

EMPOWERMENT TECHNOLOGY

Quarter 1 – Module 2

Productivity Tools



Source image: id.techinasia.com



**Empowerment Technology for Senior High School
Alternative Delivery Mode
Quarter 1 – Module 2: Productivity Tools
First Edition, 2019**

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 book 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

Development Team of the Module

Writers:	Sixie Rozz O. Penaso
Content Editor:	Aprille Charisse N. Manla
Language Editor:	Malyn P. Vidal
Proofreader:	Juvy S. Iliwiliw
Illustrator:	Reu P. Casiño
Layout Artist:	Arthel E. Pangan
Development Team:	
Chairperson:	Dr. Arturo B. Bayocot, CESO III <i>Regional Director</i>
Co-Chairpersons:	Dr. Victor G. De Gracia Jr. CESO V <i>Assistant Regional Director</i> Jonathan S. dela Peña, PhD, CESO V <i>Schools Division Superintendent</i> Rowena H. Para-on, PhD <i>Assistant Schools Division Superintendent</i> Mala Epra B. Magnaong, Chief ES, CLMD
Members:	Neil A. Improgo, PhD, EPS-LRMS; Bienvenido U. Tagolimot, Jr., PhD, EPS-ADM; Erlinda G. Dael, PhD, CID Chief; Maria Teresa M. Absin, EPS (English); Celieto B. Magsayo, LRMS Manager; Loucile L. Paclar, Librarian II; Kim Eric G. Lubguban, PDO II
Regional Evaluator:	Renel Jay A. Quirit and Regie A. Cate <i>Gingoog City Division and Ozamiz City Division</i>

Printed in the Philippines by: _____

Printed in the Philippines by:

Department of Education – Alternative Delivery Mode (DepEd-ADM)

Office Address: Masterson Avenue, Upper Balulang, Zone 1, Cagayan de Oro City
Cagayan de Oro – Lalawigan ng Misamis Oriental

Telefax: _____

E-mail Address: _____

EMPOWERMENT TECHNOLOGY

Quarter 1 – Module 1

Productivity Tools

This instructional material is collaboratively developed and reviewed by educators from public and private schools, colleges, and/or universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendation to the Department of Education at action@deped.gov.ph

We value your feedback and recommendations.

TABLE OF CONTENTS

	Page No.
Cover Page	i
Table of Contents	ii
Introduction	1
Module Content	1
Learning Competencies	2
LESSON 1: Productivity Tools	3
What I Need to Know	3
What I Know: Pre-Test	3
What's New: Lesson 1.1 Advance Techniques in Word Processor	4
What Is It: Let's Practice	9
Part A: Inserting and Editing Shapes: Digital Art	9
Part B: Inserting and Editing Pictures: Travelogue	9
What's New: Mail Merge and Label Generation	11
What Is It: Activity 1.2: Let's Practice: Mail Merge	19
What's New: Lesson 1.2: Advance Techniques in PowerPoint	21
What Can I Do: Activity 1.3: Let's Practice	22
What's New: Lesson 1.3: Advance Techniques in Excel	24
What I Have Learned	28
Assessment	29
Answer Key and References	30
LESSON 2: Imaging and Design for Online Environment	31
What I Need to Know	31
What I Know: Pre-Test	31
What's In	33
What's New: Lesson 2.1: Graphics and Layout	35
What Can I Do: Activity 2.1: CoViD-19 Infographic	39
What's New: Lesson 2.2: Image Manipulation	40
What Can I Do: Activity 2.2: Let's Do Magic!	44
What I Have Learned	45
Assessment	46
Answer Key and References	48
LESSON 3: Principles and Techniques of Design Using Online Creation Tools, Platform, and Application	50
What I Need To Know	50
What I Know: Pre-Test	51
What's New: Lesson 3.1: Web Page Creation	52
What Is It: Activity 3.1: Website Design Quality Check	57
What's New: Lesson 3.2: Online Creation Tools	58
What Can I Do: Activity 3.2: It's My Space	59
What's More: Activity 3.3: Let Me Be the Judge	61
What I Have Learned	63
Assessment	63
Answers and References	65



WHAT I NEED TO KNOW:

Overview

dear learners! Welcome to this module on Empowerment Technology. This module will help you explore the different technologies and online platforms and how they can be used effectively. It contains activities that will let you create your own ICT contents and evaluate existing online creation tools, platforms, and applications. The module is self – instructional and allows you to learn in your own space, at your own pace. So, relax and enjoy learning.

Module Content

First Quarter Module 1: ICT in the Context of Global Communication will give you an introduction into ICT and the different online platforms that may be used for its specific purpose. It will also tackle on online safety, security, and online etiquette. You will be able to get tips on how to maximize the power of the Internet to assist you in your research work through discussing research tools and evaluating relevant and reliable websites.

Module 2: Productivity Tools will help you on using advanced knowledge in Word, PowerPoint, and Excel applications. This module will also allow you to critique on good qualities of web design.

To get the most of this module, here are some reminders for you:

1. Take your time in reading the lessons.
2. Write down points for clarification and discuss this with your teacher.
3. Perform all activities and answer all worksheets.
4. Answer all tests in this module and check against the answer key to measure how well you have understood the lesson.
5. Answer all activities in a separate sheet of paper or in your notebook.
6. Have fun while learning with this module. It will totally be of great use whichever strand you may belong because ICT is for everybody.



Learning Competencies

After going through this module, you are expected to:

1. Use common productivity tools effectively by maximizing advanced application techniques
2. Create an original or derivative ICT content to effectively communicate or present data or information related to specific professional tracks
3. Evaluate existing websites and online resources based on the principles of layout, graphic, and visual message design.
4. Use image manipulation techniques on existing images to change or enhance their current state to communicate a message for a specific purpose
5. Create an original or derivative ICT content to effectively communicate a visual message in an online environment related to specific professional tracks.
6. Apply web design principles and elements using online creation tools, platforms, and applications to communicate a message for a specific purpose in specific professional tracks
7. Create an original or derivative ICT content using online creation tools, platforms, and applications to effectively communicate messages related to specific professional track.
8. Evaluate the quality, value, and appropriateness of peer's existing or previously developed ICT content in relation to the theme or intended audience/ viewer of an ICT project.
9. Share and showcase existing or previously developed material in the form of a collaboratively designed newsletter or blog site intended for a specific audience or viewer.



WHAT I NEED TO KNOW

LESSON 1: Productivity Tools

Productivity Tools also known as productivity software are software that people use to create and produce professional quality documents, presentations, databases, charts, graphs, and more (<http://productive.tools/why-should-you-use-productivity-tools/>).

The three basic functions of these three productivity tools are:

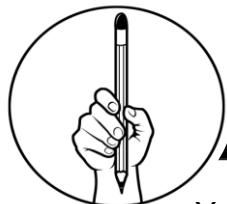
1. Microsoft Word – writing skills
2. Microsoft Excel – numeracy skills
3. Microsoft PowerPoint – presentation skills



What are my goals?

By the end of this lesson, you are expected to:

1. use common productivity tools effectively by maximizing advanced application techniques.
2. create an original or derivative ICT content to effectively communicate or present data or information related to specific professional tracks



WHAT I KNOW

You must be excited to flip over the pages and begin with the lessons. But first, please answer the pre-test to measure what topics have you known so far.

Direction: Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper or in your notebook.

1. What program is used to create spreadsheets which can later be used to analyze statistical tool?
A. MS Excel B. MS Word C. MS Publisher D. MS OneNote
2. What MS Excel function adds a range of cells?
A. ADD B. PLUS C. SUM D. TOTAL
3. Which of the following objects can be inserted in your document?

- A. Pictures B. Sound C. Chart D. Shapes
4. Which of the following is NOT an animation type?
A. Entrance B. Exit C. Emphasis D. Encore
5. In MS Word, what menu is “Mail Merge” found?
A. Insert B. Format C. Design D. Mailings



Well done! Go to page 28 to check your answers!

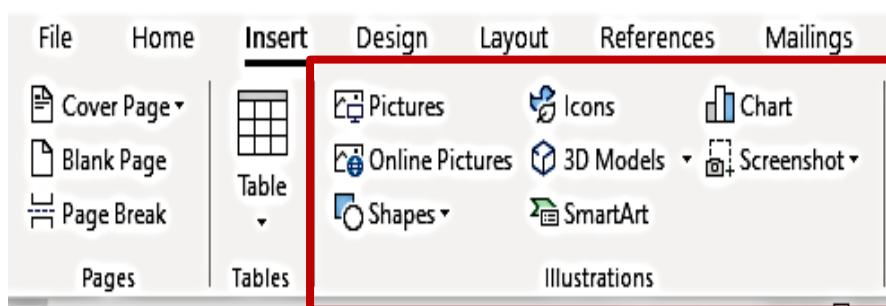


WHAT'S NEW

Lesson 1.1: Advance Techniques in Word Processor

Integrating Illustrations in Word Processor

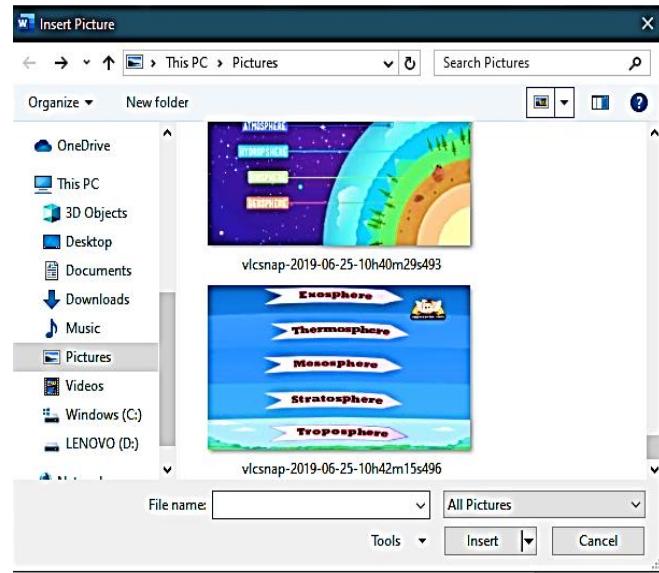
An illustration in MS Word is a visualization or drawing that is in the form of pictures, clip art, shapes, SmartArt, charts, or screen clippings. You can insert illustrations easily by using the illustrations group of the **Insert Tab**.



Steps on Inserting Illustrations in MS Word

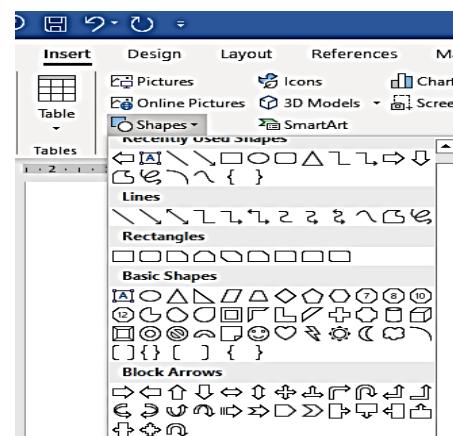
✍️ Inserting Illustrations: Picture from a File

1. Click the area where you want to insert the picture in your document.
2. Click **Insert Tab** then go to **Illustrations** group and click **Pictures**. Insert picture dialog box will appear.
3. Choose the picture you want to insert and click insert.



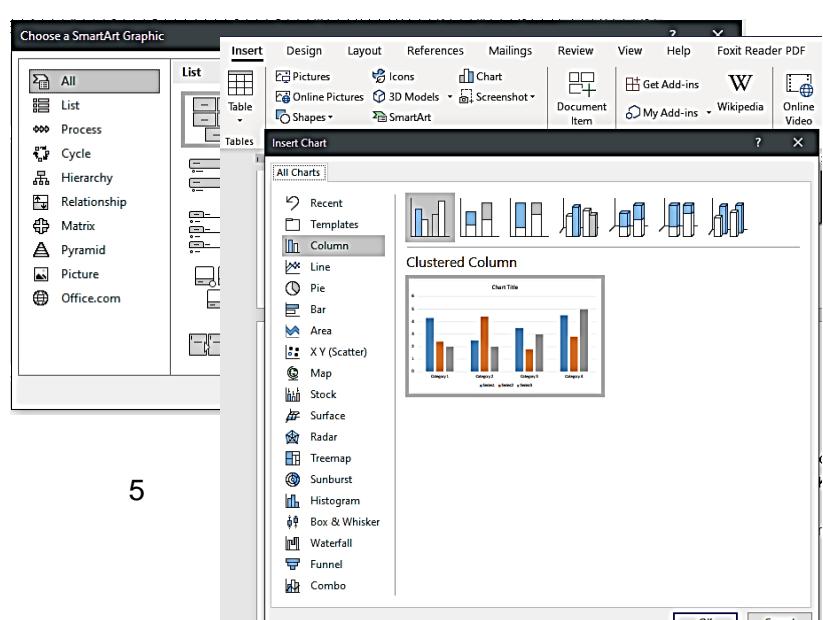
✍️ Inserting Illustrations: Shape

1. Click **Insert Tab** then go to **Illustrations** group and click **Shapes**.
2. Click the shape that you want and click the area in your document where the shape will be placed.



✍️ Inserting Illustrations: SmartArt

1. Click **Insert Tab** then go to **Illustrations** group and click **SmartArt**. A dialog box will appear. Select from the list of SmartArt that you want and click OK.



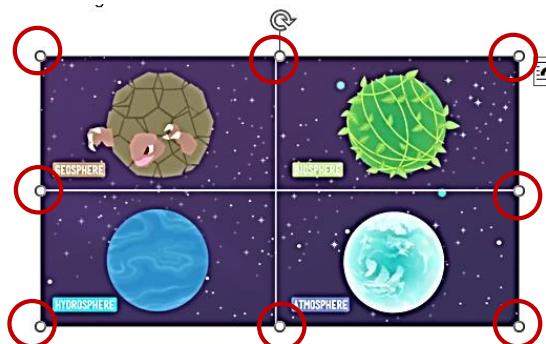
Chart

1. Click in the document where you want the Chart to be placed.
2. Click **Insert Tab** then go to **Illustrations** group and click **Chart**. A dialog box will appear. Select the type of chart that you want and click **OK**. MS Excel window will appear with the chart.
3. Edit the data in MS Excel window. You can close Excel after editing the chart.

