternative Delivery Mode**

**Quarter 4 – Module 9: The Use of New Media in Creating Audio-Video Art and Product Design**

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# Arts

## Quarter 4 – Module 9: The Use of New Media in Creating Audio-Video Art and Product Design

# **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***

Art is an important component in the life of a man. It has been a part of man's existence since the very beginning. The work of art which was made through creativity, imagination, ideas, emotion, and skills. The expression of arts can be seen and felt through the different forms. As generation today works in fast pace, creating work of art also upgraded because we now use technology.

This module will help you utilize your art skills in using new technology (hardware and software). At the end of the module, you will be able to:

- a. know the different art skills in using new technologies;
- b. utilize art skills in using new technologies (hardware and software) (A6PR-IVg); and
- c. realize the importance of art skills in using new technologies.



## ***What I Know***

Before you start studying this module, take this simple test first to find out what you already know about the topic. Write your answers in a separate sheet of paper.

1. Which of the following items can be used to make a video recording?  
a. Ballpen                      b. Cellphone                      c. Notebook                      d. Radio
2. An art form which relies on using technology as a visual and audio medium.  
a. Drawing                      b. Printmaking                      c. Sculpture                      d. Video art
3. It is a diary entry of what you did for the day, a topic that you want to discuss or an activity that you want to show. It is also known as vlogging.  
a. Painting                      b. Recording                      c. Shooting                      d. Video blogging
4. Creating an audio-visual art requires the use of necessary equipment or gadgets together with your\_\_\_\_\_  
a. Artistic skills                      b. Listening skills                      c. Singing skills                      d. Speaking skills

5. What are the following art skills that can be utilize in creating an audio-video art?
  - a. Composition skill
  - b. Application of value/contrast in color
  - c. Color theory and techniques for working with colors.
  - d. All of the above
  
6. The exploration of kinetic abstract art and music or sound set in relation to each other is called \_\_\_\_\_. It includes visual music, abstract film, audio visual performances and installation.
  - a. Audio art
  - b. Audio-visual art
  - c. digital art
  - d. visual art
  
7. \_\_\_\_\_ is the process of recording still or moving images electronically.
  - a. Audio recording
  - b. Digital art
  - c. Photography
  - d. Video recording
  
8. It refers to the arrangement of visual elements in a work of art; literally, the word means “putting together.”
  - a. Colors
  - b. Composition
  - c. Contrast
  - d. Values
  
9. The element of art that shows the relative degree of light or dark is \_\_\_\_\_.
  - a. Colors
  - b. Composition
  - c. Contrast
  - d. Values
  
10. \_\_\_\_\_ is an element of art that helps artists set a particular mood or setting in art.
  - a. Colors
  - b. Composition
  - c. Contrast
  - d. Values

Well, how was it? Do you think you did well? Compare your answers with those in the Answer Key.

If all your answers are correct, this shows that you already know much about the topics in this module. You may still study the module to review what you already know. Who knows, you might learn a few more new things as well.

If you got a low score, this means that this module is for you. It will help you understand some important concepts that you can apply in your daily life. If you study this module carefully, you will learn the answers to all the items in the test and a lot more!

Are you ready?

## Lesson

# 1

# New Media in Creating Audio-Video Art and Product Design



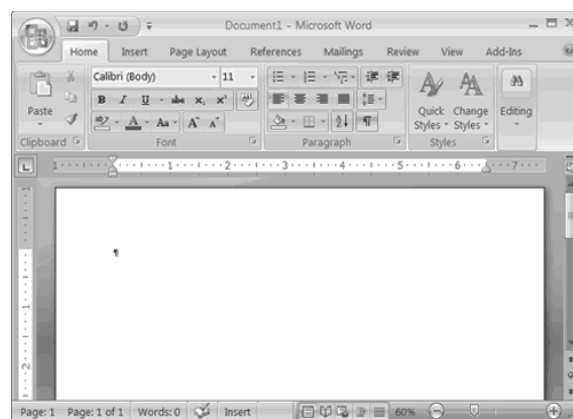
## *What's In*

Let us first review your past lesson.

