

Arts

Quarter 3 – Module 1: Media-Based Arts and Design in the Philippines



Arts – Grade 10

Alternative Delivery Mode

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First Edition, 2020

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Arts

**Quarter 3 – Module 1:
Media-Based Arts and Design in
the Philippines**

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

Hello, it's nice to be with you again today. During the previous quarter, you have learned the capabilities and possibilities of electronic or digital media available in today's technology-driven world. From this, new trends in art forms have evolved particularly in using gadgets and other devices in enhancing the artists' creative expressions.

In this lesson, you will be exploring the different media-based arts in the Philippines. You and I will work together in order to understand the different concepts and terminologies regarding media-based arts and designs. Remember to read the instructions before answering each activity and assessment.

Picture it out! As you go over the whole module, read the instructions carefully before you proceed to the different parts. Before the lesson proper, answer the 15-item pre-assessment activity to determine your prior knowledge about the lessons. After answering the pre-assessment, you can proceed to the lesson proper where activities and assessments are provided for you to answer. After reading and understanding the whole module, answer the 15-item post assessment. But this is not the end of the process yet because you still have to reflect on the summary of learning. Answer keys and references are found at the end part of this module so please be honest in answering the different assessments. Moreover, please use separate sheets of paper in answering the different activities. **DO NOT WRITE** anything on this module. So, are you ready to start now?

READY, 1, 2, 3.... Let's get started!

Here are some examples of media-based arts and designs in the Philippines: Photography, Film, Animation, Print Media, Product Innovation, and Industrial Design.

After going through this module, you are expected to:

1. Identify art elements in the various media-based arts in the Philippines; (A10EL-IIIb-1)
2. Identify representative artists as well as distinct characteristics of media-based arts and design in the Philippines; (A10EL-IIIa-2) and
3. Explain the characteristics of media-based arts and design in the Philippines. (A10PR-IIIc-e-2).



What I Know

Multiple Choice

Directions: Identify what is asked or described in each item. Write the letter of the correct answer in your art notebook. (**Duration 15 minutes**)

1. Which of the following elements of arts refers to the different hues and shades applied in arts and designs?
 - A. color
 - B. form
 - C. sound
 - D. texture

2. Which elements of arts refers to the use of lightness or darkness of color, shading, and highlighting in an artwork?
 - A. form
 - B. motion
 - C. space
 - D. value

3. Supply the needed element of art below.
Texture: roughness and smoothness; _____: different shapes combined
 - A. form
 - B. line
 - C. shapes
 - D. value

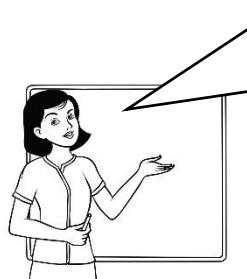
4. Which of the following elements are exceptional in films and animations?
 - A. Lines and shapes
 - B. Sound and motion
 - C. Space and form
 - D. Value and color

5. Why is color considered as the dominant element used in media-based art?
 - A. Ideas on creativity are based on colors.
 - B. It is applied to a certain degree in media-based arts.
 - C. Shading and highlighting are significant tools for product creation.
 - D. Media-based arts and designs are created with colors in all aspects.

6. What do we call the portion of the frame that is closest to the camera?
 - A. Foreground
 - B. Perspective
 - C. Sharpness
 - D. Symmetry

7. What is the quality of being made up of exactly similar parts facing each other or around an axis?
- A. Foreground
 - B. Perspective
 - C. Sharpness
 - D. Symmetry
8. What is the verbal conversation of characters in a movie?
- A. Symbols
 - B. Sound Effect
 - C. Music
 - D. Dialogue
9. In the basic elements of film, what is the process where the film editor works hard to put the whole movie together in all the scenes?
- A. Editing
 - B. Mise-en-scene
 - C. Scriptwriting
 - D. Storyboarding
10. Who is the illustrator of the comics, “Kenkoy”?
- A. Antonio Velasquez
 - B. Catalino Brocka
 - C. George Tapan
 - D. Paul Aliscupides
11. Which among the choices is not a form of Digital Media?
- A. e-book
 - B. Newspaper
 - C. Wattpad
 - D. Webnovel
12. Who among the following film and broadcast-arts directors promoted the term “freedom of expression” in the Philippine Constitution?
- A. Antonio Velasquez
 - B. Catalino Brocka
 - C. George Tapan
 - D. Paul Aliscupides
13. What is the name of a popular social storytelling platform where users can connect with their favorite writers, and are able to read and write original stories?
- A. e-book
 - B. Newspaper
 - C. Wattpad
 - D. Webnovel

14. During the production of an animated film, what phase is being done when surface artists use colors, textures, and shades to make the various elements of an animated film pop out?
- A. Lighting
 - B. Modelling
 - C. Rigging
 - D. Surfacing
15. What is the process of breaking down the script into scenes and drawing it into panels similar to a graphic novel?
- A. Editorial
 - B. Story
 - C. Storyboarding
 - D. Pre-visualization



Now that you are done with the pre-assessment activity, you can check your answers using the Answer Key found on the back page. If you got a perfect score, you don't need to continue with this module anymore and proceed to the next one. Or better yet, you may wish to ask for supplementary materials from your teacher to better strengthen your competencies on the given lesson.

