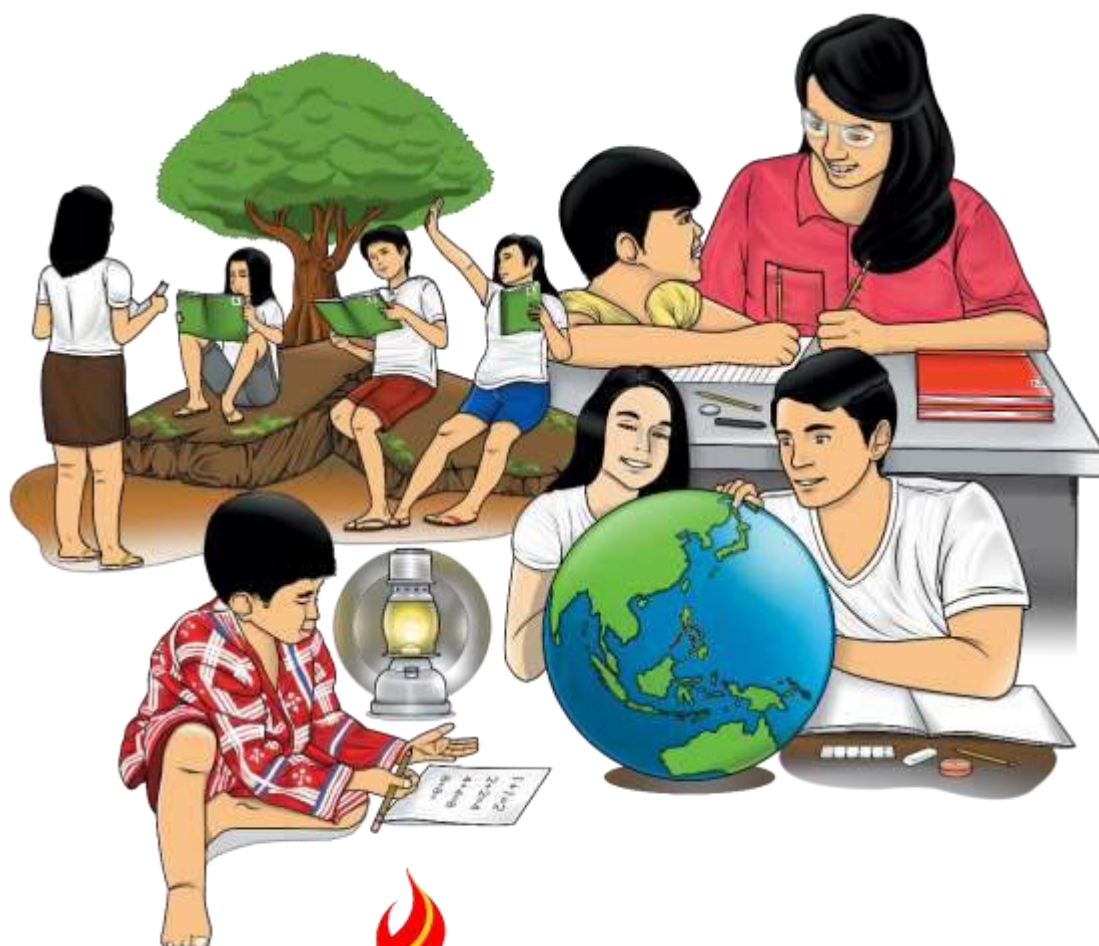


# MAPEH - Arts

## Quarter 1 – Module 1: Logo Design and Cartoon Character Making



**MAPEH – Arts Grade 6**  
**Alternative Delivery Mode**  
**Quarter 1 – Module 1: Logo Design and Cartoon Character Making**  
**First Edition, 2020**

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## MAPEH - Arts

### Quarter 1 – Module 1:

### Logo Design and Cartoon

### Character Making

# Introductory Message

For the facilitator:

Welcome to the MAPEH - Arts 6 Alternative Delivery Mode (ADM) Module on Logo Design and Cartoon Character Making!

