LEARNING RESOURCE
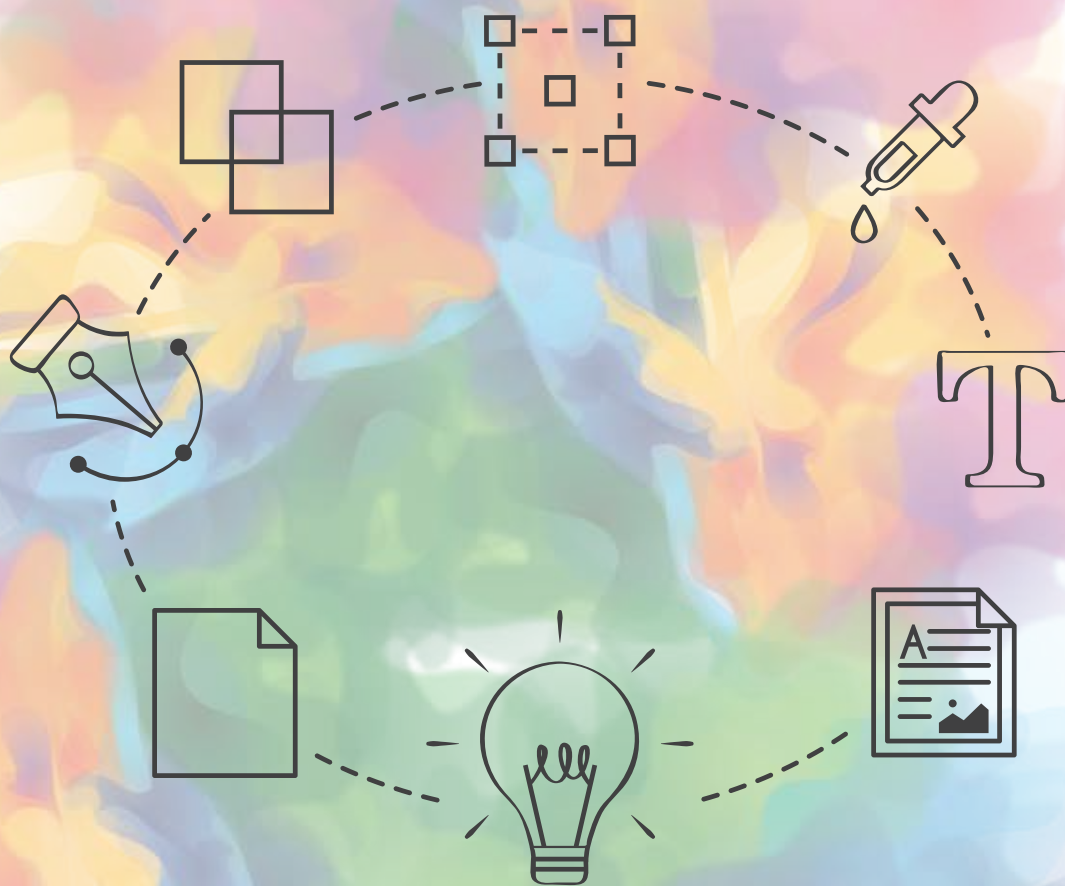## SPA - MEDIA ARTS

PRINT AND ONLINE MEDIA
PRINCIPLES OF PRINT & ONLINE MEDIA

QUARTER 1 - MODULE 1

the PerfLab
INCORPORATED

LEARNING RESOURCE for MEDIA ARTS
TOPIC COVERAGE OF RESOURCE PRINT AND ONLINE MEDIA:
PRINCIPLES OF PRINT AND ONLINE MEDIA

Published by the National Commission for Culture and the Arts

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For inquiries or feedback, please write or call:

FOREWORD

Welcome to this Learning Resource for Media Arts!

This Learning Resource was developed by experts from the National Commission for Culture and the Arts as a reference to aid you in developing rich, meaningful, and empowering learning in the creative fields. Every effort has been exerted to produce a Self-Learning Learning Resource that incorporates the most fundamental elements and principles of each discipline, while providing a spiraled, scaffolded, and multi-sensory approach to allow you to explore your innate creativity while building discipline and rigor in your chosen discipline.

Each lecture, activity, or reflection here is designed to be meaningful. Each one designed to build from the previous one, and each one with the objective of building up for the next skill or competence. We hope that you will find these activities challenging but empowering, and that your potential as a Filipino artist and Creative is further enhanced and inspired.

These Learning Resources take into consideration the various limitations and challenges brought about by the current situation and provides you with the flexibility to manage content and pace to your individual needs while maintaining standards for creativity, embodying 21st Century skills, and aspiring towards artistic excellence. Beyond compilations of dry information, these Learning Resources seek to develop *Higher Order Thinking Skills* of Analysis, Evaluation, and Creation.

If you are planning to use this Resource as a facilitator or teacher, you are expected to guide and orient your learners in the proper and efficient use of this Learning Resource. Most, if not all activities, will entail exploration, investigation, and experimentation, as such it is imperative that you, as the facilitator, establish the guidelines which will allow your students to be creative but within responsible, safe, and academically-sound limits. Your guidance and mentorship is expected and encouraged throughout the learning process.

We look forward to your journey as an artist, MABUHAY!

INTRODUCTION & OBJECTIVES

Welcome to History and Principles of Print and Online Media! Over the next few months, you are going to learn about the history of printmaking and how it changed our lives. They say that print is dead, and that digital already took over on how we live our lives. Part of it may be true, but no, print is not dead. Print is still everywhere. Look around you (yes, go on, no one will judge) and see how many printed materials you have lying around at home. Even this module that you are reading could be its printed version!

Aside from printmaking, you are also going to learn about the basics of visual communication and how it helps us get our messages across effectively by applying the basic principles of layouting, using professional typographic styles, and effective color palettes. This module will not teach you how to use different graphic design editing tools, but it will teach you the fundamentals of print and visual communication that will help you become more creative and learn how to think outside the box.

At the end of this module, you will be able to:

1. Develop understanding of the history and principles of print and online media, its history, traditional functions, and how it changes peoples' way of life and beliefs;

2. Discern the values system as described by media and explain the basic intellectual property and copyright laws including concepts of fair use and creative commons;

3. Identify the different types of visual communication, layout principles, and typographic considerations for various types of printed materials and medium;

4. Explain the basic color theory of graphics in print media; and

5. Design a magazine that promotes local and cultural heritage sites or icons.

This Learning Resource may be used for, and is applicable to, the following DepEd Codes:

1. SPA_MA-PM9-Ia-1

2. SPA_MA-PM9-Ia-2

3. SPA_MA-PM9-Ia-3

4. SPA_MA-PM9-Ib-4

5. SPA_MA-PM9-Ib-5

6. SPA_MA-PM9-Ib-6

7. SPA_MA-PM9-Ic-d-7

8. SPA_MA-PM9-Id-f-8

9. SPA_MA-PM9-Ig-9

10. SPA_MA-PM9-Ih-j10

So, if you are ready, let us begin!

LESSON 1: INTRODUCTION TO PRINT MEDIA, HISTORY, AND DEVELOPMENT IN THE PHILIPPINES

Creative Journal Exercise 1

Get a notebook that you can use as your creative journal for this module. Your notebook may be lined, blank, or with grids, it's up to you! You will use this journal throughout the module for reflections and sketches.

To start, answer the following questions. Write/draw your answers in your journal

1. What is printmaking to you?

2. Is print still relevant in today's world? Why? Why not? Explain your answer.

History of Printmaking

The method of printing has been in existence as early as the 15th century. Woodblock printing was the earliest known form of printing on paper that began in China before 220 AD. The first movable type using ceramic materials was created in China by Bi Sheng in AD 1040, and Johannes Gutenberg, a German inventor, invented the first movable type printing press in 1450. He is known as the Father of the Printing Press.

Image source: https://commons.wikimedia.org/wiki/File:Yangzhou_Museum_-_woodblock_for_printing_-_CIMG2878.JPG http://www.edubilla.com/inventor/bi-sheng/, https://en.wikipedia.org/wiki/Johannes_Gutenberg

Printing was very expensive during the early times, but it benefited the Philippines and was considered as a basic necessity. The first printing press in the Philippines was brought to Manila by Dominican friars during the mid-1900s, 47 years before the appearance of the printing press in the United States, which printed books using the old xylographic printing method by engraving in wood or woodcut, inked, and transferred onto paper which led to the publication of a hundred of books in the Philippines.

The Doctrina Christiana was written by Fray Juan de Plasencia in the 1500s, which was one of the oldest books of Catholic Catechism and one of the first printed books in the Philippines.

Left to right: Doctrina Christiana, Fray Juan de Plasencia, Father Francisco Blancas de San Jose

In the 1600s, Father Francisco Blancas de San Jose improved the printing press by using the typographic method of printing by movable types which was invented by Johannes Gutenberg. Any printed work had to include basic information on the front page such as the title, the authors, a dedication and an illustration. The city, the printer and the year it was printed had to be shown as well at the bottom of the first page.
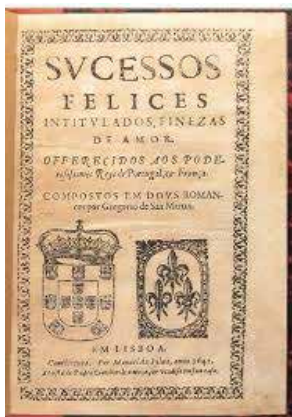
Sucesos Felices, Tomas Pinpin

To date, the printing press still exists in the University of Santo Tomas Press, and is considered as one of the oldest printing presses in the world.

Sucesos Felices (Fortunate Events) was the first Philippine 14-page newsletter that reported about the Spanish military victories in the 1600s. This was printed by Thomas Pinpin, who learned how to use the printing

press from Father Francisco Blancas de San Jose. Thomas Pinpin was a printer, a writer, and a publisher who is now known as the "The Father of Filipino Printing."

Several more publications and printed documents were published during the colonial periods in the early times. However, colonial governments suppressed the freedom of expression in the Philippines during the 1800s and 1900s. A lot of these publications were written by writers using pseudonyms so as to protect themselves from getting caught, because any criticism to foreign dictatorships were associated with rebellion.

La Solidaridad was published in the 1800s and was the most widely circulated pre-revolutionary newspaper. Its editors were Jose Rizal, Graciano Lopez Jaena and Marcelo H. Del Pilar. The newspaper exposed the horrors of colonial oppression. Spanish government soon discovered the newspaper which led to closure after only one issue was published.

La Solidaridad, Diariong Tagalog, and Ramillete Patriotica Manilense

During the Philippine-American War in 1898, the country's newspapers continued to rally the Filipinos to fight for the Philippines. Some newspapers began reporting on the corrupt practices of the American military. When the Japanese invaded the Philippines in 1942, our country's aspiration for the freedom of press was hampered once again as the Japanese monopolized all forms of media as part of their propaganda.

The colonial period ended after World War 2 in 1945. It was only then when the Philippines experienced freedom in printing and publications of different newspapers. Competitiveness in the printing industry in the country was revived and only a few pre-war publications were able to survive the financial crisis caused by the war.

