



## SCHOOL OF INFORMATION TECHNOLOGY

### Instructional Material (Laboratory)

#### Human-Computer Interaction

#### (HUMCOM1)

Topic(s):	HTML Links and Media				
Laboratory Activity No.	01			No. of Hours:	3
Start Date:	14 January 2026			Due Date:	14 January 2026
Approach:	<input checked="" type="checkbox"/>	Individual	<input type="checkbox"/>	Group	
	<input type="checkbox"/>	Online	<input checked="" type="checkbox"/>	Onsite	<input type="checkbox"/> Hybrid
Name(s): <i>Lastname, First Name Arranged in alphabetical order</i>	BILOG, BRANDON KARL, B.				

#### I. Prerequisites

Students should have:

- a. A basic understanding of **Brand Identity** and its role in web design.
- b. Familiarity with basic **Color Theory** and typography.
- c. Access to digital design tools (e.g., Canva, Photoshop, or Figma).

#### II. Learning Objective

. At the end of this laboratory activity, the student must be able to:

Learning Objectives	Aligned Course Learning Outcomes (CLOs)
1. Conceptualize and execute a unique brand trademark through manual sketching and digital rendering to establish a website's visual identity.	CLO 1
2. Apply color theory and technical specifications by identifying Hex codes and labeling visual assets for consistent web implementation.	CLO 2
3. Identify and demonstrate proficiency in using digital design tools and software features (e.g., Canva, Photoshop, or Figma) to create web-ready graphics.	CLO 3

#### III. Setup and Procedure

[Mandatory]

##### Software Environment:

**Graphic Design Software:** Canva, Adobe Photoshop, Adobe Illustrator, or Figma.

##### Hardware Environment

- **PC/Workstation:** Minimum requirements for running graphic design software.
- **Imaging Device:** Smartphone camera or scanner (for capturing the hand-drawn sketch).

#### IV. Problem/Procedure

Annex A

Annex B

#### V. Additional Instructions

- a. Filename: Lastname\_Activity\_1  
b. Submission: Laboratory drive/google classroom

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#### VI. Rubric/Scoring Guide

Criteria	Highly Competent (5 pts)	Competent (3 pts)	Minimal (1 pts)	Non-Compliance (0 pts)
<b>Traditional Conceptualization (Annex A)</b>	The sketch is highly original and clear. Includes a detailed <b>Color Guide</b> with specific names or Hex codes.	The sketch is clear and recognizable with basic color labels provided.	Sketch is present but lacks clear color labeling or is difficult to read.	<b>No hand-drawn sketch provided.</b>
<b>Digital Rendering (Annex B)</b>	The digital logo is professional and high-resolution. It perfectly translates the concept from the sketch.	The digital logo is complete and follows the core design of the sketch.	The digital logo is present but shows poor execution (pixelated or messy).	<b>No digital logo submitted.</b>
<b>Technical Documentation</b>	Rationale is insightful (100-150 words). At least <b>3 specific editing tools</b> are correctly identified.	The rationale is clear but brief. 1-2 editing tools are identified.	Rationale is present but vague or falls significantly under the word count.	<b>No rationale or tool list provided.</b>
<b>Submission &amp; Naming Convention</b>	All files (Sketch, Logo, Text) are submitted in the correct formats and follow the naming convention.	Most files are submitted correctly, but naming is slightly inconsistent.	Files are submitted but formats are incorrect (e.g., Docx instead of PNG).	<b>Failed to submit to Google Classroom / Empty submission.</b>

#### VII. Reflection

1. Traditional vs. Digital Transition: What were the primary challenges you encountered when translating your hand-drawn sketch into a digital format?

How did the digital tools you chose help or hinder the original "feel" of your brand trademark? The hard part for me was changing my hand drawing into digital because the lines are not straight and clean. Some details are hard to copy but the digital tools help me fix the shape and make it more neat. It lose a little hand drawn

feel but it looks more professional.

2. Cultural and Personal Identity: How does your chosen color palette and symbolism reflect your personal identity or the specific "message" of your website? Why is it important for a web designer to establish a consistent trademark before beginning the coding phase?

The color red shows speed, power, and motorcycle style which I like. The tool and gears show it is about garage and fixing motorcycle. Having a logo will be organized before coding.

3. Technical Tool Evaluation: Among the digital editing tools you identified in your documentation, which one was the most essential for achieving professional-looking results? If you were to redo this activity, what other software or feature would you explore to improve the quality of your output?

The most important tool is the digital drawing tool because it helps make clean lines. If I do it again, I want to try more tools for shading and text to make the logo better.

## VIII. References

Beaird, J., & Walker, G. (2020). *The Principles of Beautiful Web Design*. SitePoint Pty Ltd. (Focus on Brand Identity and Visual Communication).

Nielsen Norman Group. (n.d.). *Visual Design: The Role of Imagery in UX*.

Canva Design School. *A Beginner's Guide to Digital Design Tools and Typography*.

Figma Help Center. *Understanding Vector Networks and Shape Tools*.

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## ANNEX A Problem

Instructions:

1. Identify the "Trademarks" of your personal brand. Consider what symbols, initials, or icons represent your work as a web designer.
2. On a clean sheet of paper, produce a **Hand-Drawn Sketch**.
3. **Mandatory Labeling:** Use arrows to specify the color palette. You must identify the colors by name or Hex Code (e.g., "Primary: Navy Blue #000080").

4. Photograph or scan your sketch. Ensure the image is clear and the labels are readable.



JOANNA ROSE G. PASCUAL

## **ANNEX B**

### **Procedure**

1. Open your preferred digital editing tool (e.g., Canva or Figma).
2. Translate your sketch into a digital format. Focus on clean lines and professional spacing (alignment).
3. **Technical Identification:** You must keep a log of the tools you use (e.g., Pen Tool, Shape Builder, Layer Masking).

4. Export your final logo as a high-resolution **PNG** (with transparent background) and a **JPG**.





**Output**

