6
Grade

(GCED)

# Global Citizenship Education

## Lesson Exemplar

# ARTS

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**Learning Area:** Arts

**Grade Level:** 6

**Quarter:** 1st

**GCED Domain/s:** Cognitive, Socio-Emotional, and Behavioral

**GCED Indicator/s:**

DD1.1.a - Recognize complex situations or problems

D2.1.e - Commit to assume responsibility

D3.1.b - Conduct civic actions on global issues

**GCED Topic/s:**

T3 Environmental Protection and Sustainability

T3.3 Environmental Practices and Behaviors

**Enhanced Content Standard/s:**

Demonstrates understanding on the use of lines, shapes, colors, texture, and emphasis in designing an original logo of a Filipino product or brand, and an original Filipino cartoon character using free and open-source software

**Enhanced Performance Standard/s:**

Creates an original logo promoting Filipino product or brand using free and open-source software.

**Time Allotment:**

90 minutes

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# BASIC LOGO DESIGNING

# LESSON INTRODUCTION

In 1300 C.E. (common era), people developed logos to represent their work. They usually use logos to tell stories about their culture and history. Also, they express themselves through symbols printed in vases, walls or even caves. Historically, Ancient Egyptian designs were a foundation of the principles in logo making. The colors, shapes, and lines in their designs convey specific meanings.

Moreover, the use of symbols was common during Medieval times. When chivalry became a custom in pursuit of honor, the knights or warriors chose the device they want as ornament on the crests of their helmets.

Crests were also used to distinguish individuals' personal achievements through unique symbols and designs. Even in modern times, crests are displayed in a ceremonial or formal occasion. Below is an example of crest in a wedding invitation.

In early 1900s, commercial logos began in the United States and in Europe. In 1956, American art director and graphic designer Paul Rand conceived a new idea in creating corporate logo such as that of the IBM. Company owners understood the impact of using symbols in designing logos, which is to be more attractive and creative.

In this lesson, you will understand the importance of logo in a product, which grabs attention, gives strong impression, secures the foundation of a brand identity, is memorable and most of all, is expected by the costumers.

At the end of the lesson, you are expected to create your own original logo in promoting a product using an open-source software. You are also expected to apply the principles of effective logo design in support of environmental awareness which means your logo must encourage people to protect the environment

1956 IBM logo by Paul Rand

# LESSON OBJECTIVE

## (WHAT I NEED TO KNOW / ALAMIN)

At the end of the lesson, you can:

1.Use the 5 principles of effective logo design to create a logo for an Eco bag.

2.Design an original logo for an Eco bag to promote environmental protection and sustainability using free and open-source software.

# PRETEST

## (WHAT I NEED TO KNOW / SUBUKIN)

**Underline a word/phrase that best describes the logo.**

1. Crowded or Plain
2. Unforgettable or Unremarkable
3. Limited to a specific period or Suitable to any period
4. Image is relevant or Image is irrelevant
5. Adaptable to any background or Adaptable to specific background

How would you encourage members of your family to reduce, recycle, and reuse garbage?

_____

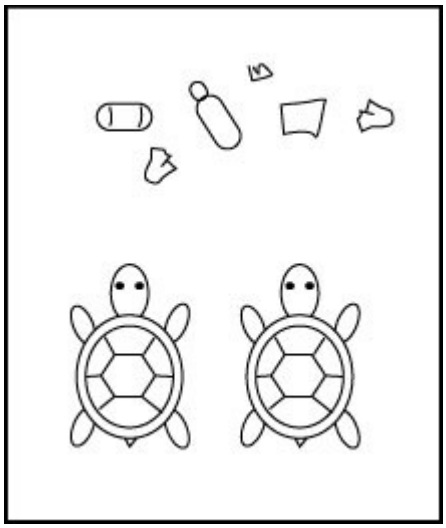
_____

_____

# LESSON PROPER

## REVIEW (WHAT'S IN/BALIKAN)

1. Draw a LINE to protect the turtles from eating plastic waste.



2. Draw a CIRCLE on the recyclable waste to segregate it from the non-recyclable.

3. What COLOR would you use to illustrate a healthy environment? Why?

_____

_____

_____

# LESSON PROPER

## ACTIVITY (WHAT'S NEW/TUKLASIN)

Observe the following logos and try to identify the elements and principles of arts presented in each logo. Answer the questions that follow.

