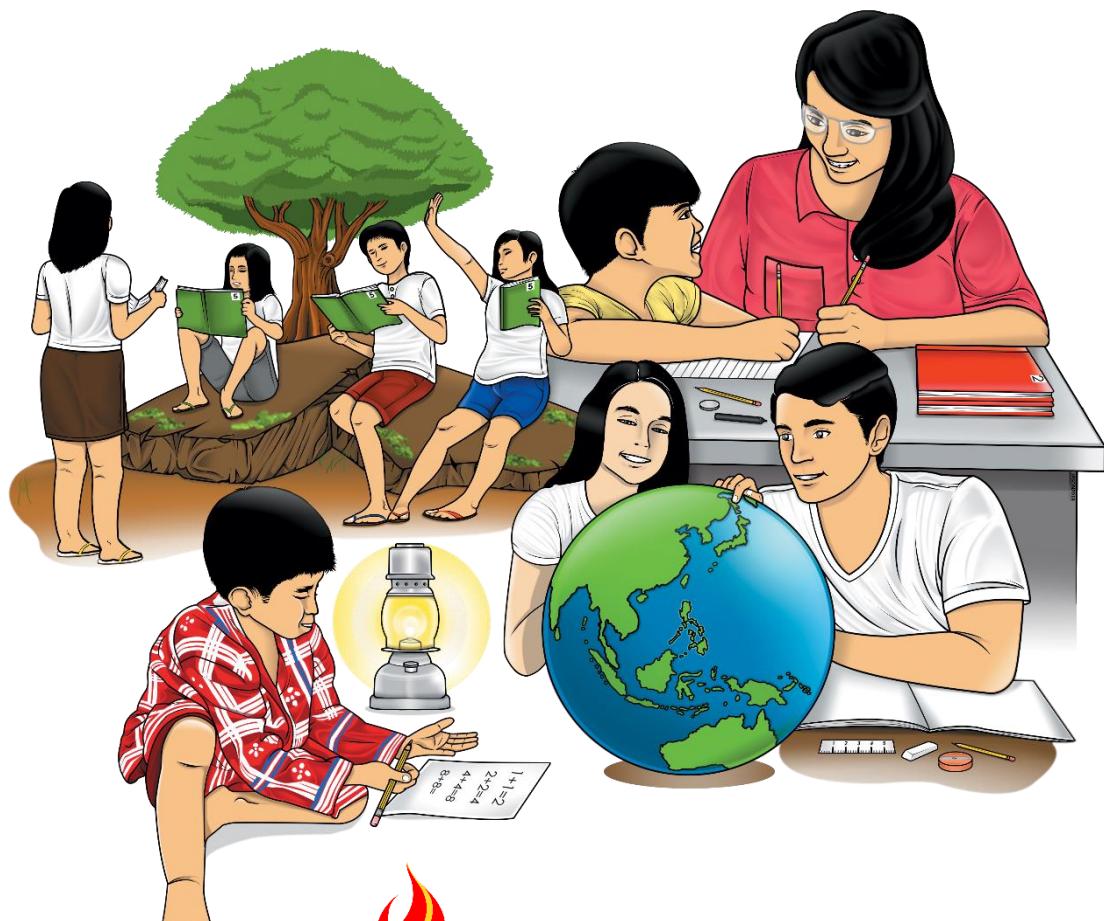


# Contemporary Philippine Arts from the Regions

## Quarter 2 - Module 13 Production Planning



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**Alternative Delivery Mode**  
**Quarter 1 - Module 1: Art: Meaning and Forms**  
**First Edition, 2020**

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**Development Team of the Module**

**Writer:** Margarette Anne D. Gimony

**Editor:** Ivonne Faye G. Factor

**Reviewers:** Dr. Arlyn M. Brigola and Dr. Gregorio T. Capiral

**Illustrator:** Ericson Y. Villasoto

**Layout Artist:** Teddy C. Sarmiento

**Management Team:** Wilfredo E. Cabral, Director IV

Genia V. Santos, CLMD Chief

Dennis M. Mendoza, Regional EPS In Charge of LRMS

Micah S. Pacheco, Regional ADM Coordinator

Evangeline P. Ladines, CESO V, Schools Division Superintendent

Rodel C. Apostol, Division EPS In Charge of LRMS

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**Department of Education – National Capital Region**