After almost 30 years of free press, the declaration of the Martial Law in 1972 silenced the Filipinos once again because of the press censorship dictated by the then President Ferdinand Marcos. He ordered his Press and Defense Secretaries to take over the privately owned printers and publications to prevent the Filipino people

from undermining the government, and anyone caught writing anything against the government was either jailed or killed.

President Ferdinand Marcos, September 21, 1972 issue of the Sunday edition of the Philippine Daily Express, and during the 1986 EDSA Revolution

The Martial Law ended in 1986 and the success of the EDSA Revolution re-opened the doors to the freedom of press. The print media, its history and developments contributed greatly to the printing industry today. The advancements of technology made it possible for the printing industry to experience different methods and practices aside from the printing press and continues to be an agent of change today.

Creative Journal Exercise 2

In your creative journal, draw a simple sketch of how you imagined printers looked like during the early times. Let your creativity flow! Describe your drawing in three to five sentences. Discuss its functions. What can it do or not do? Explain as if you are selling a printing system during the 15th century.

Developments of Printmaking Today

The different developments of technology encouraged artists in the 21st century to explore the potential of printmaking and use it as creative statements and means for expression primarily through silk screen printing.

In 1948, Manuel Rodriguez, Sr, a.k.a. Mang Maning, who is also named as the Father of Contemporary Philippine Printmaking, began reproducing his paintings through silk screen printing and began experimenting with printmaking in the 1950s by printing greeting cards that show the rural life in the Philippines. Since then, the subject of the printed works then dominated the likes of abstract works, nature, portraits, emotions, freedom, and poverty in the country.

Manuel Rodriguez, Sr, and his works

Mang Maning went to the United States to study printing and taught and established printmaking when he returned to the Philippines. He taught younger artists and spread interest among his students that it became popular again during the time when people thought that printmaking or the art of printing was dead.

After which, technology brought changes in the industry with the latest printing solutions that offer convenience to different businesses. It is easy for one to assume that print is no longer relevant because of the different digital products available in the market. However, print media today still remains as an important tool for communication in the Philippines. The proliferation of different printing shops grew throughout the years

Popular Types of Printing in the Philippines

Large format printer

Large Format Printing - is a computer-controlled printing that supports large-scaled print outputs with a standard size of 10 feet in width per roll of material and uses eco-solvent ink that can print on tarpaulins, canvas, panaflex, photo paper, and vinyl sticker. Large-scaled printed outputs such as billboards, banners, wall murals, store signages all require large format printers to be able to produce them.

Digital Printing - is a process that encompasses laser printing and inkjet printing that uses a computer-controlled printer with other digital capabilities such as being able to print wirelessly or from a cloud. There is a wide range of available digital printers in the Philippines that can produce different outputs for different types of projects.

Laser printing produces high quality printed images and text and can print on a wide range of paper types with varying thickness such as C2S (Coated Two Sides), vellum, copy paper, kraft paper, newsprint, and sticker paper to name a few. Laser printers use light beam, drum, and toners (which consist of a cyan, magenta, yellow, and black) to print which allows the printer to produce prints quickly and can handle low or high volume of prints. Projects such as invitations,

Laser printer

callings cards, brochures, flyers, posters, sticker labels and restaurant menus can be printed using laser printers. However, because of the heat that the printer produces during the process, not all papers are compatible with laser printers. You can use a maximum paper size of 12" x 18" with maximum thickness at 300gsm for laser printers.

Inkjet printing

Inkjet printing on the other hand is suitable for home use. It is more affordable than laser printers and is perfect for simple document printing using copy paper, regular photo papers, or sticker papers. Inkjet printers use ink cartridges that consist of cyan, magenta, yellow, and black, similar to laser printers. However, depending on the brand of your inkjet printers, some cartridges can be very expensive. Another option for inkjet printers are those that carry a continuous ink system (CIS) which allows you to refill the ink yourself in the ink tanks instead of replacing an entire cartridge. You can use up to a maximum paper size of 8.5" x 13" (Folio) or 9"x12" (ideally for parchment paper), with maximum thickness at 200gsm.

Offset Printing - is one of the most common print production processes today. The process begins with a pre-press stage where the digital file is broken down by color separation for cyan, magenta, yellow, and black and metal plates which are used to transfer the image onto a rubber blanket, which then the ink is rolled on paper. This process is repeated several times

Offset printer

depending on the number of colors used in your design. Once the process has been set up, the printer can run efficiently that is why this is the best choice for larger quantities of printed outputs. By larger quantities, we are talking about at least a thousand or more copies. The costs of your printed materials depend on the quantity and the number of colors used in your design. A one-color or two-color design will cost less than a full colored one. Price per print will fall as the quantity goes up.

Want to see how offset printing is done? Click on this YouTube link to watch the video about the offset printing process: https://bit.ly/offsetprintingprocess

Screen Printing - is the process of transferring a stenciled design onto a material

Screen printing

(typically fabric of a t-shirt, and art canvas) using a mesh screen and pushing in ink using a squeegee to create an imprint of your design. Screen printing is typically used on t-shirts that can be done in bulk because the product costs are quite low.

To see how screen printing is typically done, click on the YouTube link to watch a video that shows the process of screen printing: https://bit.ly/process-of-screen-printing

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Activity 2: Collage and Reflect - Popular Types of Printing

Even if you have not heard of the different types of printing before, I am sure that at some point, you have seen a few dozens of these printed materials outside or even in your own homes. Given that you are already familiar with the four most popular printing types, let's see if you can recognize one at a glance!

What to do:
1. Look around your house, in your room, or even outside (only if the situation permits) and take photos of at least 5 examples of printed outputs for laser, inkjet, large format, offset, and screen.
2. Create a collage of these photos using any graphic design software or photo apps in your mobile phones.
3. If you don't have a camera, you can just collect these printed materials and compile them in a folder or create a DIY collage.
4. Write a reflection paper and describe the printed materials that you chose. How is one printed output different from the other in terms of the quality of the printing, the type of paper used, the type of project output (ex: is it a brochure, a flyer, a t-shirt, etc.). Discuss also what you learned about the different types of printing discussed.

LESSON 2: INTRODUCTION TO THE INTELLECTUAL PROPERTY LAW AND COPYRIGHTS

Creative Journal Exercise 3

Portray your own understanding of Intellectual Property through a drawing in your creative journal. Briefly explain your drawing in three to five sentences.

According to the Intellectual Property Office of the Philippines (IPOPHIL), "Intellectual property (or IP) refers to creations of the mind." Creations can be inventions, designs, or brand names.

In June 6, 1997, The Intellectual Property Code of the Philippines was signed into law and became effective on January 1,1998. However, the intellectual property system in the Philippines existed way back during the Spanish era in the Philippines when the Spanish Law on Intellectual property became into law during the 1800s.

IP is protected in law and the Republic Act No. 8293 recognizes and protects IP. The 1987 Philippine Constitution also protects the IP. It is stated in Article XIV, Section 13 that "The State shall protect and secure the exclusive rights of scientists, inventors, artists, and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people, for such period as may be provided by law." By giving protection to intellectual property, many will be encouraged to invent, create, and design new products. The IP law helps create an environment where innovation and creativity can develop and reshape our everyday lives.

Types of Intellectual Property

Copyright is a type of IP that protects creators in having legal rights over their original works. Original works such as paintings, drawings, digital illustrations, graphic designs, books, music and even films are all covered by copyright as long as these are your own original works.

Patents give exclusive rights for an invention. If you created a product or a process that is new, inventive, industrially applicable and can provide solutions, then it is deemed patentable. You can apply for a patent for your product or process and receive rights in deciding how it can be used or distributed, or if you will even allow for it to be used by others.

Trademarks. Did you recently design an all-original logo, a symbol, or signs, or came up with an impressive slogan for your own home-based business? You can protect your work by applying it as a trademark. A trademark can be a word or group of words, or a logo, or a combination of both that identifies a company, its products or services from competitors. A trademark can give you a competitive edge and at the same time can help you protect your brand's identity because it gives you exclusive rights to prevent other companies from using or copying it in any way. The period of protection for trademarks is 10 years and is renewable.

Industrial Design consists of three-dimensional features (such as a shape of a product), or two-dimensional features (such as patterns, lines, or colors). This refers to the ornamental or aesthetic aspect of a product. Vehicles, furniture, electronic devices, even handicrafts, jewelries and fashion items are all considered as industrial design that can be protected by IP as long as it is a new and original creation.

Geographical Indications are typically used on goods that have specific geographical origin or possess certain qualities that attribute to the place of origin. Geographical indications commonly use the name of the place of origin of the goods. Agricultural goods typically benefit from graphical indications, such as "Guimaras Mangoes", which was registered by the Department of Trade and Industries as one of the Philippines' native products with geographical branding. The IPOPHIL also identified other products with geographical indications such as Bonoan bangus, Batangas Barako coffee, Kalinga (Arabica) coffee, and Davao suha to name a few.

Trade Secrets are confidential information that can be sold or licensed. If you are a chef and you developed a recipe that is completely your own, then that is considered as a trade secret. If you have a graphic design business and you created your own original methods in production, that is your business' trade secret. A print shop can have its own trade secret by developing a list of the best suppliers of consumables in town, building its client list and having a computation of costs and profits. Trade secrets are considered undisclosed information, therefore can be protected by the IP.

The Philippine Copyright Law

Copyright is the legal protection under the Intellectual Property Rights for owners of original works such as books, writings, music, compositions, films, paintings, illustrations and other creative works. The Copyright Law protects tangible works derived from ideas, but not the idea itself. The idea has to be converted into something that can be seen, held, or reproduced to be able to gain exclusive rights and authorize others to use it or reproduce it.

According to IPOPHIL, works covered by copyright are (but not limited to) "novels, poems, plays, reference works, newspapers, advertisements, computer programs, databases, films, musical compositions, choreography, paintings, drawings, photographs, sculpture, architecture, maps and technical drawings." (https://www.ipophil.gov.ph/services/copyright/)

If you have works protected by copyright, you can authorize or prohibit reproduction in all forms such as mass printing, public performances like concerts or exhibits, or converting the novel you wrote into a screenplay or TV series. Just make sure that all elements in your creative work are all original. The protection for copyright is generally the lifetime of the creator plus fifty years. However, there are different rules for other creative works such as if the work created is joint authorship (example, you and a friend or a classmate designed the logo together).

