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DepED
DEPARTMENT OF EDUCATION

Learning Activity Sheet for Visual Graphics Design

Quarter 1
Lesson
4

Learning Activity Sheet for Visual Graphics Design Grade 11/12
Quarter 1: Lesson 5 (Week 6)
SY 2025-2026

LEARNING ACTIVITY SHEET

Learning Area:	TECHPRO – Visual Graphics Design	**Quarter:**	1
Lesson No.:	4	**Date:**	
Lesson Title/ Topic:	Creating Logo Designs		
Name:		**Grade & Section:**	**11/12**

I. Activity No. 1: Logo Scavenger Hunt

II. Objective(s):
At the end of the activity, you should be able to:
- enhance brand awareness,
- promote observation and attention to detail,
- encourage teamwork and collaboration,
- evaluate brand logo using principles of design.

III. Materials Needed:
If activity will be in digital: Learners' Phone, Laptop/Desktop Computer, Presentation Application

IV. Instructions: Group work.
1. In class, group learners in 4-5
2. Let learners explore public spaces (in or out of school) or online environments to photograph or collect examples of real-world logos.
3. Instruct them to share their Scavenger Hunt logos with groupmates and sort these logos by style, color, or type.
4. Discuss and analyze what makes each logo effective.
5. Present activity output
6. Give Insights with Discussion

Style	**Color**	**Type**

V. Synthesis:

1. Which logo stood up to you and why?
   _____
   _____

2. What principles made it effective?
   _____
   _____

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I. Activity No. 2: Navigation and Exploration

II. Objective(s):
At the end of the activity, you should be able to:
- navigate graphic software applications (tools, palette, menu and layers and others)
- create a simple graphics design,

III. Materials Needed:
Graphics Application Software (Photoshop), Laptop/Desktop

IV. Instructions: Group work.
1. Let learners open/use a Graphic Editing Application Software.
2. The teacher demonstrates the use of the tools and may give examples to familiarize each tool and usage.
3. Create new canvas and let them navigate and explore each tool based on examples or resources.
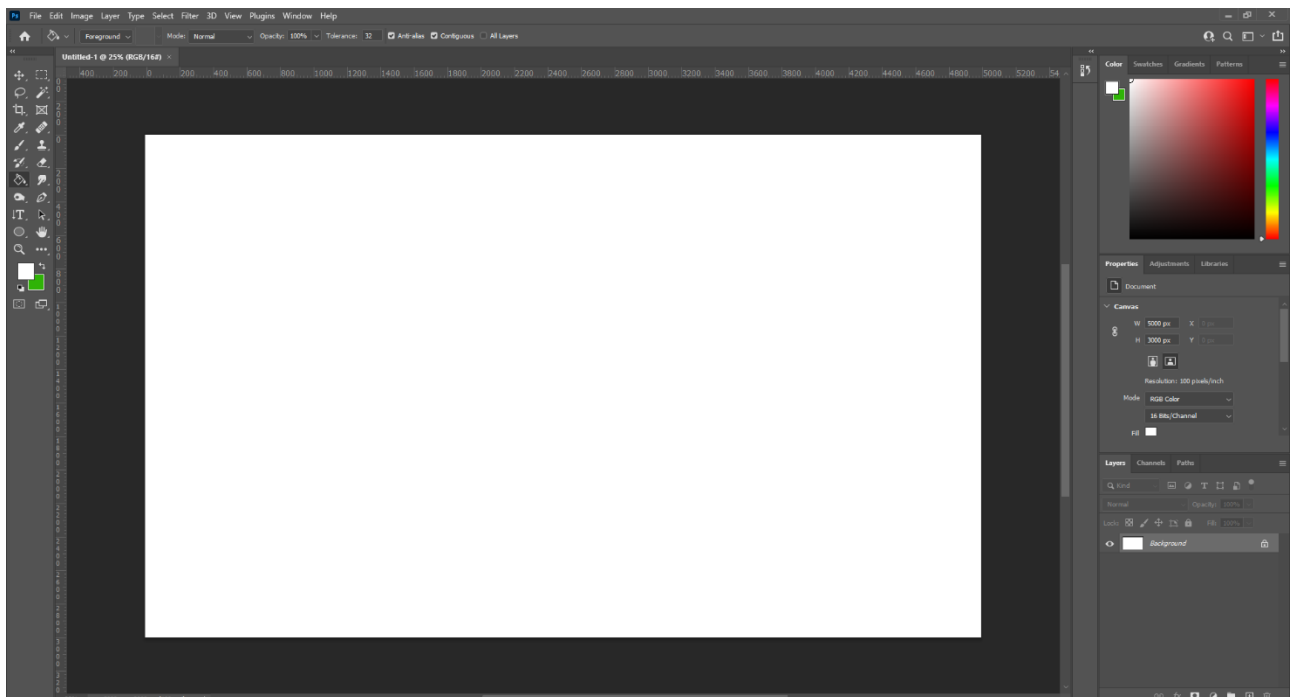
4. Create a basic graphic and export/save it in multiple graphic file formats.
   - Apply custom fonts and align text with shapes
   - Add color, gradients, and effects for visual impact
   - Organize your design using layers for flexibility and easy editing
   - Export your graphic/logo into multiple file formats suitable for web, print, and social media use
5. Teacher may use rubric to standardize output.