Which of the following pictures shows the correct software in making an electronic collage?



A



B

The software in making an electronic collage is one of the tools that you can use in making an audio-visual art.



## What's New

Look carefully at the pictures in illustrations 1 and 2. Which of the following pictures show art skills using new technology? You can use the guide questions in choosing the letter of the correct answer and write it on a different sheet of paper.

### Illustration 1.

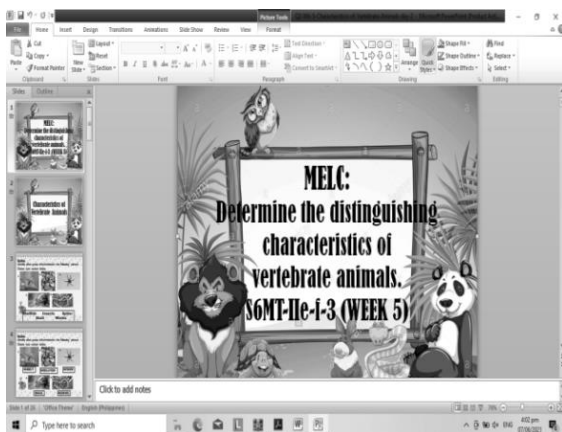


A



B

### Illustration 2.



A



B

Guide Questions:

1. What is the tool used in making the pictures in illustration 1? In illustration 2?
2. How are the pictures in illustration 1 different from each other? In illustration 2?





## ***What is It***

Nowadays, people can easily record all activities or events in their lives and even in their surroundings because of technological advancement. This is with the use of different technologies either hardware or software like computer, camera, recorder, cellphone, and like. With the necessary equipment or gadgets combined with your artistic skills, creating an audio-visual art will be a success.

### **What is audio-visual art?**

**Audio-visual art** is an art form that includes both visual and audio or sound component. This could be a visual music, film, an animation, a documentary, audio visual performances, an installation or something more experimental like an art-video. It is also defined as the exploration of kinetic abstract art and music, or sound set in relation to each other.

A **video art** is an art form which relies on using technology as a visual and audio medium. One example of a video art is video recording.

**Video recording** is the process of recording still or moving images electronically. The techniques used to record images on videotape are like those used to record sound. Under video recording is what we call the **video blogging**. It is diary entry of what you did for the day, a topic that you want to discuss or an activity that you want to show. It is commonly known as **vlogging**.

### **The Different Art Skills in Using New Technology**

#### **1. Composition skills**

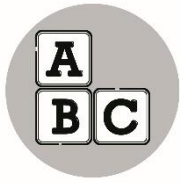
Composition refers to the arrangement of visual elements in a work of art; literally, the word means “putting together.” All artistic elements, such as lines, shapes, tone, form, depth, color, texture, and space, can be arranged in various ways. Visual arrangements that follow the rules of composition, however, will look better.

#### **2. Color theory and techniques for working with colors**

Color theory and the skillful use of colors is necessary in multi-colored works. In video recording, the use of different color is very important because it helps the artists in showing a particular mood or setting in their art.

#### **3. Application of Value/Contrast in Color**

Video recording make use of light because it affects the way you see certain people or object and your creativity. Light is very important in shooting videos that is why artist use the principle of value (relative degree of light or dark) to show their creativity using light.



## What's More

### Activity 1: Vlogging Time

Materials Needed:

Cellphone, video camera, tablet, or computer/laptop webcam

This is how you make your video blog:

1. Using a cellphone, video camera, tablet, computer/laptop, turn on your camera/web cam and press Record.
2. Introduce yourself and say something of interest.
3. You can show your room or your house and tell something about it.
4. Share some of your hobbies or things you like to do.
5. Conclude the video by sharing some of your aspirations in life.
6. Save your work.