**Lesson
1**

Art Elements in Media-Based Arts in the Philippines



What's In

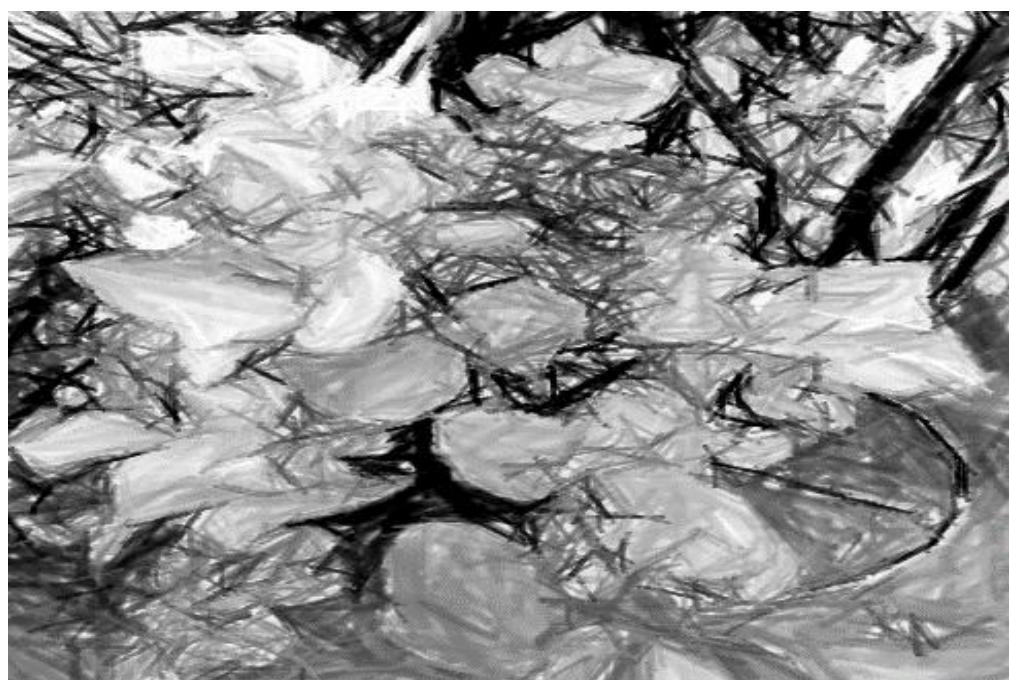
Modern life has become associated with technological advancement. Many forms of gadgets and devices are created that can be mass produced, mass distributed, and have been widely accessible to everyone. As you go through with this module, modern techniques and trends in photography, film, print media, digital media, and product and industrial designs shall be explored.

In this lesson, you will be learning the different elements of art which are basically applied in different media-based arts and designs in the Philippines.



What's New

Picture Identification: Write at least 5 sentences to describe the picture below. Write your answers in your art notebook.





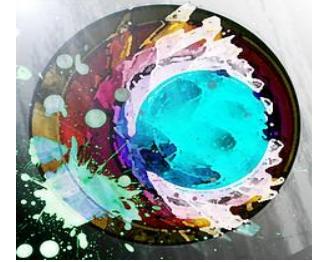
What is It

Elements of Art as Applied to Media-based Arts and Designs

In Science, you learned that when atoms are combined together, they form other things. Sometimes they usually make a simple molecule, just like when hydrogen and oxygen form water (H_2O). Therefore, the elements of art are like atoms that serve as "building blocks" for creating something in the world of art.

A similar activity happens when the elements of art are combined. The table below shows the building blocks in arts:

ELEMENTS	SAMPLE ART	DEFINITION
Line	 Photo taken by Winifredo P. Pe Benito	This is the distance between two points (or the path of a moving point), taking any form along the way. <ul style="list-style-type: none">• Can you see lines on the picture?• Were you able to locate the moving points?
Shape	 CC Search (creativecommons.org)	This refers to the figure of a particular condition that outlines anything you can see. <ul style="list-style-type: none">• What shapes did you identify from the creative design?
Color	 CC Search (creativecommons.org)	It pertains to different hues, pigments and shades applied in arts and design <ul style="list-style-type: none">• What distinctive colors can you see?

ELEMENTS	SAMPLE ART	DEFINITION
Value	 CC Search (creativecommons.org)	<p>This is the application of lightness and darkness of color, shading and highlighting in an artwork.</p> <ul style="list-style-type: none"> • Which part of the artwork can you see where shading and highlighting are evident?
Form	 CC Search (creativecommons.org)	<p>This can be created by the forming of two or more shapes or as three-dimensional shape (cube, pyramid, sphere, etc.)</p> <ul style="list-style-type: none"> • Were you able to find the form in the picture?
Texture	 CC Search (creativecommons.org)	<p>This is the quality of a surface or the way any work of art is represented.</p> <ul style="list-style-type: none"> • How did you find the surface of the art being represented?
Space	 CC Search (creativecommons.org)	<p>This refers to the distances or areas around, between or within components of a piece.</p> <ul style="list-style-type: none"> • Were you able to see the spaces and the distances of the parts and the whole of the animated picture?

These seven elements of art are used by artists and mix them with the principles of design to compose a piece of art. However, not all artworks contain all these elements. At least two elements are always present in an artwork.

For example, in product and industrial design, the artist by default must have both form and space in a product design because these elements are three-dimensional. It can also be presented through the use of perspective and shading thereby making it two-dimensional.

Art in any form would be nothing without line because it is essential in depicting objects, symbols, and in defining the shapes. This is the reason why it is also known as "a moving point."

Texture is another element, like form or space, that can be real (running a finger on a rough surface or hold an unglazed jar), created (think of an impasto canvass), or implied (through the use of shading).

Color is the main attribute for people who are visual learners and thinkers. In the media based-arts and designs, color has been a dominant element since most of these arts are created with colors.

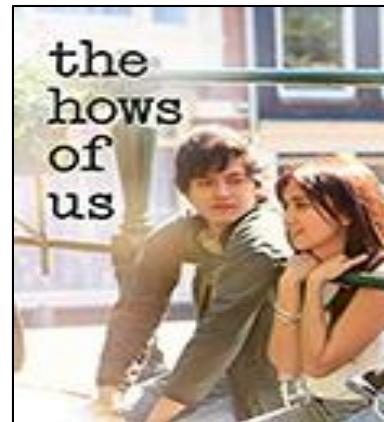
In film and animation, the elements of sound and motion are incorporated aside from the seven basic elements of art in expressing the artists' perspectives, feelings, and ideas.