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The section below is the list of the original and derivative works that are protected by Copyright as stated in the Intellectual Property Code of the Philippines (Sections 172 and 173)

Intellectual Property Code of the Philippines (Sections 172 and 173)

CHAPTER II: Original Works

SECTION 172. Literary and Artistic Works

172.1. Literary and artistic works, hereinafter referred to as "works", are original intellectual creations in the literary and artistic domain protected from the moment of their creation and shall include in particular:

a. Books, pamphlets, articles and other writings;
b. Periodicals and newspapers;
c. Lectures, sermons, addresses, dissertations prepared for oral delivery, whether or not reduced in writing or other material form;
d. Letters;
e. Dramatic or dramatico-musical compositions; choreographic works or entertainment in dumb shows;
f. Musical compositions, with or without words;
g. Works of drawing, painting, architecture, sculpture, engraving, lithography or other works of art; models or designs for works of art;
h. Original ornamental designs or models for articles of manufacture, whether or not registrable as an industrial design, and other works of applied art;
i. Illustrations, maps, plans, sketches, charts and three-dimensional works relative to geography, topography, architecture or science;
j. Drawings or plastic works of a scientific or technical character;
k. Photographic works including works produced by a process analogous to photography; lantern slides;
l. Audiovisual works and cinematographic works and work produced by a process analogous to cinematography or any process for making audio-visual recordings;
m. Pictorial illustrations and advertisements;
n. Computer programs; and
o. Other literary, scholarly, scientific and artistic works.

172.2. Works are protected by the sole fact of their creation, irrespective of their mode or form of expression, as well as of their content, quality and purpose. (Sec. 2, P.D. No. 49a)

CHAPTER III: Derivative Works

SECTION 173. Derivative Works

173.1. The following derivative works shall also be protected by copyright:

    a. Dramatizations, translations, adaptations, abridgments, arrangements, and other alterations of literary or artistic works; and

    b. Collections of literary, scholarly or artistic works, and compilations of data and other materials which are original by reason of the selection or coordination or arrangement of their contents. (Sec. 2, (P) and (Q), P.D. No. 49)

173.2. The works referred to in paragraphs (a) and (b) of Subsection

173.1 shall be protected as new works: Provided, however, that such new work shall not affect the force of any subsisting copyright upon the original works employed or any part thereof or be construed to imply any right to such use of the original works, or to secure or extend copyright in such original works. (Sec. 8, P.D. 49; Art. 10, TRIPS)

SECTION 174. Published Edition of Work

In addition to the right to publish granted by the author, his heirs, or assigns, the publisher shall have a copyright consisting merely of the right of reproduction of the typographical arrangement of the published edition of the work. (n)

Source: https://www.officialgazette.gov.ph/1997/06/06/republic-act-no-8293/

It is important as a designer to know the Copyright laws of the Philippines so that you can protect your rights and your original artworks. At the same time, knowing the Copyright law would mean equipping yourself with knowledge on the proper use of works that are not yours.

Activity 04: Reflection Paper on the Copyright Law

Submit a reflection paper on what you have learned about the Copyright Law. You may refer to the questions below to guide you.

1. What is the importance of the Copyright law in the practice of an artist or designer?
2. Give a specific situation where the Copyright Law will be useful for you. Explain why.
3. You designed and sold inspirational stickers to your friends and family online through your social media account. Your designs were posted on social media so people can buy from you online. You received a good response and a lot of your friends ordered stickers from you. But then someone reported to you that you best friend is selling the same exact stickers that you designed but in a different social media, and without crediting you. What will you do? Explain your answer.

✏️ LESSON 3: CREATIVE COMMONS & FAIR USE

Creative Commons is a non-profit organization that allows reuse of creative works. According to the Creative Commons website (https://creativecommons.org/) "Creative Commons licenses give everyone from individual creators to large institutions a standardized way to grant the public permission to use their creative work under copyright law." In other words, you can use all creative works under the Creative Commons license in your own projects without the hassles of asking permission from the original owner as long as the work is properly credited, and as long as you follow the conditions set behind the type of Creative Common license that the original owner chose.

In 2007, the Creative Commons license was legally adapted to the Philippine law. This now enables Filipino authors, designers, artists, developers, scientists, and even educators to create and voluntarily share original copyrighted works that allow other people to reuse creativity and knowledge.

The Creative Commons License Options *Source: https://creativecommons.org/about/cclicenses/*	
	CC BY: This license allows re-users to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use. CC BY includes the following elements: BY ⓘ – Credit must be given to the creator

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	CC BY-NC: This license allows re-users to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator. It includes the following elements: BY – Credit must be given to the creator NC – Only noncommercial uses of the work are permitted
	CC BY-NC-SA: This license allows re-users to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator. If you remix, adapt, or build upon the material, you must license the modified material under identical terms. CC BY-NC-SA includes the following elements: BY – Credit must be given to the creator NC – Only noncommercial uses of the work are permitted SA – Adaptations must be shared under the same terms
	CC BY-ND: This license allows re-users to copy and distribute the material in any medium or format in unadapted form only, and only so long as attribution is given to the creator. The license allows for commercial use. CC BY-ND includes the following elements: BY – Credit must be given to the creator ND – No derivatives or adaptations of the work are permitted

![CC BY-NC-ND icons]	**CC BY-NC-ND:** This license allows re-users to copy and distribute the material in any medium or format in unadapted form only, for noncommercial purposes only, and only so long as attribution is given to the creator. CC BY-NC-ND includes the following elements: BY ⓘ – Credit must be given to the creator NC 🄎 – Only noncommercial uses of the work are permitted ND ⊜ – No derivatives or adaptations of the work are permitted
![Public Domain icon]	**The Creative Commons Public Domain Dedication** **CC0 (aka CC Zero)** is a public dedication tool, which allows creators to give up their copyright and put their works into the worldwide public domain. CC0 allows re-users to distribute, remix, adapt, and build upon the material in any medium or format, with no conditions

Getting Familiar with Fair Use

Fair use allows you to reuse some copyright protected material without permission. Materials such as news reports, research, parody, educational materials, or materials imitated or modified for personal use are some examples that may qualify as fair use under some circumstances. However, keep in mind that just because you say give credit, or add a disclaimer that says "no copyright infringement intended" does not mean you are protected. There is always a risk in using someone else's copyrighted work

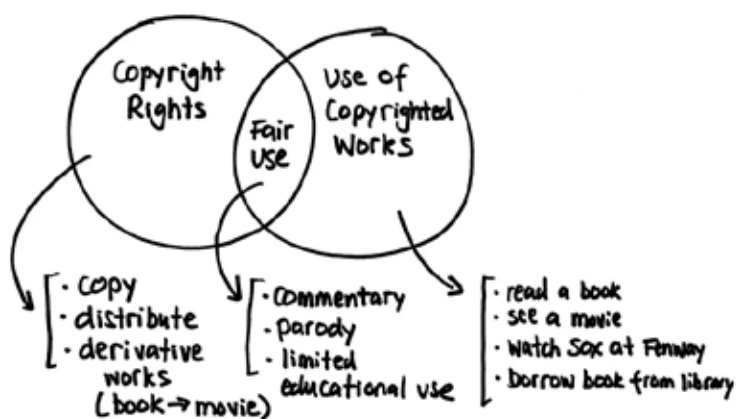*Image by: https://the-digital-reader.com/2012/08/16/of-fanfic-fair-use-and-the-harry-potter-lexicon/*

You are not protected from fair use when you try to monetize a copyrighted work, use fictional copyrighted material rather than factual materials, borrowed a large amount of material in which its main focus is the copyrighted material, or use the copyrighted work that may harm the original owner's opportunity to profit.

Even if your copyrighted material qualifies for fair use, keep in mind that while you may get away with it legally under the Philippine law, your school can still take this against you based on its plagiarism policies and guidelines.

Sample Case Study: Google Library Project

A digitization initiative of the technology giant that had book publishers up in arms in 2005

Source: https://www.ipophil.gov.ph/news/how-fair-is-fair-use/

"Google digitized 20 million books in participating libraries around the world - including those in the University of the Philippines Diliman without asking permission from the authors, just the libraries who owned the physical books.

Google was sued by the Authors Guild and several big-name publishing houses in 2005 for copyright infringement, for scanning - essentially making a digital copy - the full texts of books into its search database.

The technology giant invoked that their project falls under the fair use doctrine in the US Copyright Act. The legal battle was settled nearly a decade later in 2015, when US Courts issued a decision in favor of Google.

Among the arguments in the judicial opinion is that Google's use of copyrighted materials was 'transformative' - judges asserted that what Google did added a further purpose or value to the use of the original object. This is the case when you can use a tool in the Google Library Project database to search for the frequency of the use of select words, something that can't be done manually over the millions of books covered.

Moreover, the US courts agreed with Google that while it did copy entire texts of the books, that what Google only allowed to be viewed in a search function, is limited information about the books. The Project allowed snippets view, which allows access to an eighth of a page, and blocks the rest.

Lastly, judges decided that even if some researchers may be discouraged to buy the actual book as they already have the snippets view, making the limited copy does not make it an effective competing substitute so as to damage the market.

"With this, there was a sense that copyright owners' works were still protected but at the same time you help the students in their research. The purpose of copyright is also served, which is not just protection of right-owners but making sure society benefits from the works through access," Intellectual Property Office of the Philippines Director General Josephine R. Santiago said."

Activity 05: Reflection Paper on Creative Commons and Fair Use

Submit a reflection paper on what you have learned about Creative Commons, and Fair Use You may refer to the questions below to guide you.

1. What is your own understanding of Creative Commons?

2. When do you think Fair Use is fair?

3. What is the importance of Creative Commons and Fair Use to you as an artist or designer?

4. You are tasked to write a research paper about the history of printmaking in the Philippines. You decide to put it off and work on it later on, only to realize that the deadline is just two days away and you have not started anything yet! Since Wikipedia is under Creative Commons anyway, you just copy-pasted the articles about printmaking and submitting the research paper. That was easy huh! But the question is, is what you did considered as Fair Use? Why? Why not?

5. What kind of Creative Commons license does Wikipedia have? Explain your answer.

LESSON 4: INTRODUCTION TO VISUAL COMMUNICATION

Creative Journal Exercise 5

In your creative journal, prepare a mini grocery list. Instead of making a grocery list in words, create one by drawing the grocery items instead. Example, if the item is "bread", draw a bread instead of writing the word "bread". Draw at least 5 grocery items and show your drawings to anyone in your house. Ask them to identify each drawing on their own without helping them. Did they get all 10 items correctly? Were you able to communicate clearly what you wanted to buy in the grocery through visuals?

Visual communication (or "viscomm") is a way to communicate your message or ideas effectively using symbols, icons, or images. It is the oldest form of communication that started 40,000 years ago by the Cro-Magnons, which used cave or rock paintings of animals, human hands, and abstract patterns that represent their rituals, and deep cultural and religious significance in the society. Different kinds of symbols, such as pictograms and ideograms, were used for centuries before writing and letterforms appeared.
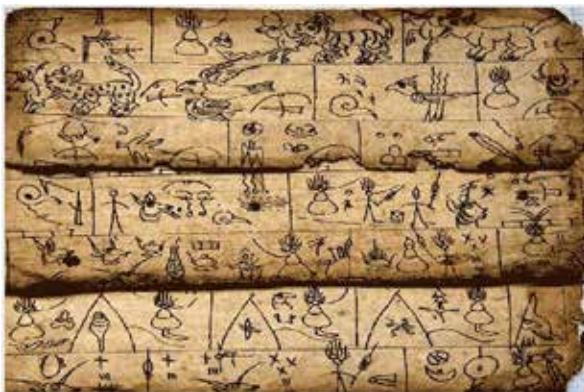
Pictograms and ideograms during early times

Pictograms are symbols that represent an object, an activity, a place or an event using illustrations. Pictography is a form of writing ideas through these illustrations or drawings. A good example of pictograms are wayfinding signs, or the signs that you see on the streets or even in your school such as the "toilet" sign, or "exit" sign. On the other hand, Ideograms are graphical symbols that represent an idea or concept. For example, green may mean "go" and red may mean "stop". Pictograms and ideograms have been

used by different ancient cultures all over the world since 9000 BC. People from non-literate cultures still use pictograms as their main medium of written communication, whereas contemporary cultures use these as basic signs and symbols.

