



<b>W7</b>	<b>Learning Area</b>	ARTS	<b>Grade Level</b>	10
	<b>Quarter</b>	3 <sup>rd</sup>	<b>Date</b>	

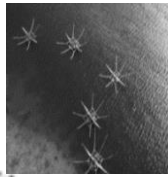
<b>I. LESSON TITLE</b>	<b>Media-Based Arts and Design in the Philippines</b>
<b>II. MOST ESSENTIAL LEARNING COMPETENCIES (MELCs)</b>	<ul style="list-style-type: none"> <li>Identifies art elements in the various media-based arts in the Philippines. <b>A10EL-IIIb-1</b></li> <li>Identifies representative artists as well as distinct characteristics of media-based arts and design in the Philippines. <b>A10EL-IIIa-2</b></li> <li>Discusses the truism that Filipino ingenuity is distinct, exceptional, and on a par with global standards; and <b>A10PL-IIIh-1</b></li> <li>Discusses the role or function of artworks by evaluating their utilization and combination of art elements and principles. <b>A10PL-IIIh-2</b></li> <li>Uses artworks to derive the traditions/history of a community <b>A10PL-IIIh-3</b></li> </ul>
<b>III. CONTENT/CORE CONTENT</b>	Photography, Film, and Animation

<b>IV. LEARNING PHASES</b>	<b>Suggested Timeframe</b>	<b>Learning Activities</b>
<b>A. Introduction</b> <i>Panimula</i>	DAY 1	<p><b>PHOTOGRAPHY</b> is the science, art, and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film. Photography was viewed as a purely technical process that records visible images by light action on light-sensitive materials. The word photography comes from two Greek words "<b>photos</b>" meaning light and "<b>graphos</b>" meaning writing. It was started in the late 19th century, and from then it was not immediately considered as art.</p> <p>The Photographer as artist: The photographer focuses the camera at a subject and clicks the shutter to make the photography as a <b>process</b>. Once the artist discerns an important moment, and focuses his camera on it, and click the shutter it becomes an <b>art in photography</b>. The photographer has captured the element of arts like <b>form, color, light, shadow, texture, and composition</b> to create a true work of art.</p> <p>Photography as Communication: Photography is considered as one of the most powerful means of communication.</p> <p>Photographic image is today's most important means of conveying information and ideas and expressing emotions.</p> <p><b>Two typical characteristics of Photography</b></p> <ol style="list-style-type: none"> <li>1. Immediacy- is seen in '<b>true to life</b>' and 'of the moment'.</li> <li>2. Detail- the camera takes in every detail of an image.</li> </ol> <p>➤ Photographs are vital tools in communication fields such as <b>journalism, advertising, education</b>, and even in <b>courts of law</b>.</p> <p><b>Noteworthy Philippine Photographers</b> Here are some famous Filipinos who have made their mark in Philippine photography.</p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p><b>George Tapan</b></p> <ul style="list-style-type: none"> <li>▪ An award-winning travel photographer.</li> <li>▪ 2 Gold in Pacific Asia Tourism Association</li> <li>▪ Gold in ASEAN Tourism Association</li> <li>▪ First place in the 2011 National Geographic Photo Contest</li> </ul> </div> <div style="text-align: center;">  <p><b>Into the Green Zone</b></p> <p>1st place-winning image in the 2011 National Geographic Photo Contest</p> </div> </div>

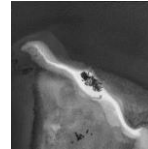


### John K. Chua

- An advertising and commercial photographer.
- **Adphoto** is one of his first studios in the country that use digital photography.
- He founded the foundation called **Photography with a Difference**. (PWD) that gives free workshops to children with special needs.



Gulf of Davao



Snake Island



### Manny Librodo

- Was a full-time teacher at an international school in Bangkok.
- His photograph is about glamour, fashion, and travel portraiture.
- His photograph was regularly top online in competitions.
- He graced numerous UNICEF calendars, commercial work, international magazines, and the covers of some of the world's leading photography publications (Asian Geographic and the Digital Photographer Magazine.)