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Emergent (1)
Attractiveness	Exceptionally pleasing; colors, text, and graphics are exemplary and highly engaging.	Attractive; good balance of text, colors, and graphics.	Somewhat attractive; limited use of colors/graphics, but still readable.	Unattractive or distracting; poor color/text choices, hard to read.
Layout & Design	Strong unity and consistency; elements well-organized, effective use of white space.	Adequate unity; some inconsistency but generally organized.	In some organizations, but elements may feel cluttered or disconnected.	Disorganized; lacks unity and consistency.
Design Rationale	Graphic Design is simple, clear, and instantly recognizable; no unnecessary elements; able to justify their choices.	Mostly simple; minor details may detract from the clarity and able to justify their choices.	Somewhat cluttered; simplicity is lacking.	Overly complex or confusing; hard to interpret.
Memorability	Highly memorable; stands out and is easily recalled.	Memorable with some effort; recognizable.	Somewhat forgettable; blends with other principles.	Not memorable; generic or indistinct.
Originality/ Distinctiveness	Unique and distinctive; unlike competitors' graphic designs.	Some originality; minor similarities to existing graphic designs.	Lacks originality; resembles common designs.	Generic; easily confused with other graphic designs

V. Synthesis:

1. Which part of the tools that gave you a hard time in doing the task?

   _____

   _____

2. How would you enhance or improve a graphics design?

   _____

   _____

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I. Activity No. 3: Refining and Transformation

II. Objective(s):
At the end of the activity, you should be able to:
- analyze graphic design
- identify principles, strategies and techniques.
- create a logo
- export a logo/graphic design in multiple file formats

III. Materials Needed:
Graphics Application Software (Photoshop), Laptop/Desktop

IV. Instructions: Group work.
1. Teacher demonstrates techniques and technical strategies on how to create logo with the following:
   a. Setting up a Workspace
   b. Using Layers and Filters
   c. Drawing Shapes and Adding Text (Type Tool)
   d. Using Selection Tools and Pen Tool
   e. Applying Color and Effects
2. Let learner set canvass (specific size and other preset details will be given by the teacher)
3. Create a brand logo using principles and techniques
4. Export/save logo into multiple file formats suitable for web, print, and social media use
5. Use this rubric to rate outputs.

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Emergent (1)
Attractiveness	Exceptionally pleasing; colors, text, and graphics are exemplary and highly engaging.	Attractive; good balance of text, colors, and graphics.	Somewhat attractive; limited use of colors/graphics, but still readable.	Unattractive or distracting; poor color/text choices, hard to read.
Layout & Design	Strong unity and consistency; elements well-organized, effective use of white space.	Adequate unity; some inconsistency but generally organized.	In some organizations, but elements may feel cluttered or disconnected.	Disorganized; lacks unity and consistency.
Design Rationale	Logo is simple, clear, and instantly recognizable; able to justify their choices.	Mostly simple; minor details may detract from the clarity and able to justify their choices.	Somewhat cluttered; simplicity is lacking.	Overly complex or confusing; hard to interpret.

Memorability	Highly memorable; stands out and is easily recalled.	Memorable with some effort; recognizable.	Somewhat forgettable; blends with other logos.	Not memorable; generic or indistinct.
Originality/ Distinctiveness	Unique and distinctive; unlike competitors' logos.	Some originality; minor similarities to existing logos.	Lacks originality; resembles common designs.	Generic; easily confused with other logos.

Scoring Guide
- **32–36**: Outstanding logo, ready for professional use.
- **25–31**: Good logo, minor revisions recommended.
- **17–24**: Adequate but needs significant improvement.
- **8–16**: Major revisions required; reconsider design direction.

V. Synthesis:

1. Does this logo reflect the brand's values? Why?

   _____

   _____

2. Is it scalable?

   _____

   _____