Steps in Formatting Illustrations in MS Word

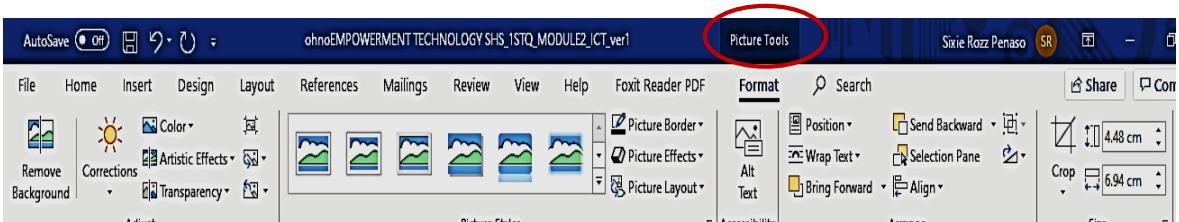
✍ Resizing Illustrations

1. Click image and **sizing handles** will appear. Click and drag any of the sizing handles.



✍ Format Pictures and Clip art

1. Select the picture that you want to format. A **Format tab** of the **Picture Tools**



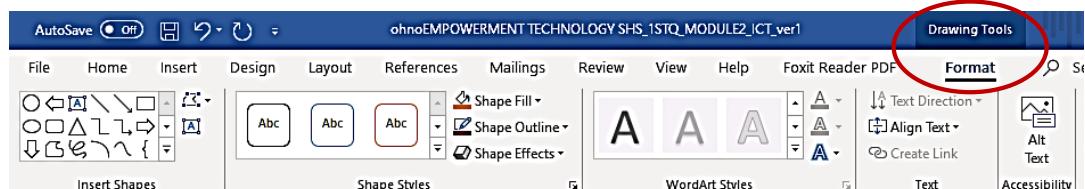
Tools will appear.

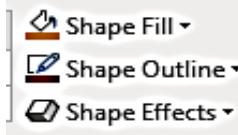
PICTURE TOOLS	PURPOSE
Corrections	Improves brightness, contrast and sharpness

 Color	Changes color quality
 Artistic Effects	Provides various artistic effects
 <p>✓ Adds visual style to the whole picture or clip art, click Picture Styles ✓ Click Picture Border to add border. ✓ Click Picture Effects to add visual effects.</p>	

Format Shapes

Click the shape so the **Format Tab** of the **Drawing Tool** will appear.



PICTURE TOOLS	PURPOSE
	✓ To quickly change the appearance of the shape, click the drop-down arrow of the Shape Styles then click one of the gallery of shape styles.
	You may also click any of these buttons if you want to fill the shape with color, change the line width or style, or add effects to the shape.

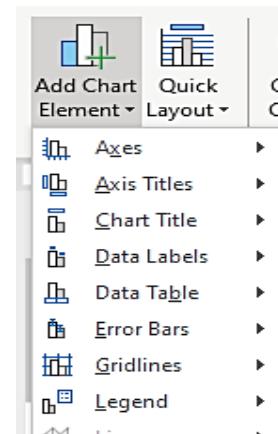
Format Chart

1. Select the chart that you want to format. **Design, Layout, and Format** tabs of the **Chart Tools** will appear.



2. To edit the data of the chart, click **Edit Data** of the **Data** group under the **Design** tab. An MS Excel window will appear where you will edit the data. Close this window as soon as you are done.
3. To add labels to your chart, go to the **Layout** tab and click the appropriate button in the **Labels** group.

Note: The steps may vary in Office 365 version.



WHAT IS IT

ACTIVITY 1.1: Let's Practice

Directions: Do the following activities as required.

A. Inserting and Editing Shapes: Digital Art

Open MS Word and create a simple drawing of a scenery or a person using the available shapes in MS Word. Be creative. Your work should be printed in a short bond paper. Refer to the scoring rubric below for your grading.

Criteria	4	3	2	1
Creativity and Originality	The work demonstrates superior creativity and originality in the selection of the visuals.	The work demonstrates good use of creativity and originality in the selection of the visuals.	The work demonstrates average use of creativity and originality in the selection of the visuals.	The work demonstrates little evidence of creativity and originality in the selection of the visuals.
Composition and Design	Artwork exhibits masterful execution of balance, emphasis, pattern, unity, color, and contrast.	Artwork exhibits good composition and design elements.	Composition demonstrates limited knowledge of design elements.	Ideas are expressed with no unity in composition.
Color	Color choice and application enhances the idea being expressed. The use of color is attractive and appealing.	Artwork exhibits good choice. Color is effective in expressing the idea.	Color choice and application shows some knowledge of color theory and relationships.	Ideas could have been expressed better with other color choices and better application.

B. Inserting and Editing Pictures: Travelogue

Open MS Word and create a travelogue of a favorite place you have visited currently or in the past. Provide descriptions of the places you have been to and what is nice about the place. Embed pictures using Wrap Text in Tight. Set the brightness at 0% and contrast at 20%. Place a Picture Border of your choice. Do not put any artistic effects on the pictures. Other requirements: choose a font style of your choice, size 12, paragraph alignment should be justified, line spacing is 1.15. Your work should be **printed** in a short bond paper. Refer to the scoring rubric below for your grading.

Criteria	4	3	2	1
----------	---	---	---	---

Required elements	Images are present. All images are formatted, bordered and followed specific brightness and contrast requirement. Font size is 12, paragraph alignment is justified and line spacing is 1.15.	4 of the requirements are met.	Only 2 of the requirements is met.	Only 1 of the requirements is met. Project is unacceptable.
Formatting, Design, Artistry	Project contains excellent formatting, page layout, and all words are clear and easy to read. Overall, aesthetically pleasing and attractive to look.	One of the following could be improved: formatting, page layout, readability, or aesthetics.	Two of the following could be improved: formatting, page layout, readability, or aesthetics.	The project is not formatted, page layout is incomplete, contents are difficult to read, and not visually appealing.
Grammar and Mechanics	There are no grammar or spelling errors.	There are some minor grammar and spelling errors.	There are some errors in grammar and spelling.	There are excessive grammar and spelling errors.



WHAT'S NEW

Mail Merge and Label Generation

A Mail Merge is a word processing feature that allows you to easily create multiple letters, labels, envelopes, nametags, or catalogue documents to group of people as stored in a list in a database or spreadsheet.

When making Mail Merge, you will need a **document** using MS Word and a recipient list which is typically done using MS Excel workbook. But you can also use various sources including MS Outlook contact list, MS Access database, or a Notepad text document.

Three Components of the Mail Merge:

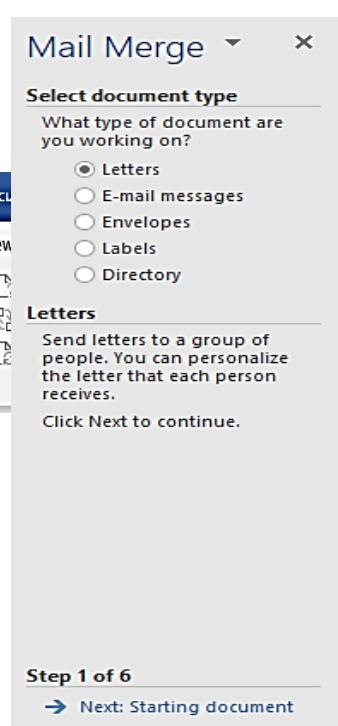
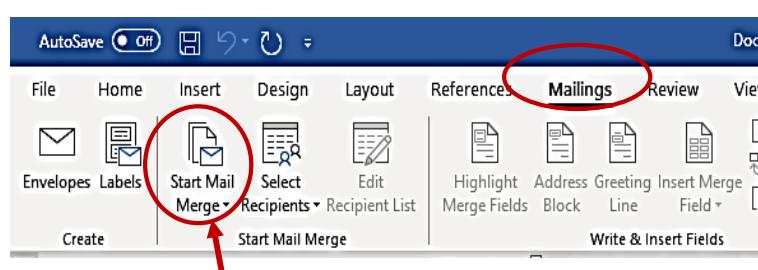
- Main document** – the letter which contain the email information for each of the merged document that can be letter, stationary or template. It also contains the field names which contains the instructions for carrying out the merge.
- Data source** – it is also called **data file** which comprises the information to be merged into a document such as the list of names and addresses to be used in a mail merge. This must be connected to the data source before it can use the information in it.
- Merge document** – this is also a word processing document that is the generated output after executing the merge process.

In Mail Merge you need to create the main document, create a data source and merge data with the document.

STEPS:

Creating a form letter:

1. Open MS Word. Click the **Mailings** tab.



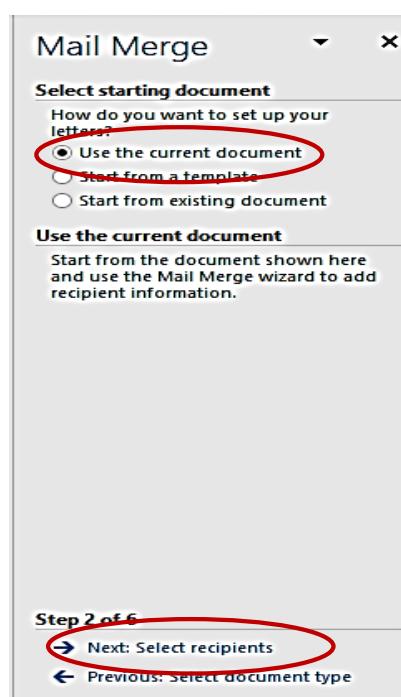
2. Click the **Start Mail Merge** command.

3. Select **Step by Step Mail Merge Wizard** and a Mail Merge task pane will appear at the right side of the document.
4. Choose the type of document you want to create. If you want to create a letter, select **Letter**. **Six main steps** in guiding you to complete a merge will be displayed at the bottom.
5. Click **Next: Starting document** to move to Step 2.

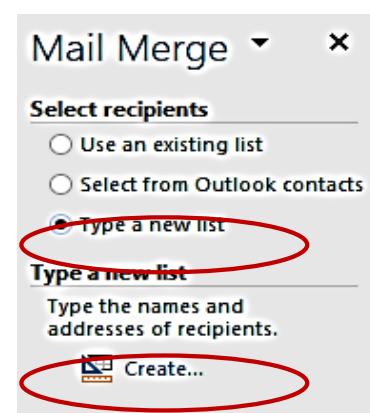
Six main steps

6. Select **Use the current document**. Click **Next: Select recipients** to move to Step 3.

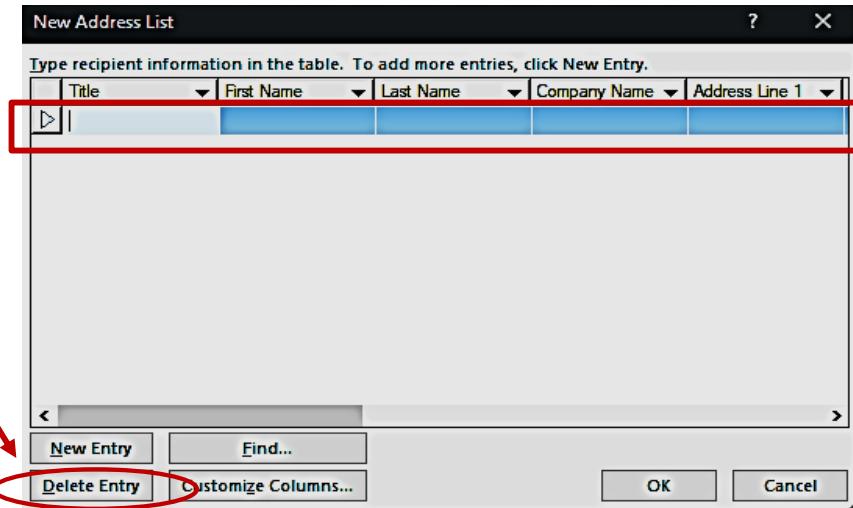
Note: You will need an address list so Word can automatically place each address into the document. The list can be in an existing file, such as an **Excel workbook**, or you can **type a new address list** from within the Mail Merge Wizard.



7. From the **Mail Merge** task pane, select **Type a new list**, then click **Create**.
8. The dialog box of **New address list** appears, displaying fields that Word



assumes you need. Select an entry that you don't need and click the **Delete** button. Use the **TAB** key to move from cell to cell.

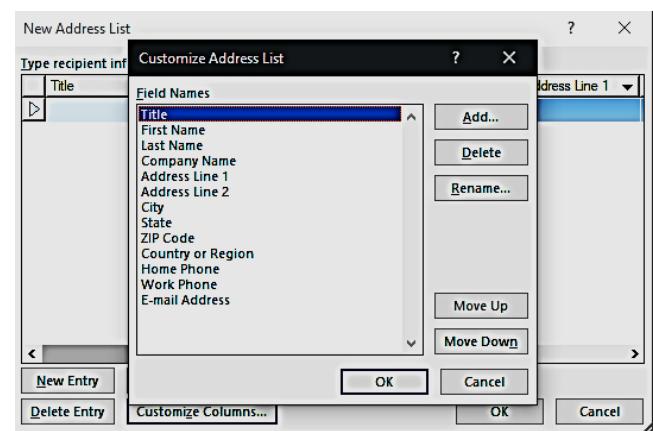
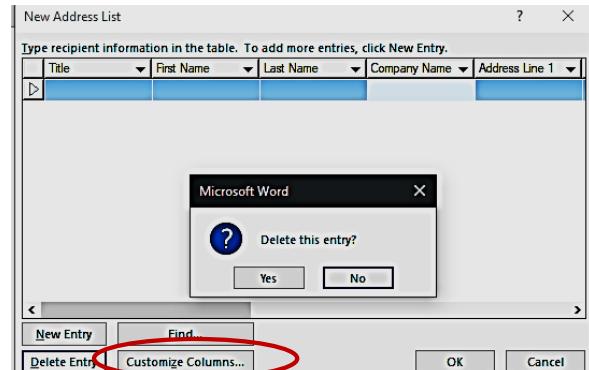


Note:

- ✓ When you delete, a confirmation dialog box will appear.