Here are some examples of media-based arts and designs in the Philippines:



[https://www.facebook.com/georetapan](https://www.facebook.com/georgetapan)

Photography



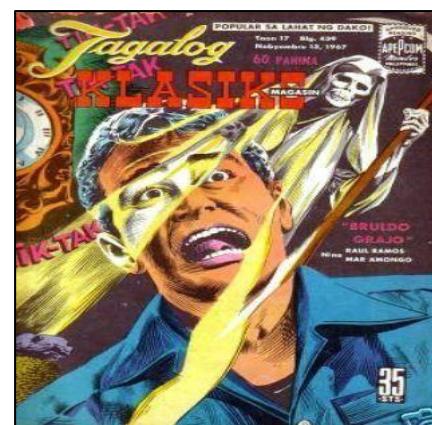
<https://www.asherfergusson.com/best-filipino-movies>

Film



<https://www.facebook.com/AnimahenasyonPH/photos/a.208189682561366/3596922853688015/>

Animation



<https://comicvine.gamespot.com/tagalog-klasiks/4050-26898/>

Print Media

Product Innovation and Industrial Design



Carousel Lamps



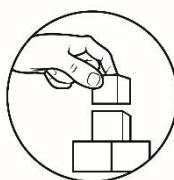
Yoda chair

<http://www.kennethcobonpue.com/>



Designs on Ready to Wear Dresses

<https://www.gofugyourself.com/photos/new-york-fashion-week-monique-lhuillier-springsummer-2014/monique-lhuillier-runway-mercedes-benz-fashion-week-spring-2014-3>



What's More

Activity 1: Identify Me!

Directions: From the examples of media-based arts below, list the different elements of art used in the creation of these artworks. Write your answers in your notebook.



<https://www.deviantart.com/pikadiana/art/URDUJA-Princess-of-the-Eastern-Pearl-527639588>

Activity 2: Essay Writing

Direction: Guided with the questions below, write an essay as to how the elements of art are utilized in media-based arts composition. The essay must be at least 10 sentences. Write your answers in your notebook: (Duration: 15 mins.)

- a. What are the elements of art?
- b. Can an artist make an art composition without utilizing these art elements?
Why?
- c. How are these elements utilized in creating media-based arts and designs?
Give examples.

Lesson 2

Distinct Characteristics of Philippine Media-Based Arts



What's In

In lesson 1, you have learned the different art elements in Philippine media-based arts which include line, shape, color, value, form, texture and space.

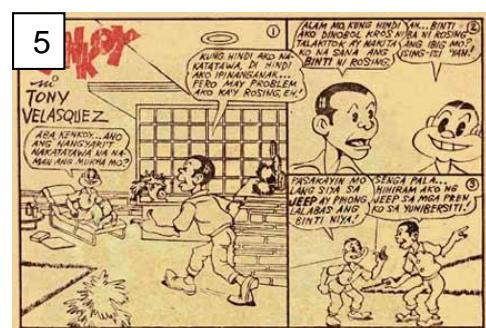
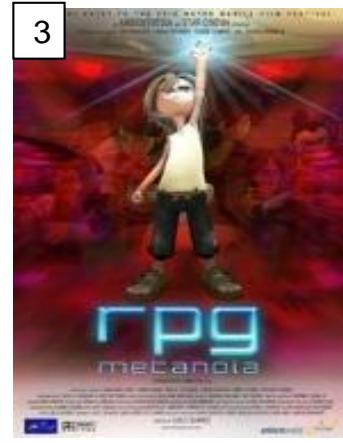
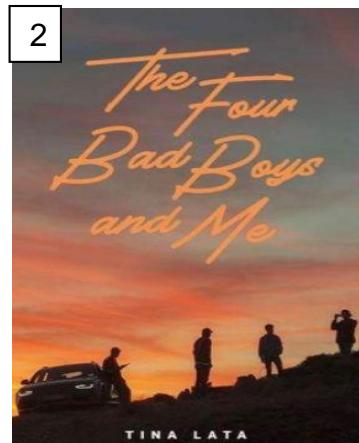
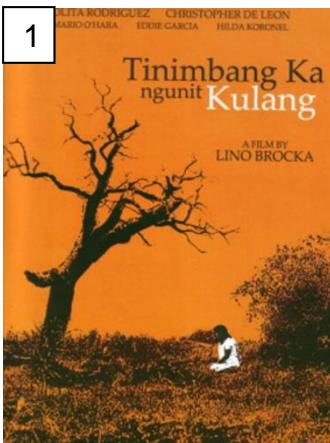
To further widen your knowledge and understanding about the Philippine Media-based arts, let us identify the distinct characteristics of each media-based art in Photography, Film, Animation, Print Media and Digital Media.

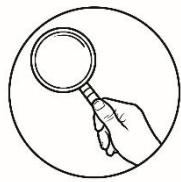
Are you set? Let's go!



What's New

Picture Identification: Identify the media-based arts below by writing letter (A) if it's a photography; (B) if it's a film; (C) if it's an animation; (D) if it's a print media; and (E) if it's a digital media.





What is It

Philippine Media-Based Arts: Photography

Photography is one of the most enjoyed hobbies of every Filipino. This is evident in the millions of photos that are posted in the different social media platforms like Facebook, Twitter, and Instagram. In this field, some gifted Filipino photographers are known because of their remarkable shots, such as Mr. George Tapan.



https://i2.wp.com/farm8.staticflickr.com/7057/6804830218_f78ac66986_z.jpg?resiz=627%2C640

Though there are many other travel photographers who outstrip his travel log, his awards speak for the quality of his work. George has won two Pacific Asia Tourism Association (PATA) Gold awards, an ASEAN Tourism Association award and the first place in the 2011 National Geographic Photo Contest. He worked for the Department of Tourism and Philippine Airlines and has published 5 travel photography books.

