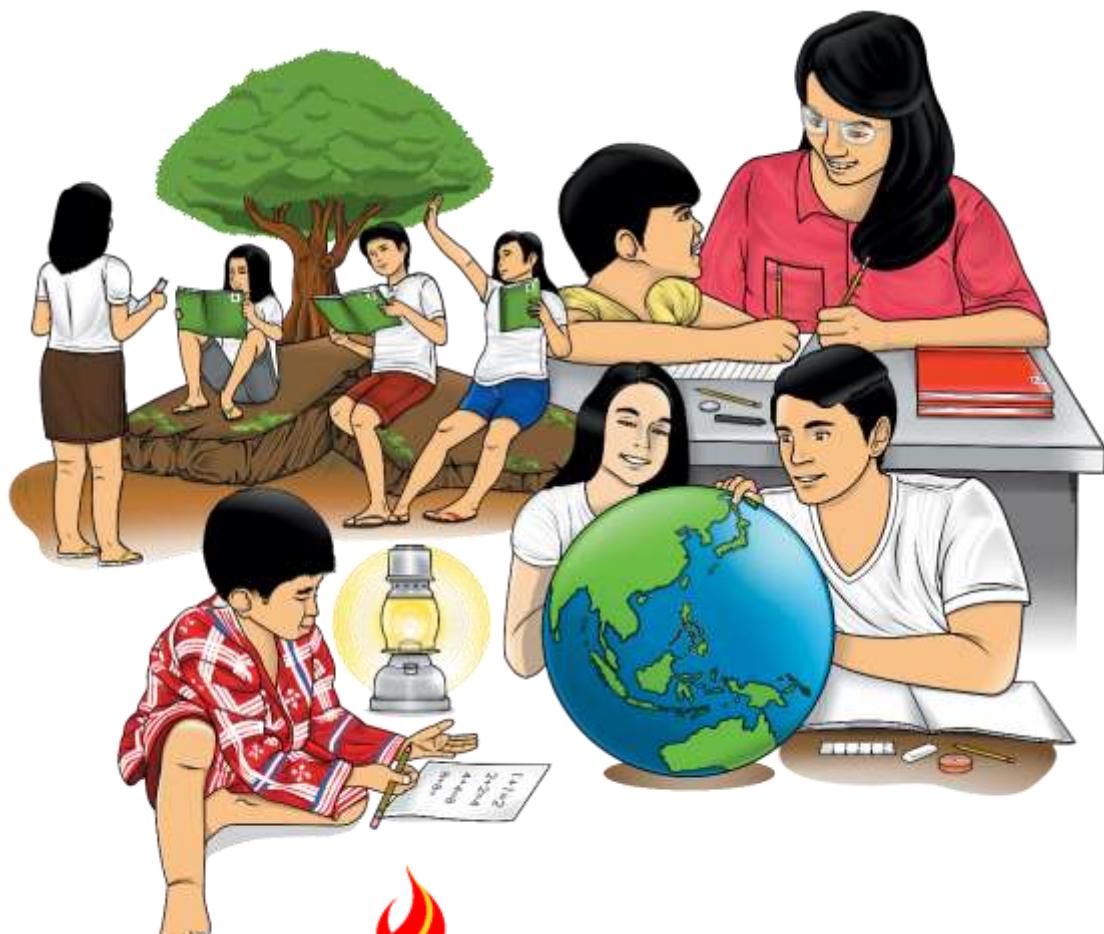


# Empowerment Technologies

## Quarter 1 – Module 5: Imaging and Design for the Online Environment



**Empowerment Technologies**

**Alternative Delivery Mode**

**Quarter 1 – Module 5: Imaging and Design for the Online Environment**

**First Edition, 2020**

**Republic Act 8293, section 176** states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education

Secretary: Leonor Magtolis Briones

Undersecretary: Diosdado M. San Antonio

**Development Team of the Module**

**Writers:** Jasmin Roxanne A. Sobremesana

**Editors:** Grace T. Balverde

**Reviewers:** Grace R. Nieves

**Illustrator:** Jasmin Roxanne A. Sobremesana

**Layout Artist:** Jasmin Roxanne A. Sobremesana

**Management Team:** Malcom S. Garma, Director IV

Genia V. Santos, CLMD Chief

Dennis M. Mendoza, Regional EPS In Charge of LRMS

Micah S. Pacheco, Regional ADM Coordinator

Loida O. Balasa, CID Chief

Grace R. Nieves, Division EPS In Charge of LRMS

Lorena J. Mutus, ADM Coordinator

**Printed in the Philippines by \_\_\_\_\_**

**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**

**Empowerment  
Technologies**  
**Quarter 1 – Module 5:**  
**Imaging and Design for the**  
**Online Environment**

# **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**

This module will help you more understand, appreciate, and unveil your creativity on the use of the proper graphic and layout designing for more effective communication. You will also learn the core components of graphic design.

The module mainly focuses on one lesson:

- Lesson 1 – Basic Principles of Graphics and Layout

### Learning Competencies and Codes

Evaluate existing websites and online resources based on the principles of layout, graphic, and visual message design.

