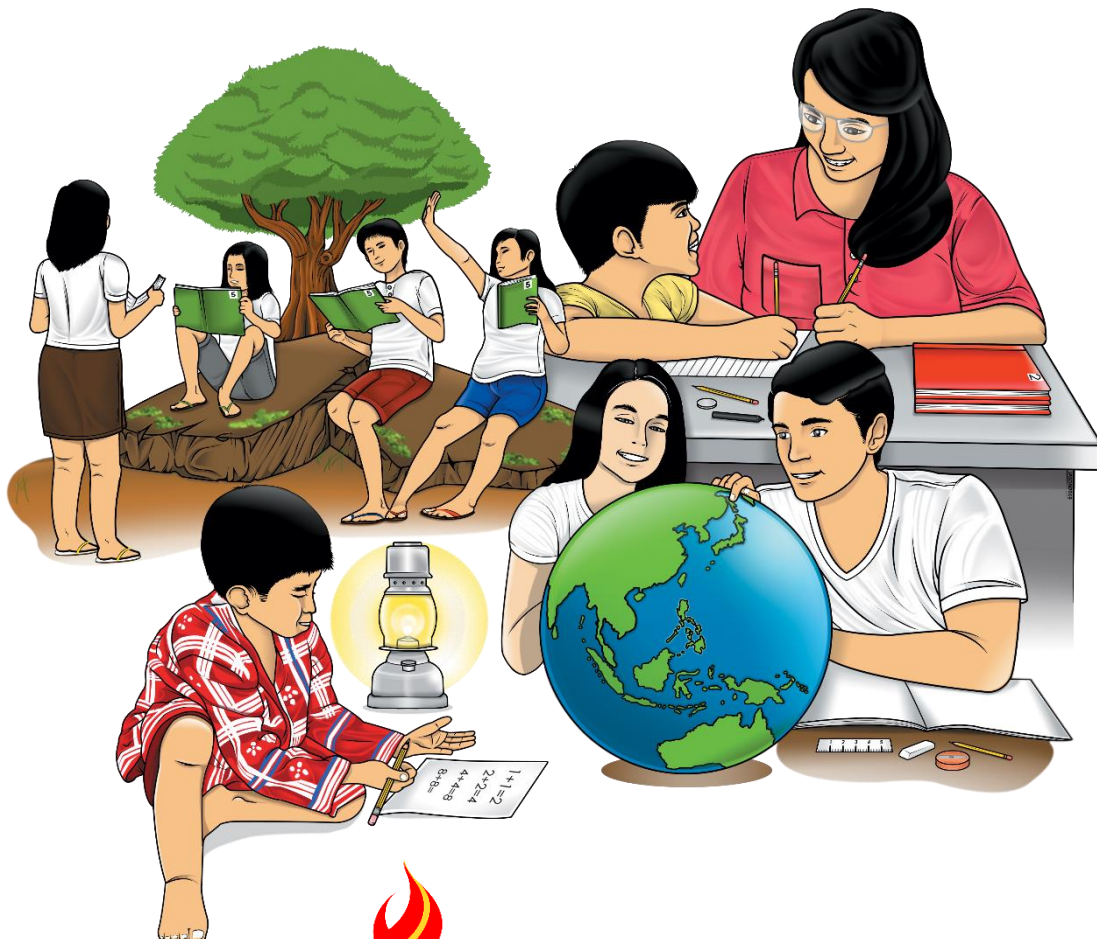6

MAPEH - Arts
Quarter 1 – Module 1:
Logo Design and Cartoon Character Making

MAPEH - Arts
Alternative Delivery Mode
Quarter 1 – Module 1: Logo Design and Cartoon Character Making
First Edition, 2020

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MAPEH - Arts
Quarter 1 – Module 1:
Logo Design and Cartoon Character Making

DepED
DEPARTMENT OF EDUCATION

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 is designed and written with you in mind. It is here to help you master the History of Logo Design. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of learners. The lessons are arranged to follow the standard sequence of the course and the order in which you read them can be changed to correspond with the module you are now using.