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



## *Notes to the Teacher*

This contains helpful tips or strategies that will help you in guiding the learners.

As a facilitator you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the learner:

Welcome to the MAPEH - Arts 6 Alternative Delivery Mode (ADM) Module on Logo Design and Cartoon Character Making!

The hand is one of the most symbolized part of the human body. It is often used to depict skill, action and purpose. Through our hands we may learn, create and accomplish. Hence, the hand in this learning resource signifies that you as a learner is capable and empowered to successfully achieve the relevant competencies and skills at your own pace and time. Your academic success lies in your own hands!

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:



*What I Need to Know*

This will give you an idea of the skills or competencies you are expected to learn in the module.



*What I Know*

This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.



***What's In***

This is a brief drill or review to help you link the current lesson with the previous one.



***What's New***

In this portion, the new lesson will be introduced to you in various ways; a story, a song, a poem, a problem opener, an activity or a situation.



*What is It*

This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.



***What's More***

This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.



*What I Have Learned*

This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.



*What I Can Do*

This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.



### *Assessment*

This is a task which aims to evaluate your level of mastery in achieving the learning competency.



### *Additional Activities*

In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned.



### *Answer Key*

This contains answers to all activities in the module.

At the end of this module you will also find:

### *References*

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



## *What I Need to Know*

This module is designed and written with you in mind. It is here to help you master the History of Logo Design. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of learners. The lessons are arranged to follow the standard sequence of the course and the order in which you read them can be changed to correspond with the module you are now using.

The module aims that a learner realizes that art processes, elements, and principles still apply even with the use of technologies (A6EL – Ia) and divided into three lessons, namely:

- ✓ Lesson 1 – History of Logo Design
- ✓ Lesson 2 – Things to be Considered in Logo Designing
- ✓ Lesson 3 – Recent Tools and Technology Used in Logo Designing

After going through this module, you are expected to:

1. know the history of Logo Design;
2. realize that there are things to be considered in Logo designing; and
3. identify the tools and technology used in Logo Designing.



## *What I Know*

Read the following statements. Draw a ☺ happy face if the statement is true and a ☹ sad face if it is false. Use a separate sheet of paper.

1. The history of Logo design begins a long time ago.
2. A logo design has to be interesting and unique.
3. A logo has no meaning.
4. Logos can be found in billboards, television, and buses.
5. Heraldry begins in the Philippines.
6. Making Art designs like logo making has no elements to be considered.
7. Words/ texts of the logo is easier to see and remember.
8. Ancient Egyptians represent themselves and their ideas with symbols and illustrations.
9. Logos must be easier to see and remember.
10. Certain set of colors were used in making emblem and coat of arms of noble families.

## Lesson

# 1

## History of Logo Design

In this lesson, you can learn many things about History of Logo Designing, needed elements that should be in the logo, the importance of colors in logo designing and its applicability.



### ***What's In***

Look at the following images. Try to understand the meaning it conveys. Write your answer in a separate sheet of paper.

1.



2.



### *Notes to the Teacher*

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.





## ***What's New***

Look at the artwork below.



- ✓ What do you think is the meaning of the torch image?
- ✓ How about the book?
- ✓ What is the text written in the ribbon below? What does that mean?
- ✓ In general, what can you say about the logo?



## ***What is It***

### History of Logo Design

The history of logos goes back to ancient family crests, hieroglyphs, and symbolism. Early versions of logos developed in the Middle Ages (around 1300 A.D.), as shops and pubs used signage to represent what they did. The first modern logo designs were created in the early 1900s, evolving alongside mass printing.

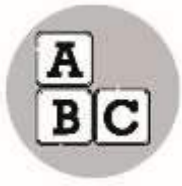
Even in these distant, old stretches of history, people and cultures were representing themselves and their ideas with symbols and illustrations. Nowhere was that more apparent than in Ancient Egypt, starting around the fourth millennium B.C.

Heraldry is a system of assigning design elements societal meaning and status. A certain set of colors and shapes would represent a certain noble family. This set of imagery was combined to create a unique coat of arms.