CS\_ICT11/12-ICTPT-Ie-f-6

After going through this module, you are expected to:

1. identify and explain the Basic Principles of Graphics and Layout;
2. explain the vital use of the Basic Principles of Graphics and Layout in communication and industry;
3. assess the effectiveness of the graphic design in a given layout example; and
4. evaluate existing websites and online resources based on the principles of layout, graphic, and visual message design.



## ***What I Know***

Directions: Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

7. The following are the ways where you can emphasize the text if you are working on a magazine except:

- A. By changing the font color
- B. By making the text bold or italic
- C. By adding illustrations or images
- D. By changing the font size, either bigger or smaller

8. Refer to the illustration below. What is the best text alignment to use if your background design covers an art on edge?

- A. Center
- B. Left
- C. Justified
- D. Right



9. The picture below shows an example of \_\_\_\_\_.

- A. Balance
- B. Emphasis
- C. Hierarchy
- D. Repetition



10. Which of the principles of graphics and layout refers to the proper arrangement of elements, which gives a visual weight for the design?

- A. Balance
- B. Emphasis
- C. Pattern, Repetition and Rhythm
- D. Unity and Harmony

11. Every element of your design must show the correct placement of texts, paragraphs, or images to make it formal and readable. Which of the following alignment is not recommended in designing?

- A. Center
- B. Diagonal
- C. Left
- D. Right

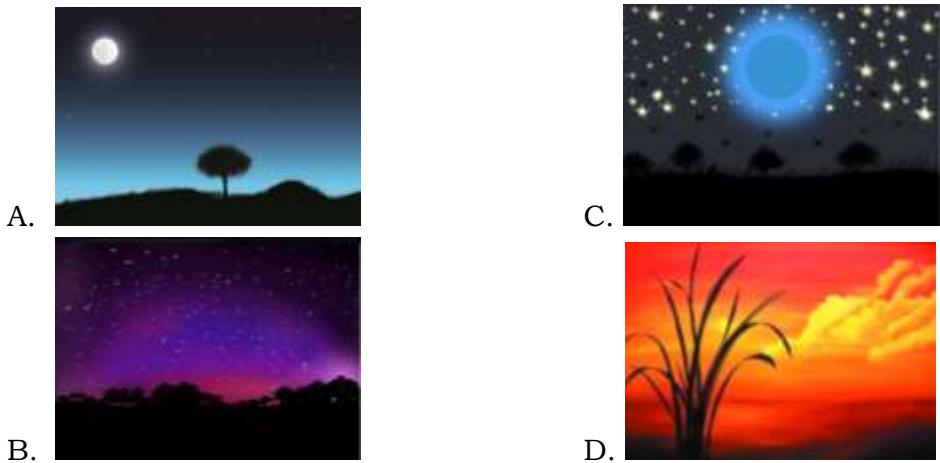
12. Which of the following refers to the plan of creating an idea through a combination of texts, images, and other elements that are placed together artistically?

