

Learning Activity Sheet for Visual Graphics Design

Quarter 1

Lesson

5

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

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LEARNING ACTIVITY SHEET

Learning Area:	TECHPRO – Visual Graphics Design	Quarter:	1
Lesson No.:	5	Date:	
Lesson Title/ Topic:	Fundamental Principles of Print Media		
Name:		Grade & Section:	11/12

I. Activity No. 1: Pick the Perfect Print

II. Objective(s):

At the end of the activity, you should be able to

- evaluate different types of print media.
- select the most appropriate type/s of print media based on the given situation.

III. Materials Needed: Printed or projected list of scenarios, reference sheet or images of different types of printed media (poster, brochure, flyer, magazine ad etc.), worksheets for justifying choices (optional), whiteboard or chart paper (for sharing)

IV. Instructions:

Group work.

- choose the best type of print media for the following situations based on:
 - audience
 - purpose
 - setting of the scenario

Situation 1. A local pet adoption center is hosting a weekend event and wants to inform nearby neighborhoods and encourage walk-ins.

Situation 2. A health center wants to educate teens about proper nutrition and distribute the material at school clinics.

Situation 3. A clothing brand is launching a new summer collection and wants to capture attention inside shopping malls.

Situation	Print media	Reason/s

V. Synthesis:

1. What are the scenarios/ situations assigned to their group?

2. What are their chosen printed media types for these situations?

3. How were you able to come up with your answers?

I. Activity No. 2: Design Process in Action

II. Objective(s): At the end of the activity, you should be able to

- identify the key objectives in design concept.
- create a draft for a promotional flyer for a school event.
- incorporate feedback in improving their output.

III. Materials Needed:

1. Design Process Handout (a worksheet that describes the steps in the design process with space to document ideas)
2. Fictional Design Brief (a brief for a mock project, e.g., creating a flyer, poster, or ad)
3. Markers, pens, or digital tools for sketching/designing
4. Computers or paper for sketching designs (depending on tools available)
5. Feedback Sheet (for the review and revision stage)

IV. Instructions: Create a flyer for the ICT Month Celebration 2025

1. Make a design concept based on the given design brief of your teacher.

DESIGN PROCESS HANDOUT for GROUP _____	
1. Define the purpose (Write your poster's goal in one sentence)	
2. Identify the Audience (Describe your target audience)	
3. Research & Inspiration (What styles do you like? What color schemes or fonts catch your eye?)	
4. Content Planning (Write out or sketch your content plan)	
5. Design Principles to Apply	

2. Identify the current design trends that can be applied to your design.
3. Sketch at least 3 different concepts and choose one for the final design.
4. Create your design adhering to the principles of design.
5. Review the outputs of other group using the Feedback Sheet.

FEEDBACK SHEET for GROUP _____	
-What works well in this design	
-What could be improved?	
-Does the design align with the target audience and brief?	

6. Revise your output based on the feedback from other groups and present it to the class.

VI. Synthesis:

1. How each phase of the design process helped you shape your final design?

2. How did you incorporate feedback and revisions in improving your work?

I. Activity No. 3: Summative Test

II. Objective(s): At the end of the activity, you should be able to

- identify the different types of print media.
- apply the principles of print media design to print materials.
- appreciate the role of branding in print media production.

III. Materials Needed:

1. Pen and paper (traditional)
2. Answer sheet and scanner (digital)
3. Online assessment (digital)

IV. Instructions:

1. Read each question carefully before answering.
2. Write your answers clearly in the space provided (or on a separate answer sheet)
3. Review your work before submitting your test.

1. You are tasked with creating a promotional material for a local event, such as a cultural festival. You need to ensure that the information is clear, visually appealing, and distributed in an easy-to-read format to a wide audience.

What type of print media would be most suitable for this purpose?

- A) Flyer
- B) Business Card
- C) Magazine
- D) Billboard

2. Your school needs to send out a newsletter to all parents and students to update them on upcoming events and important announcements. The material needs to provide a lot of detailed information in a clear and organized format.

What type of print media is best for this scenario?

- A) Pamphlet
- B) Poster
- C) Brochure
- D) Newspaper

3. A local business is promoting a new product. They want to provide customers with a small, simple advertisement that includes key product details, prices, and contact information, all on a compact piece of paper.

What type of print media would be most effective for this purpose?

- A) Poster
- B) Billboard
- C) Flyer
- D) Magazine

4. A school is creating an informational campaign to educate students about healthy eating habits. The campaign needs to reach a wide audience with eye-catching visuals and a clear, simple message.

Which type of print media would work best for this campaign?

- A) Billboard
- B) Flyer
- C) Magazine
- D) Newsletter

5. You are designing a poster for a school play. You need to make sure the title is clearly visible, the information is organized, and the design is visually appealing.

Which principle should you focus on most to ensure that all the text elements are properly placed and easy to read?

- A) Contrast
- B) Alignment
- C) Proximity
- D) Balance

6. Which principle is the most important when deciding on the amount of space between text and images, ensuring a clean, organized look?

- A) Balance
- B) Proximity
- C) Typography
- D) Repetition

7. You are designing a flyer for a local event and need to use a font that is easy to read and stands out for the main heading, while keeping the body text simple and clean.

Which design principle is the most important when choosing the right fonts for readability and hierarchy?

- A) Contrast
- B) Typography
- C) Repetition
- D) Alignment

8. Which design principle will help you make sure that the colors you choose create the right emphasis and readability?

- A) Balance
- B) Contrast
- C) Proximity
- D) Typography

9. You have been asked to design a logo for a new local café. The first step is to understand what the café represents and what message it wants to communicate to its customers.

What is the first thing you should do in the design process?

- A) Research trends in logo design
- B) Create a draft design
- C) Write a design brief based on the café's goals and audience
- D) Review and revise the design

10. You are designing a website homepage for a new e-commerce store. You have already gathered some insights into what the target audience prefers in terms of style and functionality.

What should be your next step in the design process?

- A) Create wireframes and initial design proposals
- B) Create the final design and launch the website
- C) Conduct user testing with a sample group
- D) Research competitors' websites