Tristeria-Liburnae



Black Beauty

**FILM** or Cinema, also known as "movies" or a "motion pictures", is a series of moving images shown on a screen, usually with sound, that make up story. The Kinetoscope, a peepshow cabinet with an eyehole through which these earliest "movies" could be viewed one person at a time. A motor inside the cabinet moved the film strip along in a loop, with an electric bulb providing illumination from beneath.

**\*Film directing** - It is the director, the film director works with ideas, images, sounds, and other effects to create this unique piece of art.

**\*Acting** – an ability to employ dialects, accents, improvisation, observation & emulation, mime, and stage combat.

**\*Cinematography** - captured the director's vision of each scene through camera placement and movement, lighting, and other special techniques.

**\*Editing** - the art of selecting the precise sections of film, then sequencing and joining them to achieve the director's desired visual and emotional effect.

**\*Production/Set design** – responsible for physical terms—through location, scenery, sets, lighting, costumes, and props—the mental image that the director had of how each scene should look, what period it should depict, and what atmosphere it should convey.

### FILM GENRES

**Animated films.** The act, process, or result of imparting life, interest, spirit, motion, or activity.

**Biographical film** is a film that dramatizes the life of a non-fictional or historically based person or people.

**Documentary films**, a non-fiction genre, were made using real-life footage as well as file materials, in many cases to present an issue.

**Epic films** are a style of filmmaking with large scale, sweeping scope, spectacle, and classical literary focused on a heroic character.

**Fantasy films** are **films** with fantastic themes, usually involving magic, supernatural events, incredible creatures, or exotic **fantasy** worlds.

**Futuristic** or **Science fiction films**, as well as special effects movies featuring live actors, animated characters, or live actors and animated characters together.

**Horror film** is a film that seeks to elicit fear for entertainment purposes.

**Independent films**, a special genre of art films caters to a small group of viewers and critics, consciously concerned with the artistic merits of a motion picture.

**Musical film** is a film genre in which songs by the characters are interwoven into the narrative, sometimes accompanied by dancing.

**Silent film** is a film with no synchronized recorded sound (and, no audible dialogue)

**Slapstick films** are comedy films where physical comedy that includes pratfalls, tripping, falling, practical jokes, mistakes, are highlighted over dialogue, plot, and character development.

**Thriller film**, also known as suspense film or suspense thriller, is a broad film genre that evokes excitement and suspense in the audience.

**War film** is a film genre concerned with warfare, typically about naval, air, or land battles, with combat scenes central to the drama.

**Western films** as those "set in the American West that [embody] the spirit, the struggle and the demise of the new frontier.

**ANIMATION** from the Latin word *animatio* (*animo*: to animate or give life to; and *atio*: the act of) which means "the act of giving life.". It is the process of creating the illusion of motion and shape change by means of the rapid display of sequence of static images that minimally differ from each other. **Animators** are the artist who specialize in the creation of animation.

### B. Development Pagpapaunlad

DAY 1

#### Learning Task 1

**Directions:** Arrange the jumbled letters to form the word and write it on the space provided.

1. YHPARGOTOHP \_\_\_\_\_
2. TASIRT \_\_\_\_\_
3. PHOTORGERHAP \_\_\_\_\_
4. REGOGE AATPN \_\_\_\_\_
5. AMATINION \_\_\_\_\_
6. NITORAMA \_\_\_\_\_
7. MLIF \_\_\_\_\_
8. NOITCUDORP \_\_\_\_\_
9. GNIACT \_\_\_\_\_
10. IATDEL \_\_\_\_\_


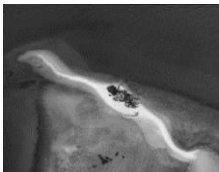



### C. Engagement Pakikipagpalihan

DAY 2

#### Learning Task 3 "FILM VIEWING"

1. Watch "Tanging Yaman" (<https://www.youtube.com/watch?v=fWg3NVmvi6Y>)
2. After viewing has been completed, write the needed data below.