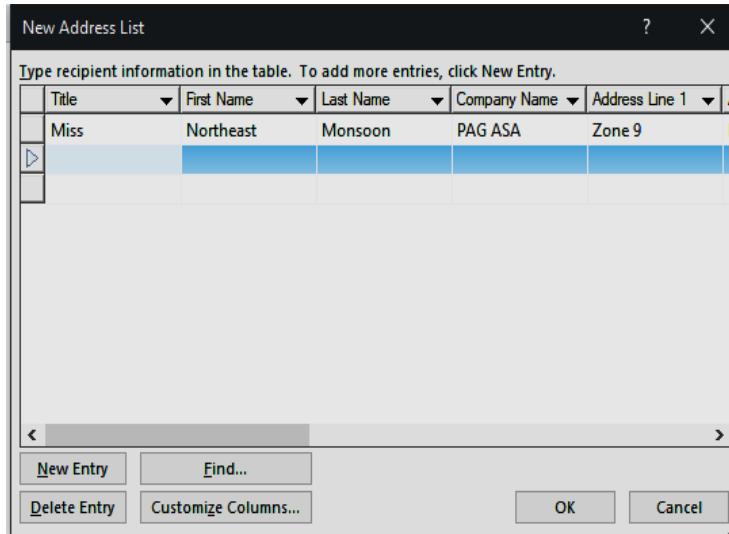
- ✓ To customize the address list, click **Customize Columns** button at the bottom of the window.

- ✓ The dialog box of **Customized Address List** will appear. The resulting window lists the **Field Names** provided. When you are done, click **OK** then customized fields appear as column headings in the **New Address List** dialog box.

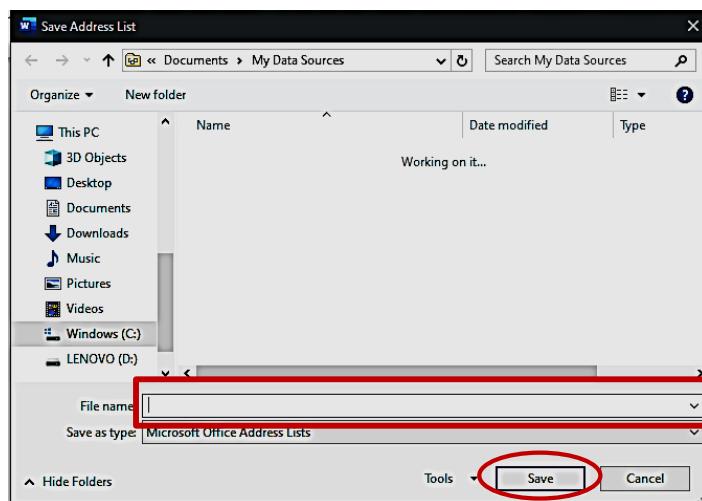


- ✓ Fill in the recipient list by typing the record's data. Type the information that's appropriate to each field, then press **TAB** of the keyboard to enter the next

field. After filling in the last field, add another record just press the TAB key after inputting the last field. When you press the TAB key on the last field in a record, a new record is automatically created and added on the next line.

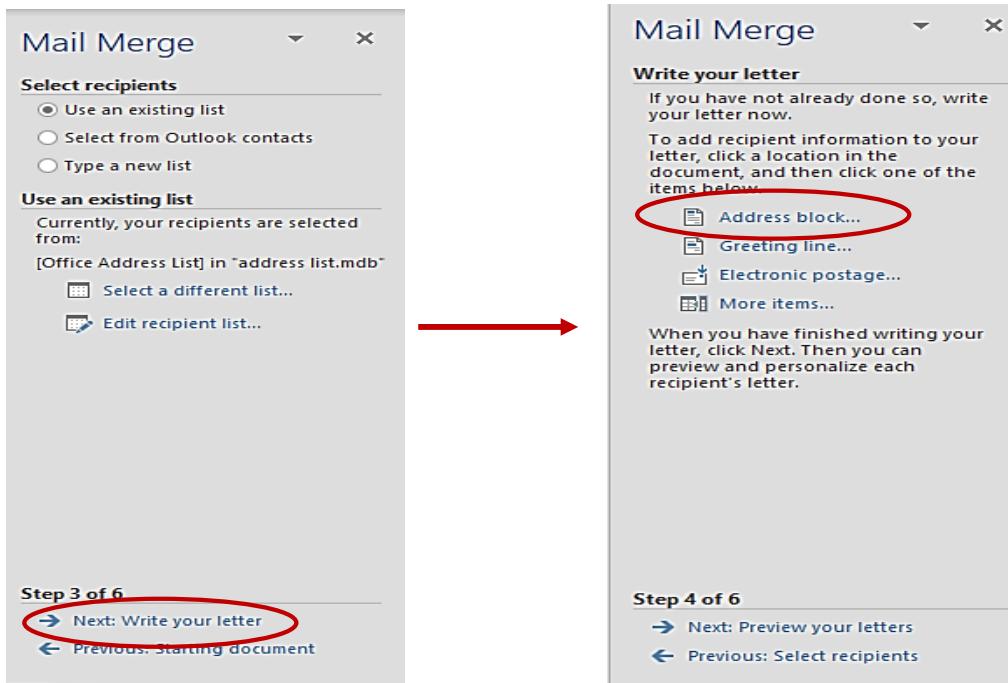


9. Click **OK** after filling the recipient list. A special **Save As dialog box** pops up, allowing you to save the recipient list. Type a name for the address list then click the **Save** button.



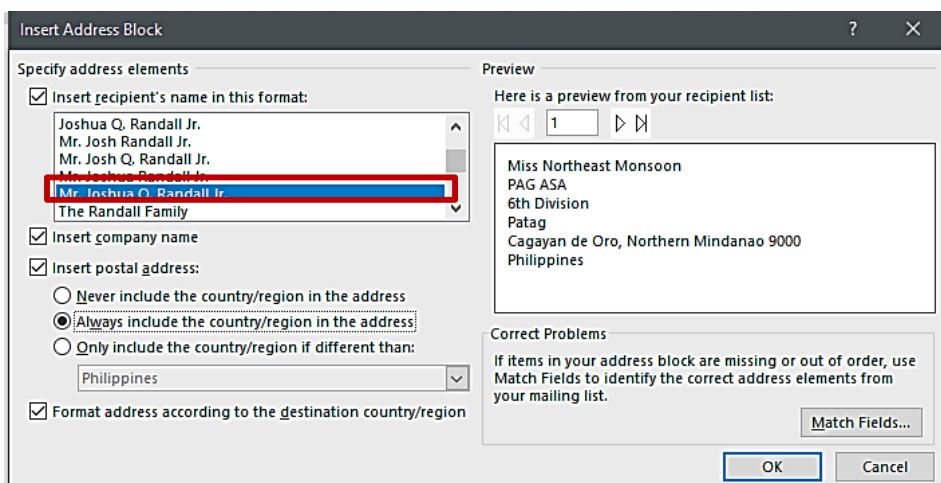
Creating the form letter

1. Click **Next: Write your letter**. Click the **Address Block** button to insert an address block into your letter.

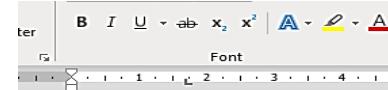


2. Dialog box of Insert **Address Block** appears. Choose the desired format for the address block and click **OK**. The placeholder of **Address Block** will appear in the document.

Note: Use **Match Fields** button to match your field names with the required fields to correct problems. This may be essential if you created the address list in another program such as **Excel** if not, just click **OK** directly without clicking match fields.

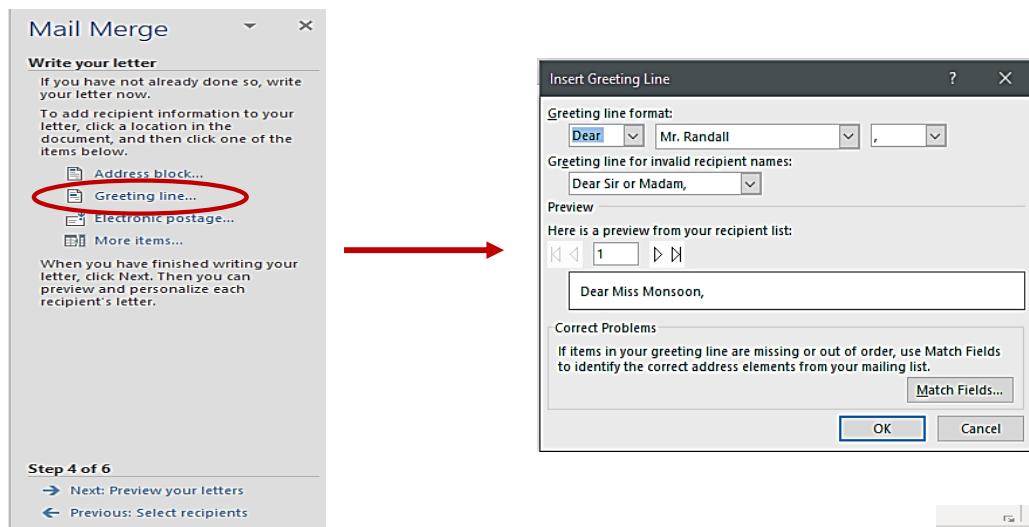


If you click OK, this will appear in your document.



«AddressBlock»

- Click **Greeting Line** from the Mail Merge task pane to insert a greeting line into your document. A dialog box of **Insert Greeting Line** will appear. In the dialog box, choose a format for the greeting line and click **OK**

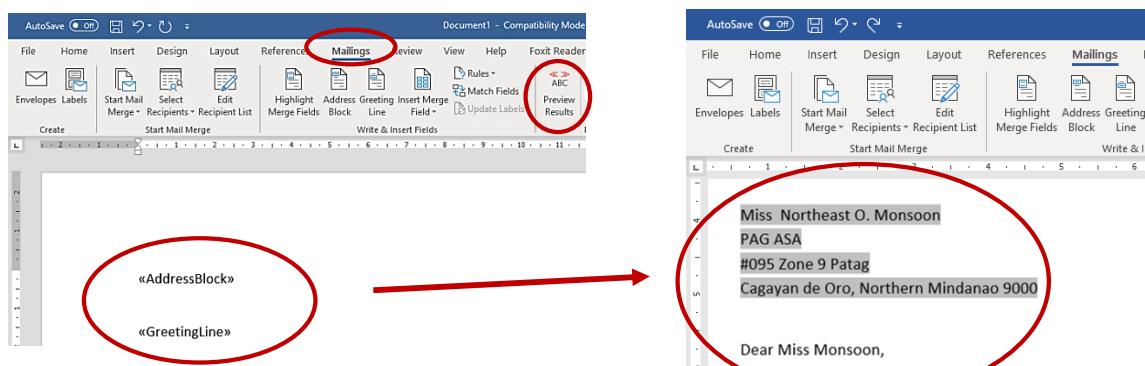


The placeholder of Greeting lines will appear in the document.

«AddressBlock»
«GreetingLine»

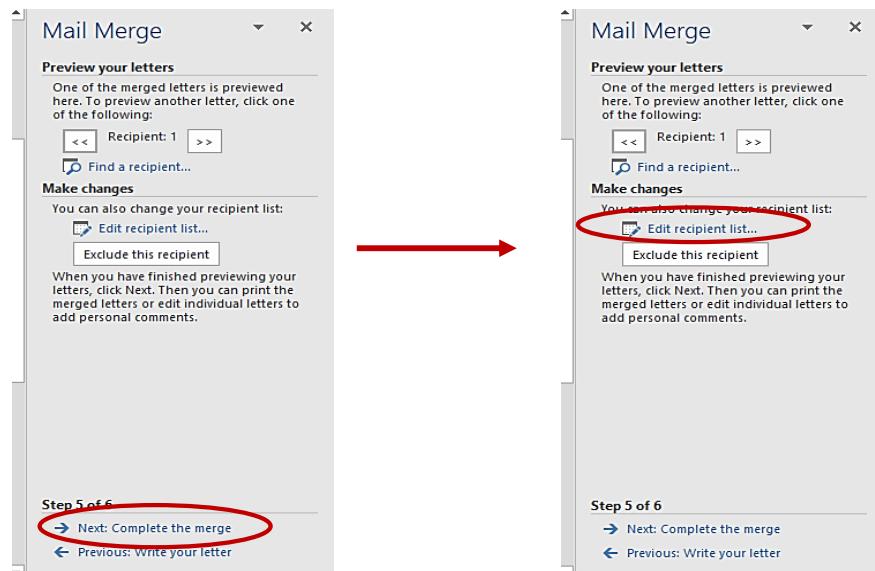
After placing these, you may then start writing the content of the letter.

- To view your merged data, click the **Preview Results** button on the Mail Merge task pane or on the ribbon to replace the merge fields with data from your recipient list.

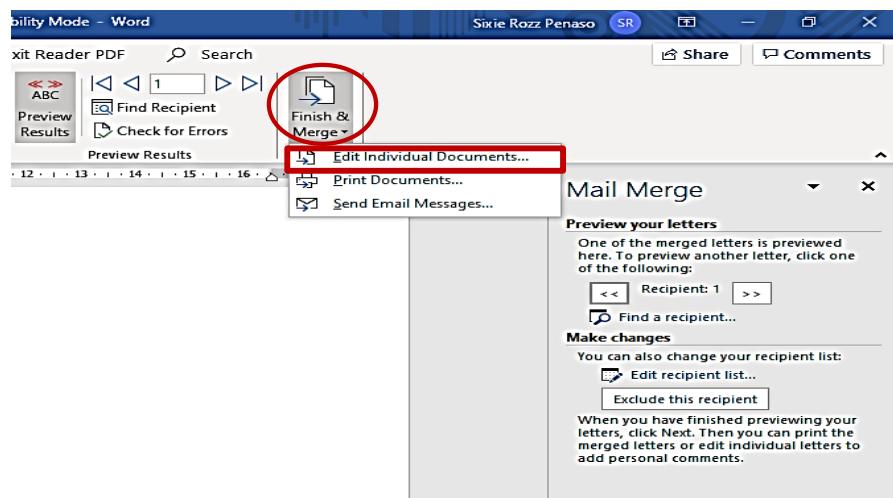


5. Click the **Next: Complete merge** on the mail merge task pane and choose **Edit Individual Documents**. You may also click **finish & merge** button on the preview results section of the ribbon.

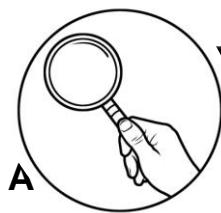
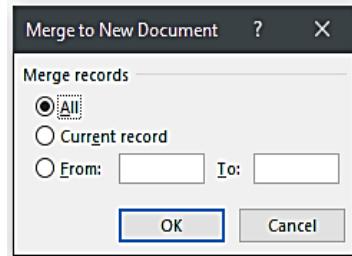
Option A



Option B



Note: When you click the **Edit Individual Documents**, a **Merge to New Document dialog** box will appear and choose **All** if you have more than 1 recipient and click **OK**. After that, you will then see the full merged letter without writing to them one by one. When this is done, you can now print your work.



