TECHNICAL PROFESSIONAL

ICT - VISUAL GRAPHIC DESIGN

Grade 11 or 12

Three-Term Budget Of Work (BOW)
for Learning Competencies

TECHNICAL PROFESSIONAL
ICT - CREATIVE ARTS AND DESIGN TECHNOLOGY
Grade 11 or Grade 12

Three-Term Budget Of Work
For Learning Competencies

Please note that each elective under TechPro: ICT is studied for one term. This is applicable under Grades 11 and 12.

Term	
Elective	**Visual Graphic Design**
Performance Standard	The learners create logo designs and print media design using appropriate software, tools, and materials based on industry standards. The learners create user experience (UX) design and user interface design (UI) using appropriate software, tools, and materials based on industry standards. The learners create product packaging with design using appropriate software, tools, and materials, with the design pricing / costing guide based on industry standards. The learners create 2D and 3D booth and product window/display designs and mock-up for presentations using appropriate software, tools, materials, and compute design cost based on industry standards.
Content Standard	• The learners demonstrate understanding of fundamental principles and trends of visual graphic design needed in creating logo designs and print media design using appropriate software, tools, and materials based on industry standards. • The learners demonstrate understanding of user experience designs (UX) and user interface design (UI) using appropriate software, tools, and materials based on industry standards. • The learners demonstrate understanding of the principles in product packaging design using appropriate software, tools, and materials based on industry standards.

Week	Learning Competency	Suggested Activities

1 to 3	• Discuss the fundamental principles of visual graphic design.
	• Discuss trends in visual graphic designing.
	• Discuss the fundamental principles of creating logo designs.
	• Create logo designs.
	• Discuss the fundamental principles of print media design.
	• Create print media designs.
		• **Design Impact Challenge**
		  ○ Apply design elements, principles, legal considerations, and proper file management in creating an effective visual output.
		  ○ Create a promotional graphic that demonstrates all elements and principles of design, follows relevant laws on content usage, and is saved using correct file type and naming conventions.
		• **Creative Agency Simulation**
		  ○ Experience the complete visual design process from concept to compliant final output.
		  ○ In groups, develop a client-based visual campaign applying design elements, communication principles, legal standards, and proper file formatting and naming, then present and justify your design decisions.
		• **Future Designer Vision Board**
		  ○ Explore trends, roles, careers, and products in visual graphic design.

		○ Create a visual board showcasing current design trends, designer roles, career paths, notable artists, and sample products/services, then present insights on how the industry is evolving. • **Creative Agency Pitch** ○ Experience real-world visual graphic design careers and services. ○ In groups, simulate a design agency by creating a portfolio of services and sample outputs (web graphics, packaging, editorial layouts, mockups), then pitch your agency highlighting roles, services, and market opportunities. • **Logo Lab: From Brief to Brand** ○ Apply logo types, branding principles, and the complete design process in creating a professional logo. ○ Develop a logo for a chosen company by creating a design brief, conducting research (trends, competitors, customer insights), producing concept sketches, applying logo principles (simplicity, memorability, scalability, appropriateness), and presenting the

		final proposal with revisions.
		• **Brand Identity Pitch Challenge**
		  ○ Experience real-world branding through collaborative logo development and client simulation.
		  ○ In groups, simulate a client-designer workflow by conducting interviews, analyzing competitors, selecting appropriate logo types, designing and refining the logo, and pitching the final brand identity with justification of design decisions.
		• **Sketch-to-Screen Logo Challenge**
		  ○ Apply the complete logo creation workflow from traditional sketching to digital export.
		  ○ Start with hand-drawn sketches, then recreate the best concept using design software by setting up the workspace, applying shapes, lines, colors, text, layers, and exporting the final logo in proper formats.
		• **Digital Logo Build-Off**
		  ○ Develop technical skills in producing professional logos using design tools and software.

		○ In groups, create a logo using digital tools and software features (workspace setup, layout, tools, colors, layers, image import), then finalize by saving and exporting in multiple formats for presentation. • **Print Media Power Project** ○ Apply print media types, design principles, branding, and the full design process in creating a professional print output. ○ Choose a print media type, develop a design brief, research trends, apply layout and typography principles, create and refine the design, and present the final print concept with revisions. • **Print Campaign Studio** ○ Experience real-world print design through collaborative branding and production. ○ In groups, design a mini print campaign (e.g., poster, brochure, and business card) by applying print media principles, styles, branding consistency, and the full design process from concept to final presentation.

		• **Sketch-to-Print Masterpiece**
		  ○ Apply the full print media design workflow from sketching to final printed output.
		  ○ Begin with hand-drawn sketches, then use design software to set up the workspace, create layouts, apply tools, colors, text, and layers, integrate a previously designed logo, and finalize with proper saving and print setup.
		• **Print Production Lab**
		  ○ Develop technical and creative skills in producing professional print-ready designs.
		  ○ In groups, create a print media design using digital tools and software features, incorporating layout principles, image editing, logo integration, layer styles, and final saving and printing preparation for presentation.