Office Address: Misamis St. Bago Bantay, Quezon City

Telefax: 02-929-0153

E-mail Address: [depedncr@deped.gov.ph](mailto:depedncr@deped.gov.ph)

**Senior High School**

# **Contemporary Philippine Arts from the Regions**

## **Quarter 2 - Module 13**

### **Production Planning**



# Introductory Message

For the facilitator:

Arts have made a great impact to our history and till now it is developing and producing more. The history of Arts started from gathering of materials to thinking of subject that can be seen in our everyday lives.

The learner should be aware that art can be seen or experienced everywhere. It could be as simple as drawing a picture, singing a song, dancing to the beat. They need to understand that it is not only an entertainment, but also a way of learning new information. It comes from finding the right materials and right subject to capture. Having knowledge about arts should never be shunned as just a hobby, rather another path to take in understanding oneself.

Module 13 is made with these in mind. This module can be used in school and home as it can stand alone or be part of enhancing one's knowledge. Contemporary Philippine Arts from the Regions is a subject that will enhance the understanding of what is already known by both learner and parents. It is important that writing, drawing, and coloring materials are prepared ahead so that it would be easier for the learner to complete the activities. The learner should also have their own ballpens, pencils and sharpeners, erasers, and crayons as well as bond papers. These materials will be used in answer the module according to the instructions given by the teacher.



## ***Notes to the Teacher***

Many of your students have a narrow or constricted view of Art. They maintain a visual perspective of the arts that are limited to their experiences of drawing, coloring and illustrating, and looking at pictures and paintings. Broadening their view of Art will open a new way of appreciating it, with particular attention given to Contemporary Arts that are homegrown and developed in the different regions of the country.

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:

Since you were a child, arts have been part of your learning. Contemporary Philippine Arts from the Regions is a subject that will help you enhance what you already know.

Module 13 will let you recall what concepts should be considered in making an art and reminisce your previous works; what you take account for in making an artwork. You have to read the lesson and instructions of the module responsibly so that you can understand and appreciate it fully

To accomplish this, you need your own materials for writing and drawing like ballpens, pencils and sharpeners, erasers and crayons as well as bond papers. These materials will be used in answer the module according to the instructions given by the teacher. This module allows you to follow through its content through orderly and developmental steps. As you go along you will discover that it is a win-win situation like a game where you learn and enjoy at the same time. Take this, read it, learn from it, and enjoy it.

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 such as 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. This also tends retention of learned concepts.



### **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 instructions carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and in 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 is written for you. It is intended to facilitate understanding and appreciation of Philippine Contemporary Arts. The scope of this module permits it to be used in 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 as indicated in the curriculum guide. However, the order in which you read them can be changed to correspond with the flow of the lesson and with the rate or pace of learning.

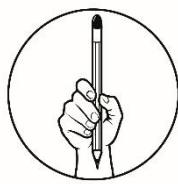
The module contains Lesson 13 – Production Planning

After going through this module, you are expected to:

1. Conceptualizes an idea for an art production
2. Identify the subject and medium of an art piece
3. Identify the elements that composes the production plan
4. Create your unique artwork



<https://www.flickr.com/photos/50924547@N00/372231377/in/photostream/>



## ***What I Know***

Find the missing words in the puzzle below. Write your answer in the box. An example is provided for you. Write your answer on a separate sheet of paper.

**DOWN**

- 1 – An artist who uses wood, bamboo, stone, concrete and various building materials.
  - 2 – An artist who uses metal, wood, stone, clay and glass
  - 3 – An artist who uses body and its movement

## ACROSS

- 4 –An artist who uses sounds and instruments
  - 5 –An artist who uses pigments on a usually flat surface
  - 6 – An artist who uses words

**Lesson**

**13**

## **PRODUCTION PLANNING**



### **What's In**

The discussion about Production Planning will give you an overview of the concepts used by artists; how to start a production planning and its different objectives. Understanding the meaning of the lesson will enhance the learner's knowledge on producing.