WHAT IS IT

ACTIVITY 1.2: Let's Practice

Problem: Mr. James Reid, the director of admissions at MOGCHS University, has asked you to send an orientation letter announcement to all incoming freshmen. You decide to use a form letter.

1. Create a folder called "**MOGCHS University Mail Merge**." Save all files created in this activity into this folder.

2. Start with a blank file and save it with the name "**MOGCHS University Letter.**" When you are working always Save your work as often as you can.
3. Before doing anything, select "1.15 Line and Paragraph Spacing." Font style should be Arial size 12. Margins should be at 1-inch all sides.
4. Create the data file or the recipients from the table below. Save the data file with the name **MOGCHS University Freshmen.**

Save the file into the folder in Step 1.

Title	First Name	Last Name	Address 1	City	Country	Zip Code
Mr.	Raul	Ardent	145 Sunrise Road	Cagayan de Oro City	Philippines	9000
Ms.	Wilma	Doesnt	13 Eastern Avenue	Cagayan de Oro City	Philippines	9000
Mr.	Victor	Wood	PO Box 891	Cagayan de Oro City	Philippines	9000
Mr.	Cardo	Dalisay	130 Maple Avenue	Cagayan de Oro City	Philippines	9000
Ms.	Dawn	Zulueta	PO Box 113	Cagayan de Oro City	Philippines	9000

5. Use the text below as the body of your letter. Follow the steps you have previously learned.

June 1, 2020

<<AddressBlock>>

<<GreetingLine>>

Congratulations on your acceptance to MOGCHS University.

We have scheduled an orientation in the Alumni Hall from 8:00am to 11:00am on Monday, June 15, 2020, for all incoming freshmen. Advisers, instructors, and other staff members will be available to familiarize you with the campus and answer your questions.

Topics covered during the orientation will be:

- Adjusting to college life
- Determining the right degree program
- Learning the campus layout

Registration for the first semester begins June 23, 2020 (Monday). Classes will begin Monday, August 24, 2020.

We look forward to meeting you. For more information about the registration and orientation please call us at (088) 355 – 5000.

Sincerely,

James Reid
Director of Admissions

6. When you are done, save your work in the folder in step 1. You will submit this folder to your teacher through his/ her email. As soon as you submit, change the folder name into: **familyname_firstname_section_ MOGCHS University Mail Merge**

Well done! You have finished Activity 1.2 on Mail Merging!



WHAT'S NEW

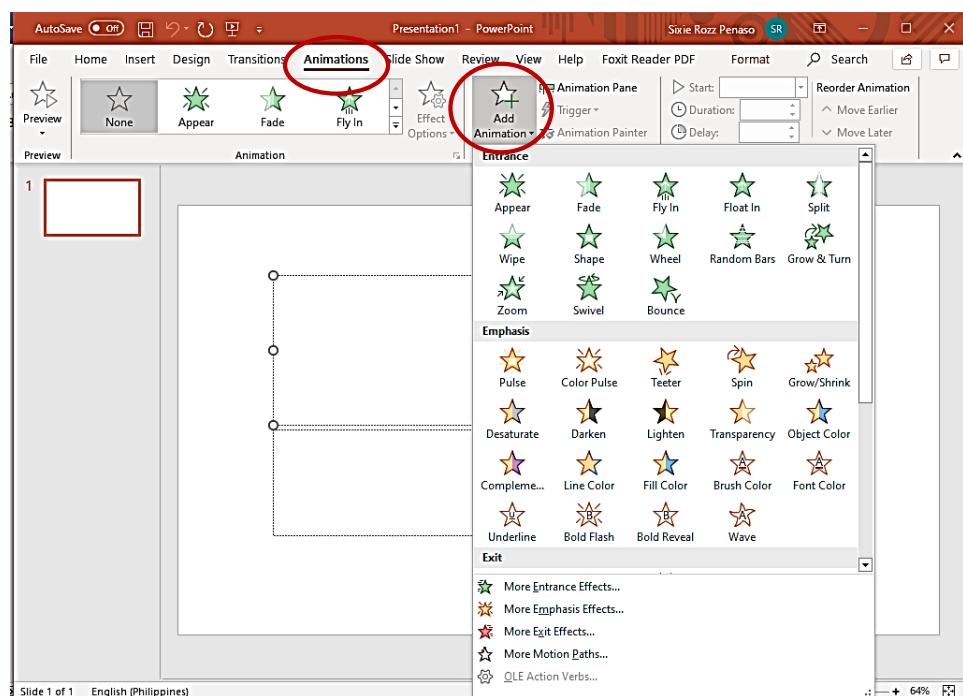
Lesson 1.2 Advance Techniques in PowerPoint

Animation and Timing in PowerPoint

Animation is the process of making the illusion of motion and the illusion of change by means of the rapid succession of sequential images that minimally differ from each other.

Microsoft PowerPoint provides several animation styles in different categories, namely, **Entrance**, **Emphasis**, **Exit** and **Motion Paths**. Animations make your presentation more dynamic.

If you want to put animations in your presentation, all you have to do is go to the **Animations** Tab and click **Add Animations**. From there, you can find various animations types for entrance, emphasis, exit and motion paths.



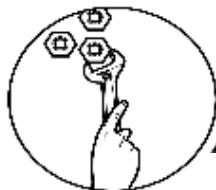
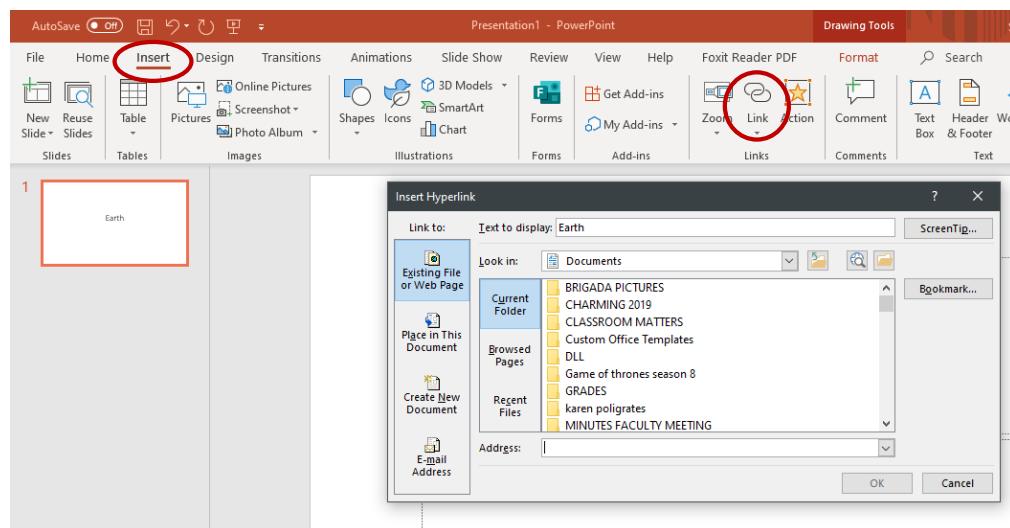
Inserting Hyperlink

A **hyperlink** which is frequently stated as “links” is a text or image on the screen that you can click on to jump to another file or within the existing file. When you hover your pointer over a hyperlink, either it is text or an image, the arrow changes into a small pointing hand, called **hyperlink cursor**. It is usually activated by clicking on the text or image. Text hyperlinks are usually in color blue and underlined.

Hyperlinks in PowerPoint allow you to another slide in the current presentation, another slide in a different presentation, another file or webpage, or email address.

Steps:

1. To insert a Hyperlink, click the word or the image then click the **Insert** tab and look for **Hyperlink** or **Link** in other versions of MS PowerPoint. Click on the choices on where you will link the image or the word. After that, click **OK**.



WHAT CAN I DO

ACTIVITY 1.3: Let's Practice

DIRECTIONS: Adapt a Filipino legend story and create a storyboard using PowerPoint presentation. Place pictures and animations in your story. Place texts as descriptions for the storyboard or dialogue cloud for the conversation of characters. Save your work using this file name: **PPTLEGEND_FAMILY NAME_FIRST NAME_GRADE & SECTION**. Check the rubrics on how you will be graded. Send your work through your teacher's email address.

Rubrics:

Criteria	4	3	2	1
Creativity and Originality	The work demonstrates superior creativity and originality in the selection of the visuals.	The work demonstrates good use of creativity and originality in the selection of the visuals.	The work demonstrates average use of creativity and originality in the selection of the visuals.	The work demonstrates little evidence of creativity and originality in the selection of the visuals.
Composition and Design	Artwork exhibits masterful execution of animations. Skillful use of entrance, exits, emphasis, and motion paths are shown through its proper timing.	Artwork exhibits good execution of animations. Proper use of entrance, exits, emphasis, and motion paths are shown.	Composition demonstrates limited knowledge of execution of animations. Entrance, exits, emphasis, and motion paths somewhat in proper timing	Ideas are expressed with no unity in presentation.
Color	Color choice and application enhances the idea being expressed. The use of color is attractive and appealing.	Artwork exhibits good choice. Color is effective in expressing the idea.	Color choice and application shows some knowledge of color theory and relationships.	Ideas could have been expressed better with other color choices and better application.

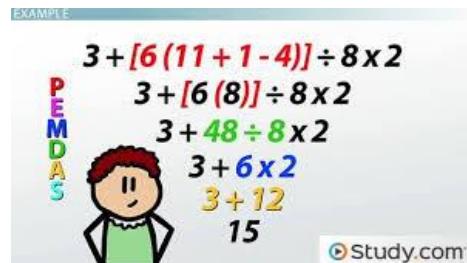


WHAT'S NEW

Lesson 1.3 Advance Techniques in Excel

Advance and Complex Calculations in Excel

Complex formula is the combination of more than two simple formulas. One of the key features of excel is the ability to calculate complex formulas. There are four basic computation uses in excel. Namely addition, subtraction, multiplication, and division. When solving complex problems, Excel follows the PEMDAS. PEMDAS is an acronym for the words: parenthesis, exponents, multiplication, division, addition, and subtraction.



Relative Reference

- ☞ All cell references are called relative references.
- ☞ When copied across multiple cells, they change based on the relative position of rows and columns.

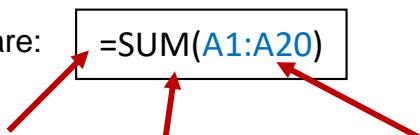
Absolute Reference

- ☞ These are cell references that **do not change** when copied or filled.
- ☞ You can use an absolute reference to keep a row and/or **column constant**.
- ☞ These reference cells can be made constant by inserting \$ sign in between or before the row and column. Example:

\$A\$2	The column and the row do not change when copied.
A\$2	The row does not change when copied.
\$A2	The column does not change when copied.

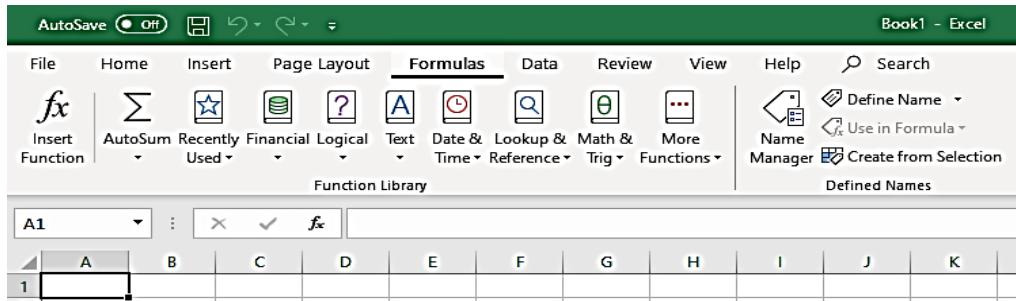
Functions

- ☞ These are predefined formula that performs calculations using specific values in a particular order.
- ☞ The parts of a function are:



Equal sign Function Name Argument

Function Library



IF formula in Excel

The IF function can perform a logical test and return one value for a TRUE result, and another for FALSE result. More than one condition can be tested by nesting IF functions. The IF function can be combined with logical functions like AND and OR.

Syntax: `=IF(logical_test,[value_if_true],[value_if_false])`

- **logical_test** is a value or logical expression that can be evaluated as TRUE or FALSE.
- **value_if_true** (optional) is the value to return when logical_test evaluates to TRUE.
- **value_if_false** (optional) is the value to return when logical_test evaluates to FALSE.

D6 : =IF(C6>=70,"Pass","Fail")

IF function
Run a test. Return one result if TRUE, another if FALSE.

	A	B	C	D	E	F	G	H	I
1									
2									
3									
4									
5	Name	Score	Result						
6	Anderson	92	Pass						
7	Bautista	85	Pass						
8	Block	65	Fail						
9	Burrows	79	Pass						
10	Chandler	69	Fail						
11	Colby	95	Pass						
12	Crosby	90	Pass						
13	Dove	70	Pass						
14	Frantz	96	Pass						
15	Gonzalez	93	Pass						
16	Humphy	75	Pass						

Passing score: 70

EXCELJET

⌚ VLOOKUP

The VLOOKUP function performs a vertical lookup by searching for a value in the first column of a table and returning the value in the same row in the index_number position.

The VLOOKUP function is a built-in function in Excel that is categorized as a Lookup/Reference Function. It can be used as a worksheet function in Excel. As a worksheet function, the VLOOKUP function can be entered as part of a formula in a cell of a worksheet.