George was not always a travel photographer. He started out as a photographer for movie posters, shooting stills for 60s movies like *Asiong Salonga*. His subjects were Joseph Estrada, Fernando Poe Jr and Dolphy.

After being Erap's campaign photographer when he ran for San Juan mayor, George did some photo shoots for advertising, sports and fashion until he found his love for travel photography at the age of 24. He recalls that his first ever assignment as a travel photographer was Isla Verde, an island between Batangas and Puerto Galera.



<https://pia.gov.ph/features/articles/1021513>

One of his travel photo shoots is the Vigan City Cathedral where Kalesas on parade pass by the Saint Paul Cathedral in Vigan City, Ilocos Sur on April 28, 2019 which was the second day of Viva Vigan Binatbatan Festival of the Arts.

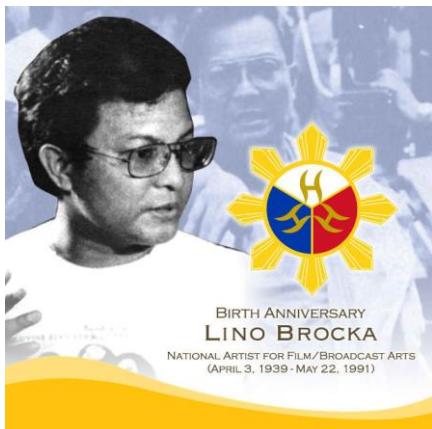
Characteristics of Philippine Photography

Great photography does not have to consist of one characteristic. It is a mixture of many characteristics to come up with great images. These characteristics are the following:

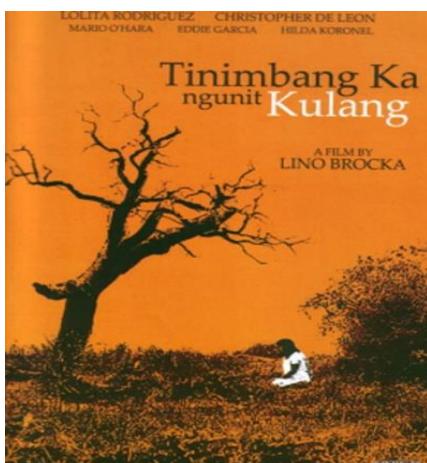
1. **Interesting Foreground**- it is the portion of the frame that is closest to the camera. The foreground space in an image can be utilized to draw attention to a subject located further into the frame, for example with leading lines, or it can be used to frame the subject.
2. **Sharpness**- a sharp photograph shows intent and skill. There are times that some parts of an image are blurry or vague but can be enhanced with the use of neutral density filters.
3. **Interesting perspective**- sometimes all photographs need to be interesting. In order to do this. There should be a change of perspective. A shot taken from a few inches from the ground or under the subject, something which is not usually seen can produce great images.
4. **Good lighting**- not under or over exposed is too obvious. A photographer knows how to really work with light which can help create some truly stunning images. Some rules are meant to be broken and lighting is one of them.
5. **Symmetry**- it is the quality of being made up of exactly similar parts facing each other or around an axis. It can play tricks in our brain and when used properly in photography, it creates interesting photographs. Photographs of architecture often use symmetry.
6. **Shadows**- it gives depth to two-dimensional images or just interesting composition builders.
7. **Contrast**- is the visual ratio of different tones in an image. This difference is what creates the textures, highlights, shadows, colors and clarity in a photograph.
8. **Human Interest**- Candid shots stand out. It is better to see photos with the subject who isn't reacting to the camera but instead, living their life.
9. **Isolation**- it is the ability to draw the viewer's attention away from anything distracting in the image and lead them right to the main subject.

Philippine Media-Based Arts: Film

Filipinos love watching films. This is manifested through our interest in watching movies during the annual Metro Manila Film Festival (MMFF), Cinemalaya, Pista ng Pelikulang Pilipino and other award-giving body in film. Philippine movies are not just being watched in the country, but it is also shown in other countries. Lots of Filipino artists and film-makers were awarded in the different international award-giving organizations. One highly recognized film director of the country is **Catalino “Lino” Ortiz Brocka**, a multi-awarded director who became the Philippine National Artist for films in 1997.



https://www.google.com/url?sa=i&url=https%3A%2F%2Finteraksyon.philstar.com%2Fbreaking-news%2F2018%2F04%2FO3%2F123819%2Fnati-artist-freedom-fighter-lino-brocka-inspires-from-heaven%2F&pisg=AvVawIvyGNTeaPLOk9RBWFJCLjk&ust=1607239732361000&source=images&cdv=fe&ved=0CAIQjRxqFwoTCKjTO_motu0



https://upload.wikimedia.org/wikipedia/tl/7/77/Tinimbang_ka_ngunit_kulang.jpg

He is a director for film and broadcast arts who promoted the term “freedom of expression” in the Philippine Constitution. Brocka took his social activist spirit to the screen leaving behind 66 films which breathed life and hope for the marginalized sectors of society. He also directed theater plays with equal zeal and had served in organizations that offer alternative visions, like the Philippine Educational Theater Association (PETA) and the Concerned Artists of the Philippines (CAP). With his caliber, he garnered numerous awards and recognitions here and abroad from recognized institutions like the CCP, FAMAS, TOYM, and Cannes Film Festival.

Lino Brocka left behind his masterpieces, bequeathing to our country a heritage of cinematic harvest; a bounty of stunning images; memorable conversations that speak volumes on love, betrayal and redemption; pestilence and plenty all pointing towards the recovery and rediscovery of our nation.