### *Notes to the Teacher*

You may assist your pupil in doing their video blog and let them show their work to their classmates if they want. Do not forget to check and view the video blog.

### Assessment 1

**Matching Column A to Column B.** Write the letter of your answer on a separate sheet of paper.

#### **A**

1. art skills
2. video blogging
3. an art form with visual and audio medium
4. help shows a particular mood/setting of art
5. gadget used to create an audio-visual art

#### **B**

- a. Cellphone
- b. Colors
- c. Coloring skills
- d. Video art
- e. Vlogging



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

Creating audio-video art is easier with the use of technological advancement. Together with your art skills, you can record videos and make your own video clips.

People can record videos themselves and can also make their own video clip. No matter what happened you are the artist of your own work. Use your skill as an artist and make use of technology for your convenience because this will make your audio-visual creation a success.



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

### **Interview Time. Create your own Video Recording.**

Make a short interview of a person you find interesting or has admirable qualities.

Materials Needed:

Cellphone, video camera, tablet

What to do?

1. Choose a person that you will interview.
2. Contact your interviewee and schedule the interview.
3. Prepare your questions as your guide. Write them down on a piece of paper.
4. On the day of the interview, prepare the materials needed for video recording.
5. Make sure that you use your artistic skills in the preparation of the place of the interview.
6. Remember that colors and light matters.
7. Using a cellphone, video camera, tablet, turn on your camera and press record.
8. Begin your interview.
9. After the interview, save your video.
10. Present your work to your teacher.



## Assessment

Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet.

1. An art form which relies on using technology as a visual and audio medium.  
a. Drawing                      b. Printmaking                      c. Sculpture                      d. Video art
2. What are the following art skills that can be utilize in creating an audio-video art?  
a. Composition skill  
b. Application of value/contrast in color  
c. Color theory and techniques for working with colors  
d. All of the above
3. Which of the following items can be used to make a video recording?  
a. Ballpen                      b. Cellphone                      c. Notebook                      d. Radio
4. It is a diary entry of what you did for the day, a topic that you want to discuss or an activity that you want to show. It is also commonly known as vlogging.  
a. Painting                      b. Recording                      c. Shooting                      d. Video blogging
5. Creating an audio-visual art requires the use of necessary equipment or gadgets together with your\_\_\_\_\_  
a. Artistic skill                      b. Integrative skill                      c. Listening skill                      d. Singing skill
6. \_\_\_\_\_ is an element of art that helps artists set a particular mood or setting in art.  
a. Colors                      b. Composition                      c. Contrast                      d. Values
7. It refers to the arrangement of visual elements in a work of art; literally, the word means “putting together.”  
a. Colors                      b. Composition                      c. Contrast                      d. Values
8. The exploration of kinetic abstract art and music or sound set in relation to each other is called \_\_\_\_\_. It includes visual music, abstract film, audio visual performances and installation.  
a. Audio art                      b. Audio-visual art                      c. Digital art                      d. Visual art
9. The element of art that shows the relative degree of light or dark is \_\_\_\_\_.  
a. Colors                      b. Composition                      c. Contrast                      d. Values
10. \_\_\_\_\_ is the process of recording still or moving images electronically.  
a. Audio recording                      b. Digital art                      c. Photography                      d. Video recording



## ***Additional Activities***

Now that you already know how to make a video recording. Try doing it one more time. Choose a theme, make a 5 minute vlog and submit it to your teacher. You may also share your output to your family and classmates.



## ***Answer Key***

**What I Know**

1. b
2. d
3. d
4. a
5. d
6. b
7. d
8. b
9. d
10. a

**What's New**

Illustration 1. B

Illustration 2. A

**What's In**

A

**What's More**

1. c
2. e
3. d
4. b
5. a

**Assessment**

1. d
2. d
3. b
4. d
5. a
6. a
7. b
8. b
9. d
10. d

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[https://en.wikipedia.org/wiki/Audiovisual\\_art](https://en.wikipedia.org/wiki/Audiovisual_art)

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