Production planning is all about creating a guide before starting a production. In this way it is way easier to do the production when you have a guide ready for you. Production planning utilizes the resources that can be used later. The specific procedures will let the producer have control over what is happening on the set.



### **What's New**

Most artworks we know are paintings, sculptures and music composition. Art is manifested in different forms, in singing, dancing, and acting and could be seen in day to day lives. There are different procedures and concepts that is needed and it not something new to what artist do in producing an artwork.

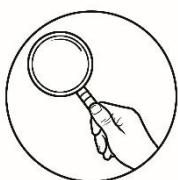


Describe the picture. What kind of art does the picture shows? What does theatre contribute in the art community in the Philippines?

<https://www.culturalcenter.gov.ph/programs/resident-companies/philippine-ballet-theatre/details>

Processing:

1. What could be the most difficult aspect in production process?
2. What do you think the producers of theater plays in the Philippines considered in making the stage play successful and appealing to the audience?



## **What is It**

### **Read and learn!**

Have you ever wondered how artist came up to the idea of creating their masterpiece? What inspires them to create the certain subjects? What are the reasons behind every painting, sculptures, architectural plans, etc.? Well, in this module you will learn how to come up to an idea that will soon others will look up to.

### **SUBJECT**

According to Sandagan and Sayseng (2016), subject refers to anything that represented in an artwork. It can be an object, person scenery, colors and etc. even though subject can be the center of an art some masterpiece do not have subjects.

When we are talking about subject, there are two types of arts. Arts that have subject are called **Representational or Objective Arts**. These arts present stories, images, representations, symbols, etc. Examples are graphic arts, literature, sculpture, painting, and theater arts. While art works without subjects are called **Non-Representational or Non-Objective Arts**. These arts attract straight through the senses. Examples are musical arrangement, architecture, weaving and other functional art

### **MEDIUM**

Medium refers to the materials used in an artwork. It is the instrument of every artist to convey message in an artistic manner. It can be colors and brushes for a painter; sounds for a musician; movements of the body for an actress or dancer; it can also be the words for every writer; wood or clay for a sculptor.

When creating an art, it does not mean an artist should have the expensive medium for creating a masterpiece, it can be anything available. As long as it can conveys the artists' message it can be used.

### **FORM**

Form refers to the physical characteristics of an art. It is about the utilization of the elements of art such as line, shape, form, space, color, value,

and texture. And these elements are arranged based on the principles of design in creating masterpiece.

After understanding the concepts artists considered in creating art, you are now ready to leap to a bigger step of producing an art production. According to Quipper (2018), there are 4Ms to consider:

### **METHODS**

*Methods* refers to the framework of the production. It provides the skeletal plan that will serve as the guide for the whole production. It contains the objectives or goals, material, procedures, manpower assignment, target date of finish.

*Objectives* or goals are the expected output or result of the production. Objectives must be SMART; specific, measurable, attainable, relevant, and time bound.

*Title or name of Production* refers to the name of productions. The name of the production should be the one to catch the audience's attention.

*Target Audience* refers to the group that is the primary target of the production.

*Procedures* are the activities that need to be done.

*Venue or Platform* refers to the space you will use to execute your production. It can be physical space or an online platform.

*Date of Implementation or Target date of Finish* is the expected of production's launching date.

### **MATERIALS**

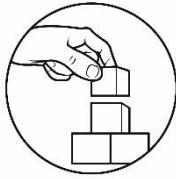
Materials refers to the artwork presented on a production such as the script on a drama, music and lyrics, or choreography. It is the center of the production that consist the concept that is expressed through art.

### **MACHINE**

Machine refers to the mediums, machinery, tools, or equipment to be used in a production. On a theater production machines are the physical materials such as stage lighting, sound systems, or any technical medium.