4 to 5	• Discuss the fundamental principles of user experience (UX) design.
	• Create User Experience (UX) design.
	• Discuss the fundamental principles of User Interface (UI) design.
		• **UX Explorer Challenge**
		  ○ Apply UX design principles and types in planning a user-centered product or service.
		  ○ Conduct user research, analyze trends, and create a UX concept incorporating

		visual, interaction, information, and product/service design, while applying usability, consistency, hierarchy, and accessibility principles.
		• **UX Design Studio Simulation**
		  ○ Collaboratively execute a complete UX design process for a real-world scenario.
		  ○ In groups, develop a UX project by creating a design brief, conducting research, designing interfaces or services, applying branding, reviewing and revising based on user feedback, and presenting the final UX solution with justification of design decisions.
		• **UX Wireflow Adventure**
		  ○ Apply UX design principles to plan effective user flows and wireflows.
		  ○ Using sketches and design software, create a complete wireflow for a digital product by mapping user flows, storyboards, personas, and information architecture, then save and share for review before finalizing.
		• **Wireframe Design Challenge**
		  ○ Develop practical wireframe skills for digital product interfaces.

		○ In groups, produce both manual and digital wireframes of a chosen application or website, applying wireframe elements, layout techniques, and proper software workspace setup, then present the finalized wireframe design. • **Next-Gen UI Design Challenge** ○ Apply UI principles, trends, and elements to design a modern digital interface. ○ Research UI trends and brand guidelines, then create a UI design for a web, mobile, or smart TV interface incorporating input, navigational, informational controls, containers, typography, color schemes, and motion/illustration effects, followed by review and revision. • **UI Studio Simulation** ○ Collaboratively design a complete user interface adhering to brand and design principles. ○ In groups, simulate a UI design agency by developing a UI project from concept and research, applying page setup,

		typefaces, controls, trending styles (flat design, neumorphism, dark mode), brand logos and colors, and finalize for presentation with revisions.

6	• Create User Interface (UI) designs.	• **UI Wireframe Workshop**
		  ○ Apply wireframing fundamentals and component design to create a functional UI layout.
		  ○ Using sketches and design software, set up the workspace, create wireframes with grids, design essential components (menus, input fields, image carousels, pop-ups), and finalize the UI layout for testing.
		• **Interactive UI Studio Challenge**
		  ○ Develop and test a complete user interface with practical design components.
		  ○ In groups, simulate a UI design project by creating a digital interface with wireframes, placeholders, filters, hover effects, and navigation components, then finalize and test the interface for usability and interactivity.

7	• Discuss the fundamental principles of product	• **Pack It to Sell Challenge**

	packaging design.	○ Apply packaging principles and design processes to create a compelling product package concept. ○ Develop a packaging design using a design brief, research trends, and draft concepts incorporating visual identity, typography, branding, structural design, and packaging levels, then refine through prototyping and revision. • **Packaging Design Studio Simulation** ○ Collaboratively create a market-ready product packaging solution. ○ In groups, simulate a packaging design team by researching trends, drafting packaging concepts, defining primary/secondary/tertiary packaging, integrating branding and materials, building a prototype, and presenting the final packaging design with revisions.
8	• Create product packaging design.	• **Sketch-to-Shelf Packaging Project** ○ Apply the complete packaging workflow from sketching to printed prototype. ○ Start with hand-drawn packaging sketches, use design software to create layouts with bleed, tools, text, images, and logo integration, develop a dieline,

		assemble the package, and finalize through proper printing, cutting, and safety procedures. • **Packaging Production Lab** ○ Develop real-world packaging production skills using digital tools and physical assembly. ○ In groups, design a product package using software workspace setup, dieline creation, layout rules, exporting files, then print, cut, and assemble the final package following safety standards and print specifications.
9 to 11	• Discuss the fundamental principles of booths and product window/ display design. • Create 2D booth and product window/ display designs. • Create 3D booth and product window/ display designs and mock-ups. • Compute for design costs in visual graphics design.	• **Display Impact: Concept-to-Booth Design Challenge** ○ Apply booth and window/display design principles to develop a branded, functional, and visually compelling display concept. ○ Create a complete booth or window display proposal by selecting a booth type, drafting scaled layouts with specifications, selecting materials and paraphernalia, integrating branding and storytelling, and presenting a budget-conscious, safe, accessible, and

		sustainable design concept board. • **ExpoVision: Booth Design Simulation Project** ○ Collaboratively design and present a thematic, brand-driven booth or product window display that maximizes customer engagement and functionality. ○ In teams, simulate a design agency by developing a client brief, choosing an appropriate booth type, planning layout and structural specifications, selecting materials and construction elements, integrating merchandising and audiovisual components, and presenting a scaled model or 3D mockup with justification of aesthetics, accessibility, safety, sustainability, and budget decisions. • **Blueprint to Booth: 2D Display Design Challenge** ○ Apply 2D drafting and digital design skills to create a scaled, brand-consistent booth or window display prototype. ○ Develop aligned initial sketches based on project objectives, produce