- A. Design
- B. Graphic
- C. Layout
- D. Message

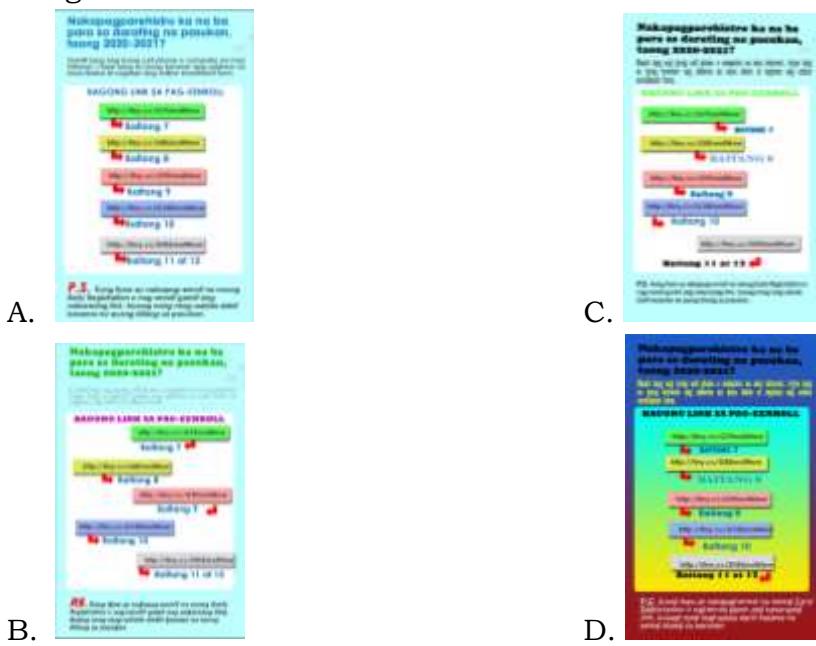
13. As a layout artist, we must know the details in arranging and accentuating the most important terms by changing its size, thickness, and spaces so the reader can navigate the highlight of the event easily. Which of the following principles best describe the statement above?

- A. Alignment
- B. Contrast
- C. Hierarchy
- D. Pattern, Repetition and Rhythm

14. Contrast refers to the use of different or opposite elements such as sizes, shapes, spaces, forms, colors, and values in design. Which of the designs below show the least application of contrast in a design?



15. Elements of design must work together and agree to its meaning, theme, feeling, or mood. Which of the examples below show unity and harmony of design?



# Lesson 1

# Basic Principles of Graphics and Layout

Communication is critical for people to share thoughts, feelings, and emotions. With the use of different media, people can express their views in many ways, including adding artistic designs. The purpose of the combined images and texts also gives influence to people not just understand the sent idea or message, but it also adds emotion to what is being seen.



## What's In

This lesson provides information about the Basic Principles of Graphics and Layout that should be applied in a design. It involves the proper use and combination of principles, texts, colors, and images as it applies in a variety of media in graphic designing for effective visual communication.



### Notes to the Teacher

Computer or mobile phone with an Internet connection is vital in this activity to visit and evaluate the designs of a website, poster, advertisement, and other online graphic applications.



## What's New

**Directions:** In this activity, you need to observe the given picture below and identify which principle of graphics and layout BEST applies in each design. Choose your answer inside the box located on the bottom page then write your answer on a separate sheet.



1. \_\_\_\_\_



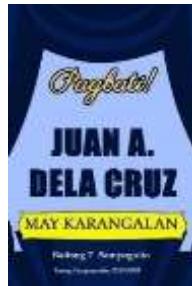
2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_



5. \_\_\_\_\_

Balance

Contrast

Emphasis

Hierarchy

Alignment

Pattern and Repetition



## What is It

### Understanding Graphic Design and Layout

What makes a good and effective website? How do users interact with the websites they visit?