### **MANPOWER**

Manpower refers to the team of people assigned to a specific role. It can be the director, producers, choreographers, dancers, artist, or crew. Because of them the whole process of creating the production can be fun and it will be easier to accomplish.



## What's More

**DIRECTIONS:** Identify the following words inside the word pool if it is OBJECTIVE ARTS or NON-OBJECTIVE ARTS. Write your answer on a separate sheet of paper.

OBJECTIVE ARTS	NON-OBJECTIVE ART

### WORD POOL:

Architecture	Painting	Poem	Music
Sculpture	Weaving	Novels	Graphic Arts
Plastic Arts		Theater Arts	

**DIRECTIONS:** Give a brief explanation on what subject and medium will YOU use on the following type of art:

Write your answer on a separate sheet of paper.

Type of Arts	Subject	Why you choose that subject	Medium to be used	Explain why you choose that medium.
1. Visual Arts	a.	d.	g.	j.
2. Literary Arts	b.	e.	h.	k.
3. Performing Arts	c.	f.	i.	l.



## **What I Have Learned**

1. Subject refers to anything that is represented in an artwork.
2. Subject can be the center of an art but some masterpieces do not have subjects.
3. Representational or objective arts are present in stories, images etc. and examples are graphic arts, literature, painting etc.
4. Non-representational or non-objective arts are the arts that attracts straight through the senses and examples are musical arrangement, weaving and other functional art.
5. Medium refers to the materials used in an artwork. It is the instrument of every artist to convey their message to the audience
6. Form refers to the physical characteristics of an art. artists show it by utilization of elements of arts
7. Methods refers to the framework of the production. It contains the objectives, material, procedures, manpower, target date of finish
8. Objectives are the expected output of the production It must be SMART; specific, measurable, attainable, relevant and time bound
9. Title refers to the name of the production that will catch the audience attention.
10. Target Audience refers to the group that is the primary target of the production
11. Procedures are the activities that is needed to be done
12. Venue or Platform refers to the space you will be using for the whole production that could be physical and online platform
13. Materials refers to the artwork presented on a production such as the script, music and lyrics, choreography that is the center of the production and consist of the concept artist want to express
14. Machine refers to the mediums, machinery, tools or equipment to be used in production,
15. Manpower refers to the team of people involved in the production that is assigned to different roles.



## **What I Can Do**

### **Plan and Work!**

#### **TASK: CREATE AN ART PRODUCTION PLAN**

<b>Goal</b>	To create a production plan for online concert
<b>Role</b>	Production Planner
<b>Audience</b>	Students, Parents, and Teacher

<b>Situation</b>	Students have limited idea/knowledge on production planning
<b>Product</b>	Production plan for an online concert
<b>Standard Performance</b>	Your product must meet the standard using the rubrics and must follow steps in making production plan of online concert.

### **How to create an art production plan?**

1. Conceptualize the ideas that you will include in your plan.
2. use the 4Ms in creating a production plan.
3. Write your answer on a separate sheet of short bond paper
4. Take a photo of your production plan
5. send a photo of your plan to your teacher for evaluation purposes
6. After evaluation send a copy to your class messenger

### **Template for production plan**

<b>Title of the Production</b>	
<b>Methods</b>	
<b>Objectives:</b>	a. b.
<b>Target Audience:</b>	
<b>Venue of Platform:</b>	
<b>Target Date:</b>	
<b>Materials:</b>	a. b. c.
<b>Machines:</b>	a. b. c.
<b>Manpower:</b>	a. b. c.

