



Republic of the Philippines  
**Department of Education**  
**Regional Office IX, Zamboanga Peninsula**



Zest for Progress  
Zeal of Partnership

6

# ARTS

Quarter 2, Wk. 4 - Module 2  
Creating Advertisement Poster



Name of Learner: \_\_\_\_\_

Grade & Section: \_\_\_\_\_

Name of School: \_\_\_\_\_

JANUARY

*Mahugihon*

FEBRUARY

*Mahigugmaon*

MARCH

*Matinabungan*

APRIL

*Matinahuron*

MAY

*Mahapday og Mahimpyo*

JUNE

*Maabik og Masunod sa  
Oksaklong Oras*

JULY

*Maantigo og Maabilidad*

AUGUST

*Maginhuhunoon  
para sa Uban*

SEPTEMBER

*Madaginton*

OCTOBER

*Matinud-anon*

NOVEMBER

*Masaligan*

DECEMBER

*Maalampon*



## WHAT I NEED TO KNOW

A poster is usually containing a combination of text and images. Posters are frequently making use as a form of advertisement. A poster is usually designed to convey a message, but also must be pleasing commanding to catch the eye of the viewer. Posters can be displayed in public places. Posters can be in a form of leaflets or large billboards.

In this module, you are expected to attain the following objectives:

- applies concepts on the use of software in creating digital printing and graphic design.
- creates an advertisement/commercial or announcement poster **(A6PR-IIh)**
- demonstrates understanding of shapes, space, colors, and the principles of emphasis, harmony and contrast in digital painting and poster design using new technologies



## WHAT'S IN

### **Activity 1- Recognize Me**

What are the uses of Microsoft Publisher?

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## WHAT'S NEW

**Activity 1: How do I start?**

Look at the picture of the commercial or advertisement below. What have you read or see in it?



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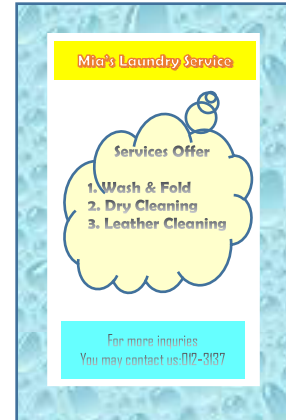
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**WHAT IS IT**

Here are some examples of advertisement/commercial or announcement posters. Observe and answer the questions below.



1. Why do advertisers create an attractive poster?

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2. Why do they apply the art principles of emphasis?

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3. How can font and color capture the character of the item?

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4. Why do graphic designers choose to use a computer instead of paper and a pen?

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5. What are the qualities of different products that caught your eye and encouraged you to buy them?

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## WHAT'S MORE

### Activity 1:

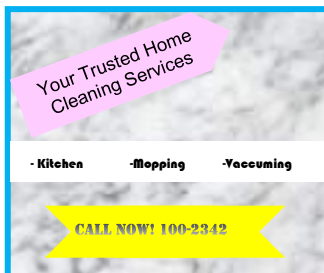
Look at the given posters. Arrange the jumbled letter to complete the name of the advertisement or commercial.



a. POSOHAM \_ \_ \_ \_ \_ Commercial



b. ODFO \_ \_ \_ \_ Commercial



c. LNIGEANC ESERSVIC \_ \_ \_ \_ \_  
\_ \_ \_ \_ \_ Commercial



d. ENTDEERG \_ \_ \_ \_ \_ Commercial



e. DRADONTEO \_ \_ \_ \_ \_  
Commercial

## **Activity 2:**

How to make an advertisement poster

Follow the given instruction in making advertisement/commercial and announcement poster using software.

### **1. Choose the right size.**

Pick an adequate size for your poster.

### **2. Design and plan your desired poster layout**

Choose your alignment and apply it to your headers, photos, text, and shapes. Blend the elements of your poster by positioning objects and text. Decide what your target demographic will be that will appeal to your viewers

### **3. Select your graphics**

Decide what graphics you will use and balance, linking text and images that can be useful and relate to each other.

### **4. Make use of color in your poster.**

Select colors that match your image or illustration and your message. Use three or four colors to attract attention and Pick one or two good pictures that convey your message.

### **5. Put text into your poster.**

Use font size for your headers to attract and benefit you in determining what you want your audience to know with your poster.



# WHAT I HAVE LEARNED

## **Activity:**

What I have learned from this module is

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## WHAT CAN I DO

Using a computer, make an advertisement poster that could help your mother, who has an online business.