A logo is a graphic mark, emblem or symbol used to aid and promote public identification and recognition. It maybe abstracts or figurative design or include the text of the name it represents as in a wordmark.

Logos have different meanings. They represent signs and symbols in our visual environment. We see them on television, billboards, newspapers, and magazines. They are printed on clothes, buses, and notebooks.

One of the most basic level of logos are symbols. Each word, font, color, shape, or image in given logos represents something.



## ***What's More***

### Activity 1

Identify the following pictures whether it is a logo or not. Put a ✓ if it is a logo and X if it is not.

1.



4.



2.



5.



3.





## *What I Have Learned*

1. The history of logos goes back to ancient family crests, hieroglyphs and symbolism.
2. In around fourth millennium BC, Ancient Egyptians uses symbols and illustrations to represent themselves.
3. Heraldry is a system of assigning design elements societal meaning and status. A certain set of colors and shapes would represent a certain noble family. This set of imagery was combined to create a unique coat of arms.
4. A logo is a graphic mark, emblem or symbol used to aid and promote public identification and recognition.
5. Logos represents signs and symbols in our visual environment. We see them on television, billboards, newspapers and magazines. They are printed on clothes, buses and notebooks. Everything on it represents something.



## *What I Can Do*

Look at the samples of logos below.



1. Do you know these logos?
2. What do they represent?



## Assessment

Multiple Choice. Read the statement carefully. Select the letter of the correct answer. Write it in your paper.

1. The history of Logo design begins \_\_\_\_\_.  
A. long time ago  
B. at present  
C. I do not know
2. \_\_\_\_\_ has/have different meanings.  
A. Logo Design  
B. Cartoon Character  
C. All of them
3. Logos can be found in billboards, television, and buses.  
A. True  
B. False  
C. None of these
4. One of the most basic levels of logos are \_\_\_\_\_.  
A. colors B.  
designs C.  
symbols
5. Another name of logo can be \_\_\_\_\_.  
A. text  
B. game  
C. image



## Additional Activities

Collect logos from old magazines or newspapers and paste it on a coupon bond. This will be your graded output.



## *What I Know*

Read the following statements. Write P if it is a principle of Art, E if it is an element and AP if it is an art processes. Use a separate sheet of paper for your answer.

1. They are essentially a set of criteria which are used to explain how the visual elements are arranged in a work of art.
2. A variety of aspects used in a work of art.
3. Drawing
4. It describes how an art is made.
5. Shapes
6. Texture
7. The closest objective criteria we have for analyzing art and to determine why exactly a great painting is great.
8. Printmaking
9. Collage
10. Painting

## Lesson

# 2

## Things To Be Considered in Logo Designing

In this lesson, you can learn many things about the different things to be considered in Logo Designing/ Making.



### ***What's In***

Read the statement carefully. Write TRUE if the statement is correct and FALSE if not. Write it in your paper.

1. The history of Logo design begins a long time ago.
2. Cartoon character have different meanings.
3. Logos can be found in billboards, television and buses.
4. One of the most basic level of logo is colors.
5. Another name of logo can be text.



### *Notes to the Teacher*

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.



## ***What's New***

Look at the two artworks below.



1. What have you seen in the pictures?
2. Do they have colors? design? shapes?



## ***What is It***

### Logo Making

Things to consider in making a Logo Design

### Principles of Art

The principles of art (or the principles of design) are essentially a set of criteria which are used to explain how the visual elements are arranged in a work of art. These principles are the closest objective criteria we have for analyzing art and to determine why exactly a great painting is great.

### Elements of Art

A work of art can be analyzed by considering a variety of aspects of individually. These aspects are often called the Elements of art. A commonly used list of the main elements includes form, shape, line, color, value, space, texture and perspective.

### Art Processes

Art processes describe how art is made. It includes drawing, painting, collage, mosaic, printmaking, ceramics, digital art, furniture design, sculpture, woodworking and architecture.