The module aims that a learner realizes that art processes, elements, and principles still apply even with the use of technologies (A6EL – Ia) and divided into three lessons, namely:

- Lesson 1 – History of Logo Design
- Lesson 2 – Things to be Considered in Logo Designing
- Lesson 3 – Recent Tools and Technology Used in Logo Designing

After going through this module, you are expected to:

1. know the history of Logo Design;
2. realize that there are things to be considered in Logo designing; and
3. identify the tools and technology used in Logo Designing.

What I Know

Read the following statements. Draw a happy face if the statement is true and a sad face if it is false. Use a separate sheet of paper.

1. The history of Logo design begins a long time ago.
2. A logo design has to be interesting and unique.
3. A logo has no meaning.
4. Logos can be found in billboards, television, and buses.
5. Heraldry begins in the Philippines.
6. Making Art designs like logo making has no elements to be considered.
7. Words/ texts of the logo is easier to see and remember.
8. Ancient Egyptians represent themselves and their ideas with symbols and illustrations.
9. Logos must be easier to see and remember.
10. Certain set of colors were used in making emblem and coat of arms of noble families.

Lesson 1
History of Logo Design

In this lesson, you can learn many things about History of Logo Designing, needed elements that should be in the logo, the importance of colors in logo designing and its applicability.

What's In

Look at the following images. Try to understand the meaning it conveys. Write your answer in a separate sheet of paper.

1.

Bird and Cage tattoo.Archzine.com

2.

anchor.*clipart-library.com*

Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.

Look at the artwork below.

- ✓ What do you think is the meaning of the torch image?
- ✓ How about the book?
- ✓ What is the text written in the ribbon below? What does that mean?
- ✓ In general, what can you say about the logo?

What is It

History of Logo Design

The history of logos goes back to ancient family crests, hieroglyphs, and symbolism. Early versions of logos developed in the Middle Ages (around 1300 A.D.), as shops and pubs used signage to represent what they did. The first modern logo designs were created in the early 1900s, evolving alongside mass printing.

Even in these distant, old stretches of history, people and cultures were representing themselves and their ideas with symbols and illustrations. Nowhere was that more apparent than in Ancient Egypt, starting around the fourth millennium B.C.

Heraldry is a system of assigning design elements societal meaning and status. A certain set of colors and shapes would represent a certain noble family. This set of imagery was combined to create a unique coat of arms.

A logo is a graphic mark, emblem or symbol used to aid and promote public identification and recognition. It maybe abstracts or figurative design or include the text of the name it represents as in a wordmark.

Logos have different meanings. They represent signs and symbols in our visual environment. We see them on television, billboards, newspapers, and magazines. They are printed on clothes, buses, and notebooks.

One of the most basic level of logos are symbols. Each word, font, color, shape, or image in given logos represents something.
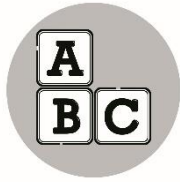
What's More

Activity 1

Identify the following pictures whether it is a logo or not. Put a ✓ if it is a logo and **X** if it is not.

1.

4.

2.

5.

3.

What I Have Learned

1. The history of logos goes back to ancient family crests, hieroglyphs and symbolism.
2. In around fourth millennium BC, Ancient Egyptians uses symbols and illustrations to represent themselves.
3. Heraldry is a system of assigning design elements societal meaning and status. A certain set of colors and shapes would represent a certain noble family. This set of imagery was combined to create a unique coat of arms.
4. A logo is a graphic mark, emblem or symbol used to aid and promote public identification and recognition.
5. Logos represents signs and symbols in our visual environment. We see them on television, billboards, newspapers and magazines. They are printed on clothes, buses and notebooks. Everything on it represents something.