A good website must know its target audience, determine its needs, and communicate effectively using the basic principles of graphics and layout. Users or visitors may have different interests and needs like browsing, researching, streaming, online shopping, dating, and many others. They even behave differently depending on what they perceive on the website. Web design matters in every user, whether

they can decide to stay or just leave. *Usability* is important for the users as it satisfies their experience on the website, but a good *design* will drag the audience's attention to stay on the page. Always remember that first impressions last and web design has an impact on the users on how they perceive the brand or message.

Graphic design is an artistic way of communicating ideas and messages through visual expressions using texts, images, and symbols. Graphic designers work on the quality of the output they serve for the audience or clients like websites, advertisements, posters, flyers, logos, videos, and any other multimedia form. A practical graphic layout and design can easily catch the attention of the viewers and allow them to understand the message conveniently.

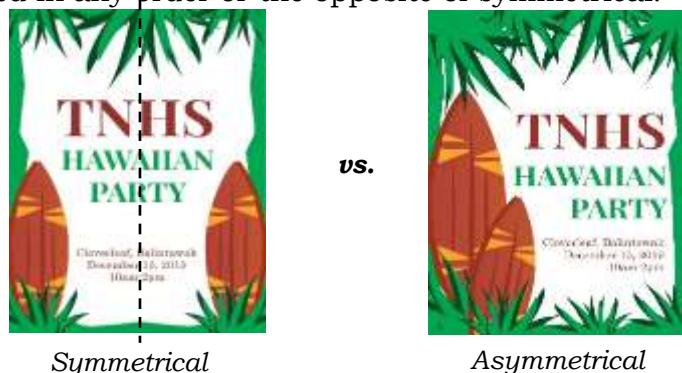
## Graphic Design vs. Layout

Design is a plan of creating an idea through a combination of texts, images, and other elements that are placed together artistically, whereas, the layout is a term used as the process of organizing and arranging these elements in a design as you plot it in a paper.

## Basic Principles of Design and Layout

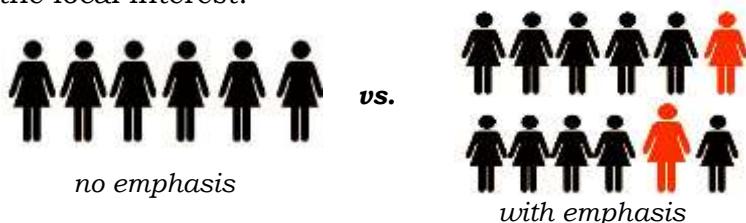
### 1. Balance

It refers to the proper arrangement of the elements, which gives a visual weight for the design. There are two types of balance, Symmetrical or Asymmetrical. Symmetrical balance is where the elements are equally distributed on both sides of your design, technically a mirror-based design. In contrast, Asymmetrical balance is a free layout where the elements can be placed in any order or the opposite of symmetrical.



### 2. Emphasis

It refers to something that needs to stand-out or emphasize. When working on emphasis, you can change the color, size, or even the element itself to lead the eye to the focal interest.



### 3. Pattern, Repetition and Rhythm

The use of repetitive elements such as lines, shapes, forms, textures, space, colors, font, style, and the like to create texture, movement, continuity, and consistency of the design. It also makes the design formal and more comfortable to read because of its uniformity.



**Slides A**

No repetition of elements

**Slides B**

with repetition of elements such as color, background

### 4. Alignment

It refers to the proper placement of an element to your design, just like invisibly placing or aligning your texts or images diagonally, vertically, and horizontally. The standard texts or paragraph alignment we apply are center, right, left, and justified.



all text boxes are invisibly aligned and placed with each other



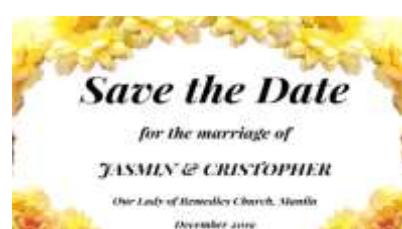
all textboxes have different angles positioning diagonally

### 5. Hierarchy

It refers to the proper arrangement of the details such as text, characters, numbers, and symbols. Changing its character size, thickness, spaces, or even font type to stand out is its most critical features. By applying this principle, it can help the viewer to recognize and navigate the highlight of the event smoothly.



vs.