As you do this activity you will be scored according to the rubrics prepared for this activity. *(Please refer to the rubrics below.)*

<b>CATEGORY</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>3</b>
Title	It is very innovative and signifies very well the topic of the poster.	It is innovative and signifies well the topic of the poster.	It is innovative enough and signifies enough the topic of the poster.	It is not innovative. It has nothing signifies with the topic of the poster.
Presentation of the information	The material is very organized with a detailed order and it is easy to be corrected.	The material is well organized and that makes correcting it is easy.	The material is organized but it is not easy to be corrected.	The material is not organized and it is not easy to be corrected.
Illustration/ Image	It is very suitable for the material and they make an excellent visual summary of the topic.	It is quite suitable for the material and It makes summary of the topic.	It is suitable enough but some illustration/image s are not related to the topic.	It is not suitable and It is not related to the topic.
Information	It is easy to be referred and they supplied extra information .	It is easy to be referred and they supplied all the necessary information .	It supplies the basic information and they are easy to be referred to.	It is not sufficient for the suggested topic.



## ASSESSMENT

## **A. Self-Assessment**

### ***Activity 1:***

Put a heart (♥) before each statement that describes your feelings during and after doing the artwork and leave the blank if not.

\_\_\_\_\_1. I learned that different applications and principles still apply even with or without the use of technologies.

\_\_\_\_\_2. I can accept the application and principles applied in a lay-outing.

\_\_\_\_\_3. I can use my acquired knowledge to make posters, even with or without using new technologies (hardware and software).

\_\_\_\_\_4. I can make a meaningful advertisement/commercial or announcement poster.

\_\_\_\_\_5. My imaginations developed while making a poster.

\_\_\_\_\_6. I can understand the modules provided.

\_\_\_\_\_7. I can accept the corrections of my family members.

\_\_\_\_\_8. I am responsible for the things that I used in my house after using them.

\_\_\_\_\_9. I am looking forward to improving myself in doing and working on this activity.

\_\_\_\_\_10. I am content and proud of my output.

**Activity 2:**

Answer the following questions.



1. Which do you think is more visually appealing?
2. Which poster would you pick up and catch your interest?  
Explain why.

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## Answer Keys

### What's in

Microsoft Publisher is an Office application that permits you to create documents such as newsletters, postcards, flyers, invitations and brochures. You can add more text and pictures as desired before saving and printing your document.

### What is it

1. To catch the attention of the viewers.
2. It helps the audience put the story of painting together in their minds.
3. This contributes to the power and visual appeal of the design. The colors help communicate the message and unify all the elements together.
4. The computer is now being used by graphic designers to assemble text materials, plan layouts, and produce them in full color or black and white graphic design.

### What's more

#### Activity 1

1. Shampoo
2. Food
3. Cleaning Services
4. Detergent
5. Deodorant

### What I Can do

Checking of output using the rubrics.  
Assessment

### Self-Assessment

## ***References***

*MELC Code* **A6PR-Iih**



## Region IX: Zamboanga Peninsula Hymn – Our Eden Land

Here the trees and flowers bloom  
Here the breezes gently Blow,  
Here the birds sing Merrily,  
The liberty forever Stays,

Gallant men And Ladies fair  
Linger with love and care  
Golden beams of sunrise and sunset  
Are visions you'll never forget  
Oh! That's Region IX

Cebuanos, Ilocanos, Subanons, Boholanos, Ilongos,  
All of them are proud and true  
Region IX our Eden Land

Here the Badjaos roam the seas  
Here the Samals live in peace  
Here the Tausogs thrive so free  
With the Yakans in unity

Hardworking people Abound,  
Every valleys and Dale  
Zamboangueños, Tagalogs, Bicolanos,

Region IX  
Our..  
Eden...  
Land...

### My Final Farewell

Farewell, dear Fatherland, clime of the sun caress'd  
Pearl of the Orient seas, our Eden lost!,  
Gladly now I go to give thee this faded life's best,  
And were it brighter, fresher, or more blest  
Still would I give it thee, nor count the cost.

On the field of battle, 'mid the frenzy of fight,  
Others have given their lives, without doubt or heed;  
The place matters not-cypress or laurel or lily white,  
Scaffold or open plain, combat or martyrdom's plight,  
T is ever the same, to serve our home and country's need.

I die just when I see the dawn break,  
Through the gloom of night, to herald the day;  
And if color is lacking my blood thou shalt take,  
Pour'd out at need for thy dear sake  
To dye with its crimson the waking ray.

My dreams, when life first opened to me,  
My dreams, when the hopes of youth beat high,  
Were to see thy lov'd face, O gem of the Orient sea  
From gloom and grief, from care and sorrow free;  
No blush on thy brow, no tear in thine eye.