What I Can Do

Look at the samples of logos below.

1. Do you know these logos?
2. What do they represent?

Assessment

Multiple Choice. Read the statement carefully. Select the letter of the correct answer. Write it in your paper.

1. The history of Logo design begins _____.
    A. long time ago
    B. at present
    C. I do not know

2. _____ has/have different meanings.
    A. Logo Design
    B. Cartoon Character
    C. All of them

3. Logos can be found in billboards, television, and buses.
    A. True
    B. False
    C. None of these

4. One of the most basic levels of logos are _____.
    A. colors
    B. designs
    C. symbols

5. Another name of logo can be _____.
    A. text
    B. game
    C. image

Additional Activities

Collect logos from old magazines or newspapers and paste it on a coupon bond. This will be your graded output.

What I Know

Read the following statements. Write **P** if it is a principle of Art, **E** if it is an element and **AP** if it is an art processes. Use a separate sheet of paper for your answer.

1. They are essentially a set of criteria which are used to explain how the visual elements are arranged in a work of art.

2. A variety of aspects used in a work of art.

3. Drawing

4. It describes how an art is made.

5. Shapes

6. Texture

7. The closest objective criteria we have for analyzing art and to determine why exactly a great painting is great.

8. Printmaking

9. Collage

10. Painting

Lesson 2

Things To Be Considered in Logo Designing

In this lesson, you can learn many things about the different things to be considered in Logo Designing/ Making.

What's In

Read the statement carefully. Write TRUE if the statement is correct and FALSE if not. Write it in your paper.

1. The history of Logo design begins a long time ago.

2. Cartoon character have different meanings.

3. Logos can be found in billboards, television and buses.

4. One of the most basic level of logo is colors.

5. Another name of logo can be text.

Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.

Look at the two artworks below.

Awards Day

COLORS AROUND US

1.   What have you seen in the pictures?

2.   Do they have colors? design? shapes?

What is It

Logo Making

Things to consider in making a Logo Design

Principles of Art

The principles of art (or the principles of design) are essentially a set of criteria which are used to explain how the visual elements are arranged in a work of art. These principles are the closest objective criteria we have for analyzing art and to determine why exactly a great painting is great.

Elements of Art

A work of art can be analyzed by considering a variety of aspects of individually. These aspects are often called the Elements of art. A commonly used list of the main elements includes form, shape, line, color, value, space, texture and perspective.

Art Processes

Art processes describe how art is made. It includes drawing, painting, collage, mosaic, printmaking, ceramics, digital art, furniture design, sculpture, woodworking and architecture.

A logo has the following:

Symbol in logos bring awareness of the products or services that are offered by a company.

Colors are very powerful. These can make us feel happy, calm, or and colors can create varied emotions to the customer.

**Words/Texts** of the logo is easier to see and remember.

Shapes, Symmetry, and Balance can quickly impress a unique identity in the eye of viewers.

Free-Form Shapes make use of basic shapes.

Fonts and Typeface speaks a lot about the visual story of a logo.

Proportions and Size should be effective and look great and eye-catching.

Uniqueness and Individuality in logos should be attractive, meaningful and lasting.
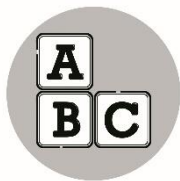
What's More

Look at this logo design and answer the questions that follow.

Looking for the best cake in town?
Visit :

Alta Cake

@Poblacion Matamis

1. What are the elements that you can find in the logo?

2. What art process is being used?

3. What can you say about the logo in general?

What I Have Learned

Things to consider in making a Logo Design

- ✓ Art Processes
- ✓ Elements of art
- ✓ Principles of art/design

A logo should have:

- ✓ Symbols
- ✓ Colors
- ✓ Words and text
- ✓ Shapes, symmetry and balance
- ✓ Free-form shapes
- ✓ Fonts and typeface
- ✓ Proportions and size
- ✓ Uniqueness and individuality

What I Can Do

List down the elements, processes and principles that you can see in this logo.