To name a few, Brocka’s films include the following: “Santiago” (1970), “Wanted: Perfect Mother” (1970), “Tubog sa Ginto” (1971), “Stardoom” (1971), “Tinimbang Ka Ngunit Kulang” (1974), “Maynila: Sa Kuko ng Liwanag” (1975), “Insiang” (1976), “Jaguar” (1979), “Bona” (1980), “Macho Dancer” (1989), “Orapronobis” (1989), “Makiusap Ka sa Diyos” (1991).

Basic Film Elements

Elements of Film is a way to compose all scene in a film and establish the essence of film. There are five elements of film which is narrative, cinematography, sound, mise-en-scene and editing. These elements help determine the totality of the film and a way to judge them.

1. Narrative- it is similar to the plot of the movie. It is about what the movie is, the character and the world.
2. Cinematography- it is basically ‘writing in movement’. It is the way the film was framed, toned, and colored in its own way of photography.
3. Sound- it is the most powerful aspects in film that has three components to it. Sound in film has sound effects, dialogue, and music.
 - a. Music-help shapes the feeling and the perception of a scene in a film to the audience.
 - b. Dialogue- these are the verbal conversation of the characters a movie. It must be clear and audible to clearly transport the message of the film to the audience.
 - c. Sound Effect- It is a sound recorded and presented to make a specific storytelling or creative point without the use of dialogue or music. The term

often refers to a process applied to a recording, without necessarily referring to the recording itself.

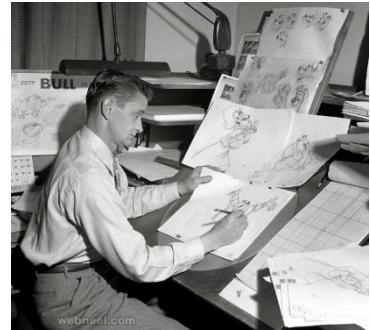
4. Mise-en-scene- it is practically the things that appear in the film's frame. It is a catch-all for everything that contributes to the visual presentation and overall "look" of a production. When translated from French, it means "placing on stage."
5. Editing- it is the most important skill in film making. The film editor works hard to put the whole movie together from all the scene. The editor is also responsible for cuts and being made in the film- scenes that audiences don't see.

Philippine Media-Based Arts: Animation

Nowadays, we are familiar with a lot of foreign animated films such as Frozen, Finding Nemo, and others. In the Philippines, there are numerous animated films that were already produced and can compete in the global arena when it comes to animated film industry. Some of which are RPG Metanoia, Adarna: The Mythical Bird, Urduja, and Dayo: Sa Mundo ng Elementalalia.

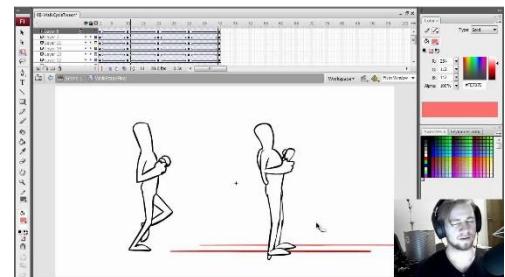
Animation is the process of creating the illusion of motion and shape change by means of the rapid display of a sequence of static images that minimally differ from each other. Animation can be seen in your favorite TV commercials, music, movies or even videos. The following are the techniques and style in creating an animation.

1. **Traditional Animation**- These involved animators drawing by hand for each and every frame. If you love the feel of pencils on a paper, then the traditional approach is very fascinating. Traditional animation is creating the drawings one by one on the frame. 2D animation involves creating numerous drawings then feeding into a plastic cell, hand painting them and create the animated sequence on a painted background image.



<https://webneel.com/image/misc/2-traditional-animation-disney.gif>

2. **Digital 2D Animation**- It is called Vector Animation. It is creating animations in the 2 dimensional space with the help of digital technologies. You don't need to create digital models; you just need to draw the frames. Create 100s of drawing and animating them to show some kind of movement is technically known as digital 2d animation. Using Adobe flash, animators can limit the number of drawings used, which makes them easier to create digital 2d animation. Small variations like changing the color or frame rate can be changed almost instantly, thus making it easier for the animators to work on.



<https://webneel.com/video/how-animate-walk-cycle>

3. **Digital 3D Animation-** it is making the unreal characters into a realistic one. Digital 3d animation characters are much faster to create and they are quite popular in the movie making industry. Using a computer software 3d animated images are used to create many short films, full length movies and even TV commercials and a career in digital 3d animation is highly rewarding. Comparing to 2D animation and the traditional approach, 3d animation models are highly realistic. One best example for this animation is the *RPG Metanoia*.



[https://webneel.com/video
/how-animate-walk-cycle](https://webneel.com/video/how-animate-walk-cycle)

4. **Stop-Motion Animation-** Stop motion is done by capturing a photo of an object, then moving it just a little bit to take another photo. This process is similar to traditional animation, but it uses real life objects instead of drawings to create an illusion of movement. And even though it is also time consuming and expensive, the end results are often unique and incomparable.
5. **Motion Graphics-** Still considered as a form of animation, motion graphics is nothing alike the other types of animations as it is not character or story-driven. It's simply the art of moving graphic elements such as texts or shapes. Common examples include animated logos, film opening titles, explainer videos, and app advertisements.

THE PHILIPPINE ANIMATION PRODUCTION PROCESS

For decades, Filipinos have been successful in helping major animation studios produce compelling animated videos. However, it's not as simple as it sounds. For one, Filipino animators need to pass the international standards set by these global companies. The following are the breakdown of basic Philippine animation process.