Different visual communication signs that we use todaytoday

Today, we use visual communication to help us quickly deliver our ideas and messages to our audience. Our audience typically has a limited attention span, and using visual communication helps us break down big pieces of information into smaller pieces through icons and symbols which allows our audience to process the information easily and quickly. Good visual communication will help increase the reading comprehension (even the memory!) of your audience, thus, will help them understand better and remember what they are reading.

Now that you have a basic overview on what visual communication is, let us test your creativity by making your own pictograms!

Different Visual Styles

Aside from pictograms and ideograms, there are other different visual styles that can be used to communicate a message. Visual communication has played an important role in every era and evolved over the years. Different visual styles have evolved throughout the years and helped how we communicate today.

Ideograms & Pictograms

Ideograms and pictograms are symbols that represent ideas, objects, activities, places or events using different images. During the early times, people often used ideograms or pictograms, which we now refer to as graphical symbols, to represent a message or an idea. The alphabet did not exist 9,000 years ago, so people used different symbols as a way to communicate with their tribe.

Logograms
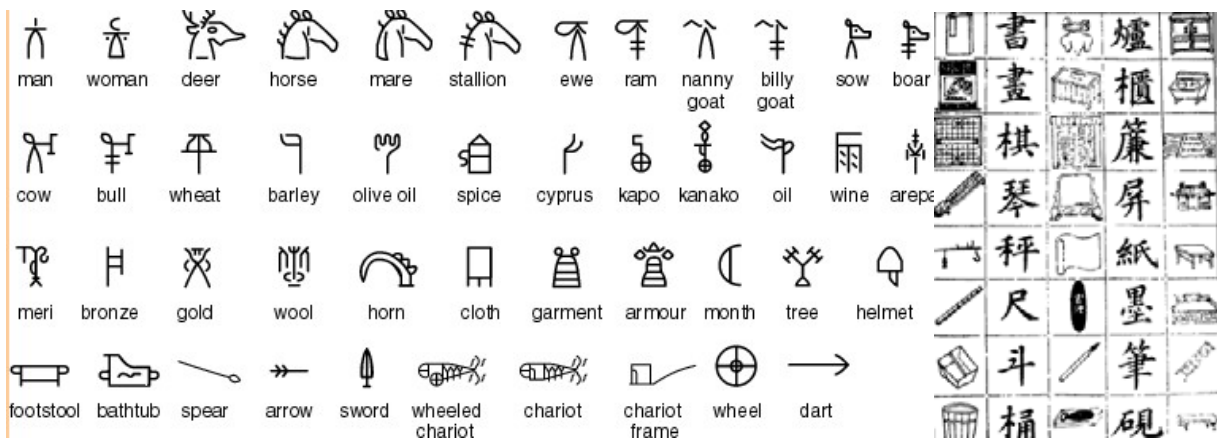
Logograms

Logograms are a series of written or pictorial symbols that represent words. Logograms originated 5,000 years ago and were used as a written form of communication in different Asian countries such as China, Japan, and Korea. These logograms were derived from a combination of different pictograms. Logograms are still being predominantly used today in China.

Top, Roman alphabet; left, Greek alphabet; right, Phoenician alphabet

Alphabet

The age of the alphabets came after the logograms and is still being used today. The alphabets were developed by the Greeks and Romans that merged in 2000 BC, in which three types of alphabets were developed. These were the Phoenician alphabet, the Greek alphabet, and the Roman alphabet.

The Phoenician alphabet consists only of consonants and does not have vowels in the written language, in which one sign represents one spoken sound. The Phoenician alphabet gave rise to the Greek alphabet. The Greek alphabet adopted the Phoenician letterforms and is still being used to the present day. The Greek alphabet is considered to be the world's first true alphabetic script which has distinct letters for consonants and vowels.

The Roman alphabet (or the Latin alphabet) evolved several years later and was derived from the Greek alphabet. The Romans used the Greek alphabet as the basis for the uppercase letters that we use today. They recreated different styles of lettering used for different purposes. For example, formal script lettering was used for official documents and manuscripts and informal style of lettering was developed for other types of writing.

Type and Printing

Image source: https://www.printmuseum.org/

Letter types and printed mass communications were developed during the Renaissance, which marked the transition from the medieval to the modern era. Alphabets became fancier and more stylish because of the developments of the typewriters and computers in the digital age. The alphabets were digitally represented in a more creative way using different typefaces and styles, or also known as calligraphy.

Statistical Visualization

This type of style helps represent the data that is more visually pleasing to the eyes of the reader, making it more effective in comprehending and retaining information. Styled

graphs and charts help readers understand complex information and the creation of visual representation of data becomes easier to appreciate.

Graphic Design

The term "computer graphics" was first conceived in 1960 by William Fetter, in which he defined as the art of combining text, images, and ideas in advertisements, publications, websites, or other desktop publishing outputs. With the advent of visual media in different publications in the 16th century, graphic designs came into picture where messages were transformed using graphical representation and design.

Video and Photo

One of the first videotape recorders was developed in the 1950s by Charles Ginsburg, an American engineer. Videos are used to help represent thoughts and ideas through different videography styles. Videos make use of different typefaces, images and text to enhance the overall look and feel. These usually contain dynamic elements especially today wherein some videos actually allow viewers to interact by clicking certain hotspots on the screen.

The first digital camera ever built was created in 1975 by an engineer at Eastman Kodak named Steve Sasson. Photographs are used to convey messages and can be supported by different design elements such as type and illustrations. Some campaigns use interesting (and sometimes controversial) photographs as their focal point to send a strong message to the audience.

Types of Visual Communication

Examples of logomarks and logotypes

Logos

A logo is created to help a company or a business (or even designers like you) become recognizable or memorable to others. A logo can be a logomark or a logotype. Logomarks consist of icons and colors that symbolize what the company is about based on its values, beliefs or basically how they want others to perceive the business. On the other hand,

a logotype can have simple text done in nice typography that shows the business name. Some established companies simply use a logomark because they are very well recognized, and people already know who they are. However, if a company is just starting out, a combination of a logomark and logotype would be your best bet.

Company Stationary

Sample of company stationary. Image source, Freepik.

Stationaries are part of an identity of a company, aside from the logo. These include calling cards, letterheads, notepads, even pens and folders that all contain the information of a company, a business, or an organization, including the logo. Company stationeries help establish an image of trust, and depict a professional manner, which are important in attracting clients. Professionally designed and coordinated company stationeries promote business legitimacy and consistency.

Posters

Posters are one of the most common, and remain as an important, tools in communication. Posters allow designers to include more information about a certain product, service, or event given the generally larger space provided on a medium.

Posters. Image source, spot.ph

The usual components of a poster are the logo of the company, heading or the title of the product or service, a creative slogan, a short information about the product or service, the contact details, and social media handles (if available). A poster design can consist of images or photos, or it can be purely typographical style in which typefaces are used as the main design of the poster.

Brochures, Flyers, and Leaflets

Brochures, flyers, and leaflets are informative printed documents that can also be used for advertising. Just like posters, these printed marketing materials are also popular choices especially among small business owners that have limited budget on printing and at the same time would want to have a more specific target audience since brochures, flyers, and leaflets are normally handed out to an identified group of people.

Brochures (or pamphlets) is a printed marketing material that is folded which allows the designer more room for creativity in design and layout. Brochures can have different types of folds and sizes and it is important to note that they are not stapled ("saddle stitched") nor bundled. Brochures are generally used to promote the products or services of a company that are typically handed out in events therefore thicker and nicer paper types are used. In the Philippine setting, brochures are widely used in real estate as a supplementary tool in providing information about the properties they sell. Hotels, resorts, retail companies, and restaurants also typically use brochures to promote their products and services.
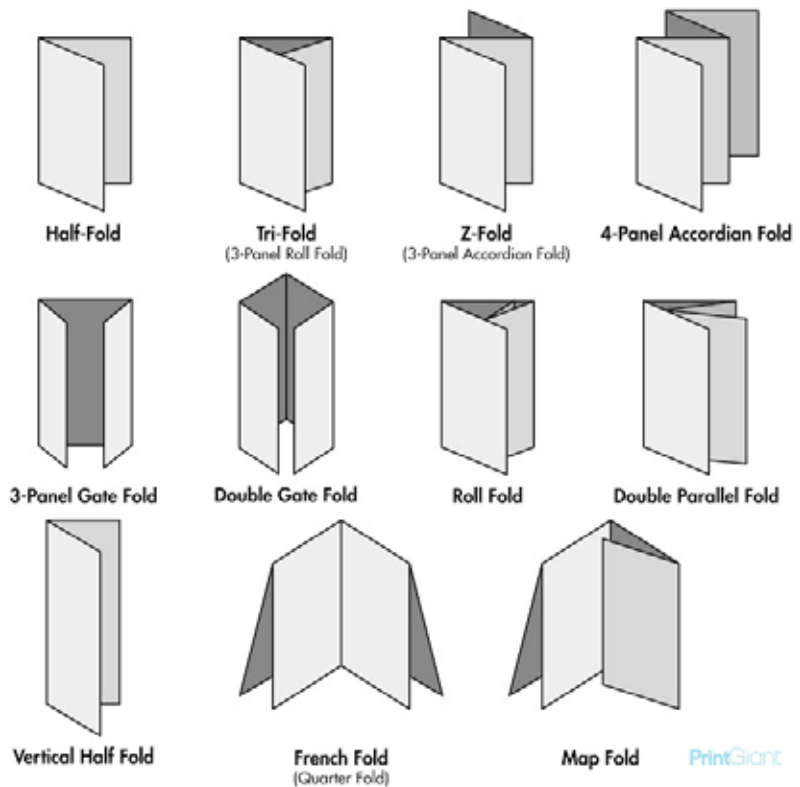
Different types of brochure folds
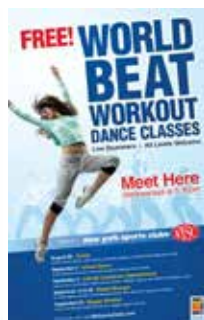
Samples of flyers

Flyers (also known as handbills) are considered as a popular printed marketing material because compared to brochures, they are cheaper to produce as these do not require any fancy folding styles which can add up to production

costs. Flyers can come in different sizes depending on the requirement or preference of the company and can have different sizes such as 4.25" x 5.5", 5.5" x 8.5" size or 8.5" x 11". Flyers can be double sided so that the company can include more information. In the Philippines, flyers are typically riso-printed, which is generally used for a higher volume in quantity but less of a quality output since this is quite similar to how a photocopied document looks like: black print on plain or colored copy paper. Flyers can be used if you want to promote a specific product or service for a limited time.