Syntax:

=VLOOKUP(lookup_value,table_array,col_index_num,[range_lookup])

$=\text{VLOOKUP}(E1, A2:B6, 2, \text{FALSE})$

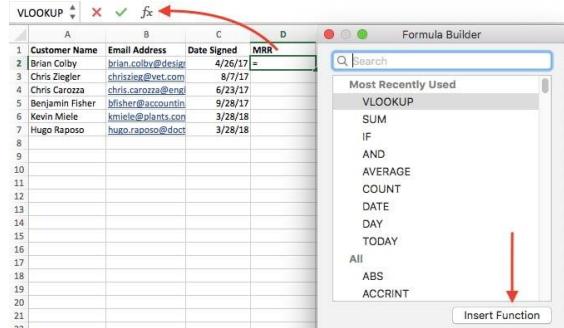
Look up this value, in this range, return a match from this column, search for exact match

Steps:

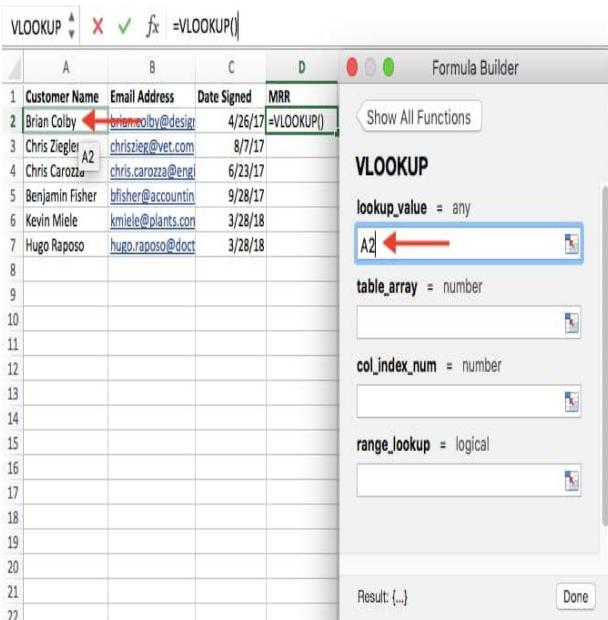
1. Identify a column of cells you'd like to fill with new data. In this case, that is column D entitled MRR.

	A	B	C	D
1	Customer Name	Email Address	Date Signed	MRR
2	Brian Colby	brian.colby@desig	4/26/17	
3	Chris Ziegler	chriszieg@vet.com	8/7/17	
4	Chris Carozza	chris.carozza@eng	6/23/17	
5	Benjamin Fisher	bfisher@accountin	9/28/17	
6	Kevin Miele	kmiele@plants.cor	3/28/18	
7	Hugo Raposo	hugo.raposo@doct	3/28/18	

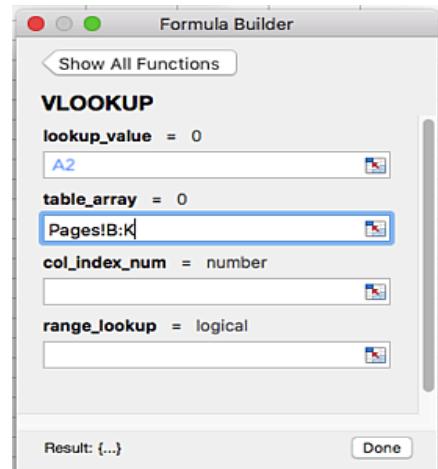
2. Select 'Function' (Fx) > VLOOKUP and insert this formula into your highlighted cell.



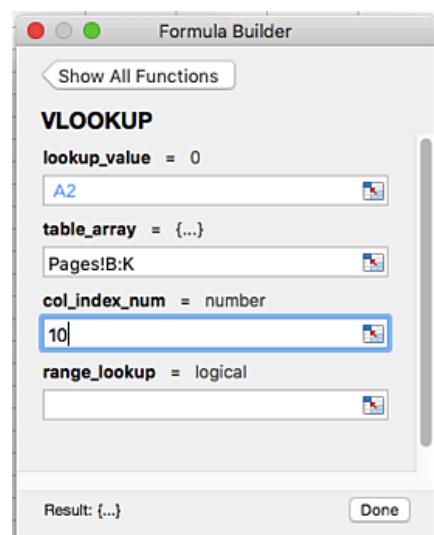
- 3. Enter the lookup value for which you want to retrieve new data.** The first criteria is your lookup value. This is the value of your spreadsheet that has data associated with it, which you want Excel to find and return for you. To enter it, click on the cell that carries a value you're trying to find a match for. In our example, shown above, it's in cell A2. You'll start migrating your new data into D2, since this cell represents the MRR of the customer name listed in A2.



- 4. Enter the table array of the spreadsheet where your desired data is located.** Next to the "table array" field, enter the range of cells you'd like to search and the sheet where these cells are located, using the format shown in the screenshot above. The entry above means the data we're looking for is in a spreadsheet titled "Pages" and can be found anywhere between column B and column K.



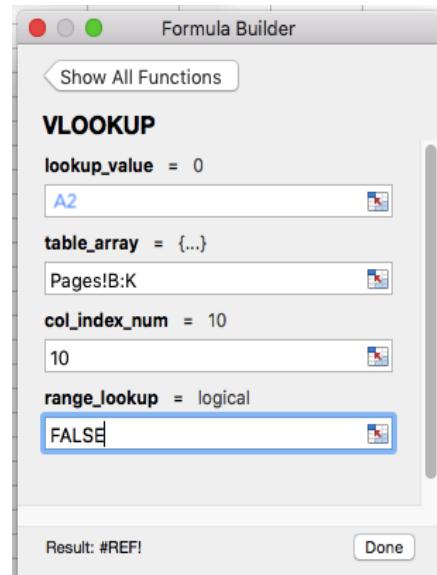
- 5. Enter the column number of the data you want Excel to return.** Beneath the table array field, you'll enter the "column index number" of the table array you're searching through. For example, if you're focusing on columns B through K (notated "B:K" when entered in the "table array" field), but the specific values you want are in column K, you'll enter "10" in the



"column index number" field, since column K is the 10th column from the left.

6. Enter your range lookup to find an exact or approximate match of your lookup value.

In the given example, which concerns monthly revenue, you want to find exact matches from the table you're searching through. To do this, enter "**FALSE**" in the "range lookup" field. This tells Excel you want to find only the **exact** revenue associated with each sales contact. However, if you want Excel to look for an **approximate match** instead of an exact match. To do so, simply enter **TRUE** instead of FALSE in the fourth field shown above.



7. Click 'Done' (or 'Enter') and fill your new column.

	A	B	C	D
1	Customer Name	Email Address	Date Signed	MRR
2	Brian Colby	brian.colby@design.com	4/26/17	\$980
3	Chris Ziegler	chriszieg@vet.com	8/7/17	\$1,450
4	Chris Carozza	chris.carozza@eng.com	6/23/17	\$760
5	Benjamin Fisher	bfisher@accounting.com	9/28/17	\$980
6	Kevin Miele	kmiele@plants.corporation	3/28/18	\$1,100
7	Hugo Raposo	hugo.raposo@doctor.com	3/28/18	\$760



WHAT I HAVE LEARNED

- ✓ **Productivity Tools** also known as productivity software are software that people use to create and produce professional quality documents, presentations, databases, charts, graphs, and more.

Congratulations

You are finally done with Lesson 1!



ASSESSMENT

Direction: Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper or in your notebook.

1. What do you call the cells that do not change?
A. Constant cells C. Absolute Reference
B. Relative Reference D. Single cells
2. What type of Excel function searches for a specific value in your data using the spreadsheet columns and a unique identifier within those columns?
A. VLOOKUP B. IF Function C. COUNTIF D. Absolute Reference
3. What two Microsoft applications are used to create a mail merge?
A. Word & PowerPoint C. Word & Excel
B. PowerPoint & Excel D. Word & Publisher
4. What are hyperlinks in PowerPoint?
A. A tool that you use to navigate from one slide to another.
B. A tool that you use to play in PowerPoint.
C. A tool that you use to save a file and slide.
D. A tool that you point to another image in the PowerPoint.
5. What do you call the software that people use to create and produce professional quality documents, presentations, databases, charts, and graphs?
A. Production Tools C. Professional Tools
B. Productivity Tools D. Advanced Application Tools



ANSWER KEY

PRE-TEST Let's Practice

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

POST-TEST

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

ACTY 1.1:
Part A and B: Output will vary. Please refer to the rubric for grading

ACTY 1.2: Let's Practice

All six letters should be placed inside one document and should not be separated.
The address list should have the names and information as indicated in the table in instruction #4.
Note: The saved folder must contain the letters and the address list folder.

ACTY 1.3: Let's Practice

Output will vary. Please refer to the rubric for grading



REFERENCES

1. Devaney, Erik. (2019). How to use VLOOKUP in Excel 2013 and 2016. Retrieved from <https://blog.hubspot.com/marketing/vlookup-excel>. Retrieved on May 28, 2020.
2. Quiambao, A. (2018, Jul 23). Productivity Tools. Retrieved from <https://www.slideshare.net/AngelitoQuiambao/productivity-tools-107108274>. Retrieved on May 27, 2020.
3. ExcelJet. (2012). Excel IF Function. Retrieved from <https://exceljet.net/excel-functions/excel-if-function>. Retrieved on May 28, 2020.
4. Why Should You Use Productivity Tools? (n.d.). Retrieved from <http://productive.tools/why-should-you-use-productivity-tools/>. May 28, 2020.



WHAT I NEED TO KNOW

LESSON 2: Imaging and Design for Online Environment

Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and form (Cann, 2018). It can be used by companies to promote and sell products through advertising, by websites to convey complicated information in a digestible way through infographics, or by businesses to develop an identity through branding, among other things (Malvik, 2020).



What are my goals?

By the end of this lesson, you are expected to:

1. Evaluate existing websites and online resources based on the principles of layout, graphic, and visual message design.
2. Use image manipulation techniques on existing images to change or enhance their current state to communicate a message for a specific purpose
3. Create an original or derivative ICT content to effectively communicate a visual message in an online environment.



WHAT I KNOW

You must be excited to flip over the pages and begin with the lessons. But first, please answer the pre-test to measure what topics have you known so far.

Direction: Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper or in your notebook.

1. A graphic image with a central figure is an example of this type of composition:
A. Balance C. Contrast
B. Alignment D. Symmetry
2. Which statement best defines the principles of graphic design?
A. These are a set of rules only followed by designers.

- B. These are outline of ways designers can use elements in a composition.
 - C. It provides the set of rules on how the graphic design started.
 - D. It is the art and practice of planning and projecting ideas and experiences with visual and textual content.
3. Why do designers use contrast?
- A. To show difference between elements of art.
 - B. To cause controversy in the design world.
 - C. To create harmony and bring elements together.
 - D. To make bright colored compositions.
4. Which type of balance has two sides that are balanced but different?
- A. Symmetrical
 - C. Asymmetrical
 - B. Radial
 - D. Centered
5. What is created when hue is combined with white?
- A. Hue
 - B. Shade
 - C. Tint
 - D. Tone
6. What type of image manipulation technique is used if you want to remove unnecessary parts of a picture?
- A. Brightness and Contrast
 - C. Cropping
 - B. Color Balance
 - D. Removing Colors
7. What image manipulation technique is done if you change the color tone of a picture?
- A. Brightness and Contrast
 - C. Cropping
 - B. Color Balance
 - D. Removing Colors
8. What image manipulation technique is done when you desaturate the color of a picture?
- A. Brightness and Contrast
 - C. Cropping
 - B. Color Balance
 - D. Removing Colors
9. Which of the following manipulation techniques improves photo sharpness?
- A. Brightness and Contrast
 - C. Cropping
 - B. Color Balance
 - D. Removing Colors
10. What image manipulation technique is done when you adjust the overall lightness and darkness of an image?
- A. Brightness and Contrast
 - C. Cropping
 - B. Color Balance
 - D. Removing Colors

Turn to page 46 to check your answers!

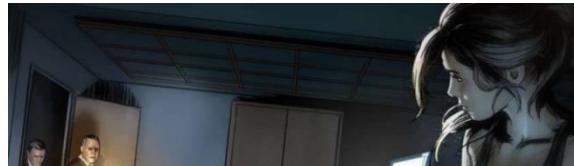




WHAT'S IN



1



2

Look at the numbered images below and answer the questions that follow.



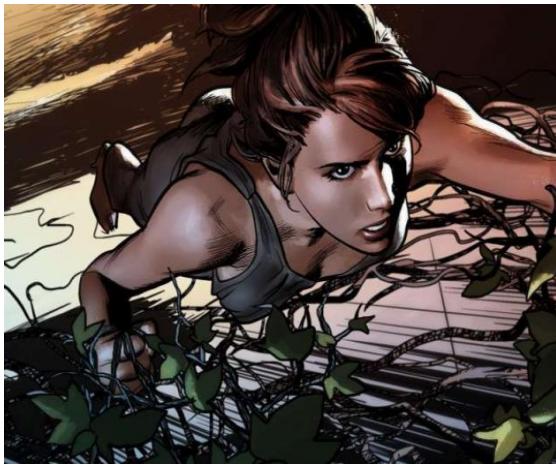
3



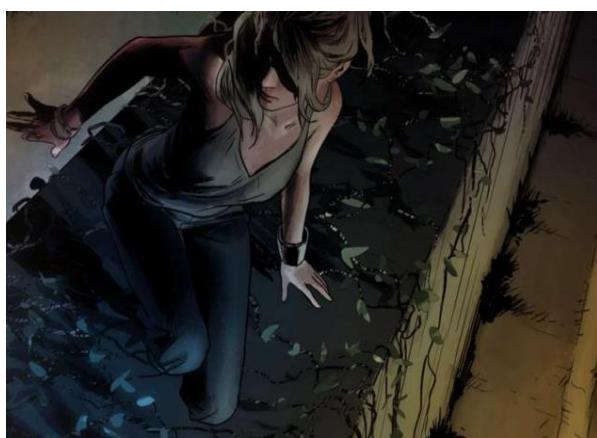
4



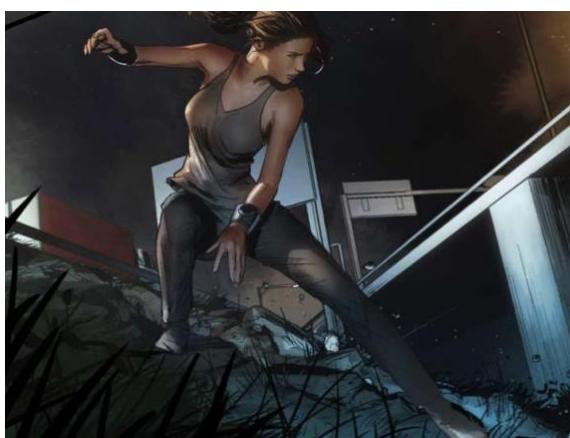
5



6



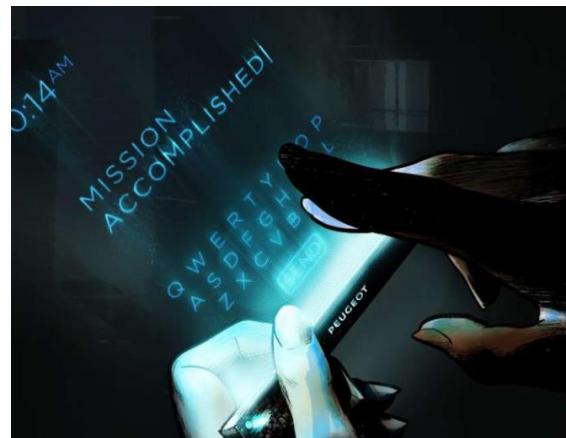
7



8



9



10

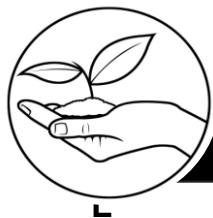
Image from: <http://graphicnovel-hybrid4.peugeot.com/start.html>

Answer the following in your notebook:

1. What is the story in this graphic novel?

2. Who is the main character in the story? How did you know?

3. What do you think is the profession of the main character? How did you know it?



WHAT'S NEW

esson 2.1: Graphics and Layout

Images

An Image is a representation of the external form of a person or thing in art. Images may be 2-dimensional, such as a photograph or screen display, or 3-

dimensional, such as a statue or hologram. They may be captured by optical devices such as cameras, mirrors, lenses, telescopes, microscopes, and natural objects and phenomena, such as the human eye or water.