1. PRE-PRODUCTION

- Story- this is the basis of all the other elements involved in the production process and without it, there's no end result. As such, developing a script is the first task every Filipino creator should do.
- Storyboarding- is the process of breaking down the script into scenes and drawing it into panels similar to a graphic novel. It allows the director to envision the end look of the animation and lets him make appropriate creative decisions with other people involved in the production.
- Editorial- After the storyboards are done, they are forwarded to the editorial team who will create an animatic based on the drawn panels. This animatic presents the beats of the story and is comprised of storyboard images, scratch dialogues, and even temporary music and sound effects as necessary.
- Visual Development- It is the stage where Filipino concept artists create the final look of the animation. This includes the design elements found in characters, props, backgrounds, and color palettes. Overall, it gives the whole team a clear visual guide to follow during production.
- Pre-Visualization- At this stage, animators review the script and storyboard to scale characters and environments in three-dimensional space through the computer. This also serves as a blueprint of the final product which allows the client to make changes before they even start to film.

2. PRODUCTION

- a. Modelling- commonly used in 3D animation, the modeling process produces a digital object capable of being fully animated. It's an essential stage in production as it usually involves the sculptures of characters, sets, and props.
- b. Surfacing- this is the phase where surface artists use colors, textures, and shades to make the various elements of an animated film pop out. Just take the Disney film Ratatouille as an example. Part of the reason why the ratatouille dish looks appetizing is due to the surfacing team's effort.
- c. Rigging- it gives animated characters the ability to move their faces and bodies per the requirements of the script. Without it, they won't be able to hold themselves up and move around.
- d. Layout and Set Dressing- Layout involves the conceptualization of environments based on the story of the animated film. Layout artists are tasked to design the stage where the animation of the characters takes place. On the other hand, set dressing is the preparation of the appropriate props and furniture required in the scene. The set dresser's main job is to establish and maintain the continuity of these items in between sequences and shots.
- e. Character Animation- character animators are tasked to bring the characters to life by using the rig made by the rigging department. In addition, they also need to carefully think about the movements and expressions of the characters in order to effectively tell a story.
- f. Crowd Simulation- the crowds department is primarily responsible for animating a large number of characters in the film. They work to simulate realistic looking actions that should not distract from the main action.
- g. Technical Directing- since an animated film revolves around the lives of the characters, technical directing is essential to make the scenes feel alive and believable. Technical directors create motion or simulation that responds to the way a character moves. For instance, when a character sits on a couch, they let the cushions react by flattening it. This ultimately makes it realistic.
- h. Lighting- Lighting is an important element in creating the look and tone of a particular animated video. It guides the viewer's eye to where the main action is taking place.

3. POST-PRODUCTION

- a. Compositing- At this phase, all the individual frames are rendered together to create the final edited version. This is also the time where compositors tweak the color and adjust the depth of field accordingly to make the shot look exceptional.
- b. Music and Sound Design- Music and sound design are two elements that are added during the last stages of animation production. If you remove parts of the scenes by a few frames, the music score and sound effects wouldn't play in sync with the actions of the characters. As such, these two are typically put on after the final edit are locked in.
- c. Color Grading- Often the last stage of the production process, color grading gives the animated videos a distinct look based on the scene's moods. It also provides accurate and consistent color throughout the video.

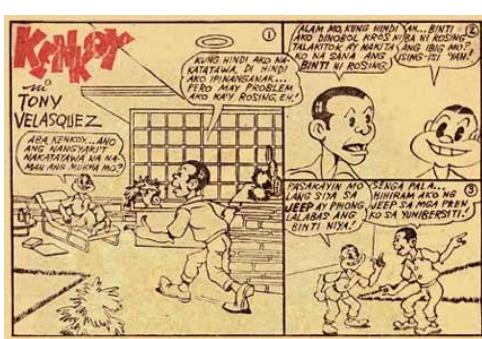
Characteristics of Philippine Animation

1. It presents current issues in the community- most of the country's animated films talk about the recurring problems, stigma and scenarios experienced by the Filipinos. Some of the animated films made were the "Doodle of Doom" (2007) that shows the special abilities of children with disabilities; and "Love and Marriage" (2008) that presents racism evolving a struggle of a Filipino-Chinese Relationship.

2. It retells myths and native stories of the country in animation- Filipinos love to listen stories from their forefathers that's why artists present these traditional stories in motion pictures. Some of which are the Urduja, Marianing (2012), Lakas ng Lahi (2014) and Ibong Adarna.

3. It manifests Philippine culture and tradition- animation in the country is rooted in our culture and tradition. One of which is Mutya (2009) that preserves heritage and the environment by believing that nature dwells among us.

Philippine Media-Based Arts: Print Media



famous with his creativity and rich imagination in making great stories in comics, he is Antonio "Tony" Velasquez, dubbed as the "Father of Philippine Comics". One of his first comics is the Kenkoy.

In the contemporary print media, newspapers, tabloids, comics and magazines still exposes the events and scenarios in politics, society, environment and even in the entertainment or showbiz business. One of the great innovations in the field of print media is the comics. Comics can be seen already in the print and digital platforms. Comic writers, illustrators and cartoonist uses modern media and techniques like the use of computer, specialized stylus pen and digital pads to create visuals and illustrations.

There are contemporary comics artists who are considered to be successful in their passion, these are Mr. Larry Alcala, a National Artist for Visual Arts for his *Kalabog and Bosyo and Mang Ambo*, Mr. Pol Medina Jr. for his *Pugad Baboy* and Manix Abrera for his *Kikomachine Komix*. These contemporary comics generally shows the current life of Filipinos by applying casual entertainment which evokes instantaneous laughter to convey the meaning of the jokes, but still can identify the topical issues in pop culture that are being addressed.

Many people believe that print media is dying due to the easy access of information in modern technology. But still there are people who are fun of reading printed materials such as newspapers, tabloids, comics and magazines. In Philippine print media art, there is a person who used to be

Characteristics of Philippine Print Media

Print media characteristics are determined by the message, the delivery and its production. When using print media, it's advantageous to know what you want to say and the best way to say it. Whether it's direct mail, magazines, newspapers or fliers and business cards handed out in grocery stores, all are characteristics of print media fulfilling its determined purpose.