Samples of leaflets

Leaflets are similar to flyers in terms of output but by practice, leaflets are generally supposed to have better quality making it more expensive. While the main function of the flyers is to be handed out to a broader range of audience, leaflets are used to target a more specific group and educate the audience about the company hence providing a more detailed information such as the overview of the company, its mission and vision aside from its products and services. Leaflets are also used as inserts in other multi-paged documents such as magazines, newspapers, newsletters or other publications. On the other hand, leaflets are mainly used for campaigns, as educational supplementary tools about a specific topic, and advocacies.

Information Graphics

Information graphics (or infographics) are visual representations of information or data to present information clearly and quickly. Long paragraphs of text are usually translated into symbols and illustrations accompanied by typography to produce a more appealing document for the readers. Humans generally retain information if visual elements are provided to support the message, so infographics are a best choice especially if you have complex information. Infographics can also be animated and exported as a video for a more entertaining material.
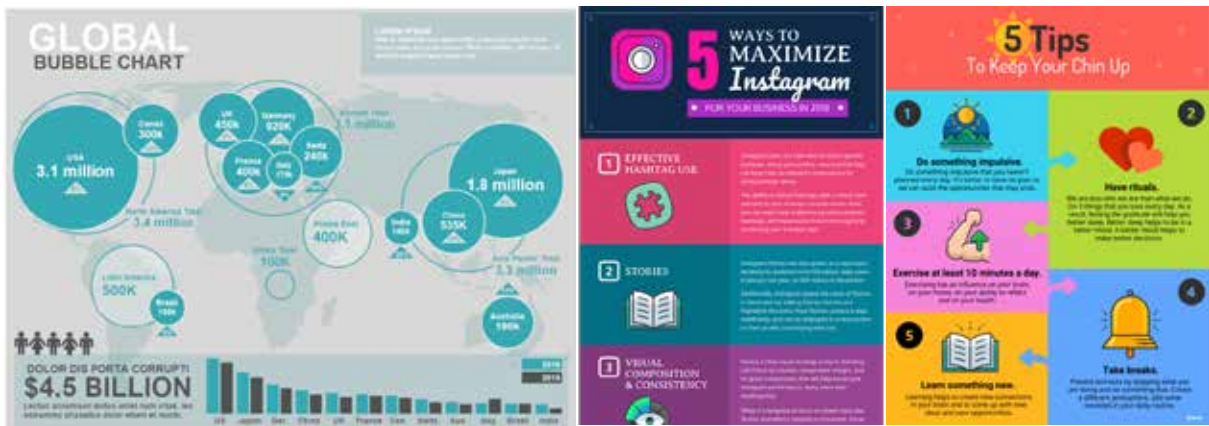
Examples of information graphics

Packaging Design

Have you ever experienced buying something in the grocery just because the packaging looks cool or cute? Designing the container of a product is called packaging design. Good packaging designs influence consumers to actually buy and test the product. A great packaging design helps build credibility and trust, and helps the company differentiate itself from its many competitors. A company may have the same product to sell as the others, but a unique packaging design can help that company stand out.

Packaging design

Wayfinding Signs

Wayfinding signs

Wayfinding signs used in the urban environment, roads, airports and establishments that communicate directional information using are symbols and words. The symbols used in these signs are universally understood by most, so it is easier to understand even without the use of a local or translated language.

Environmental Designs

Environmental designs are a type of visual communication that use space and place. Common applications of environmental designs are on streets, walls, or created as build-up letters and signages. These can be used creatively as directional signs and as well as a form of marketing of a product.

Activity 07: Infographics

Choose a topic from the list below and create an infographic about it. You can use any graphic design software or app or use pen and paper if technology is not available. Remember, an infographic should be able to provide enough information about something using more visuals than text.

Topics (choose one only):
1. My Daily Routine - what you typically do from the moment you wake up in the morning, until nighttime
2. How to Protect Yourself from COVID-19: discuss different safety measures and protocols
3. Best Tourist Spots: show the different tourist spots in your city/ province
4. Tips on / Steps in making a _____ : teach your audience a skill you know

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✒️ LESSON 5: LAYOUT & TYPOGRAPHY

Creative Journal Exercise 6

Choose a favorite quotable quote. It can be from a song, from a bible verse, or even from your favorite Koreanovela show! It can be anything that inspires you. In your creative journal, create a hand lettering design that shows your quotable quote.

Before diving into designing posters or flyers or brochures, take a step back and familiarize yourself first with the different principles of layout design. Knowing the different principles of layout helps you create more aesthetically pleasing projects that are easier to understand and provide better experience to your audience. The different principles of layout design talks about proper alignment, creating a focus point, using the correct hierarchy and contrast. But wait, you might be thinking that aren't you supposed to be creative and not think too much about form? Layouting has a few rules that all designers, whether veterans or newbies, must follow to make sure that the work they produce is effective.

Principles of Layout Design

Alignment
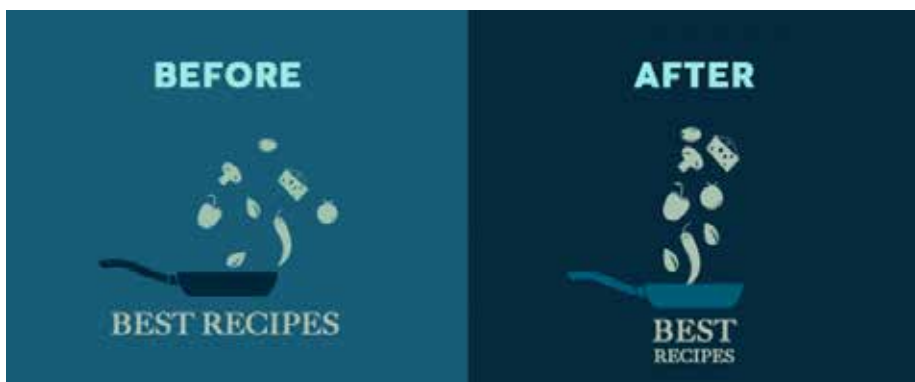
Alignment plays an important role in creating a seamless visual connection with the design elements. Aligning elements properly will clean up a design and eliminate the messiness that can occur when elements are placed randomly.

Visual Hierarchy

Hierarchy is a way for you to rank the importance of your design elements. You can use hierarchy to lead the eyes of your audience by giving extra weight to the most important message or focal point. The purpose of creating visual hierarchy is to bring attention to a specific element and make it a main subject of the composition. Using bolder and bigger typefaces can highlight the title, making an image larger can create a focal point on a design, and placing other text and elements higher than others can add focus to the key message.

Repetition

This helps strengthen the overall look of the design, creating rhythm and cohesion. Repetition also helps strengthen the identity of a specific medium, especially if this has multiple pages such as booklets, or even websites. Repetition also helps with recognition. When you have repetitive elements, especially if they are related to your brand, users will be able to easily recognize your company's services or your campaign. You can apply repetition on typographic styles, colors, and visuals.

Contrast

Contrast happens when two design elements are in opposition to each other. Contrast helps establish which parts of your design are most important, therefore creating focal points and visual interest. Light colored
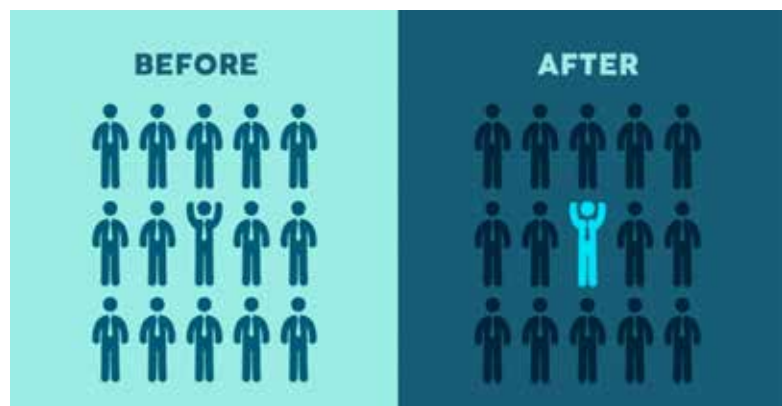
backgrounds should have darker elements, and dark colored backgrounds should have light elements.

Proximity

Proximity is helpful in creating organization. Similar (or related) visual elements or information should be grouped together to create a connection and relationship between them. The visual elements do not have to be positioned closely together, but they should be connected visually by color, typefaces, sizes and symbols or icons. You can separate unrelated information by applying white space, borders, lines or other shapes. Applying proximity on a layout helps you organize your information, which makes your reader's job easier.

Layouting Tips

1. Pay attention to details. Sometimes the smallest details can make a big difference.

2. Be dynamic. Don't be scared to practice hierarchy and change the sizes of your elements depending on importance.

3. Use white space. Your design elements need some space too :)

4. Alignment is key! Align elements. Use grids to align images. Proper alignment goes a looooong way.

5. Use visuals. Use photos and icons to support your text. Remember, resize your visuals proportionally and do not stretch!

6. Be consistent. Use the same typographic styles, color schemes and overall look of the series of communication materials that you are creating.

An example of a good layout design

Another example of a good layout design

7. Trial and error. Just like what your mother used to say: try and try until you succeed :)

8. Practice makes perfect. Even the professional and most experienced designers still practice and try to learn new techniques to improve their skills.

9. Think who you are designing for. Don't think about your favorite color, think about your audience.

Activity 08: One-Page Design

Choose any chunk of text from a novel, a textbook, or a magazine and create a new layout by applying the principles of alignment, visual hierarchy, repetition, contrast, and proximity to make the text more visually pleasing and readable.

You can use any graphic design software or app or use pen and paper if technology is not available. Make sure to apply all principles on one page.

The length of the text should be at least three-fourths of an 8.5"x11" sized document to give you space to move elements around.

Typography
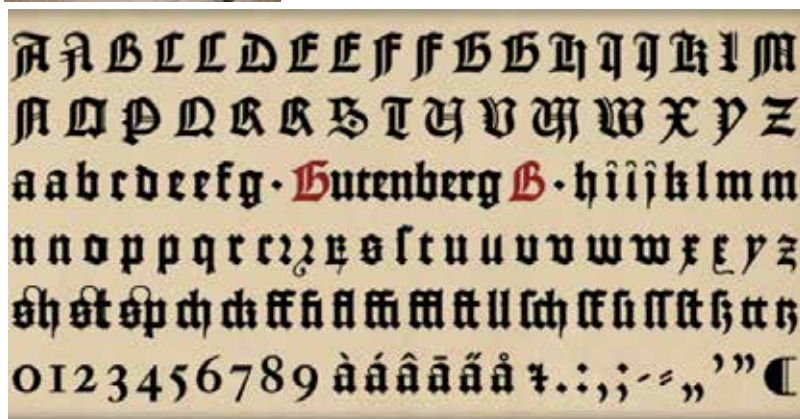
Movable type of Johannes Gutenberg, top; sample of blackletter type by Guttenberg, below

Typography is one of the key principles of design. It can speak a lot about a design when executed properly. You can send a message to your audience through typography alone. A poster of a brand with poor typographic styles can lose its credibility as compared to a poster with professionally and customized designed typefaces.