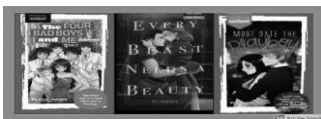
- a) Title: \_\_\_\_\_
- b) Director: \_\_\_\_\_
- c) Year: \_\_\_\_\_

		<p>d) Lead characters the actors/actresses who played them: _____</p> <p>e) Film genre: _____</p> <p>f) Specific scenes or techniques that show the art of filmmaking: _____</p>
<b>D. Assimilation</b> <b>Paglalapat</b>	DAY 3	<p><b>Learning Task 5</b></p> <p><b>Directions:</b> Name the persons and places shown and choose your answer from the box below.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>1.</p> </div> <div style="text-align: center;">  <p>2.</p> </div> <div style="text-align: center;">  <p>3.</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;">  <p>4.</p> </div> <div style="text-align: center;">  <p>5.</p> </div> </div> <div style="border: 1px solid black; padding: 10px; margin-top: 20px; text-align: center;"> <p>George Tapan Gulp of Davao Manny Librodo Snake Island John K. Chua</p> </div>
<b>V. ASSESSMENT</b> (Learning Activity Sheets for Enrichment, Remediation or Assessment)	DAY 4	<p><b>Directions:</b> Identify the term being described. Write the letter that corresponds to your answer on the space provided.</p> <p>_____ 1. These are the two typical characteristics of photography.</p> <p style="padding-left: 40px;">A. immediacy and detail      B. nearness and part C. imminence and feature      D. proximity and aspect</p> <p>_____ 2. It is the science, art, and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film.</p> <p style="padding-left: 40px;">A. cinema      B. photos C. film      D. photography</p> <p>_____ 3. It is a series of moving images show on a screen, usually with sound, that make up story.</p> <p style="padding-left: 40px;">A. video      B. mass media C. theater      D. film</p> <p>_____ 4. This captured the director's vision of each scene through camera placement and movement, lighting, and other special techniques.</p> <p style="padding-left: 40px;">A. comic books      B. cinematography C. animation      D. videography</p> <p>_____ 5. It is considered a true modern art form.</p> <p style="padding-left: 40px;">A. filmmaking      B. painting C. video making      D. photography</p>
<b>VI. REFLECTION</b>		<p>• The learners will write their personal insights about the lesson in their notebook using the prompts below:</p> <p>I understand that _____.</p> <p>I realize that _____.</p> <p>I need to learn more about _____.</p>



<b>W8</b>	<b>Learning Area</b>	ARTS	<b>Grade Level</b>	10
	<b>Quarter</b>	3 <sup>rd</sup>	<b>Date</b>	

<b>I. LESSON TITLE</b>	<b>Media-Based Arts and Design in the Philippines</b>
<b>II. MOST ESSENTIAL LEARNING COMPETENCIES (MELCs)</b>	<ul style="list-style-type: none"> <li>Create artworks that can be ensembled with local materials <b>(A10PR-IIIc-e-1)</b></li> <li>Explain the characteristics of media-based arts and design in the Philippines. <b>(A10PR-IIIc-e-2)</b></li> <li>Applies different media techniques and processes to communicates ideas, experiences, and stories (the use of software to enhance/animate images) <b>(A10PR-IIIc-e-3)</b></li> <li>Evaluate works of art in terms of artistic concepts and ideas using criteria appropriate for the style or form of media-based arts and design. <b>(A10PR-IIIc-e-4)</b></li> </ul>
<b>III. CONTENT/CORE CONTENT</b>	Print Media, Comic Books, Innovation in Product, and Industrial Design

<b>IV. LEARNING PHASES</b>	<b>Suggested Time Frame</b>	<b>Learning Activities</b>
<b>A. Introduction</b> <i>Panimula</i>	Day 1	<p>The primary use of print media is to spread information about daily events and news as it is the fastest way to reach the public. Apart from that, it provides a lot of entertainment to the readers. It may be magazines or newspapers that cover all the stories and articles that generate a lot of interest in the minds of the public.</p>  <p><b>Advertising</b> is one major field that still relies heavily on print media that appear in newspapers, magazines, posters, brochures, and flyers—each with their specific target readerships and markets, and highly-specialized approaches for reaching these target groups. The advertising copywriters provide the text for titles, taglines, and body copy, the team of modern-day art professionals creates the look of each ad. These are the directors, photographers, graphic designers, and illustrators. The team may further include food and product stylists, fashion stylists, hair, and makeup artists, set and lighting designers if the ad subject requires it.</p>  <p><b>Book Design and Illustration</b> Another remarkably rich and promising area for young Filipino artist is the field of book design and illustration. The visionary mindset of progressive Philippine book publishers such as Bookmark, Anvil Publishing, Adarna Books, and Tahanan Books for young Readers (now IlawngTahanan Publishing) should be credited. Nowadays local book designers and illustrators have been given recognition they deserve and the creative freedom they need to truly showcase their talents.</p>  <p><b>Digital Media</b> The books that were originally available only in print are being gradually converted to digital format. Readers can now find, access, and enjoy these electronic books (or "e-books") via digital media tablets, e-book readers and other handheld reading devices. Kobo is an e-book that features not only international but Philippine titles. Wattpad is a social media – based trendy publishing sites. Flip reads provide access to the works of Filipino authors and publishers.</p>