Assessment

Read the statement carefully. Write **TRUE** if the idea is correct and **FALSE** if it is wrong. Use a separate sheet of paper for your answers.

1. The logos should be meaningful and attractive.

2. Principles of design, elements and processes in arts always apply.

3. Shapes or forms have nothing to do with logo making.

4. Drawing belongs to elements of design.

5. Art processes describe how an art is made.

Additional Activities

Draw your own logo if you have the following business in the future:

1. Water refilling station
2. Bakery
3. Cellphone brand
4. Meat shop
5. Construction supplies

Criteria	3 points	2 points	1 point
Uses the art elements properly			
Applies all the Principles of Art			
Follows the art processes			
Conveys the message clearly			
Total Points			

What I Know

Identify the following if it is a Software Tool by writing **ST** and **HT** for Hardware Tool. Write your answers on a separate sheet of paper.

1. Quality Pencils

2. Adobe Illustrator

3. Publisher

4. PowerPoint

5. Sketchpad /book

6. Erasers

7. Looka

8. Logo Maker

9. Sharpener

10. Laughingbird

In today's generation, seldom can we see a child who doesn't know how to use gadget and other technologies. They are so much interested to use and even explore applications using these technologies. This lesson would be interesting for them.

What's In

Read the following sentences carefully. Write ✓ if the statement is correct and **X** if it is wrong. Write your answer in a separate sheet of paper.

1. The logos should be meaningful and attractive.

2. Principles of design, elements and processes in arts always apply.

3. Shapes or forms have nothing to do with logo making.

4. Drawing belongs to elements of design.

5. Art processes describe how an art is made. We use symbols in making logos.
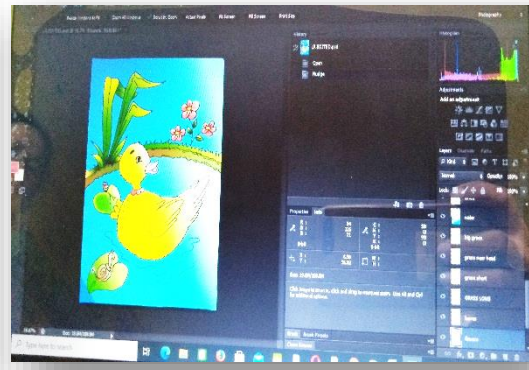
Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction with the teacher and learner.

Illustrated by Roselyn Navida   *Illustrated by Dwight Arboleda*

- ✓ What can you see in the pictures?
- ✓ Can you identify the difference?
- ✓ Where's the hardware tool and the software tool?
- ✓ Do you know how to use them?

What is It

16 Best Logo Maker and Creation Tools (software)

1. **Adobe Illustrator**

   Part of Adobe Creative Suite remains the kingpin of graphic design software and for good reason. It packs a punch with a host of features that give you control over every aspect of your logo design.

2. **Logomaker**

   If your main logo priority is creating the design quickly, Logomaker could be just what you need. Even those without any previous design experience can create a brand new logo in minutes using this online wizard.

3. **Laughingbird**

   Like Logomaker, Laughingbird's logo Creator requires minimal design skills and investment with built-in templates and a reasonable one-time price. Affordable and easy to use, Laughingbird is a great option for those who want to quickly create a logo with a fun, less conventional look.

4. **Logo Design Studio Pro**

   Logo Design Studio Pro comes with the rare combination of advanced design tools and a reasonable price tag. With that said, its features aren't at the premium level of a tool like Adobe, so the designs look a tad unpolished and bare compared to top brands' logo.

5. **Logo Yes**

   One of the simplest platforms features-wise on this list. With preset graphic icons and fonts, the program allows you to create a basic logo in no time.