A logo has the following:

Symbol in logos bring awareness of the products or services that are offered by a company.

Colors are very powerful. These can make us feel happy, calm, or and colors can create varied emotions to the customer.

Words/Texts of the logo is easier to see and remember.

Shapes, Symmetry, and Balance can quickly impress a unique identity in the eye of viewers.

Free-Form Shapes make use of basic shapes.

Fonts and Typeface speaks a lot about the visual story of a logo.

Proportions and Size should be effective and look great and eye-catching.

Uniqueness and Individuality in logos should be attractive, meaningful and lasting.



## ***What's More***

Look at this logo design and answer the questions that follow.



1. What are the elements that you can find in the logo?
2. What art process is being used?
3. What can you say about the logo in general?





## *What I Have Learned*

Things to consider in making a Logo Design

- ✓ Art Processes
- ✓ Elements of art
- ✓ Principles of art/design

A logo should have:

- ✓ Symbols
- ✓ Colors
- ✓ Words and text
- ✓ Shapes, symmetry and balance
- ✓ Free-form shapes
- ✓ Fonts and typeface
- ✓ Proportions and size
- ✓ Uniqueness and individuality



## *What I Can Do*



List down the elements, processes and principles that you can see in this logo.



## Assessment

Read the statement carefully. Write TRUE if the idea is correct and FALSE if it is wrong. Use a separate sheet of paper for your answers.

1. The logos should be meaningful and attractive.
2. Principles of design, elements and processes in arts always apply.
3. Shapes or forms have nothing to do with logo making.
4. Drawing belongs to elements of design.
5. Art processes describe how an art is made.



## Additional Activities

Draw your own logo if you have the following business in the future:

1. Water refilling station
2. Bakery
3. Cellphone brand
4. Meat shop
5. Construction supplies

Criteria	3 points	2 points	1 point
Uses the art elements properly			
Applies all the Principles of Art			
Follows the art processes			
Conveys the message clearly			
Total Points			



## *What I Know*

Identify the following if it is a Software Tool by writing ST and HT for Hardware Tool. Write your answers on a separate sheet of paper.

1. Quality Pencils
2. Adobe Illustrator
3. Publisher
4. PowerPoint
5. Sketchpad /book
6. Erasers
7. Looka
8. Logo Maker
9. Sharpener
10. Laughingbird

## Lesson

# 3

## Tools and Technology Used in Logo Designing

In today's generation, seldom can we see a child who doesn't know how to use gadget and other technologies. They are so much interested to use and even explore applications using these technologies. This lesson would be interesting for them.



### ***What's In***

Read the following sentences carefully. Write ✓ if the statement is correct and X if it is wrong. Write your answer in a separate sheet of paper.

1. The logos should be meaningful and attractive.
2. Principles of design, elements and processes in arts always apply.
3. Shapes or forms have nothing to do with logo making.
4. Drawing belongs to elements of design.
5. Art processes describe how an art is made. We use symbols in making logos.



### *Notes to the Teacher*

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.



## ***What's New***



[www.easy-drawings-and-sketches.com](http://www.easy-drawings-and-sketches.com)



<https://i.ytimg.com/vi/9lkuV9vUI-8/maxre>

- ✓ What can you see in the pictures?
- ✓ Can you identify the difference?
- ✓ Where's the hardware tool and the software tool?
- ✓ Do you know how to use them?



## ***What is It***

### 16 Best Logo Maker and Creation Tools (software)

#### 1. Adobe Illustrator

Part of Adobe Creative Suite remains the kingpin of graphic design software and for good reason. It packs a punch with a host of features that give you control over every aspect of your logo design.

#### 2. Logomaker

If your main logo priority is creating the design quickly, Logomaker could be just what you need. Even those without any previous design experience can create a brand new logo in minutes using this online wizard.

#### 3. Laughingbird

Like Logomaker, Laughingbird's logo Creator requires minimal design skills and investment with built-in templates and a reasonable one-time price. Affordable and easy to use, Laughingbird is a great option for those who want to quickly create a logo with a fun, less conventional look.