Graphics

Graphics are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone to inform, illustrate, or entertain. It can be a photograph, a drawing, a line art, graphical representations, and typography.

Basic Principles of Graphic Design

Principles of graphic design are set of guidelines that help a design achieve effective composition. These basic principles aid in creating balance and stability for the piece of work.

- ✿ **COLOR** is used for emphasis or may elicit emotions from viewers. Determined by its hue (name of color), intensity (purity of the hue), and value (lightness or darkness of hue).

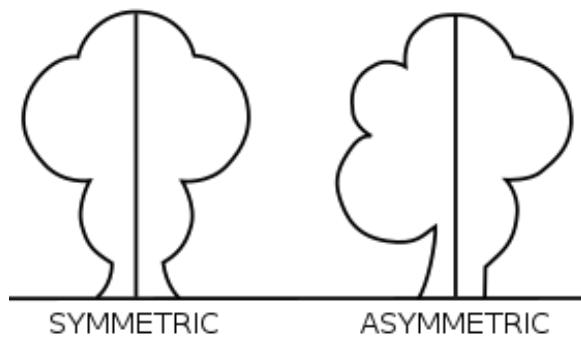


Image source: <https://graphicdesign.stackexchange.com/questions/20044/is-there-a-worldwide-applicable-color-emotion-chart>

❖ **BALANCE** means the equal distribution of weight. In layout, visual weight is determined by the darkness or lightness, thickness of lines, and size. Balance is crucial to the success of design. There are two kinds of balance:

👉 **Symmetrical Balance.** The visual weight is distributed evenly, either vertically or horizontally. You can draw a line straight through the middle of the design, and the visual balance would be evenly distributed.

👉 **Asymmetrical Balance.** There is an artistic and different intensity on one side of the page.



❖ **PROXIMITY** is simply the process of ensuring related design elements are placed together. Any unrelated items should be spaced apart. Close proximity indicates that items are connected or have a relationship to each other and become one visual unit which helps to organize or give structure to a layout (Smith, 2017).

White Space is the art of nothing. It is also known as the negative space. It is the portion of a page left unmarked: margins, gutters, and space between columns, lines of type, graphics, figures, or objects drawn or



depicted.

Image source: http://m.blog.hu/b1/b1foto/image/petadoption_feat.jpg

✿ **ALIGNMENT** is simply the way visual elements are arranged so that they line up in some way. There are two basic kinds of alignment; edge and center.

⌚ **Edge alignment** determines the placement of elements in relation to the edge of the page or canvas. This can mean the elements are aligned to the left side or right side, but it can also mean they are aligned to the top or bottom of the page, so long as it uses an edge to organize everything.

✋ **Center alignment** aligns all the elements so that an invisible, central line on the page will always be in the center of the elements.

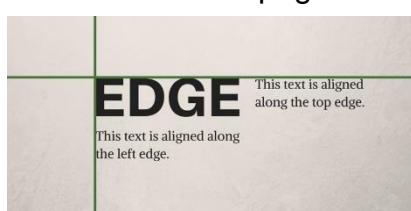


Image source: <https://blog.thepapermillstore.com/design-principles-alignment/edge-alignment/>

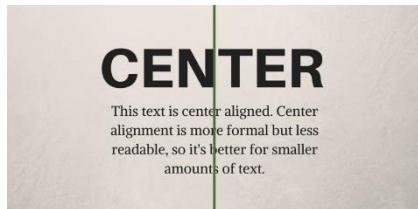
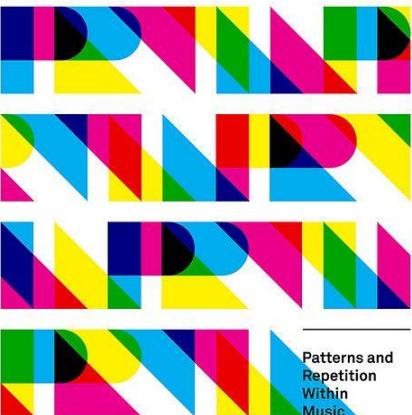


Image source: <https://blog.thepapermillstore.com/design-principles-alignment/center-alignment/>

- ✿ **REPETITION.** The process of repeating elements throughout a design to give a unified look. Repetition goes with consistency of your design on font, font size, patterns, and colors.

Image source:
<https://www.pinterest.ph/pin/500532946059674099/>



- ✿ **CONTRAST** is the divergence of opposing elements (opposite colors on the color wheel, or value light / dark, or direction – horizontal / vertical). Contrast allows us to emphasize or highlight key elements in your design.

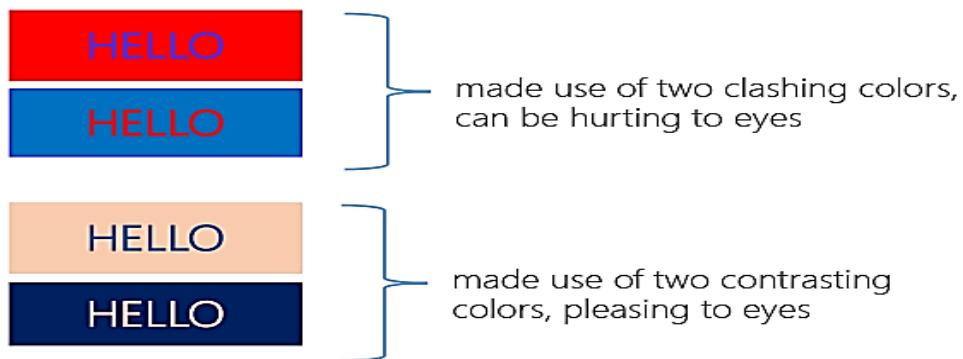
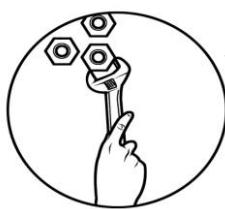


Image source:
<https://learn.g2.com/color-contrast>



WHAT CAN I DO

CTIVITY 2.1: CoViD-19 Infographic

DIRECTIONS: In this time of the CoViD – 19 pandemic, there is a need to fully inform the public on how to keep ourselves safe even when we are outside our homes. As a graphic designer of the National Government, you are tasked to create an infographic material to be distributed to the people. This will be placed in a short-sized bond paper. You must be guided by the different principles of graphic design while making your infographic material. Print your work and be guided with the rubric below:

CRITERIA	3: Exceeds Expectation	2: Meets Expectation	1: Needs Work
Topic/ Purpose	The topic/purpose of the infographic was clear and concise.	The topic/purpose was somewhat broad and did not allow viewer to understand the purpose.	The topic/purpose of the infographic was not clear and concise.
Data	Data of the infographic was accurate and relevant to topic	Data of the infographic was somewhat accurate and relevant to topic.	Data of the infographic was not accurate and was not relevant to topic.
Layout	The infographic had a great layout, with applicable graphics.	The graphics were somewhat applicable to the infographic, creating an average layout.	The graphics had nothing to do with the topic and had a poor layout. There was an overload of text.

Color/Font	The font was legible, and the color scheme enhanced the infographic.	The font was somewhat legible, and the color scheme didn't affect the infographic.	The font was not legible, and the color scheme detracted from the infographic.
Sourcing	Citations for the infographic's sources were included.	Citations for some of the sources used were included.	No citations of the infographic's sources were included.



WHAT'S NEW

Lesson 2.2: Image Manipulation

Image Manipulation refers to a process of bringing changes to a digitized image for transforming it to a desired image. The changes are made possible by resorting to image processing. Image manipulation is utilized to create magazine covers and albums from photographs. A single photograph may be modified to suit the requirement, or several photographs can be combined to form a collage. Currently, there are numerous software applications ranging from professional applications to basic imaging software (<https://www.yundle.com/terms-definitions/i/image-manipulation>).

Principles and Basic Techniques of Image Manipulation

- ✿ **CROPPING.** Cutting parts away to remove distracting or irrelevant elements.



Image source: <https://photo-works.net/photo-cropping-techniques.php>

- ✿ **COLOR BALANCE.** The ambience and the tone of light of the picture (ex. Warm or cool light)



Image source: <https://dragon-roost-island.weebly.com/photo-vocabulary.html>

- ✿ **BRIGHTNESS AND CONTRAST.** One of the most basic techniques in image editing, making the image darker or lighter.



Image source: https://pippin.gimp.org/image-processing/chap_point.html

- ✿ **FILTERS.** Making the image look sketched, grainy, classic black and white or even let it have neon colors. This gives your image a twist from its original look.



Image source: <https://www.cosmo.ph/entertainment/how-to-choose-the-best-instagram-filter>

- ✿ **CHANGING THE BACKGROUND.** Adding background to make your image stand out.



Image source: <http://photoshopcctutorial.com/adobe-photoshop-7-0-tutorial-how-to-change-or-remove-background/>

- ✿ **REMOVING THE COLOR.** Removing certain colors in your image or desaturating the color of the image.



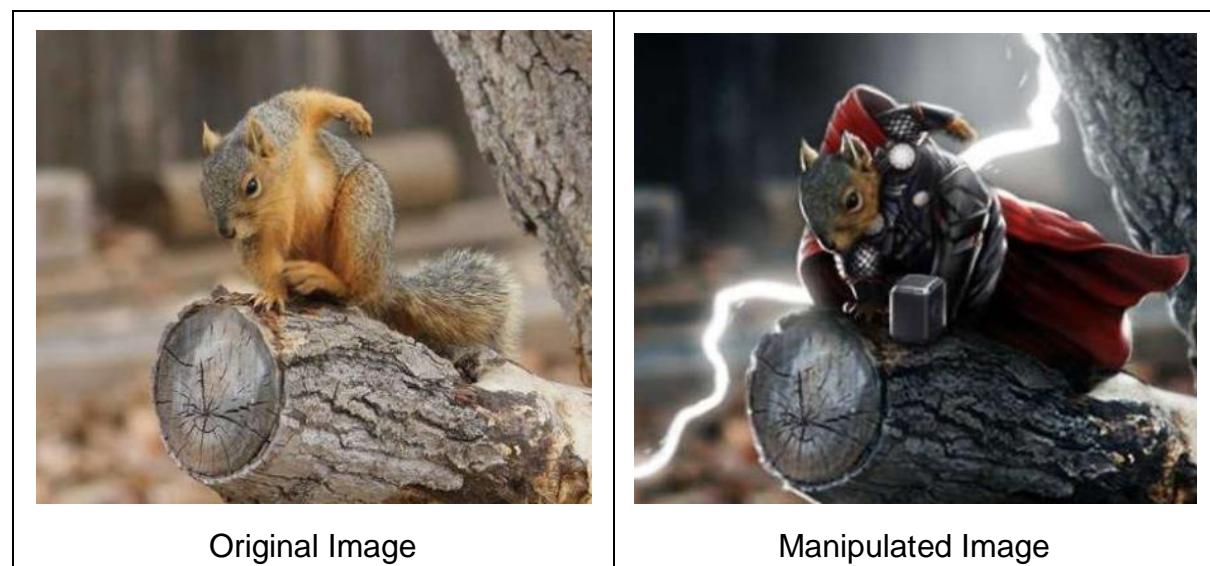
Image source: <http://www.digitalcamerareview.com/review/photoshop-elements-11-premiere-elements-11-review/>

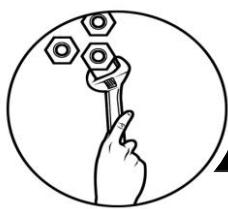
- ✿ **COMBINING TEXT, GRAPHICS AND IMAGE.** Adding multiple elements in your layout.



Image source: <https://apkhubz.com/en/phonto-text-on-photos-apk>

SAMPLE OF IMAGE MANIPULATION





WHAT CAN I DO

Activity 2.2: Let's Do Magic!

Directions: Take a photo of a landscape and a portrait – be it of yourself, a family member, a friend or a pet. Create a photo collage where both pictures are edited. Print your work in a short-sized photo paper. Check the rubric for grading. The following things shall be done on the picture:

1. Cropping
2. Adjusting brightness and contrast
3. Color balancing
4. Combining text with images preferably positive quotes. Don't forget to cite the original writer!
5. Changing background for portraits only.

Rubric: 20 points

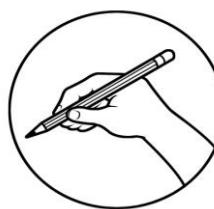
Criteria	4	3	2	1
Creativity and Originality Weight: (x2)	The work demonstrates superior creativity and originality in the selection of the visuals.	The work demonstrates good use of creativity and originality in the selection of the visuals.	The work demonstrates average use of creativity and originality in the selection of the visuals.	The work demonstrates little evidence of creativity and originality in the selection of the visuals.

Composition and Design Weight: (x1)	Artwork exhibits masterful execution of balance, emphasis, pattern, unity, color, and contrast.	Artwork exhibits good composition and design elements.	Composition demonstrates limited knowledge of design elements.	Ideas are expressed with no unity in composition.
Required elements Weight: (x2)	All required elements are present	4 of the requirements are met.	Only 2 of the requirements is met.	Only 1 of the requirements is met. Project is unacceptable.