Johannes Gutenberg developed the first ever typeface called the Blackletter, which mimicked the blackletter type style used in hand-lettered manuscripts. This allowed people to create different typefaces and fonts shortly after which contributed greatly to the design industry today.

Typeface versus Font

People often interchange the words and generally just use the word "font" when it should have been "typeface", and this is okay because it has been accepted that the two can be used interchangeably.

Image source: https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/

A *typeface* is made up of fonts and is the collective name of a family of related fonts (such as Arial, Times New Roman, or Verdana).

On the other hand, **fonts** refer to the weight and style that constitute a typeface (such as Arial Narrow, Arial Rounded, Arial Bold, Arial Black, Arial Italic).

Serif Typeface versus Sans Serif Typeface

Serif Typeface. A serif is a stroke on the end of a letter's stem. A serif font depicts traditional, trustworthy, and sophistication. Newspapers, magazines, and other publications mostly use serif typefaces because these promote readability. Some of the more common examples are Times New Roman, Georgia, and Cambria.

Sans Serif Typeface. Sans serif typefaces do not have strokes at the end of the letters' stem and communicate a different message than the serif typeface, and generally described as modern or simple. Sans serif typefaces have clean lines that is why this is the best choice for on-screen use such as in websites, mobile apps, and PowerPoint presentations. Common examples are Arial, Calibri, Open Sans, and Verdana.

Kerning, Tracking, and Leading

Kerning. Kerning is adjusting the space in between two letters. There are some typefaces that do not have equal spaces in between each letter, in which you would have to adjust these spaces to make it look proportional. Typefaces with serifs and flourishes would need special attention and you would need to have a keen eye to kern a typeface perfectly.

Tracking*.* Tracking is adjusting space equally in between each letter of a word. You can use tracking to fill a space by adding or reducing spacing in between each letter. Tracking can also be used creatively especially in logotypes, headings and subheadings but you should be careful when changing the tracking as overdoing it will cause your text difficult to read.

Image source: *https://arturth.com/what-istypography/*

Image source: http://www.annenbergdl.org/tutorials/typography-basics/
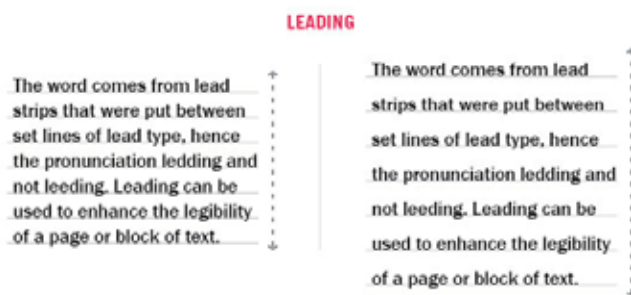
Leading. Leading is an important design aspect in typography that involves the adjusting of spacing vertically in lines. If you are creating a design that has multiple lines of text, you would want to ensure that the distance between each line has appropriate spacing to make them easier to read.

Typography Tips

1. Combine a serif typeface with a sans serif typeface, or other way around.

2. Use two typefaces only, or three if you must. But definitely not four and not even five.

3. Do not mix typefaces with different moods, otherwise it will confuse your audience.

4. Keep it simple, try to use different weights of fonts first or different fonts in the same family. Sometimes, minimalist is key.

5. Contrast is still important. Remember hierarchy? Use that as well.

6. Master the art of kerning, tracking and leading.

7. Respect the font's integrity, do not distort. Always resize proportionally.

8. Try to design your own typefaces. Start with hand lettering to add a human touch to your project.

9. Practice makes perfect. Typography is beautiful. Use it creatively.

10. Lastly, avoid Comic Sans… and Papyrus.

Activity 09: Quotable Quote

Choose three inspirational or important quotes related to your personal goals or dreams. Make sure to take note of the original authors if any.

Use an 8.5" x11" or A4 poster size canvas that features the quotes using different typography or hand lettering styles. Feel free to use other design elements to enhance your quotable quotes posters You can use any graphic design software or app or use pen and paper if technology is not available.

Examples:

LESSON 6: COLOR THEORY & HOW IT WORKS IN PRINT

Color plays an important role in design. It is important to use the right colors for the type of brand that you are creating. You can create the overall mood of your design by choosing the right colors. The color palette of your design may represent a message intentionally or unintentionally depending on other people's perception, cultural beliefs, and personal experiences. Having the right color palette is important in any design to achieve a professional and creative output that can be well-received by your audience. The color and color combinations that you use may be perceived differently by your audience and can spark different ideas, messages and interests, and provoke certain emotions.

How People Perceive Color

Image source: https://louisem.com/29880/color-thesaurusinfographic

People have different perceptions of color. One person's green might be another person's yellow. How we perceive color has something to do with the culture that we live in. In fact, "blue", "yellow", and "red" are just color words created to identify a color based on a culture's evolving vocabulary. Today,

technology helps designers identify and discover different colors and create unique color words for representation. There are now dozens of different names for "red", "blue", "yellow", and even "white"!

Each person has a different perception on color; therefore, we do not see color equally. Lighting conditions also contribute to identifying colors, so it is easier for some people to see a change in tones and hues than others. That is why you may see a pink colored sneaker on a website, and it may look like it's a teal to me, or your blue may be different from my blue!

ORIGINAL
(Blue and Gold)
+0% brightness, +0% contrast

BRIGHTER
(White and Gold)
+40% brightness, +40% contrast

DARKER
(Blue and Black)
-30% brightness, +40% contrast

Image source: *https://www.dailymail.co.uk/sciencetech/article-4387270/Blue-black-dress-riddle-finally-solved.html*

Color Psychology

When people are sad they are often say "I'm feeling blue today"

Green is perceived as envious like "I'm green with envy!"

Red is associated with anger or *love.*

Yellow is associated with happiness

Got something to say? Did you know that you can actually apply color psychology on your design to convey meaning? Color is an integral part of visual communication as it plays a role in communicating a message.

Color can affect feelings, emotions, and moods of your audience. Color can also influence people on the products they buy. Choosing the right color palette for your design can make a big difference in being recognized by your audience. Choosing colors strategically help you get your audience to see and feel what you want them to see and feel. Here are some colors and their meanings to give you inspiration in choosing the right colors for your design.

Each color has a different meaning depending on their culture, symbolism, emotional attachments and personal experiences. So red may mean a happy color for some, but it can also mean death or bad luck for others. If designing for other people, make sure to do your research first before creating a color palette.

Activity 10: Personal Color Chart

Choose five colors. Gather different graphics, illustrations, or personal photos and assign feelings or emotions for each of the colors that you chose and combine in a collage.

There are no right or wrong answers as to how you perceive each color. This is totally up to you. Just be creative and think outside the box.

If technology is not possible, you may use traditional art to create your color chart.

The Color Wheel

A color wheel is a tool that has visual representations of colors in a circle that consist of the primary, secondary, and tertiary colors. We can use this as a guide to help us create the right color combinations for our projects. We start off with primary colors red, yellow, and blue, which are the foundation colors of the color wheel. These cannot be created by mixing other colors. However, all other colors in the color wheel are a combination of red, yellow, and blue. Mixing two primary colors is a result of a secondary color. And mixing a primary color with a secondary color can create a tertiary color.

Color Harmonies

The color wheel also shows different color harmonies that can work best together:

Complementary - are opposite colors in the color wheel that are located across from one another and can give you a high contrast of color schemes.

Analogous - consist of three colors are next to each other and create a harmonious combination.

Split complementary - a color scheme in variation of the complementary colors that uses two colors adjacent to its complement.

Triad – colors that are evenly spaced around the color wheel, creating a perfect triangle. This color harmony can be vibrant so you should use this with care.

Rectangle (tetradic) – are four colors from two complementary pairs. Similar to triad, this color harmony can also be vibrant therefore should be used with care. Choose one dominant color and the rest can be accent colors.

Hue, Tints, Shades and Tones

A *hue* is the truest and pure color of the color wheel. A *tint* is adding white to the hue. A *shade* is adding black to the hue, and a *tone* is adding gray to the hue. Adjusting the tints, shades, and tones of hues can help you adjust the vibrancy or the saturation of a color and create a whole new set of different color schemes.
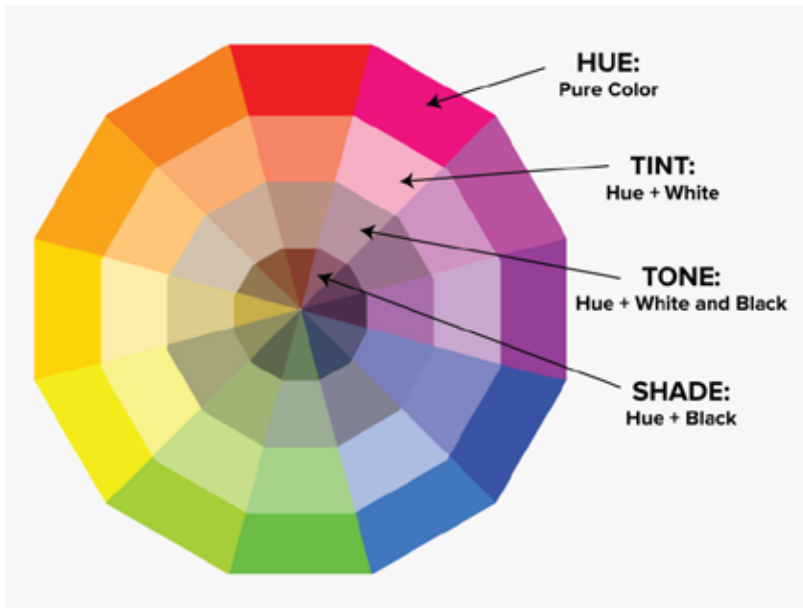
Image source: https://www.pngitem.com/middle/hhoJxbJ_color-wheel-hue-tint-tone-shade-hd-png/

Warm, Cool and Neutral Colors

The mastery of the wheel helps you convey the right message and evoke a desired

response to your audience. Whether you are designing for print, screen, the interiors of your house and even the color combination of your clothes, color still play a big role in your everyday life.

Blue, green and violet are **cool** colors because these tend to have a calming effect and promote comfort or nurture. Therefore, cool colors are ideal for spas and beach resorts,

Red, yellow, orange are **warm** colors that evoke the feeling of warmth because these colors remind us of the sun, gives us energy, or sparks excitement or anger.

Neutral colors are used to tone down some colors that can be overpowering or too vibrant. Neutral colors depict "natural" which usually appear in nature (trees, leaves, plants, etc.). These colors are not included in the color wheel as most of these hues can be achieved by adjusting the tint, tone, and shade. Beige, tan, gray, white, and black are examples of neutral colors.