6. **Sothink**

   Offers a lot of customizability for a one-time, reasonable price. There are plenty of features for creating a unique logo to fit your brand image.

7. **Designhill**

   Designhill logo maker is an ideal solution for someone who doesn't want to handle individual design choices but wants a lot of logo options to choose from. With few customization options, Designhill is best for those who have little design experience looking for a quick, easy logo creator.

8. **Canva**

   A graphic design is a tool website that's used for logos as well as many other design projects. It's easy drag-and-drop editor along with its sleek Login professional layouts make it a great choice for non-designers and professionals.

9. **Looka (formerly Logo Joy)**

   Looka combines your design preferences with Al to create a custom logo. The program uses Al to determine what logo designs uses might like based on their color, style, and icon preferences. Looka also offers marketing asset design and website building capacities.

10. **Hatchful by Shopify**

    When you're on-the-go, Hatchful is the ideal logomaker. Designed for mobile devices, this app uses machine learning to create brand assets for you.

11. **Squarespace logo maker**

    Offers a bare-bones logo creation tool. It's one of the simplest tools on this list, so it's a great choice for those with limited time or design skills.

12. **Graphicsprings**

    Offers both ease and convenience along with a few advanced features. You can easily create a logo in minutes, or you can spend more time customizing and refining the logo if you'd like.

13. **Tailor brands**

Takes care of the work for you while still giving you plenty of professional logo options.

14. **Logoshi**

Beyond generating logos from traditional inputs like color preferences and business names. It will also generate logos from your own sketch.

15. **Logaster**

Logaster's strength is speed and convenience rather than design capabilities.
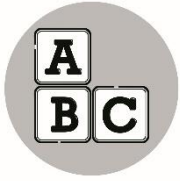
16. **Logo Design**

If you're looking for drag-and-drop features with the flexibility of custom graphic design software, this one is for you.

In addition to this, simple and offline apps can be of use like Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, and Photoshop.

Hardware Tools

1. **Quality pencils** – give an artist the chance to find a brand that they connect with.

2. **Sketchbook** is one of the most important things an artist can have. A book with blank pages of drawing paper.

3. **Quality Drawing Surfaces** can be done on any surface, but the quality of that surface is sometimes just as important as the medium that it is used upon it.

   3.1 The "Tooth" is the texture of the paper. Heavier textures will produce lines that may appear "broken", while smoother textures will produce smoother lines and gradations of value.

   3.2 Paper Weight – refers to how much a ream (500 sheets) of paper weighs.

   3.3 Acid Free should not be yellow over time and is more resistant to fading that can occur when exposed to UV light.

       3.3.1 Drawing paper – medium tooth paper that is suited for drawing with a variety of drawing media including graphite, charcoal and colored pencils.

       3.3.2 Charcoal Paper – heavier tooth paper that is lightweight – almost semi-transparent. Excellent for creating texture.

       3.3.3 Bristol Paper – smooth tooth paper that is heavier. This paper is quite rigid and is excellent for creating smooth gradations of value or detailed line work with ink.

4. **Variety of erasers** can be a great mark-making tool as well. Each eraser creates a different mark and should be used as necessary according to the specific drawing medium. Examples: Rubber, Kneaded, Gum and vinyl or plastic eraser).

5. **Pencil Sharpener** is used to sharpen a quality pencil. Use a poor quality sharpener and you could be out of a pencil in a matter of moments.

6. **Charcoal** or **Conté** provides a broader range of value and mark-making than what's possible with graphite. The manner in which marks are made is different as well. It comes in both stick and pencil form. Conté is similar to charcoal in richness of color. Charcoal is burnt organic material, while conté is made of clay.

7. A **Felt Tip Pen** allow the artist to create a variety of marks. The tip of the pen allows the artist to create a broad range of line quality.

8. **Blending stumps/ Tortillions** are essential for the artist wanting to smudge or move material around on the surface.