1. What information can you get from the logo?
   _____
   _____.

2. What recognizable objects can be found in each logo?

   _____
   _____.

3. What does each logo express about the institution and the environment?
   _____
   _____.

# LESSON PROPER

## DISCUSSION (WHAT IS IT/TALAKAYIN)

In creating an impressive logo for your product, you must remember the five (5) principles of effective logo design.

### FIVE (5) PRINCIPLES OF EFFECTIVE LOGO DESIGN

**1. Simple** – Your logo must be easy to recognize, precise and straightforward.

**2. Memorable** – A logo is an identity of your product; in designing your logo make it unforgettable.

**3. Timeless** –Ask yourself: Is it suitable after 5, 10 or 15 years after?

**4. Appropriate** – Your logo gives meaning to your product so the design elements must be related to your product.

**5. Versatile** – The size and design format can be reduced or enlarged, and the color can also be effective in black and white or in any background.

Logo of the
Department of Agriculture

How can these five (5) principles of effective logo design be seen in the image?

Simple: _____
Memorable: _____
Timeless: _____
Appropriate: _____

Based on the design of the logo, what do you think is the objective of the Department of Agriculture?

_____

_____

_____

_____

# LESSON PROPER

## DISCUSSION (WHAT IS IT/TALAKAYIN)

### HOW TO MAKE A SIMPLE LOGO DESIGN

In creating a logo, you should apply the 5 principles of design while also considering environment awareness or promoting eco-friendly products.

Evidently, the use of plastic containers from our consumption of goods is harmful to our environment. Thus, in caring for the earth, we must be aware that our uninformed purchase or wrong action on the use of these non-biodegradable containers will contribute to the damage of our environment and the ecosystem. The least we could do is to help in any simple ways or to practice everyday habits on how to lessen environmental harm.

One of the effective practices is the use of recyclable materials like an Eco bag. Eco bags reduces the use of plastic that can harm our environment. In this lesson, you will learn how to create an effective logo design for an Eco bag.

**TO MAKE A LOGO FOR AN ECO BAG PRODUCT, DO THE FOLLOWING:**

**Step 1:** Know your client or target audience to conceptualize a design based on their profile or interests.

Sketch your logo inside the box

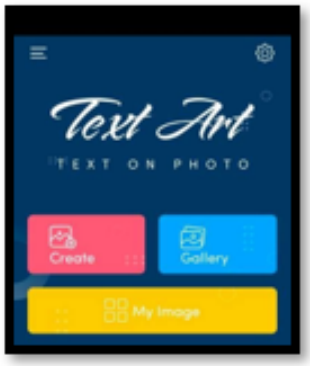
**Step 2:** Sketch an initial design based on the branding and image of the product, the target audience's profile, and the principles of an effective logo.

**Step 3:** Download and open "Text on Photo" application in your mobile phone. You can download the application in Playstore for Android user.