## 6. Contrast

It refers to the use of different or opposite elements such as sizes (*large or small*), shapes (*geometric or organic*), spaces (*negative or positive*), form (*real or abstract*), colors (*monochromatic, complementary, triadic, tetradic*), texture (*smooth or rough*), and values (*light or dark*). The contrast gives visual weight to an object or design. You must consider and limit the use of different elements, color, style, and typography to avoid cluttered design. When creating contrast in color and text, it is advised to choose a color from the background to create consistency of your design. Always remember that the details must be readable by having a dark-light value of either text and background or vice-versa.



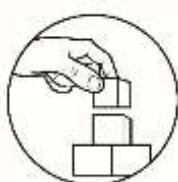
a poster and a packaging showing contrast with the use of a dark-colored background and a light-colored text to make the details readable.

## 7. Unity and Harmony

It refers to the relationship of the elements or the contents when you place them together. The elements of the design must work together and agree to its meaning, theme, feeling, or mood.



The web page shows the consistent use of font style, font color, contrasting with the dark background, the hierarchy is according to its importance, proper text alignment and repetition of the design in every menu.



## What's More

### Let's Assess!

Using your computer or mobile device, you need access one existing website and evaluate its effectiveness based on the applied principles of layout, graphic and visual message design.

Directions: Navigate and observe your visited website. Using the Web Design Assessment Checklist, place a checkmark (/) on the Yes or No column that corresponds to each question. Add comments or suggestions for a detailed description in each number. Write your answer in a separate sheet of paper.

<b>Website URL:</b>			
<b>Principles</b>	<b>Yes</b>	<b>No</b>	<b>Comments/ Suggestions</b>
<b>1. Balance</b>			
Is the page shows the proper distribution of elements in page composition, whether Symmetrical or Asymmetrical?			
Do you feel that the elements are compressed only on one side of the page?			
<b>2. Emphasis</b>			
Is there an element of focal point to the design that leads in getting your attention on that page?			
Does the page have emphasized any of the texts, graphics, illustrations, or animations in a design?			
Is the element emphasized by a different color, texture, size, or space?			
<b>3. Pattern, Repetition, and Rhythm</b>			
Are there any repeated elements in the web design?			
Is the logo of the website repeated on every page of the design?			
Are all pages have the same transition effects?			
Are the font type and color used consistently on every page?			
<b>4. Alignment</b>			
Are the graphics and texts visibly aligned which makes it readable?			
Is the placement of individual or grouped images have the same scale or size and is evenly distributed in space?			
<b>5. Hierarchy</b>			
Are the important elements stand out and are arranged properly depending on its organization?			
Are the headings, titles, and subtitles emphasized than the body?			
<b>6. Contrast</b>			
Does the background and font color contrast each other? (light to dark value or vice versa)			
Are there any applications of contrast in font sizes with the same type?			
Are the header and footer of the page darker than the content area?			

<b>7. Unity and Harmony</b>			
<b>Principles</b>	<b>Yes</b>	<b>No</b>	<b>Comments/ Suggestions</b>
Does the page look disorganized?			
Are all the principles applied properly with consistency in the design as a whole?			
Does the use of combined elements relate to the purpose of the website and creates harmony in the design?			
Does the website meet its purpose of providing a clear message in all the pages of web design?			
<b>TOTAL</b>	20 points		



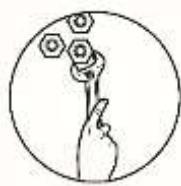
## ***What I Have Learned***

In this activity you need to gain access on the internet using your computer or mobile phone. Browse the given websites listed below and evaluate the layout and design of their pages. Grab and paste a screenshot of your chosen page and explain the principles of design and layout applied. Do it in a separate sheet. (40 points)

1. <https://www.deped.gov.ph>
2. <https://education.minecraft.net>
3. <https://teachforthephilippines.org>
4. <https://arvr.google.com/ar>
5. <https://www.canva.com>

Use this rubric for the evaluation of output.