9. **Art Storage** serves as storage of the artworks. Most popular is the portfolio. You can buy or you can create on your own.

10. **Art Material storage** is a box filled with art materials.
    10.1 Portable Container
    10.2 Semi – Portable Container
    10.3 Permanent stack

What's More

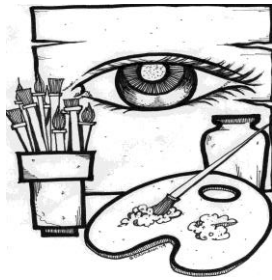Identify what kind of tool or software application is being used in the following:

1.

2.

3.

4.

Awards Day

5.

COLORS AROUND US

What I Have Learned

Software Tools (online) in Logo Making are the following:

- ✓ Adobe Illustrator
- ✓ Logomaker
- ✓ Laughingbird
- ✓ Logo Design Studio Pro
- ✓ Logo Yes
- ✓ Sothink
- ✓ Designhill
- ✓ Canva
- ✓ Looka
- ✓ Hatchful by Shopify
- ✓ Squarespace Logo maker
- ✓ Graphicsprings
- ✓ Tailor brands
- ✓ Logoshi
- ✓ Logaster
- ✓ Logo Design

Offline Software are:

- ✓ Microsoft Word
- ✓ Microsoft Publisher
- ✓ Microsoft PowerPoint
- ✓ Photoshop

Hardware Tools

- ✓ Quality Pencils
- ✓ Sketch Pad/Book
- ✓ Quality Drawing Surfaces
- ✓ Erasers
- ✓ Sharpeners
- ✓ Charcoal or Conté
- ✓ Felt Tip Pen
- ✓ Blending Stumps/Tortillions
- ✓ Artwork Storage
- ✓ Art Material Storage

What I Can Do

List down 5 Software Tools (online or offline) and 5 Hardware Tools used in logo designing.

Assessment

Arrange the following in their proper column. Use a separate sheet of paper for your answers.

Canva	Graphicsprings	Photoshop
Sketchbook	Charcoal	Felt Tip pen
Logoshi	Logo Yes	
Sothink	Sharpeners	

Software Tools	Hardware Tools

Additional Activities

Try to familiarize yourself with the different software and hardware tools in logo making or designing. Explore, download apps on your mobile phone if possible.

Answer Key: Lesson 1

What I Know

1. ☺
2. ☺
3. ☹
4. ☺
5. ☹
6. ☹
7. ☺
8. ☺
9. ☺
10. ☺

What's In

Answers vary

What's More

1. ✓
2. x
3. ✓
4. ✓
5. x

Assessment

1. A
2. C
3. A
4. A
5. C

Answer Key: Lesson 2

What I Know

1. P
2. E
3. AP
4. AP
5. E
6. E
7. P
8. AP
9. AP
10. AP

What's In

1. TRUE
2. FALSE
3. TRUE
4. FALSE
5. FALSE

What's New

Answer varies

What's More

Answer varies

What I Can Do

Answer varies

Assessment

1. TRUE
2. TRUE
3. FALSE
4. FALSE
5. TRUE

23

Answer Key: Lesson 3

Assessment

Software
- ✓ Canva
- ✓ Logoshi
- ✓ Graphicssprings
- ✓ Logo Yes
- ✓ Sothink
- ✓ Photoshop

Hardware
- ✓ Sketchbook
- ✓ Charcoal
- ✓ Sharpeners
- ✓ Felt Tip Pen

What's New

Answer varies

What's More

Answer varies

1. Powerpoint
2. Hardware (pencil, pen, paper)
3. Microsoft Word
4. Microsoft Word
5. Powerpoint

What I Can Do

Answer varies

What I Know

1. HT
2. ST
3. ST
4. ST
5. HT
6. HT
7. ST
8. ST
9. HT
10. ST

What's In

1. ✓
2. ✓
3. x
4. x
5. ✓

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