Colors for Print

Image source: https://www.printivity.com/insights/2019/07/01/the-importance-of-using-cmyk-for-print-color-accuracy/, https://99designs.com/blog/tips/correct-file-formats-rgb-and-cmyk/
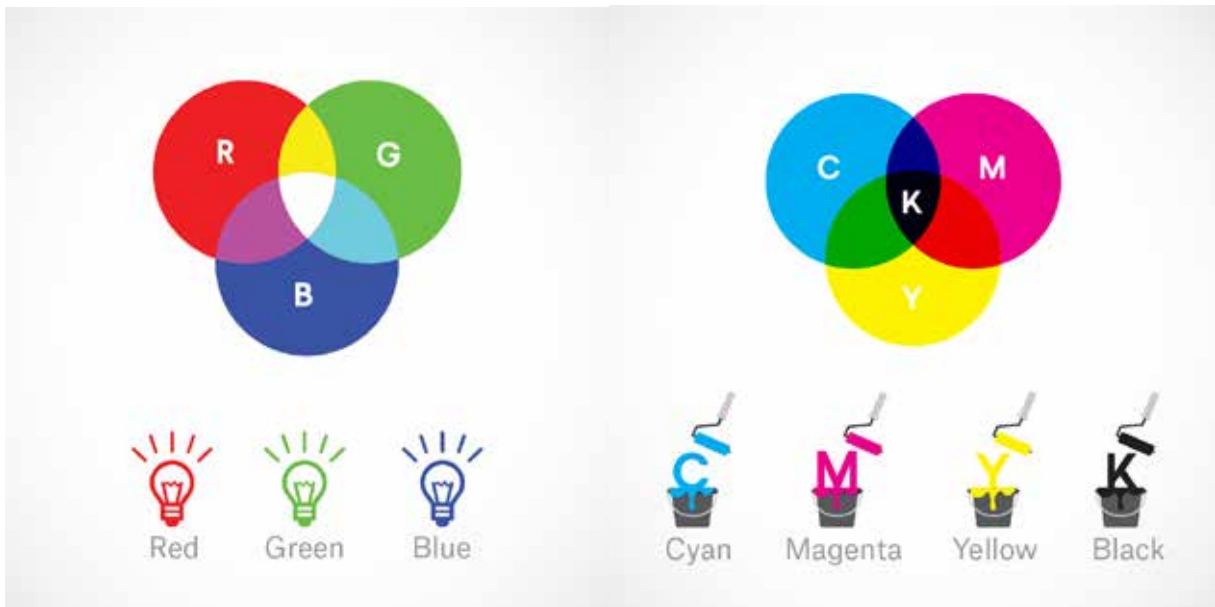
Studying the meaning of colors culturally and how other people perceive of them also play an important role in print. Working with color for print can be tricky and sometimes confusing. Color calibration for screen and print are done differently and sometimes we do not get the same printed output from what we see on screen. It is important to note that the screen's color mode is RBG (Red, Green, and Blue), and a printed material's color mode is CMYK (Cyan, Magenta, Yellow, and Black)

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RGB is a color space that represents the emittance of light. RGB is an additive color spectrum and when all the primary colors are combined, they form white. Screens like televisions, computer monitors, and mobile devices use light to create colors and use the RGB color space. This is the reason why we use RGB when creating designs intended for screen use.

On the other hand, CMYK is a color space that absorbs light. Printers with ink or toner printed on paper do not emit light, instead, it absorbs light. The inks subtract RGB from the white light produced on screen, and leaves cyan, magenta, and yellow. When these three are combined, it forms black from the red, green, and blue colors.

In summary, screens show color as RGB and anything that is for print production should be in CMYK. When you are designing for print, it is important to note that you should begin by changing the color mode of your document to CMYK. Working in RGB and then converting it into CMYK may cause your designs to look dull and show inaccurate colors. Changing the color mode to CMYK before you even begin anything will give you better control of your design.

It is important to understand that even if your project's color mode is in CMYK, it does not guarantee a total representation in the printed outcome. This is because your monitor may not be calibrated to match the monitor of your printer. A special calibration equipment can be very expensive, so the next best thing that you can do before giving a go signal to your printer is to do color proofing. This is a full color test print that will show how the colors will look like when printed. Designers who are very particular with the color outputs usually require color proofing prior mass production. This is the time when you can actually make adjustments to your file if the output is not what you expected.

RGB vs CMYK

Here are some examples of projects that ideally should be in CMYK mode:

Branding

- Logos - best to have RGB and CMYK version because logos can be used both on screen and print.

- business cards

- letterheads

Advertising

- posters
- flyers
- Brochures
- Signages
- Billboards

- Banners
- vehicle wraps
- product packaging
- restaurant menus

Tips on Color:

1. Make your colors pop. Use a different color for keywords to avoid monotonous layouts.

2. Don't get carried away with using colors. Limit to two to three only. Choose colors wisely.

3. You can always use personal preferences in color, but do not forget who your audience is.

4. Don't offend other cultures. Remember, how you see the color red may not be the same as the person next to you.

5. There is nothing wrong with going back to basics and referring to the color wheel for color palette inspiration.

6. Research! Search on trending colors for the year.

7. Although we perceive colors differently, you can still think about the typical emotional reaction that each color gives.

8. Consider printing issues. What you see on screen may not be the same on print. And the more colors you use, the more expensive your printing costs will be (at least for offset and silkscreen printing)

9. Match your color scheme with the graphics or photos that you have.

10. Always do trial and error! It's okay to make mistakes and practice your skills in choosing the right color schemes.

 SUMMARY

Before we move onto the final project to cap off this term, let us summarize some key concepts discussed in the module. In the previous weeks, you learned different lessons about print, online media, and the basic principles of layouting, typography and color that will help you as a Media Arts student.

What You Learned This Term

Lesson 1: Introduction to Print Media, History, and Development in the Philippines

- The method of printing has been in existence as early as the 15th century. Woodblock printing was the earliest known form of printing on paper that began in China before 220 AD

- Johannes Gutenberg, a German inventor, invented the first movable type printing press in 1450. He is known as the Father of the Printing Press.

- The first printing press in the Philippines was brought to Manila by Dominican friars during the mid-1900s.

- The different developments of technology encouraged Filipino artists in the 21st century to explore the potential of printmaking and use it as creative statements and means for expression primarily through silk screen printing.

- Manuel Rodriguez, Sr, a.k.a. Mang Maning is the Father of Contemporary Philippine Printmaking.

- Print media today still remains as an important tool for communication in the Philippines.

- Large format, digital, offset and silkscreen printing are three popular printing types in the Philippines.

Lesson 2: Introduction to the Intellectual Property Law and Copyrights

- Intellectual Property (or IP) refers to creations of the mind, which can be inventions, designs, or brand names.

- There are different types of Intellectual Property. These are copyright, patent, trademark, industrial design , geographical indications, and trade secrets.

- Copyright is the legal protection under the Intellectual Property Rights for owners of original works such as books, writings, music, compositions, films, paintings, illustrations and other creative tangible works.

Lesson 3: Creative Commons and Fair Use

- Creative Commons is a non-profit organization that allows reuse of creative works.

- Fair use allows you to reuse some copyright protected material (such as news reports, research, parody, educational materials, or materials imitated or modified for personal use) without permission, as long as you do not use it for profit, the amount of borrowed material is small, and it does not harm the original owner an opportunity to profit.

- Even if your copyrighted material qualifies for fair use, keep in mind that while you may get away with it legally under the Philippine law, your school can still take this against you based on its plagiarism policies and guidelines.

Lesson 4: Introduction to Visual Communication

- Visual communication (or "viscomm") is a way to communicate your message or ideas effectively using symbols, icons, or images.

- We use visual communication to help us quickly deliver our ideas and messages to our audience.

- Ideograms, pictograms, logograms, alphabets, type, statistical visualization,

and graphic design are examples of visual styles.

- You can communicate a message through logos, company stationery, posters, brochures, flyers, leaflets, information graphics, packaging design, wayfinding signs and environmental designs.

Lesson 5: Layout and Typography

- The principles of layout design include alignment, visual hierarchy, repetition, contrast, and proximity.

- Typography is the art and technique of selecting typefaces, sizes, and adjusting the kerning, tracking, and leading to make text readable and visually appealing

- You can send a message to your audience through typography alone.

Lesson 6: Color Theory and How It Works in Print

- A color wheel is a tool that has visual representations of colors in a circle that consist of the primary, secondary, and tertiary colors.

- Complementary, analogous, split complementary, triad, and rectangle are examples of color harmonies that can be found on the color wheel.

- You can also create different hues when applying tints, shades, and tones.

- Cool colors give a calming effect and prompt comfort or nurture, whereas warm colors evoke the feeling of warmth, excitement, or anger. Neutral colors on the other hand depict "natural" which usually appear in nature.

Now that we have reviewed the key concepts in this module, it's time to apply everything that you have learned this term by creating a **TOURISM MAGAZINE** and writing a **REFLECTION PAPER**.

ASSESSMENT

Magazine Project Details:
1. Choose three different tourist spots in your city.
2. Use a total of 3 sheets of long bond paper (8.5" x 13"), and fold the sheets in half, crosswise,like a booklet. When you fold your 3 sheets of bond paper in half, you will have a booklet that has a total of 12 pages.

3. Your booklet should have the following contents:
   a. Page 1: Magazine's front cover
   b. Page 2: Inside front cover that features an advertisement. You can reuse the poster that you created from the previous activity.
   c. Page 3: The Table of Contents (usually done last so you know which pages numbers are assigned to which article)
   d. Pages 4 to 5: Article #1 - Tourist Spot #1
   e. Pages 6 to 7: Article #2 - Tourist Spot #2
   f. Pages 8 to 9: Article #3 - Tourist Spot #3
   g. Page 10: Quotable Quote Activity
   h. Page 11: Inside back cover that shows your Personal Color Chart Collage Activity
   i. Page 12: Magazine's back cover
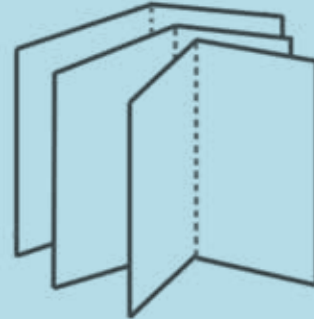
Reflection Paper:
After creating the project, write a reflection paper with the questions below to guide you:
1. What was the overall concept of your magazine project? Explain the design elements that you applied on your design. Why did you use that specific style of typeface? How about your color palette, does it have any meaning? Explain your answers.
2. What did you learn throughout this course?
3. Did the lessons help you as a Media Arts student? Why? Why not? Explain your answer.
4. Among all the lessons, which one did you enjoy the most? Why? Explain your answer.
5. How about the least favorite topic? Why? Explain your answer.