1. **It displays nationalistic fervor-** deep-rooted in the spirit of succeeding Filipino journalists throughout our nation's history up to present.
2. **It expresses libertarian and free enterprise principles -** newspapers, tabloids, magazines and other printed materials have the freedom to express the writer's thoughts, ideas and principles. Aside from being commercial in nature, the press is dependent on advertising as its lifeblood.
3. **It is informative and entertaining in nature-** there are printed materials that are used to give information in terms of lifestyle, health and fashion and as for the entertainment, there are comics, pocketbooks, and other similar materials, among others.
4. **It reflects Philippine tradition and culture –** it shows the lives of people- their tradition and culture. In the contemporary print media such as comics it used to present the pop culture in terms of political, societal and environmental issues.

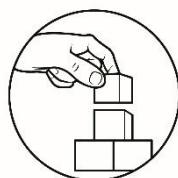
Philippine Media-Based Arts: Digital Media

Due to easy access of information using modern technology, digital media is usually used rather than print media such E-books, internet and other similar online reading materials. An example of which is the Wattpad stories. Wattpad is a social storytelling platform where users connect with their favorite writers and can read and write original stories.-Digital media art combines technology and art in a creative way. Digital media artists help us visualize and understand the world in a completely digital environment. They design and create graphic content, audio-visual content and interactive web content. In this way, artists can easily produce and distribute their artworks in a faster and wider audiences with the aid of modern technology. Since we are in the era where everything is online, audiences can easily access and appreciate the arts made by the artists.

Characteristics of Philippine Digital Media

1. **It exchanges information in a wide range of digital platforms-** sound, images, text and videos are all available in digital format for use in a computer tablet, android phones and other similar devices.
2. **It is a mixture of entertainment, illustration or communication purposes-** aside from acquiring information, these characteristics can be observed in a digital media.
3. **It is an accessible storage for preservation:** Digital media is stored on digital storage devices such as Hard Drives and Flash storage. This has allowed huge amounts of data to be stored on a small place with no risk of damage to the data provided that the medium in which the data is stored in, is not mistreated.

4. **It can be easily distributed and accessed:** Digital media is an easy access that can be distributed via digital storage mediums and the internet. Compared to the past where people wanted to share a large collection of photos or magazines, it would take up a lot of space and would take great effort in transferring it from one place to another.
5. **It is user-friendly:** Digital media can be easily manipulated by anyone with the necessary skills. For example, photos can be resized, cropped, and visually altered in ways to make them appear better or to completely change the meaning of the visuals.
6. **It is low cost:** Easy distribution of media via the internet has also made it able to reach a wider audience for less costs in the distribution in terms of postage and labor costs etc. Social media also provides a good medium of advertising, allowing content to reach many different types of people worldwide.

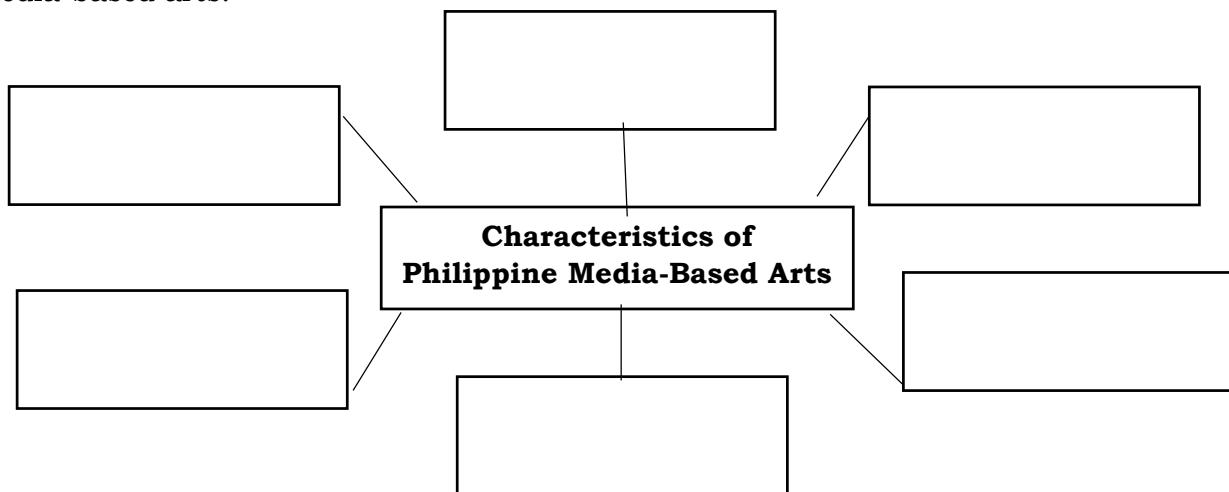


What's More

ACTIVITY 3

MIND MAPPING

Directions: Write word in the boxes that describe the characteristics of Philippine media-based arts.



Activity 4

CLASSIFICATION

Directions: Classify the process in producing animation film if it is under (A) PRE-PRODUCTION, (B) PRODUCTION or (C) POST-PRODUCTION.

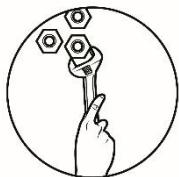
- | | |
|---|--|
| <input type="checkbox"/> 1. Layout and Set Dressing
<input type="checkbox"/> 2. Color Grading
<input type="checkbox"/> 3. Surfacing
<input type="checkbox"/> 4. Composting
<input type="checkbox"/> 5. Visual Development | <input type="checkbox"/> 6. Technical Directing
<input type="checkbox"/> 7. Storyboarding
<input type="checkbox"/> 8. Crowd Simulation
<input type="checkbox"/> 9. Music and Sound Design
<input type="checkbox"/> 10. Modelling |
|---|--|



What I Have Learned

I have learned that:

- The different elements of arts that are applied in Media-based Arts and Designs are _____, _____, _____, _____, _____, and _____.
- The different forms of Media-based Arts are _____, _____, _____, and _____.
- There are great Filipino Media-based artists that we can be proud of such as _____ in Photography, _____ in Film, _____ in Animation, _____ in Print Media and _____ in Digital Media.