**Komiks/Comic Book** - A print media that highlight the artistic gifts of Filipinos. It is a publication that consists of art in the form of sequential - panel that represents individual scenes.



**INDUSTRIAL DESIGN** is both a branch of art and science that deals with the creative and analytical planning applied in the building of products. It is almost all consumer products.



**FASHION DESIGN** deals with the aesthetics and functionality of clothes. The person who designs clothes is called a **fashion designer**.

### 3 TYPES OF FASHION DESIGN

- 1. Haute couture**- are garments designed and created for a single client.
- 2. Mass market**- these are mass-produced garments that are manufactured in large quantities and come in different sizes.
- 3. Pret-a-porter**- known as "ready-to-wear" made with limited number of quantities.

### ERGONOMICS

> is the science of creating products that are designed based on human measurements so that it would be comfortable to use. This discipline needs training and schooling.

## B. Development Pagpapaunlad

Day 1

### LearningTask 1: MATCH IT!

Directions: Match the following pictures in Column A to the corresponding media-based arts in Column B.

A

B

1.



2.



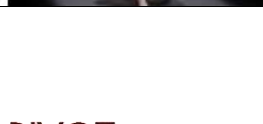
3.



4.



5.



6.

A. ADVERTISING

B. BOOK DESIGN AND ILLUSTRATION

C. DIGITAL MEDIA

D. FASHION DESIGNING

E. INDUSTRIAL DESIGNING

F. COMICS

		<p><b>Learning Task 2: Q&amp;A</b></p> <p><b>Direction:</b> Answer the question based from what you have learned from the lesson.</p> <ol style="list-style-type: none"><li>1. Is there still a place for print advertising along with other forms of arts like television, radio, and online advertising? Why do you say so?</li><li>2. Do you consider comic illustration a modern form of art? Why or why not?</li><li>3. Are book design and illustration can be possible options as a profession for artistic young Filipinos? Explain your opinion.</li></ol>																																													
<p><b>C. Engagement</b> <b>Pakikipagpalihan</b></p>	<p>Day 2</p>	<p><b>Learning Task 3 COMICS MAKING</b></p> <p><b>Materials:</b></p> <p>✓ Pencil, ruler, crayon</p> <p>✓ 1 long bond paper</p> <p><b>Procedures:</b></p> <p>✓ Conceptualize the story for the comic strip.</p> <p>✓ Try to sketch the design for each setting and add the dialogue.</p> <p>✓ Render the main character and the background using the chosen design.</p> <p>✓ Draw or cut pictures and paste your comic strip on a bond paper.</p> <p>Please be guided by the rubric below in doing your work.</p> <table><tr><th>CATEGORY</th><th>Excellent 10 pts</th><th>Good 8 pts</th><th>Fair 6 pts</th><th>Needs Improvement 4 pts</th></tr><tr><td><b>Following Directions</b></td><td>Student followed all the procedures correctly.</td><td>Student followed most of the procedures.</td><td>Student followed some of the procedures</td><td>Student did not follow the procedures.</td></tr><tr><td><b>Creativity and Workmanship</b></td><td>Student output is very creative and clearly defined.</td><td>Student output is good but not clearly defined.</td><td>Student output is fair and difficult to define.</td><td>Student output is dull and difficult to define.</td></tr><tr><td><b>Manipulating skills</b></td><td>Show excellent expertise in the submitted output.</td><td>Show moderate expertise in the submitted output.</td><td>Show slight expertise in the submitted output.</td><td>There is no visible expertise in the submitted output.</td></tr></table> <p><b>Learning Task 4: Show Your Creativity!</b></p> <p>Directions: Create a sash using recyclable materials available in your home. Your output will be graded based on the given rubric.