

Learning Activity Sheet for Visual Graphics Design

Quarter 1

Lesson

6

GOVERNMENT PROPERTY
NOT FOR SALE

Learning Activity Sheet for VISUAL GRAPHIC DESIGN

Quarter 1: Lesson 6

SY 2025-2026

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LEARNING ACTIVITY SHEET

Learning Area:	TECH PRO	Quarter:	1
Lesson No.:	6	Date:	
Lesson Title/ Topic:	CREATE PRINT MEDIA DESIGNS		
Name:		Grade & Section:	11/12

I. ACTIVITY No. 1: Design Brief Interpretation

II. Objective(s):

1. Identify the key components of a design briefs needed in context of print media, recognizing its role in guiding the design process.
2. Analyze and recognize client brief outlining content that perform a vital role for a successful print media design outcome.

III. Materials Needed: Sample actual brief designs, Paper and Ballpen.

IV. Instructions: Duration: 15 minutes

Pedagogy: **Cooperative Learning**
Design Brief Interpretation

1. The teacher divides the learners into 3-4 groups.
2. The teacher will provide each group with sample printed design briefs.
3. Brainstorm on the following design Brief Analysis?
What is the primary purpose of the print media product?
Who is the target audience, and what are their characteristics?
What key messages need to be communicated?
Are there any constraints or requirements specified in the brief?
4. Be ready for Output Presentation.

V. Synthesis/Extended Practice/Differentiation:

Prepare for brief insight about the video. An introduction to Designing
<https://www.youtube.com/watch?v=UI26UsC1hqA>.

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I. ACTIVITY No. 2: Design Challenge

II. Objective(s):

1. Apply design principles in designing print media.
2. Create a rough layout that incorporates the essential principles of design, demonstrating the application of balance, contrast, alignment, typography and hierarchy.

III. Materials Needed: A4 Paper, Pencil, Ruler, coloring Materials

IV. Instructions: Duration: 40 minutes

Pedagogy: **Discovery-Cooperative
Design Challenge**

1. Allow learner to review examples of effective flyers or brochures for inspiration.
 2. Encourage them to discuss what makes these designs successful and how they can apply similar principles.
 3. Learners must create a draft of their flyer or brochure based on the specifications.
- Encourage them to focus on:

Layout: Organizing elements for visual appeal and clarity.

Hierarchy: Ensuring that the most important information stands out.

Visual Elements: Selecting appropriate colors, typography, and images.

Criteria	4 – Excellent	3 -Proficient	2 – Developing	1 – Beginning
Visual Appeal	Colors are harmonious and highly appropriate for the target audience. Font choice is both readable and enhances the design. Images are high quality and highly relevant.	Colors are mostly harmonious and appropriate. Font choice is readable and fits the content. Images are of good quality and relevant.	Colors are somewhat harmonious but may not fully fit the audience. Font choice is readable but does not enhance the design. Images are of average quality or relevance.	Colors clash or are inappropriate for the target audience. Font choice is difficult to read. Images are low quality or irrelevant.
Layout and Composition	Design is exceptionally balanced with a great distribution of elements. All elements are perfectly aligned, creating a cohesive look.	Design is mostly balanced with good distribution of elements. Most elements are aligned properly, contributing to a cohesive look.	Design lacks balance, with some elements poorly distributed. Alignment issues affect the overall cohesiveness.	Design is unbalanced and poorly organized. Elements are misaligned, leading to a cluttered look.
Clarity of Message	The main message is exceptionally clear and easily identifiable at a glance.	The main message is mostly clear and identifiable, though some elements may confuse the viewer.	The main message is somewhat unclear and requires effort to identify.	The main message is unclear or lost in the design, making it difficult to identify.
Functionality	The design serves its intended purpose exceptionally well, engaging the audience effectively.	The design serves its intended purpose well, with minor issues that do not significantly detract from the effectiveness.	The design has several functional issues that somewhat detract from its intended purpose.	The design fails to serve its intended purpose, significantly impacting effectiveness.

V. Synthesis/Extended Practice/Differentiation:

"Design Futures: Exploring the Latest Trends":

Instructions:

1. Watch the video clips **Graphic Design Trends**
<https://www.youtube.com/watch?v=uuzDb3E2qlc>

2. Answer the guide questions:

- *What are the main graphic design trends discussed in the video?*
- *Which trend do you find most appealing, and why?*
- *How can you incorporate one or more of these trends into your own design projects?*

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I. Activity – Create Print Media Designs (Hands-On Activity)

II. Objective(s):

1. Plan the content, layout, and design elements for a specific type of print media (e.g., brochure, flyer, poster) based on a target audience and communication goal.
2. Apply fundamental design principles in creating visually effective print media outputs.
3. Use appropriate graphic design tools/software to produce a final version of the print media material.
4. Present and reflect on the created print media design, justifying choices made in terms of layout, typography, color scheme, and message clarity.

III. Materials Needed: A4 Paper, Pencil, Ruler, coloring Materials, Application Software, Slide Presentation, Printer

IV. Instructions: Duration: 200 minutes

Strategy: **Hands- on Activity Performance Task**

Teacher Instructions:

1. Introduce them that after rough draft preparation of Print Media Designs, learners were able to create the designs using any Application Software such as Adobe Photoshop, Canva and GIMP.
2. Remind learners the needed layout specifications, canvas orientation and color modes for the design.
3. Instruct the learners to save in appropriate format.

DIY DESIGN

Situation:

The Nutrition Month Celebration is approaching, and the TLE Club has been assigned the task of creating promotional print media design. As a member of the club, you are entrusted with designing one.

Activity: Create a project Design following the given specification.

Design Specification:

Size: A4 (8.27" x 11.69")

Orientation: Portrait

Resolution: 300 DPI for high-quality printing

File Format: PDF for printing; PNG/JPEG for digital sharing

DIY DESIGN

This activity equips learners with the skills and knowledge to create their own print media materials, such as flyers, posters, or brochures.

Teacher Instructions:

1. Introduce the situational task.
2. Remind learners with the needed layout specifications, canvas orientation and color modes for the design.
3. Instruct the learners to save in appropriate format.
4. Wrap up and do the reflection points.

Performance Rubrics

Criteria	4 – Excellent	3 -Proficient	2 – Developing	1 – Beginning
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V. Synthesis/Extended Practice/Differentiation:

Output feedbacking using the rubrics.

1. How did your design address your target audience goal?
2. What challenges did you overcome?"
3. As a designer, what skills would you recommend to improve the effectiveness of a design?

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