What I Can Do

PICTURE ANALYSIS

Directions: Below is a photo taken by Phoebelyn Gullunan entitled “Mano Po”. This photo was one of the grand winners in the 3rd PAGCOR National Photography Competition, (Conventional Category). Analyze the picture and write an essay about the characteristics of the media-based artwork that were used.



https://www.officialgazette.gov.ph/images/uploads/Photo-3_mano-po.jpg

Guide Questions:

1. What Filipino culture does this image is pertaining to? How is this culture important up to this day?
2. What did you feel upon looking at the picture? Why?
3. For you, what makes this photo stand out in the competition?



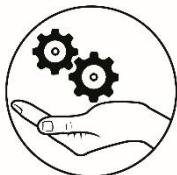
Assessment

Multiple Choice: Read carefully the questions below and write the letter of the correct answer that best describes the following. Write your answers in your activity notebook. (Duration: 15 minutes)

1. Which element of art refers to the use of lightness or darkness of color, shading, and highlighting in an artwork?
 - A. form
 - B. motion
 - C. space
 - D. value
2. Which of the following elements of art is exceptional to films and animations?
 - A. Lines and shapes
 - B. Sound and motion
 - C. Space and form
 - D. Value and color
3. What do we call the portion of the frame that is closest to the camera?
 - A. Foreground
 - B. Perspective
 - C. Sharpness
 - D. Symmetry
4. What is the verbal conversation of characters in a movie?
 - A. Symbols
 - B. Sound Effect
 - C. Music
 - D. Dialogue
5. Who is the writer of the comics “Kenkoy”?
 - A. Antonio Velasquez
 - B. Catalino Brocka
 - C. George Tapan
 - D. Paul Aliscupides

6. Who among the following film and broadcast-arts directors promoted the term “freedom of expression” in the Philippine Constitution?
- A. Antonio Velasquez
 - B. Catalino Brocka
 - C. George Tapan
 - D. Paul Aliscupides
7. During the production of an animated film, what phase is being done when surface artists use colors, textures, and shades to make the various elements of an animated film pop out?
- A. Lighting
 - B. Modelling
 - C. Rigging
 - D. Surfacing
8. Which of the following refers to the different hues and shades applied in arts and designs.
- A. color
 - B. form
 - C. sound
 - D. texture
9. Supply the needed element of art below.
Texture: roughness and smoothness; _____: different shapes combined
- A. form
 - B. line
 - C. shapes
 - D. value
10. Why is color considered as the dominant element of art used in media-based arts?
- A. Ideas on creativity are based on colors.
 - B. It is applied to a certain degree in media-based arts.
 - C. Shading and highlighting are significant tools for product creation.
 - D. Media-based arts and designs are created with colors in all aspects.
11. What is the quality of being made up of exactly similar parts facing each other or around an axis?
- A. Foreground
 - B. Perspective
 - C. Sharpness
 - D. Symmetry

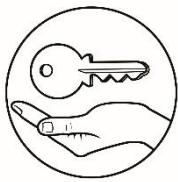
12. In the basic elements of film, what is the process where the film editor works hard to put the whole movie together in all the scenes?
- A. Editing
 - B. Mise-en-scene
 - C. Scriptwriting
 - D. Storyboarding
13. Which among the choices below is not a Digital Media?
- A. e-book
 - B. Newspaper
 - C. Wattpad
 - D. Webnovel
14. What is the name of a popular social storytelling platform where users connect with their favorite writers, and can read and write original stories?
- A. e-book
 - B. Newspaper
 - C. Wattpad
 - D. Webnovel
15. What is the process of breaking down the script into scenes and drawing it into panels similar to a graphic novel?
- A. Editorial
 - B. Story
 - C. Storyboarding
 - D. Pre-visualization



Additional Activities

Movie Analysis

Directions: Watch any teleserye, movie in YouTube or any media application. Analyze it based on the basic film elements and submit your output through the link that will be given to you by your teacher. If you don't have any gadget and internet connectivity, you can recall the favorite movie or Teleserye you've watched before as your bases and submit your output in the designated drop box in your Barangay.



Answer Key

PRE-TEST		POST-TEST	
1. D	6. B	11. D	10. D
2. B	7. D	12. D	11. A
3. A	8. A	13. B	10. A
4. B	9. A	14. C	15. C
5. D	10. D	15. C	14. D

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

What I Learned
<p>Media Animation, Antonio Velasquez in Print Media and Maria Cristina Lata in Digital George Tapao in Photography, Catalino Brocka in Film, Paul Aliscupides in Photography, Film, Animation, Print Media, Digital Media Line, Shape, Color, Value, Form, Texture, Space</p>

FEATURES	1	2	3	4	5	Content and analysis
ORGANIZATION and structure	Unorganized and unclear	Some ideas are organized and stated well and organized and stated well and clear.	Few ideas are organized and stated well and clear.	Several ideas are organized and stated well and clear.	The ideas are organized and stated well and organized and stated well and clear.	Organized and structured and unstructured and unclear
CLEARITY, SPELLING, PUNCTUATIONS, and grammar	Poor grammar, spelling and punctuation mistakes are noticeable.	Almost all statements are clear. There are not punctuation mistakes.	Many statements are not clear. There are few punctuation mistakes.	Some statements are clear. There are not punctuation mistakes.	Statements are clear. There are few punctuation mistakes.	Almost no spelling, punctuation, or grammatical errors.
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RUBRICS FOR LESSON 1 What's New, Activity 1,2,3 LESSON 2 What's More, What I can do, Additional Activities

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