**STEP 3**

# LESSON PROPER

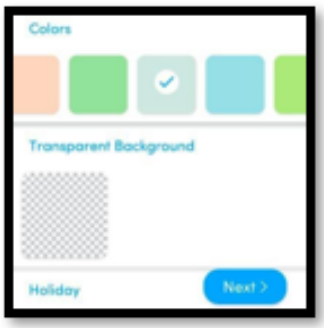
## DISCUSSION (WHAT IS IT/TALAKAYIN)

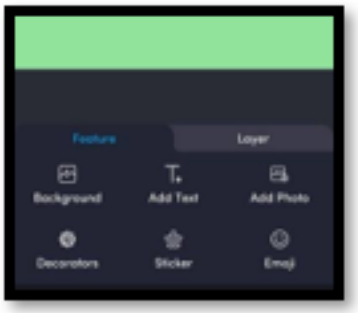



STEP 4

**Step 4:** Press “Create” to start making your own logo.

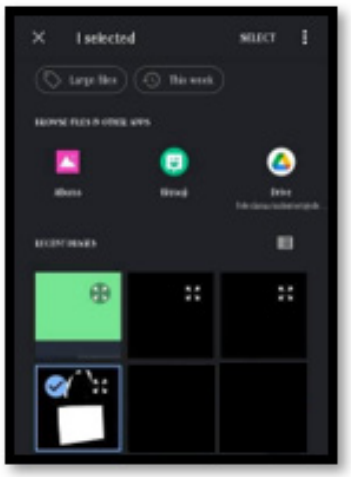
**Step 5:** Choose your preferred background for the logo and click next.




**Step 6:** Click “Add Photo” button to insert images to your logo.

**Step 7:** Tap the image that you want to add then click “Select” command.

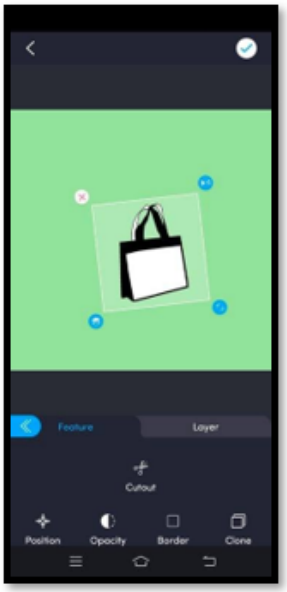


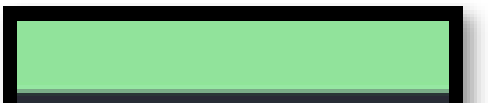
# LESSON PROPER

## DISCUSSION (WHAT IS IT/TALAKAYIN)

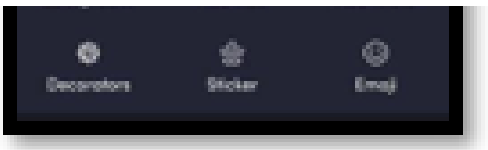
**Step 8:** Resize or crop the image based on your choice.

**Step 9:** Adjust the placement of the image based on your selected design. You can adjust the opacity and add border to your image as you prefer.



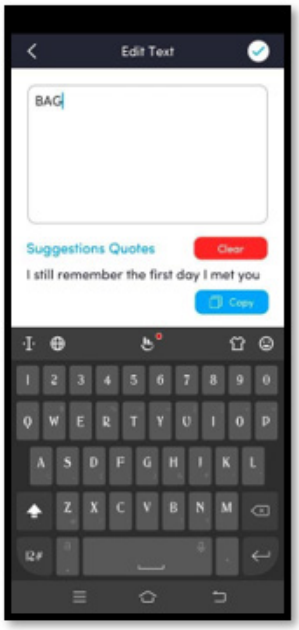



**Step 10:** Click "Add Text" button to add text for your logo.

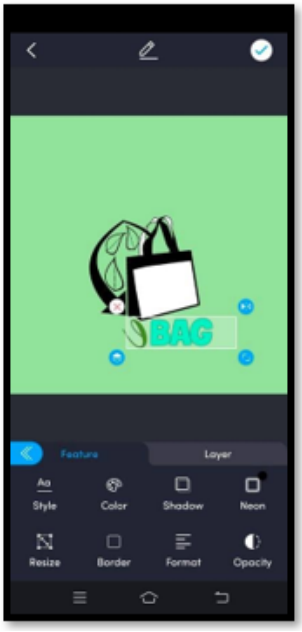


# LESSON PROPER

## DISCUSSION (WHAT IS IT/TALAKAYIN)




**Step 11:** Type a word or text for your logo, then click the check icon if you are done.




**Step 12:** Enhance your word or phrase using the text style, color, shadow, neon, resize, border, format, and opacity features.