### **RUBRICS FOR SCORING YOUR PRODUCTION PLAN**

<b>Criteria</b>	<b>Excellent (10)</b>	<b>Good (7)</b>	<b>Fair (3)</b>	<b>Score</b>
<b>Content</b>	Expresses the idea of 4M's (Methods, Materials, Machine, Manpower)	Expresses two to three (2-3 Ms) out of 4M's	Expresses one (1M) out of 4M's	
<b>Overall Presentation</b>	Production plan is exceptionally creative, neat,	Production plan is creative, partially	Production plan is creative, however	

	without trace of erasure	neat, with three traces of erasures	with 4 and above traces of erasures	
<b>Cultural relevance of materials</b>	Five indicated materials could be seen in the locality	Three to four indicated materials could be seen in the locality	One to two indicated materials could be seen in the locality	



## ***Assessment***

**DIRECTIONS:** Write your answer on a separate sheet of paper. Choose a letter of the correct answer.

5. Which of the following is considered as MACHINE?

I. Spotlight

III. Speakers

II. Script

IV. Video Camera

A. I, II, and III

C.I, III, and IV

B. I, II, and IV

D. II, III and IV

6. Which of the following is TRUE about representational or objective arts?

I. Symbols

III. Present stories

II. Architecture

IV. Musical Arrangement

A. I and II

C. I, II, and III

B. I and III

D. I, II, III, and IV

7. Which of the following BEST describes medium as a material in artwork?

I. It can be sounds for musician

III. It can be word for every writer

II. It can be colors and brushers for painter  
director

IV. It can be a method for a

A. I and II

C. I, II, and III

B. I and III

D. I, II, III, and IV

8. Which of the following are included in the framework method of production?

I. S.M.A.R.T.

II. Manpower

III. Target date

IV. Target audience

A. I and II

B. I and IV

C. I, III and IV

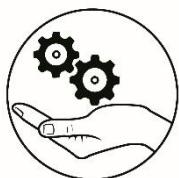
D. I, II, and IV

9. Which of the following BEST describes representational or non-objective arts?

- |               |                         |
|---------------|-------------------------|
| I. Weaving    | III. Literature         |
| II. Sculpture | IV. Musical arrangement |
| A. I and II   | C. II, and III          |
| B. I and IV   | D. I, II, III, and I    |

10. Which of the following are included in the concept of production planning?

- |                |                      |
|----------------|----------------------|
| I. Methods     | III. Machine         |
| II. Materials  | IV. Manpower         |
| A. I, and III  | C. I, II, and IV     |
| B. II, and III | D. I, II, III, and I |



## ***Additional Activities***

**Directions:** Create a poster relating to the current situation because of COVID-19 Pandemic. Use the different techniques and skills learned in the previous lessons. Briefly discuss your subject and medium.

You may use different canvass for your poster, then attach it together with your answer sheets for evaluation.

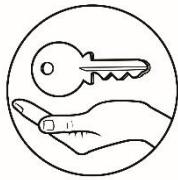
A large, empty, rounded rectangular box intended for students to draw their poster.

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## **Answer Key**

### **What I Know**

#### **DOWN**

1 – ARCHITECT

2 – SCULPTOR

#### **ACROSS**

4 – MUSICIAN

5 – PAINTER

6 - WRITER

### **What's New**

Answers may vary.

### **What's More**

Activity 1.1:

<b>OBJECTIVE ARTS</b>	<b>NON-OBJECTIVE ART</b>
Painting	Architecture
Poem	Music
Sculpture	Weaving
Novels	Plastic Arts
Graphics Arts	
Theater Arts	

Activity 1.2: Answers may vary.

### **Assessment**

- |      |       |
|------|-------|
| 1. d | 6. b  |
| 2. c | 7. c  |
| 3. d | 8. c  |
| 4. b | 9. b  |
| 5. c | 10. d |

## **References**

Quipper Philippine Study Guides. (n.d.). Contemporary Philippine Arts from the Regions. Makati, Metro Manila, Philippines.

Sandagan, Luzviminda D. and Sayseng, Ayesha H. (2016). Contemporary Philippine Arts from the Region. (pp.129-136) JFS Publishing Services, Pasay City, Metro Manila.

**For inquiries or feedback, please write or call:**

Department of Education - Bureau of Learning Resources (DepEd-BLR)

Ground Floor, Bonifacio Bldg., DepEd Complex  
Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: blr.lrqad@deped.gov.ph \* blr.lrpd@deped.gov.ph