WHAT I HAVE LEARNED

You have learned that image editing is an enjoyable activity, but it entails a lot of patience and creativity. As a photo editor, you must have an eye for art. Bear in mind that the pictures you will come up with support the idea that you wish to convey.



ASSESSMENT

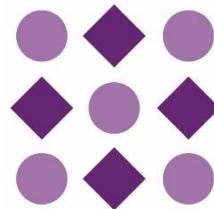
Direction: Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper or in your notebook.

1. How many types of balance are in graphic design??
 A. 2 B. 4 C. 6 D. 8

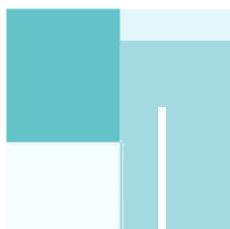
2. Which principle of design is seen by the shapes on the right?

A. Balance
B. Contrast

C. Color
D. Proximity



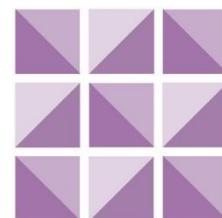
3. Which design principle is seen below?



A. Alignment
B. Asymmetrical balance
C. Contrast
D. Proximity

4. Which of the following is NOT a way to use contrast in a composition?

A. Placing shapes around a central axis.
B. Pairing different typefaces together.
C. Changing the color values.
D. Using various textures.



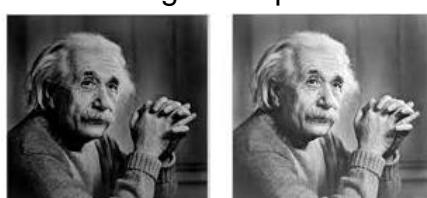
5. Which best describes the image on the right?

A. Alignment
B. Balance
C. Contrast
D. Repetition

6. Which type of balance has two sides that are balanced but different?

A. Asymmetrical B. Centered C. Radial D. Symmetrical

7. Which image manipulation technique is used in the picture?



A. Brightness and Contrast
B. Color Balance
C. Cropping
D. Removing Colors

Image source: https://www.tutorialspoint.com/dip/brightness_and_contrast.htm

8. Which image manipulation technique is used in the picture?

A. Brightness and Contrast
B. Changing Background
C. Color Balance
D. Inserting Texts



Image source: <https://www.jihosoft.com/photo/replace-photo-background.html>

9. What is created when hue is combined with white?

A. Hue B. Shade C. Tint D. Tone

10. What type of image manipulation technique is used if you want to remove unnecessary parts of a picture?
- C. Brightness and Contrast C. Cropping
D. Color Balance D. Removing Colors

Congratulations

You are finally done with Lesson 2!



ANSWER KEY

PRE-TEST

1. B	6. C	
2. B	7. B	
3. A	8. D	
4. C	9. A	
5. C	10. A	

64

Output will vary. Please refer to the rubric.

ACTY 2.2: Let's Do Magic

Output will vary. Please refer to the rubric.

ACT

POST-TEST

1. A	6. A	5. A	10. C
2. B	7. A	8. B	9. C
3. B			
4. A			
5. A			



REFERENCES

1. Cann, Mila Jones. (2018). 8 types of graphic design. Retrieved from <https://99designs.com/blog/tips/types-of-graphic-design/>. Retrieved on May 30, 2020.
2. Malvik, Callie. (2020, Mar. 9). What is graphic design? A beginner's guide to this creative career. Retrieved from <https://www.rasmussen.edu/degrees/design/blog/what-is-graphic-design/>. Retrieved on May 30, 2020.
3. Quiambao, Angelito. (2019, Sept. 8). Imaging and design for online environment. Retrieved from <https://www.slideshare.net/AngelitoQuiambao/imaging-and-design-for-online-environment-169954819>. Retrieved on May 28, 2020.
4. Smith, Matt. (2017). The principles of graphic design: how to use proximity effectively. Retrieved from <https://www.edgee.net/the-principles-of-graphic-design-how-to-use-proximity-effectively/>. Retrieved on May 31, 2020.
5. Study.com. (2020). Alignment principle in graphic design. Retrieved from

- <https://study.com/academy/lesson/alignment-principles-in-graphic-design.html>. Retrieved on May 31, 2020.
6. Yundle. (n.d.) Image Manipulation Definition. Retrieved from <https://www.yundle.com/terms-definitions/i/image-manipulation>. Retrieved on May 31, 2020.

Images

1. <http://graphicnovel-hybrid4.peugeot.com/start.html>
2. <https://www.jihosoft.com/photo/replace-photo-background.html>
3. https://www.tutorialspoint.com/dip/brightness_and_contrast.htm
4. <https://apkhubz.com/en/phonto-text-on-photos-apk>
5. <http://www.digitalcamerareview.com/review/photoshop-elements-11-premiere-elements-11-review/>
6. <http://photoshopcctutorial.com/adobe-photoshop-7-0-tutorial-how-to-change-or-remove-background/>
7. <https://www.cosmo.ph/entertainment/how-to-choose-the-best-instagram-filter>
8. https://pippin.gimp.org/image-processing/chap_point.html
9. <https://dragon-roost-island.weebly.com/photo-vocabulary.html>
10. <https://photo-works.net/photo-cropping-techniques.php>
11. <https://learn.g2.com/color-contrast>
12. <https://www.pinterest.ph/pin/500532946059674099/>
13. <https://blog.thepapermillstore.com/design-principles-alignment/center-alignment/>
14. <https://blog.thepapermillstore.com/design-principles-alignment/edge-alignment/>
15. http://m.blog.hu/b1/b1foto/image/petadoption_feat.jpg
16. <https://graphicdesign.stackexchange.com/questions/20044/is-there-a-worldwide-applicable-color-emotion-chart>



WHAT I NEED TO KNOW

Lesson 3: Principles and Techniques of Design Using Online Creation Tools, Platforms, and Applications

Online creation tools and platforms exist for users to utilize in order to create content that correspond to professional tracks such as academics, sports, arts and

design, as well as technical vocational. They may come in presentation tools, for newsletter writing, photo editing and sharing, online collaborative tools, cloud computing, blogging, mapping tools, and file management which are all discussed in module 1.

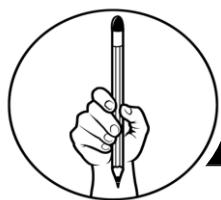
In this lesson we will be exploring on the different principles and techniques of web design.



What are my goals?

By the end of this lesson, you are expected to:

1. Apply web design principles and elements using online creation tools, platforms, and applications to communicate a message for a specific purpose in specific professional tracks
2. Create an original or derivative ICT content using online creation tools, platforms, and applications to effectively communicate messages.
3. Evaluate the quality, value, and appropriateness of peer's existing or previously developed ICT content in relation to the theme or intended audience/ viewer of an ICT project.
4. Share and showcase existing or previously developed material in the form of a collaboratively designed newsletter or blog site intended for a specific audience or viewer.



WHAT I KNOW

You must be excited to flip over the pages and begin with the lessons. But first, please answer the pre-test to measure what topics have you known so far.

Direction: Read each item carefully and choose the letter of the correct answer. Write your answers on a separate sheet of paper or in your notebook.

1. When a user makes a mistake which of the following would they expect?
 - A. An easily understood error message telling them how to solve the problem.
 - B. A detailed error message which gives them detailed instructions on how they can avoid the error next time.
 - C. To have to log out of the site, log back in and start again.
 - D. A re-direction to another website where you will log in.
2. Which principle of a good web design refers to the waiting time for your web site to load?

A. Navigation	C. Load Time
B. Visual Hierarchy	D. Grid-based Layout
3. The F-shaped reading pattern is designed for what specific type of reading strategy?

A. Active Reading	C. Skimming
B. Previewing	D. Scanning
4. What principle of a good web design refers to the type of font used in the web site?

A. Color	C. Navigation
B. Grid-based Layout	D. Typography
5. Which statement best describes good use of animation on a website?
 - A. Animation should never be used on a website; it is just too distracting.
 - B. Animation should be used sparingly and to create impact.
 - C. Animation should be used as much as possible to attract audience attention.
 - D. Animation should be in small sizes, so they do not get too much space in the website.



on 3.1: Web Page Creation

While it's easy to build a web page, it's hard to make it look right. If all you want is plain text, everything will be too straightforward. The tricky part is when you want something more. Most bad web pages are bad because of their design rather than their contents. The more stuff on the page, the messier it gets and the less likely you are to keep the interest of the visitor (<http://billconner.com/techie/webpages.html>).

An effective website design should fulfill its intended function by conveying its message while simultaneously engaging the visitor. Several factors such as consistency, colors, typography, imagery, simplicity and functionality all contribute to good website design. A well-designed website can help build trust and guide visitors to act. Creating a great user experience involves making sure your website design is optimized for usability (form and aesthetics) and how easy it is to use (functionality). (<https://www.feelingpeaky.com/9-principles-of-good-web-design/>).

WEB TEMPLATES and “WYSIWYG” PLATFORMS

“WYSIWYG” means What You See Is What You Get

In this kind of platform, **no coding skills are required**. Instead, you manipulate with design components using an editor window and get the chance to choose what elements are on your page.

Web Templates

These are unique full-page layout that contains generic information which can be replaced by the users with their own personal information.

BASIC WEB DESIGN PRINCIPLES

Website Purpose

Your website needs to accommodate the needs of the user. Having a simple clear intention on all pages will help the user interact with what you have to offer. Are you imparting practical information like a ‘How to guide’? Is it an entertainment website like sports coverage or are you selling a product to the user? Below are the common core purposes of websites:

- ✓ Describing Expertise
- ✓ Building Your Reputation
- ✓ Generating Leads
- ✓ Sales and After Care

Simplicity

Simplicity is the best way to go when considering the user experience and the usability of your website. Below are ways to achieve simplicity through design.

- ✓ **Color** - it has the power to communicate messages and evoke emotional responses. Finding a color palette that fits your brand will allow you to influence your customer's behavior. Keep the color selection limited to less than 5 colors. Pleasing color combinations increase customer engagement and make the user feel good.
- ✓ **Typography** or the text used. Typefaces should be legible and only use a maximum of 3 different fonts on the website.

Image source:

<https://www.webfx.com/blog/web-design/big-typography/>



- ✓ **Imagery** is every visual aspect used within communications. This includes still photography, illustration, video and all forms of graphics. All imagery should be expressive and capture the spirit of the company and act as the embodiment of their brand personality.

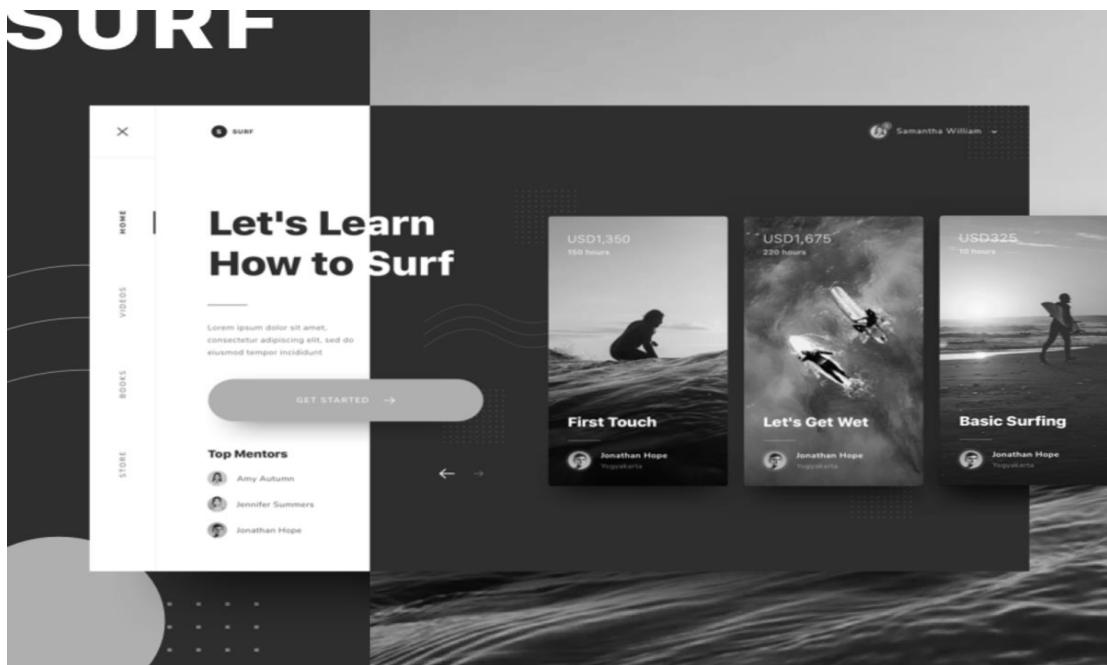


Image source: <https://www.pinterest.ph/pin/139119075975030809/>

Navigation

Navigation is the way finding system used on websites where visitors interact and find what they are looking for. Website navigation is key to retaining visitors. If the websites navigation is confusing visitors will give up and find what they need elsewhere. Keeping navigation simple, intuitive and consistent on every page is key.

F-Shaped Pattern Reading

The F- based pattern is the most common way visitors scan text on a website. Eye tracking studies have found that most of what people see is in the top and left area of the screen. The F' shaped layout mimics our natural pattern of reading in the West (left to right and top to bottom). An effective designed website will work with a reader's natural pattern of scanning the page.

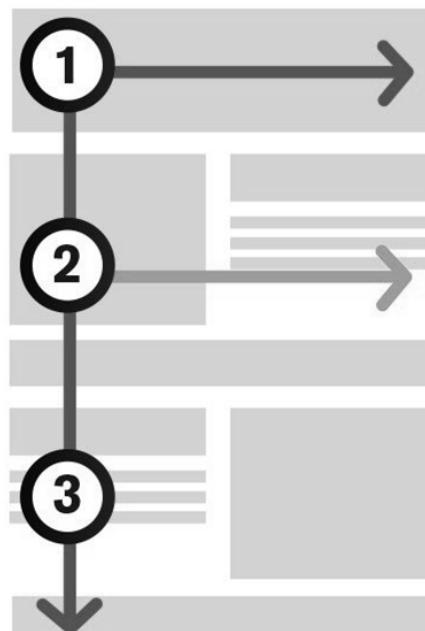


Image source:

<https://www.feelingpeaky.com/9-principles-of-good-web-design/>

Visual Hierarchy

The arrangement of elements is order of importance. This is done either by size, color, imagery, contrast, typographically, whitespace, texture and style. One of the most important functions of visual hierarchy is to establish a focal point; this shows visitors where the most important information is.