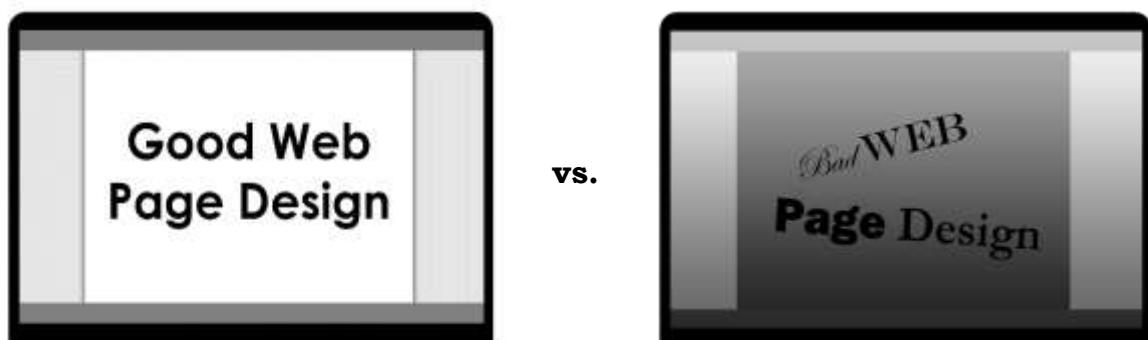
<b>Criteria</b>	<b>Excellent (4)</b>	<b>Very Satisfactory (3)</b>	<b>Satisfactory (2)</b>	<b>Needs Improvement (1)</b>
1. Identification of Principles applied	Principles were correctly identified or shown based on the printed or chosen page	There is 1 principle not identified or shown on the design but is obvious on the page.	There are 2 principles not identified or shown on the design but is obvious on the page.	There are 3 or more principles not identified or shown on the design but is obvious on the page.
2. Page Design	Have chosen an excellent example of a page where all the principles are observed.	Have chosen a very satisfactory example of a page where most of the principles are observed.	Have chosen a satisfactory example of a page where only some of the principles are observed.	Have chosen an example of a page where just a few of the principles are observed.
<b>TOTAL</b>	8 points			



## What I Can Do

Knowing the basic principles of graphic and layout is a guide and a must for every web designer, illustrator, and even layout artist. Having a good web design can engage the audience to stay on the page and this also promotes the website's brand.

Directions: Write an insight on *how you feel when you visit a good and a bad web page design?* Write at least one paragraph in each side as you evaluate its effectiveness. Use a separate sheet to answer. (10 points)



Use this rubric for the evaluation of output.

Criteria	Excellent (5)	Satisfactory (3)	Needs Improvement (1)
1. Content	Content is relevant and complete with comprehensive observation.	Content is correct with good observation.	Content is incomplete and lacks observation.
2. Organization of Thoughts	Thoughts are very clear with coherent statements.	Thoughts are simple with organized statements.	Thoughts are inconsistent or illogical.
Total Score	10 points		



## Assessment

Directions: Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Monochromatic uses one color in a design. Its advantage is to create balance and to match the color in an artwork. However, this may lack energy and may look monotonous. How will you use the monochromatic scheme to create variations?
  - A. Use complementary colors
  - B. Adjust the saturation and value
  - C. Change the hue of the artwork or every element
  - D. Choose a design that is more suitable for the color scheme used
2. What is the purpose of creating a hierarchy in your design?
  - A. It gives consistency.
  - B. It adds visual weight.
  - C. To add beauty to the design.
  - D. Make the detail to stand out.
3. Which of the following refers to the plan of creating an idea through a combination of texts, images, and other elements that are placed together artistically?