If you are done designing your logo, click the check icon at the upper right corner of your screen.

**Step 13:** Choose your preferred resolution for your logo. Then click "OK". Your design will automatically save in your phone.

# LESSON PROPER

## GENERALIZATION (WHAT I HAVE LEARNED/ISAISIP)

Examine the logo of Philippine Council for Agriculture and Fisheries. Identify and describe how the five principles of effective logo are shown in the design.

SIMPLE

MEMORABLE

TIMELESS

APPROPRIATE

VERSATILE

As a student, how would you be able to contribute to the mission of Philippine Council for Agriculture and Fisheries in creating a better and brighter future for the agricultural and fishery communities?

_____

_____

_____

_____

# LESSON PROPER

## REFLECTION (WHY IS IT MEANINGFUL AND RELEVANT/ISAPUSO)

**DO YOUR SHARE**

Create a visual journal to show what you can do to help protect the environment. Use graphic images or symbol of objects, trees, animals, and other natural resources. Draw at least 3 visuals and add statements and/or descriptions to each visual.

Example:

To protect the environment, I will

Plant trees

Use paper cups instead of plastic cups

# LESSON PROPER

## APPLICATION (WHAT I CAN DO/ISAGAWA)

Using a “Text on Photo” application in your mobile phone, create a layout of an original logo for an eco-bag that promotes environmental protection and sustainability. Write a short description and identify the elements of arts presented in your logo. Print and paste your logo inside the box.

| Rubrics for Logo Making | Excellent | Very Good | Satisfactory |
|---|---|---|---|
| Artistic and Original | Shows exceptionally unique idea and well-executed design | Shows unique idea and well-executed design | Shows relatively good idea and adequately executed design |
| Simple and Appropriate | Design clearly shows what the product is all about | Design shows what the product is all about | Design moderately shows what the product is all about |
| Attention to detail | Design clearly shows what the product is all about | Reflects attention to detail in most design | Reflects attention to detail but not entirely |
| Memorable and timeless | Design makes a long-lasting impression | Design contains relatively lasting impression | Design contains relatively good impression |
| Versatile | Can be used in an absolute variety of sizes and color | Can be used in a variety of sizes and color | Can be used in a limited variety of sizes and color |
| Environment-friendly | Clearly demonstrates awareness to protect the environment | Demonstrates awareness to protect the environment | Demonstrates moderate awareness to protect the environment |

# ASSESSMENT

## TAYAHIN

Identify and describe how the five principles of effective logo are shown in this design.

Simple: _____

Memorable: _____

Timeless: _____

Appropriate: _____

Versatile: _____

Why do you think this logo for recycling effective?

_____

_____

# ANSWER KEY

## SUSI SA PAGWAWASTO

**Pre-test:**

1. Plain
2. Unforgettable
3. Suitable to any period
4. Image is relevant
5. Adaptable to any background

How would you encourage members of your family to reduce, recycle, and reuse garbage?

Possible answers:

1. Put recycling bin at home
2. Use creativity and turn scrap materials into useful things
3. Teach recycling to younger siblings
4. Encourage everyone not to be wasteful with the materials that they already use
4. Use paper bags, paper cups, paper straw instead of plastic
5. Prepare an Eco bag when going shopping

**ASSESSMENT**

Possible answers:

Simple: The design easily shows what it is all about

Memorable: You can easily remember the logo at first sight

Timeless: Design is unforgettable and lasting

Appropriate: Indicates that a product is recyclable

Versatile: Logo can be used in a variety of ways

**Why do you think this logo for recycling is effective?**

They tell you whether the packaging is for recycling. When you buy the product, you can help in protecting the environment.

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