

Learning Activity Sheet for Visual Graphic Design

Quarter 1

Lesson

2

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Learning Activity Sheet for Technical Professional Visual Graphics Design Grade 11/12
Quarter 1: Lesson 2 (Week 2)
SY 2025-2026

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LEARNING ACTIVITY SHEET

Learning Area:	Technical Professional	Quarter:	1
Lesson No.:	2	Date:	
Lesson Title/Topic:	<ul style="list-style-type: none"> • Roles and Responsibilities of Visual Graphic Designers • Career and Business Opportunities in VGD • Successful Visual Graphic Artists • Products and Services in VGD 		
Name:		Grade & Section:	

I. Title: Summative Quiz

II. Objective(s):

- Identify the roles and responsibilities of visual graphic designers in applying current design trends.
- Apply design principles to evaluate and improve poorly designed graphics.
- Show appreciation for the evolving role of designers in responding to industry trends.

III. Materials Needed: Paper and Ballpen

IV. Instructions: After finishing the topic for week 2, you are going to undergo a summative quiz. Read and understand each question and choose the letter of the best answer from the given choices.

1) Which current trend in visual graphic design focuses on motion and interaction in web content?

- A. flat design
- B. minimalist layout
- C. animated graphics
- D. hand-drawn elements

2) Which of the following best reflects the shift toward sustainability in packaging design?

- A. Using bright neon materials.
- B. Adding excessive visual effects.
- C. Creating oversized boxes for small products.
- D. Designing recyclable and eco-friendly materials.

- 3) Which of the following is a core responsibility of a visual graphic designer?
- A. Writing employee contracts.
 - B. Managing company finances.
 - C. Supervising warehouse operations.
 - D. Designing materials that communicate brand messages.
- 4) A designer is given feedback to revise the layout. What should they do first?
- A. Delete the project.
 - B. Ignore the feedback.
 - C. Argue with the client.
 - D. Review the feedback and apply the necessary improvements.
- 5) Which of these is an entrepreneurial opportunity for visual graphic designers?
- A. Operating a taxi service
 - B. Teaching swimming lessons
 - C. Selling household appliances
 - D. Starting a freelance design business
- 6) Which platform is commonly used by freelance designers to find clients?
- A. Canva
 - B. Fiverr
 - C. Google Docs
 - D. Microsoft Paint
- 7) Which of the following qualities contributed to the success of many professional graphic designers?
- A. avoiding trends
 - B. refusing criticism
 - C. repeating the same style always
 - D. continuous skill development and client-centered design
- 8) Which statement best shows higher-level thinking about success in visual design?
- A. "It depends only on talent."
 - B. "You only need to know one tool."
 - C. "Design is just about looking nice."
 - D. "Client satisfaction and creative originality determine long-term success."
- 9) What is the focus of corporate design in visual graphic design?
- A. Writing business emails.
 - B. Creating an animated series.
 - C. Designing fashionable clothing.
 - D. Building a company's visual identity and branding.

- 10) Which product involves layout and visual design of magazines, e-books, and journals?
- A. Display Design
 - B. Packaging Design
 - C. Advertising Design
 - D. Editorial Design and Digital Publishing
- 11) Packaging design serves both a functional and marketing purpose by:
- A. Adding security tags.
 - B. Making heavy packages.
 - C. Replacing written instructions.
 - D. Protecting the product and communicating its brand.
- 12) Which of the following is an example of advertising design?
- A. Resume template
 - B. Technical blueprint
 - C. Business policy handbook
 - D. Billboards, posters, and social media ads
- 13) Display design with new media includes:
- A. security labels
 - B. static printed signs only
 - C. handwritten invitations
 - D. animated digital installations in public spaces
- 14) A client needs a banner for their website. Which service does this fall under?
- A. Printing layout
 - B. Coding the website
 - C. Design consultation
 - D. Designing digital artwork for web
- 15) You are hired to improve color, contrast, and text clarity of a digital artwork. What service are you providing?
- A. Video editing
 - B. Writing content
 - C. Coding a mobile app
 - D. Editing digital artwork for web
- 16) What is the purpose of design consultation?
- A. selling artwork
 - B. programming apps
 - C. delivering packages
 - D. guiding clients to make informed visual decisions

- 17) Which tool is most used for mockup lay outing in design presentations?
- A. Excel
 - B. Photoshop
 - C. WordPad
 - D. VLC Player
- 18) A client is rebranding their product line to appeal to eco-conscious consumers. As a designer, what should you do?
- A. Stick to the old branding.
 - B. Suggest copying a competitor's design.
 - C. Add metallic elements to make it shiny.
 - D. Propose sustainable design elements with earthy tones and minimal waste.
- 19) You are asked to create digital posters for a music festival targeting teenagers. What is the best design approach?
- A. Use only black and white images
 - B. Use dull colors and traditional fonts
 - C. Include formal language and newspaper-style layout
 - D. Use dynamic visuals, trendy fonts, and interactive elements
- 20) Why is understanding user behavior important in visual graphic design?
- A. It avoids using technology.
 - B. It helps in copying others' work.
 - C. It ensures personal satisfaction only.
 - D. It allows the designer to create user-centered and effective visuals.

V. Synthesis

Instructions: Reflect on your learning for this week by answering the following questions.

- 1) Of all the topics that were discussed, which one did you find the most enjoyable? For what reason?

- 2) What topic do you find difficult to comprehend? What is the reason?

Key Answer:

D 20)	D 15)	D 10)	D 5)
D 19)	D 14)	D 9)	D 4)
D 18)	D 13)	D 8)	D 3)
B 17)	D 12)	D 7)	D 2)
D 16)	D 11)	B 6)	C 1)

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