Image source: <https://in.pinterest.com/pin/309833649334933654/>

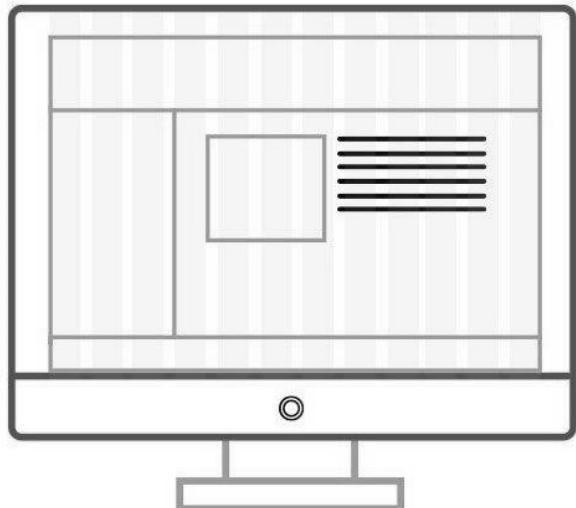
Content

An effective web design has both great design and great content. Using compelling language great content can attract and influence visitors by converting them into customers.

Grid Based Layout

The grid-based layout arranges content into a clean rigid grid structure with columns, sections that line up and feel balanced and impose order and results in an aesthetically pleasing website.

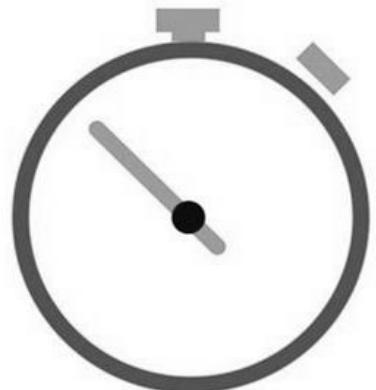
Image source: <https://www.feelingpeaky.com/9-principles-of-good-web-design/>



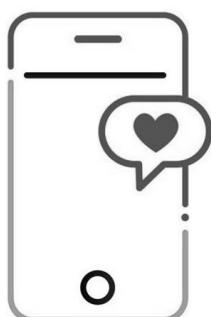
Load Time

Waiting for a website to load will lose visitors. Nearly half of web visitors expect a site to load in 2 seconds or less and they will potentially leave a site that isn't loaded within 3 seconds. Optimizing image sizes will help load your site faster.

Image source:
<https://www.feelingpeaky.com/9-principles-of-good-web-design/>



Mobile Friendly



More people are using their phones or other devices to browse the web. It is important to consider building your website with a responsive layout where your website can adjust to different screens.

Image source:
<https://www.feelingpeaky.com/9-principles-of-good-web-design/>



WHAT IS IT

Activity 3.1: Website Design Quality Check

Direction: Use the Internet to research on the designated topics depending on your track:

- | | |
|--|---|
| A. Stem cell research
(STEM students) | D. Types of Sports Injuries
(SPORTS track students) |
| B. Strategies on Putting up a Business
(ABM students) | E. Folk dances in the Philippines
(ARTS and DESIGN students) |
| C. Online Dating among Teens
(HUMSS students) | F. Vocational Education in the Philippines (TVL students) |

Once you find the website, evaluate the website using the checklist below. Copy the checklist in your notebook.

Name of Website: _____

Website URL: _____

YES	NO	CRITERIA
Content Evaluation		
		The contents of the website valuable and relevant to my research topic.
		The contents are readable.
		The information that the website contains is valid and true.
		The website is free from misspelled words and grammatical errors.
Purpose Evaluation		
		Did the website achieve its purpose of giving information in accordance to its theme?
Image and Color Quality Evaluation		
		The website uses custom images that are in consistent size and quality throughout website.
		The primary header image is in high-resolution.
		The colors used are harmoniously and logically related.
Font Consistency and Readability		
		The font sizes used for each of the primary elements of the page is consistent all throughout.
		The font spacing is consistent.
		The fonts are readable.
		The website follows the F-shaped pattern.
Accessibility to Mobile Devices		
		The website can be accessed using smartphones.
		The layout in the smartphone is easy to navigate.



WHAT'S NEW

sson 3.2: Online Creation Tools

Types of Visual Content

Visual content is great because it powers up your communication and receives great attention from the target audience.

- **Infographics** are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.
- **Videos** are recording of moving pictures and sound, especially as a digital file.
- **Presentations** use catchy images, videos, and graphics in your presentation to get into the minds of your target audience.

For Infographics

- **Piktochart** is an infographic creation tool that lets you design stunning pieces worth sharing in minutes.

For Videos

- **PowToon**. The online animation software of PowToon is perfect for storytelling and creating Flash-style movies. You don't have to go through hundreds of tutorials to learn motion creation as PowToon will do it for you.
- **YouTube Video Editor** is simple and with a single-track timeline, you get all the basic transitions and effects and a soundtrack feature. It is easy to learn and quick to use. Users can edit and remix the YouTube videos that are uploaded in their YouTube accounts.

For Presentation

- **Prezi** is cloud-based presentation software that is simple to use as compared to the traditional slideshow makers. It displays information not as series of slides but as a large board that zooms in on specific information, text, or an image, giving presentations a fresh and non-traditional feel.

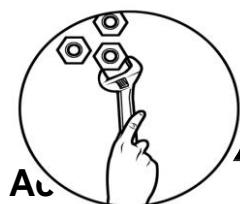
- ❖ **SlideShare**. You can use this to upload and share professional videos and slide presentations.

For Web Site Creations

- ❖ **Wix** you can use this to create your web site or mobile site.

For Blogging

- ❖ **WordPress.org** the self-hosted version of WordPress is, by far the most popular blogging platform in the world. WordPress powers over 90 percent of all the blogs on the Internet.
- ❖ **WordPress.com** is a blog site hosting service by Automattic. You can get a free blog with basic features. For advanced functionality, you need to opt for one of their paid plans. It can be a great starting point for blogging.
- ❖ **Blogger.com** This free blog hosting service has been around for a long time. It was founded in 1999 and acquired by Google in 2003. You can sign up easily with your existing Google account.



WHAT CAN I DO

Activity 3.2: It's My Space

Direction: You are a graduating SHS student and your final task in your subject is to create a blog. Your teacher asked you to create a blog on why incoming SHS students must choose your track. Don't forget to remember the principles of web and graphic designs when creating your blog. Choose your own online platform for your blog. Your work must be published online. Give the URL of your blog to your teacher for checking.

Rubric for assessing your Blog:

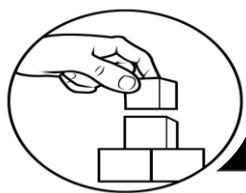
Rubric is adapted from University of Wisconsin

<https://www2.uwstout.edu/content/profdev/rubrics/blogrubric.html>

CRITERIA	4	3	2	1
----------	---	---	---	---

Text Layout, Use of Graphics and Multimedia	Selects and inserts high quality graphics and multimedia when appropriate to enhance the content's visual appeal and increase readability. Acknowledges all image and multimedia sources with captions.	Selects and inserts graphics and multimedia that are mostly high quality and enhance and clarify the content. Acknowledges most image and multimedia sources with captions.	Selects and inserts many low-quality graphics and multimedia which do not enhance the content. Acknowledges only a few multimedia and image sources and uses incomplete captions.	Does not insert any graphics, or uses only low-quality graphics and multimedia, which do not enhance the content. Does not acknowledge any image or multimedia sources, either with a caption.
Content and Creativity	Postings provide comprehensive insight, understanding, and reflective thought about the topic by ...building a focused argument around a specific issue or ...asking a new related question or ...making an oppositional statement supported by personal experience or related research.	Postings provide moderate insight, understanding and reflective thought about the topic.	Postings provide minimal insight, understanding and reflective thought about the topic.	Postings show no evidence of insight, understanding or reflective thought about the topic.
Citations	All images, media and text created by others display appropriate copyright permissions and accurate citations	Most images, media or text created by others display appropriate copyright permissions and accurate, properly formatted citations.	Some of the images, media or text created by others does not display appropriate copyright permissions and does not include accurate, properly formatted citations.	No images, media or text created by others display appropriate copyright permissions and do not include accurate, properly formatted citations.

Quality of Writing and Proofreading	Blog entries have no spelling or grammatical errors.	Blog entries have few spelling or grammatical errors.	Blog entries show some evidence of correct grammar, spelling, punctuation, etc.	Blog entries use incorrect grammar and spelling, consistently making it difficult for others to follow ideas in entry.
Blog Organization	Blog is easy to understand, easy to navigate, clear to read, aesthetically appealing and relevant, all links are working, and titles are easy to find.	Blog is easy to understand, clear to read and navigate, aesthetically appealing and relevant, all links and titles are easy to find.	Blog is clear to read, neat, and presentable All links and titles are easy to find. Blog is fairly easy to navigate.	Blog is unorganized, hard to follow or navigate, non-working links, visually dissident.



WHAT'S MORE

Activity 3.3: Let Me Be the Judge

Direction: Evaluate the quality, value, and appropriateness of a classmates' existing developed ICT content. Pay attention to how the work highlights a given theme or advocacy.

Rubric for assessing a classmate's blog:

Taken from: Empowerment Technologies: Teacher's Guide p. 25

CRITERIA	Scores			
	10	9 - 8	7 – 6	5 – 1
Content (10 pts.)	Covers the topic in-depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be	Includes essential information about the topic, but there are 1-2 factual errors.	Content is minimal, or there are several factual errors.

		good.		
	5	4 – 3	2	1
Organization (5 pts.)	Content is well-organized, using headings or bulleted lists to group related material.	Content uses headings or bulleted lists to organize, but the overall organization of topics appears flawed.	Content is logically organized for the most part.	There was no clear or logical organizational structure.
	10	9 - 8	7 – 6	5 – 1
Attractiveness (10 pts.)	Makes excellent use of font, color, graphics, and effects to enhance the presentation.	Makes good use of font, color, graphics, and effects to enhance the presentation.	Makes use of font, color, graphics, and effects, but occasionally these detract the presentation content.	Makes use of font, color, graphics, and effects, but these often distract from the presentation content.
	10	9 - 8	7 – 6	5 – 1
Accuracy (10 pts.)	No misspellings or grammatical errors, no broken links, and missing images.	Three or fewer misspellings or grammatical errors, no broken links, and missing images.	Four misspellings or grammatical errors, no more than 4 broken links, and missing images.	More than five misspellings or grammatical errors, mostly broken links, and missing images.

Rubric taken from: Empowerment Technology Teacher's Guide.



WHAT I HAVE LEARNED

An effective website design should fulfill its intended function by conveying its message while simultaneously engaging the visitor. Several factors such as consistency, colors, typography, imagery, simplicity and functionality all contribute to good website design. A well-designed website can help build trust and guide visitors to act. Creating a great user experience involves making sure your website design is optimized for usability (form and aesthetics) and how easy it is to use (functionality).



ASSESSMENT

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

1. Which of the following statements is an example of good website design??
 - A. Having very detailed instructions to teach the user how to use the website.
 - B. Having lots of flashing animation that shows how clever the designer is.
 - C. Having navigation which makes it intuitive to use the website.
 - D. Having animation should be used as much as possible to attract audiences' attention.

2. Which statement best describes good use of animation on a website?
 - A. Animation should never be used on a website; it is just too distracting.
 - B. Animation should be used sparingly and to create impact.
 - C. Animation should be used as much as possible to attract audience attention.
 - D. Animation should be in small sizes, so they do not get too much space in the website.

3. Which of the following statements describes good website design?
 - A. Consistent use of styles and color create a professional look to a website.
 - B. Using lots of different styles and colors shows how creative the designer is.
 - C. Consistent use of styles and color is boring and will make the user log out.
 - D. Websites that have background music are a sign of creativity from the designer.
4. How does the F-shaped reading pattern help visual hierarchy?
 - A. Users can confirm that the author of the site is an authority on the subject.
 - B. Users first read in a horizontal movement, usually across the upper part of the content area.
 - C. It enables search engine users to index the website efficiently when they crawl the web pages.
 - D. It enables users to enter the site from a number of different pages.
5. When a user makes a mistake which of the following would they expect?
 - A. An easily understood error message telling them how to solve the problem.
 - B. A detailed error message which gives them detailed instructions on how they can avoid the error next time.
 - C. To have to log out of the site, log back in and start again.
 - D. A re-direction to another website where you will log in.

Congratulations

You are finally done with Lesson 3!



ANSWER KEY

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

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

PRE-TEST

Web
Design
Quality
Check

POST-TEST

ACTY 3.1:

Site

Output will vary.

ACTY 3.2: It's My Space

Output will vary.

ACTY 3.3: Let Me Be The Judge

Output will vary.



REFERENCES

1. FeelingPeaky. (2018, Feb. 16). 9 principles of good web design. Retrieved from <https://www.feelingpeaky.com/9-principles-of-good-web-design/>. Retrieved on June 1, 2020.
2. Franker, Karen. University of Wisconsin. (2016). A Rubric for Evaluating Student Blogs. Retrieved from <https://www2.uwstout.edu/content/profdev/rubrics/blogrubric.html>. Retrieved on June 1, 2020.
3. Kaushal, Navneet. (2015, Feb. 9). 14 Online tools for visual content creation. Retrieved from <https://www.clickz.com/14-online-tools-for-visual-content-creation/27235/>. Retrieved on June 1, 2020.
4. Quiambao, Angelito. (2019, Sep. 8). Online platforms for ICT Content

Development. Retrieved from
<https://www.slideshare.net/AngelitoQuiambao/online-platforms-for-ict-content-development-169954837>. Retrieved on May 31, 2020.

5. Basic Web Page Creation. Retrieved from
<http://billconner.com/tchie/webpages.html>. Retrieved on June 1, 2020.

Images

1. <https://www.feelingpeaky.com/9-principles-of-good-web-design/>
2. <https://in.pinterest.com/pin/309833649334933654/>
3. <https://www.pinterest.ph/pin/139119075975030809/>
4. <https://www.webfx.com/blog/web-design/big-typography/>



For inquiries or feedback, please write or call:

Department of Education – Alternative Delivery Mode (DepEd- ADM

Office Address: Masterson Avenue, Upper Balulang, Zone 1, Cagayan de Oro City
Cagayan de Oro – Lalawigan ng Misamis Oriental

Telefax: _____

E-mail Address: _____