#### 4. Logo Design Studio Pro

Logo Design Studio Pro comes with the rare combination of advanced design tools and a reasonable price tag. With that said, its features aren't at the premium level of a tool like Adobe, so the designs look a tad unpolished and bare compared to top brands' logo.

#### 5. Logo Yes

One of the simplest platforms features-wise on this list. With preset graphic icons and fonts, the program allows you to create a basic logo in no time.

#### 6. Sothink

Offers a lot of customizability for a one-time, reasonable price. There are plenty of features for creating a unique logo to fit your brand image.

#### 7. Designhill

Designhill logo maker is an ideal solution for someone who doesn't want to handle individual design choices but wants a lot of logo options to choose from. With few customization options, Designhill is best for those who have little design experience looking for a quick, easy logo creator.

#### 8. Canva

A graphic design is a tool website that's used for logos as well as many other design projects. It's easy drag-and-drop editor along with its sleek Login professional layouts make it a great choice for non-designers and professionals.

#### 9. Looka (formerly Logo Joy)

Looka combines your design preferences with AI to create a custom logo. The program uses AI to determine what logo designs users might like based on their color, style, and icon preferences. Looka also offers marketing asset design and website building capacities.

#### 10. Hatchful by Shopify

When you're on-the-go, Hatchful is the ideal logomaker. Designed for mobile devices, this app uses machine learning to create brand assets for you.

#### 11. Squarespace logo maker

Offers a bare-bones logo creation tool. It's one of the simplest tools on this list, so it's a great choice for those with limited time or design skills.

#### 12. Graphicsprings

Offers both ease and convenience along with a few advanced features. You can easily create a logo in minutes, or you can spend more time customizing and refining the logo if you'd like.

### 13. Tailor brands

Takes care of the work for you while still giving you plenty of professional logo options.

### 14. Logoshi

Beyond generating logos from traditional inputs like color preferences and business names. It will also generate logos from your own sketch.

### 15. Logaster

Logaster's strength is speed and convenience rather than design capabilities.

### 16. Logo Design

If you're looking for drag-and-drop features with the flexibility of custom graphic design software, this one is for you.

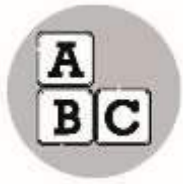
In addition to this, simple and offline apps can be of use like Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, and Photoshop.

## Hardware Tools

1. Quality pencils – give an artist the chance to find a brand that they connect with.
2. Sketchbook is one of the most important things an artist can have. A book with blank pages of drawing paper.
3. Quality Drawing Surfaces can be done on any surface, but the quality of that surface is sometimes just as important as the medium that it is used upon it.
  - 3.1 The “Tooth” is the texture of the paper. Heavier textures will produce lines that may appear “broken”, while smoother textures will produce smoother lines and gradations of value.
  - 3.2 Paper Weight – refers to how much a ream (500 sheets) of paper weighs.
  - 3.3 Acid Free should not be yellow over time and is more resistant to fading that can occur when exposed to UV light.
    - 3.3.1 Drawing paper – medium tooth paper that is suited for drawing with a variety of drawing media including graphite, charcoal and colored pencils.
    - 3.3.2 Charcoal Paper – heavier tooth paper that is lightweight – almost semi-transparent. Excellent for creating texture.
    - 3.3.3 Bristol Paper – smooth tooth paper that is heavier. This paper is quite rigid and is excellent for creating smooth gradations of value or detailed line work with ink.