Glossary

Alignment	Alignment cleans up a design and eliminate the messiness that can occur when elements are placed randomly.
Analogous Colors	Consists of three colors are next to each other and create a harmonious combination.
Brochures	A printed marketing material that is folded which allows the designer more room for creativity in design and layout.
Color Wheel	A tool that has visual representations of colors in a circle that consist of the primary, secondary, and tertiary colors.
Company Stationary	Stationaries are part of an identity of a company that include calling cards, letterheads, notepads, even pens and folders that all contain the information of a company, a business, or an organization, including the logo.
Complementary Colors	Are opposite colors in the color wheel that are located across from one another and can give you a high contrast of color schemes.
Contrast	Contrast happens when two design elements are in opposition to each other that helps establish which parts of your design are most important, therefore creating focal points and visual interest.
Cool Colors	Are colors that tend to have a calming effect and promote comfort or nurture.
Copyright	Copyright is a type of IP that protects creators in having legal rights over their original works.
Copyright	The legal protection under the Intellectual Property Rights for owners of original works such as books, writings, music, compositions, films, paintings, illustrations and other creative works which protects tangible works derived from ideas, but not the idea itself.
Creative Commons	A non-profit organization that allows reuse of creative works.
Creative Journal	A notebook used for random sketches, reflections design exercises.
Digital Printing	A printing process that encompasses laser printing and inkjet printing that uses a computer-controlled printer with other digital capabilities such as being able to print wirelessly or from a cloud.
Doctrina Christiana	One of the oldest books of Catholic Catechism and one of the first printed books in the Philippines.
Environmental Designs	A type of visual communication that use space and place.
Fair Use	Allows you to reuse some copyright protected material without permission, such as news reports, research, parody, educational materials, or materials imitated or modified for personal use.
Flyers	A cheaper option for printed marketing material as these does not require any fancy folding styles which can add up to production costs. Flyers can come in different sizes depending on the requirement or preference of the company.
Fonts	Refer to the weight and style that constitute a typeface (such as Arial Narrow, Arial Rounded, Arial Bold, Arial Black, Arial Italic)
Geographical Indications	Geographical indications are typically used on goods that have specific geographical origin or possess certain qualities that attribute to the place of origin.
Graphic Design	The art of combining text, images, and ideas in advertisements, publications, websites, or other desktop publishing outputs.

Hue	The truest and pure color of the color wheel.
Ideograms	Graphical symbols that represent an idea or concept.
Industrial Design	An industrial design consists of three-dimensional features (such as a shape of a vehicle, a furniture or a gadget), or two-dimensional features (such as patterns, lines, or colors)
Information Graphics	Are visual representations of information or data to present information clearly and quickly.
Inkjet Printing	Type of printing suitable for home use, which uses cartridges and can print on regular paper types, boards and stickers.
Intellectual Property	Refers to creations of the mind." Creations can be inventions, designs, or brand names.
Kerning	Adjusting the space in between two letters.
La Solidaridad	was published in the 1800s and was the most widely circulated pre-revolutionary newspaper.
Large Format Printing	A computer-controlled printing that supports large-scaled print outputs uses eco-solvent ink that can print on tarpaulins, canvas, panaflex, photo paper, and vinyl sticker.
Laser Printing	Type of printing that produces high quality printed images and text and can print on a wide range of paper types with varying thickness.
Leading	Adjusting of spacing vertically in lines.
Leaflets	Similar to flyers in terms of output but are generally supposed to have better quality making it more expensive and is used to target a more specific group and educate the audience about the company.
Logo	A logo is a visual style that helps a company, or a business become recognizable or memorable to others.
Logograms	Series of written or pictorial symbols that represent words.
Logomarks	Consist of icons and colors that symbolize what the company is about based on its values, beliefs or basically how they want others to perceive the business.
Logotype	A type of logo that can have simple text done in nice typography that shows the business name.
Movable Types	A process in printing that uses movable components to reproduce a document paper.
Neutral Colors	Are used to tone down some colors that can be overpowering or too vibrant.
Offset Printing	Type of printing that uses color separation process, metal plates and rubber blanket to transfer the image on the paper. This is best for larger quantities of printed outputs.
Packaging Design	Design of the container of a product.
Patents	A patent gives exclusive rights for an invention.
Pictograms	Are symbols that represent an object, an activity, a place or an event using illustrations.
Pictography	A form of writing ideas through these illustrations or drawings.
Posters	A printed marketing material that promotes a product, service, or event on a generally bigger space.
Printing	A process of mass reproduction of documents using a printer with master form or a template.
Proximity	Similar (or related) visual elements or information should be grouped together to create a connection and relationship between them.

Publications	Different contents (such as text, images, visuals, etc.) that are made available to the general public.
Repetition	This helps strengthen the overall look of the design, creating rhythm and cohesion. Repetition also helps strengthen the identity of a specific medium, especially if this has multiple pages such as booklets, or even websites. Repetition also helps with recognition. When you have repetitive elements, especially if they are related to your brand, users will be able to easily recognize your company's services or your campaign. You can apply repetition on typographic styles, colors, and visuals.
Sans Serif Typeface	A typeface that does not have strokes at the end of the letters' stem and generally described as modern or simple.
Screen Printing	The process of transferring a stenciled design onto a fabric or canvas using a mesh screen and pushing in ink using a squeegee to create an imprint of the design.
Serif Typeface	A typeface that has a stroke (or a serif) on the end of a letter's stem which can depict traditional, trustworthy, and sophistication.
Shade	A mixture of color with black to the hue.
Split Complementary Colors	A color scheme in variation of the complementary colors that uses two colors adjacent to its complement.
Statistical Visualization	A type of visual style that helps represent data in a more visually pleasing way to the eyes of the reader, making it more effective in comprehending and retaining information.
Sucesos Felice	Was the first Philippine 14-page newsletter that reported about the Spanish military victories in the 1600s
Tetradic Colors	Are four colors from two complementary pairs.
Tint	A mixture of color with white to the hue.
Tone	A mixture of color with grey to the hue.
Tracking	Adjusting space equally in between each letter of a word.
Trade Secrets	Trade secrets are confidential information of an individual or a company that can be sold or licensed.
Trademarks	A trademark can be a word or group of words, or a logo, or a combination of both that identifies a company, its products or services from competitors.
Triadic Colors	Colors that are evenly spaced around the color wheel, creating a perfect triangle.
Typeface	Made up of fonts and is the collective name of a family of related fonts (such as Arial, Times New Roman, or Verdana).
Typography	Art and technique of selecting typefaces, sizes, and adjusting spacing to make text readable and visually appealing.
Visual Communication	A way to communicate your message or ideas effectively using symbols, icons, or images.
Visual Hierarchy	Used to rank the importance of design elements by giving extra weight to the most important message or focal point.
Warm Colors	Are colors that evoke the feeling of warmth because these colors remind us of the sun, gives us energy, or sparks excitement or anger.
Wayfinding Signs	Signs used in the urban environment, roads, airports and establishments that communicate directional information using are symbols and words
Xylographic Printing	A printing technique originated in Japan during the 8th century that followed the process of carving text and symbols on wooden blocks, then inked, and applied to paper.

Rubrics

Creative Journals and Reflection Papers:

	Excellent 94-100	Very Good 87-93	Acceptable 79-86	Needs Improvement 70-78
Insights 40%	The learner makes surprising insights. He/she sees or perceives meanings that indicate his/her deeper reading and appreciation of what needs to be analyzed.	The learner makes very good insights as far as meanings and messages in the topic. He/ she shows an ability to perceive more than what is physically visible in what needs to be analyzed	The learner makes good insights as far as meanings and messages in the topic. He/ she can perceive some deeper meanings, but most insights are shallow and superficial.	The learner makes shallow, superficial, or silly interpretations. There is no significant evidence of an attempt to derive or perceive meanings from what needs to be analyzed
Reflexivity 40%	The learner makes perceptive or wise inferences about his or herself in the context of the topic. The learner expands his or her reflection beyond the context of the topic to make a statement on the human condition.	The learner makes perceptive or wise inferences about his or herself in the context of the topic. The learner attempts to expand his or her reflection beyond the context of the topic to make a statement on the human condition.	The learner makes shallow or expected inferences about his or herself in the context of the topic. There is no statement or comment made about these inferences in the context of the human condition.	The learner makes shallow inferences about how a work affects him or her. No attempt is made to reflect beyond the self.

Creative Activities:

	Excellent 94-100	Very Good 87-93	Acceptable 79-86	Needs Improvement 70-78
Creativity 40%	The learner took something ordinary and made it uniquely their own. The activity shows a keen sense of wonder and perceptiveness that allows the learner to go beyond tools and materials and create a design.	The learner took something ordinary and brought the activity to life. The activity shows a sense of wonder and openness that allows the learner to go beyond tools and materials and create a design.	The learner is able to produce an activity. The activity shows fairly commonplace ideas, and the resulting works are what one must expect from a learner of this age and life experience	The learner is barely able to produce an activity creatively. The work shows cliché or poorly developed ideas, and the resulting works are less than what one must expect from a learner of this age and life experience.
Execution/ Output 40%	The learner was able to apply all the fundamentals discussed based on the topic.	The learner was able to apply most of the fundamentals discussed based on the topic.	The learner was able to apply some of the fundamentals discussed based on the topic.	The learner was not able to apply the fundamentals discussed based on the topic.

Enthusiasm 20%	The learner showed great enthusiasm and joy in producing the whole project. There is an obvious sense of enjoyment and happiness emanating from the individual works and the whole portfolio.	The learner showed enthusiasm and joy in producing the project. There is an obvious sense of enjoyment emanating from most of the individual pieces and the whole portfolio.	The learner showed some enthusiasm in producing the project. There is some sense of enjoyment emanating from individual pieces from the whole portfolio.	The learner showed little enthusiasm and joy in producing the project. The works give a sense of simply fulfilling a class requirement.

Final Project:

	Excellent 94-100	**Very Good 87-93**	**Acceptable 79-86**	**Needs Improvement 70-78**
Creativity 40%	The learner took something ordinary and made it uniquely their own. The project shows a keen sense of wonder and perceptiveness that allows the learner to go beyond tools and materials and create an effective visual communication tool.	The learner took something ordinary and brought the project to life. The project shows a sense of wonder and openness that allows the learner to go beyond tools and materials and create an effective visual communication tool.	The learner is able to produce a creative project. The project shows fairly commonplace ideas, and the resulting works are what one must expect from a learner of this age and life experience	The learner is barely able to produce a creative project. The work shows cliché or poorly developed ideas, and the resulting works are less than what one must expect from a learner of this age and life experience
Execution/ Output 40%	The learner was able to apply all of the layout principles, and rules in typography and color theory in his/her project.	The learner was able to apply most of the layout principles, and rules in typography and color theory in his/her project.	The learner was able to apply some of the layout principles, and rules in typography and color theory in his/her project.	The learner was not able to apply the layout principles, and rules in typography and color theory in his/her project.
Enthusiasm 20%	The learner showed great enthusiasm and joy in producing the whole project. There is an obvious sense of enjoyment and happiness emanating from the individual works and the whole portfolio.	The learner showed enthusiasm and joy in producing the project. There is an obvious sense of enjoyment emanating from most of the individual pieces and the whole portfolio.	The learner showed some enthusiasm in producing the project. There is some sense of enjoyment emanating from individual pieces from the whole portfolio.	The learner showed little enthusiasm and joy in producing the project. The works give a sense of simply fulfilling a class requirement.

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