Dream of my life, my living and burning desire,  
All hail ! cries the soul that is now to take flight;  
All hail ! And sweet it is for thee to expire ;  
To die for thy sake, that thou mayst aspire;  
And sleep in thy bosom eternity's long night.

If over my grave some day thou seest grow,  
In the grassy sod, a humble flower,  
Draw it to thy lips and kiss my soul so,  
While I may feel on my brow in the cold tomb below  
The touch of thy tenderness, thy breath's warm power.

Let the moon beam over me soft and serene,  
Let the dawn shed over me its radiant flashes,  
Let the wind with sad lament over me keen ;  
And if on my cross a bird should be seen,  
Let it trill there its hymn of peace to my ashes.

Let the sun draw the vapors up to the sky,  
And heavenward in purity bear my tardy protest  
Let some kind soul o 'er my untimely fate sigh,  
And in the still evening a prayer be lifted on high  
From thee, O my country, that in God I may rest.

Pray for all those that hapless have died,  
For all who have suffered the unmeasur'd pain;  
For our mothers that bitterly their woes have cried,  
For widows and orphans, for captives by torture tried  
And then for thyself that redemption thou mayst gain

And when the dark night wraps the graveyard around  
With only the dead in their vigil to see  
Break not my repose or the mystery profound  
And perchance thou mayst hear a sad hymn resound  
'T is I, O my country, raising a song unto thee.

And even my grave is remembered no more  
Unmark'd by never a cross nor a stone  
Let the plow sweep through it, the spade turn it o'er  
That my ashes may carpet earthly floor,  
Before into nothingness at last they are blown.

Then will oblivion bring to me no care  
As over thy vales and plains I sweep;  
Throbbing and cleansed in thy space and air  
With color and light, with song and lament I fare,  
Ever repeating the faith that I keep.

My Fatherland ador'd, that sadness to my sorrow lends  
Beloved Filipinas, hear now my last good-by!  
I give thee all: parents and kindred and friends  
For I go where no slave before the oppressor bends,  
Where faith can never kill, and God reigns e'er on high!

Farewell to you all, from my soul torn away,  
Friends of my childhood in the home dispossessed!  
Give thanks that I rest from the wearisome day!  
Farewell to thee, too, sweet friend that lightened my way;  
Beloved creatures all, farewell! In death there is rest!

### I Am a Filipino, by Carlos P. Romulo

I am a Filipino—inheritor of a glorious past, hostage to the uncertain future. As such I must prove equal to a two-fold task—the task of meeting my responsibility to the past, and the task of performing my obligation to the future.

I sprang from a hardy race, child many generations removed of ancient Malayan pioneers. Across the centuries the memory comes rushing back to me: of brown-skinned men putting out to sea in ships that were as frail as their hearts were stout. Over the sea I see them come, borne upon the billowing wave and the whistling wind, carried upon the mighty swell of hope—hope in the free abundance of new land that was to be their home and their children's forever.

I am a Filipino. In my blood runs the immortal seed of heroes—seed that flowered down the centuries in deeds of courage and defiance. In my veins yet pulses the same hot blood that sent Lapulapu to battle against the first invader of this land, that nerved Lakandula in the combat against the alien foe, that drove Diego Silang and Dagohoy into rebellion against the foreign oppressor.

The seed I bear within me is an immortal seed. It is the mark of my manhood, the symbol of dignity as a human being. Like the seeds that were once buried in the tomb of Tutankhamen many thousand years ago, it shall grow and flower and bear fruit again. It is the insignia of my race, and my generation is but a stage in the unending search of my people for freedom and happiness.

I am a Filipino, child of the marriage of the East and the West. The East, with its languor and mysticism, its passivity and endurance, was my mother, and my sire was the West that came thundering across the seas with the Cross and Sword and the Machine. I am of the East, an eager participant in its spirit, and in its struggles for liberation from the imperialist yoke. But I also know that the East must awake from its centuried sleep, shake off the lethargy that has bound his limbs, and start moving where destiny awaits.

I am a Filipino, and this is my inheritance. What pledge shall I give that I may prove worthy of my inheritance? I shall give the pledge that has come ringing down the corridors of the centuries, and it shall be compounded of the joyous cries of my Malayan forebears when first they saw the contours of this land loom before their eyes, of the battle cries that have resounded in every field of combat from Mactan to Tirad Pass, of the voices of my people when they sing:

“I am a Filipino born to freedom, and I shall not rest until freedom shall have been added unto my inheritance—for myself and my children and my children's children—forever.”