4. Variety of erasers can be a great mark-making tool as well. Each eraser creates a different mark and should be used as necessary according to the specific drawing medium. Examples: Rubber, Kneaded, Gum and vinyl or plastic eraser).
5. Pencil Sharpener is used to sharpen a quality pencil. Use a poor quality sharpener and you could be out of a pencil in a matter of moments.
6. Charcoal or Conté provides a broader range of value and mark-making than what's possible with graphite. The manner in which marks are made is different as well. It comes in both stick and pencil form. Conté is similar to charcoal in richness of color. Charcoal is burnt organic material, while conté is made of clay.
7. A Felt Tip Pen allow the artist to create a variety of marks. The tip of the pen allows the artist to create a broad range of line quality.
8. Blending stumps/ Tortillions are essential for the artist wanting to smudge or move material around on the surface.
9. Art Storage serves as storage of the artworks. Most popular is the portfolio. You can buy or you can create on your own.
10. Art Material storage is a box filled with art materials.
  - 10.1 Portable Container
  - 10.2 Semi – Portable Container
  - 10.3 Permanent stack





## ***What's More***

Identify what kind of tool or software application is being used in the following:

1.



4.

**Awards  
Day**

2.



5.



3.





## *What I Have Learned*

Software Tools (online) in Logo Making are the following:

- ✓ Adobe Illustrator
- ✓ Logomaker
- ✓ Laughingbird
- ✓ Logo Design Studio Pro
- ✓ Logo Yes
- ✓ Sothink
- ✓ Designhill
- ✓ Canva
- ✓ Looka
- ✓ Hatchful by Shopify
- ✓ Squarespace Logo maker
- ✓ Graphicsprings
- ✓ Tailor brands
- ✓ Logoshi
- ✓ Logaster
- ✓ Logo Design

Offline Software are:

- ✓ Microsoft Word
- ✓ Microsoft Publisher
- ✓ Microsoft PowerPoint
- ✓ Photoshop

Hardware Tools

- ✓ Quality Pencils
- ✓ Sketch Pad/Book
- ✓ Quality Drawing Surfaces
- ✓ Erasers
- ✓ Sharpeners
- ✓ Charcoal or Conté
- ✓ Felt Tip Pen
- ✓ Blending Stumps/Tortillions
- ✓ Artwork Storage
- ✓ Art Material Storage



## *What I Can Do*

List down 5 Software Tools (online or offline) and 5 Hardware Tools used in logo designing.



## *Assessment*

Arrange the following in their proper column. Use a separate sheet of paper for your answers.

Canva

Graphicsprings

Photoshop

Sketchbook

Charcoal

Felt Tip pen

Logoshi

Logo Yes

Sothink

Sharpeners

Software Tools	Hardware Tools



## *Additional Activities*

Try to familiarize yourself with the different software and hardware tools in logo making or designing. Explore, download apps on your mobile phone if possible.

### What I Know

1. ☺
2. ☺
3. ☹
4. ☺
5. ☹
6. ☹
7. ☺
8. ☺
9. ☺
10. ☺

### What's In

Answers vary

### What's More

1. ✓
2. x
3. ✓
4. ✓
5. x

### Assessment

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

*Answer Key: Lesson 1*



### What I Know

1. P
2. E
3. AP
4. AP
5. E
6. F
8. AP
9. AP
10. AP

### What's In

- 1 TRUE
- 2 FALSE
- 3 TRUE
- 4 FALSE
- 5 FALSE

### What's New

Answer varies

### What's More

Answer varies

### What I Can Do

Answer varies

### Assessment

21. ~~TRUE~~
3. FALSE
4. FALSE
5. TRUE

*Answer Key: Lesson 2*



### What I Know

1. HT
2. ST
3. ST
4. ST
5. HT
6. HT
7. ST
8. ST
9. HT
10. ST

### What's In

1. ✓
2. ✓
3. x
4. x
5. ✓

### What's New

Answer varies

### What's More

1. Powerpoint
2. Hardware  
(pencil, pen,  
paper)
3. Microsoft Word
4. Microsoft Word
5. Powerpoint

### What I Can Do

Answer varies

### Assessment

#### Software

- ✓ Canva
- ✓ Logoshi
- ✓ Graphicssprings
- ✓ Logo Yes
- ✓ Sothink
- ✓ Photoshop

#### Hardware

- ✓ Sketchbook
- ✓ Charcoal
- ✓ Sharpeners
- ✓ Felt Tip Pen

*Answer Key: Lesson 3*



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