</p> <p><b>Rubric in assessing your work:</b></p> <table><tr><th>Criteria</th><th>5</th><th>4</th><th>3</th><th>2</th></tr><tr><td>Quality of artworks</td><td></td><td></td><td></td><td></td></tr><tr><td>Visual Impact</td><td></td><td></td><td></td><td></td></tr><tr><td>Neatness</td><td></td><td></td><td></td><td></td></tr><tr><td>Creativity and Presentation</td><td></td><td></td><td></td><td></td></tr></table> <p>Highest Possible Score: 20 points</p> <p>Excellent: 18-20</p> <p>Very Good: 15-17</p> <p>Good: 11-13</p>	CATEGORY	Excellent 10 pts	Good 8 pts	Fair 6 pts	Needs Improvement 4 pts	<b>Following Directions</b>	Student followed all the procedures correctly.	Student followed most of the procedures.	Student followed some of the procedures	Student did not follow the procedures.	<b>Creativity and Workmanship</b>	Student output is very creative and clearly defined.	Student output is good but not clearly defined.	Student output is fair and difficult to define.	Student output is dull and difficult to define.	<b>Manipulating skills</b>	Show excellent expertise in the submitted output.	Show moderate expertise in the submitted output.	Show slight expertise in the submitted output.	There is no visible expertise in the submitted output.	Criteria	5	4	3	2	Quality of artworks					Visual Impact					Neatness					Creativity and Presentation				
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		Needs Improvement: 9-10 Poor-8
<b>D. Assimilation</b> <b>Paglalapad</b>	Day 3	<b>Learning Task 5</b> <b>Directions:</b> Write in the box the importance of the following media-based arts and design in the country. <div> <div>Print Medias</div> <div>Comic Books</div> <div>Industrial and Fashion Design</div> </div>
<b>V. ASSESSMENT</b> (Learning Activity Sheets for Enrichment, Remediation or Assessment)	Day 4	<b>Directions:</b> Identify the term being described. Write the letter that corresponds to your answer on the space provided. ____ 1. It is a large-scale publication such as newspapers, magazines, and journal, books of all kinds, as well as smaller-scale posters, brochures, flyers, menus, and the like. A. advertising B. magazine C. newspaper D. print media ____ 2. These appear in newspapers, magazines, posters, brochures, and flyers—each with their specific target readerships and markets, and highly-specialized approaches for reaching these target groups. A. advertising B. brochures C. flyers D. journals ____ 3. This remarkably rich and promising area for young Filipino artist that came from the visionary mindset of progressive Philippine book publishers. A. animation B. cinema C. comic book D. book illustration and design ____ 4. A person in charge of the industrial design of an item, they make sure that a product is aesthetically pleasing or attractive, functional, or useful, and ergonomic. A. fashion designer B. interior designer C. industrial designer D. web designer ____ 5. It deals with the aesthetics and functionality of clothes. A. fashion design B. interior design C. industrial design D. web design
<b>VI. REFLECTION</b>		• The learners will write their personal insights about the lesson in their notebook using the prompts below: I understand that _____. I realize that _____. I need to learn more about _____.

### Personal Assessment on Learner's Level of Performance

Using the symbols below, choose one which best describes your experience in working on each given task. Draw it in the column for Level of Performance (LP). Be guided by the descriptions below.



- I was able to do/perform the task without any difficulty. The task helped me in understanding the target content/lesson.

- I was able to do/perform the task. It was quite challenging but it still helped me in understanding the target content/lesson.

- I was not able to do/perform the task. It was extremely difficult. I need additional enrichment activities to be able to do/perform this task.

Learning Task	LP	Learning Task	LP	Learning Task	LP	Learning Task	LP
Number 1		Number 3		Number 5		Number 7	
Number 2		Number 4		Number 6		Number 8	