A. Design	C. Layout
B. Graphic	D. Message
4. Which principle of design is when a designer arranges the elements or text according to its context?

A. Balance	C. Harmony
B. Emphasis	D. Hierarchy
5. Which type of balance gives a mirror-like design that is proportionally equal to the other side?

A. Asymmetrical	C. Semi-Balance
B. Symmetrical	D. Semi-Proportion
6. Contrast refers to the use of different or opposite elements such as sizes, shapes, spaces, forms, colors, and values in design. Which of the designs below show the least application of contrast in a design?



A



B



C



D

12. Every element of your design must show the correct placement of texts, paragraphs, or images to make it formal and readable. Which of the following alignment is not recommended in designing?

- A. Center
- B. Diagonal
- C. Left
- D. Right

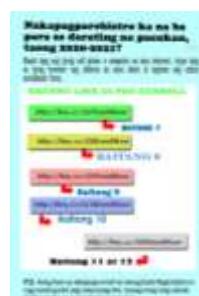
13. Elements of design must work together and agree to its meaning, theme, feeling, or mood. Which of the examples below show unity and harmony of design?



A.



B.



C.



D.

14. Refer to the illustration below. What is the best text alignment to use if your background design covers an art on edge?

- A. Center
- B. Left
- C. Justified
- D. Right



15. The picture below shows an example of \_\_\_\_\_.

- A. Balance
- B. Emphasis
- C. Hierarchy
- D. Repetition



## ***Additional Activities***

The layout is the part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives. Write a reflection based on what you have learned on this topic. You may do any of the following methods to express your thoughts. Choose any method of writing your reflection from the box and write it on a piece of paper.

Acrostics

Poem

Slogan

Spoken Poetry



## ***Answer Key***

<b>What I Know</b>		<b>Assessment</b>	<b>What's New</b>	
1. D		1. Pattern and Repetition	1. Aliquots	15. A
2. B		2. Balance	2. Contrasts	14. C
3. D		3. Contrast	3. Emphasis	13. C
4. A		4. D	4. Rhythm	12. A
5. C		5. D	5. Alignment	11. B
6. B		6. C		10. A
7. A		7. C		9. B
8. C		8. B		8. B
9. C		9. A		7. C
10. B		10. D		6. D
11. D		11. B		5. B
12. B		12. A		4. B
13. D		13. C		3. D
14. B		14. D		2. B
15. B		15. C		1. D

## **References**

- Adobe Spark Blog. "8 Basic Principles of Design to Help You Create Awesome Graphics | Adobe Spark," July 28, 2016.  
<https://blog.adobespark.com/2016/07/27/8-basic-design-principles-to-help-you-create-better-graphics>.
- canva. Accessed May 28, 2020. <https://www.canva.com/>.
- Department of Education. "Department of Education." Accessed May 28, 2020.  
<https://www.deped.gov.ph/>.
- Freepik Blog. "An Introduction To Graphic Design: Layout & Composition - Freepik Blog," December 20, 2016.  
<https://www.freepik.com/blog/introduction-graphic-design-part-2/>.
- Google AR & VR. "Google AR & VR | AR Home." Accessed May 28, 2020.  
<https://arvr.google.com/ar>.
- Minecraft. "Minecraft: Education Edition:Homepage." Accessed May 28, 2020.  
<https://education.minecraft.net/>.
- prezi.com. "Basic Principle of Graphics and Layout by Oliver Hong Jr. on Prezi." Accessed May 28, 2020. <https://prezi.com/dawzwcxleqcf/basic-principle-of-graphics-and-layout/>.
- Share and Discover Knowledge on LinkedIn SlideShare. "Basic Principles of Graphics and Layout." Accessed May 28, 2020.  
<https://www.slideshare.net/MariaEloisaBlanza/basic-principles-of-graphics-and-layout-81753946>.
- Teach for the Philippines. "Home - Teach for the Philippines." Accessed May 28, 2020. <https://teachforthephilippines.org/>.

**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