		multi-view orthographic 2D layouts using application tools (shape, pen, text, color, layers, image editing), finalize dimensions and specifications, save and print outputs, and construct a scaled prototype reflecting accurate layout and branding.
		• **Display Design Studio: From Screen to Scale**
		  ○ Collaboratively produce a professional 2D booth or window display design and scaled mockup using proper drafting, software tools, and branding integration.
		  ○ In teams, create a design brief, draft aligned sketches, develop detailed multi-view 2D digital layouts with correct dimensions and design elements, apply brand messaging and rendered mockups, prepare print-ready files, and build a scaled prototype for presentation and critique.
		• **From Sketch to Showcase: The 3D Booth Builder Challenge**
		  ○ Apply 3D design principles by creating a complete booth or product display from concept sketch to rendered digital

		output. ○ Students begin with initial sketches of a booth or window display, then recreate the design using 3D software by adding and editing objects, depth, textures, lighting, and camera views. They animate the scene using timeline and keyframes, render and export outputs, and prepare print-ready layouts based on the final design. • **Design-to-Reality Expo: Booth Mockup Creation** ○ Collaboratively transform a 3D booth design into a physical mockup using real materials and presentation techniques. ○ Groups design a booth digitally, then build a scaled physical mockup by measuring, cutting, assembling, and decorating materials based on their rendered design. They incorporate logos, packaging, and print media, then present the mockup for critique and feedback, explaining tools, workflow, and design decisions. • **Price It Right: The Designer for Hire Simulation**

		○ Understand design pricing by computing service rates using union-based benchmarks and pricing strategies. ○ Students analyze a sample project brief, research a designers' minimum price list, and compute design fees using cost-plus and value-based pricing. They compare results and justify which pricing model fits the project best. • **Creative Agency Pitch: Costing with Confidence** ○ Collaboratively develop and present a realistic pricing proposal using industry-standard costing methods. ○ Groups act as a design agency tasked to prepare a pricing proposal for a client. They create a rate sheet based on union pricing, apply value-based and cost-plus pricing models, and present their justification through a short pitch explaining their costing strategy.
Suggested Performance Tasks	• **Individual Performance Task: Graphic Design Prodigy: Concept to Creation** ○ Apply all fundamental principles of visual design, logo, and print media in producing professional design outputs. ○ Research current trends, plan a design brief, create an original logo and print media piece (e.g., poster, brochure, or business card), applying design elements,	

	principles, branding, layout, color, typography, and proper file setup, then prepare a polished portfolio-ready presentation.
	• **Group Performance Task: Design Studio Challenge**
	  ○ Collaboratively execute a full graphic design project combining logos and print media for real-world application.
	  ○ In groups, simulate a design agency by assigning roles (researcher, concept artist, logo designer, print designer, editor), develop a design brief, research trends, create a logo, integrate it into various print media designs, and present the final campaign with branding justification.
	• **Individual Performance Task: UX-UI Mastery: From Concept to Click**
	  ○ Apply both UX and UI principles to design a fully functional digital product interface.
	  ○ Conduct user research, develop a UX design with wireflows and personas, then create a UI design incorporating grids, components, navigation, input fields, and visual trends, and finalize the design for presentation and usability testing.
	• **Group Performance Task: Digital Design Studio Simulation**
	  ○ Collaboratively execute a complete UX/UI project for a real-world digital product.
	  ○ In groups, assign roles (UX researcher, UI designer, prototyper), develop a UX plan with wireflows and user journeys, design the interface with proper components and trends, test usability, and present the final interactive product with a workflow explanation.
	• **Individual Performance Task: From Concept to Carton: Packaging Pro Challenge**
	  ○ Apply packaging principles and production skills to create a complete product packaging design.
	  ○ Develop a packaging design from concept and sketch, apply branding and packaging elements, create a dieline using design software, and produce a print-ready prototype with proper layout, bleed, and export settings.
	• **Performance Task: Packaging Design Studio Simulation**
	  ○ Collaboratively create a market-ready product packaging solution from concept to prototype.

	○ In groups, simulate a packaging design team by developing a design brief, researching trends, creating branded packaging layouts and dielines, assembling the printed prototype, and presenting the final packaging with justification of design decisions. • **Individual Performance Task: ExpoPro: From Concept to Cost** ○ Apply booth and product display design principles by creating 2D and 3D designs, developing a mockup, and computing the total project cost. ○ Students begin by discussing and applying fundamental principles of booth and window/display design to create initial sketches. They develop a detailed 2D layout with complete views and dimensions, then produce a 3D digital model with textures, lighting, and rendering. Based on the finalized design, they construct a scaled mockup and compute the total project cost using standard pricing methods, presenting both design justification and costing breakdown. • **Group Performance Task: Design & Build Expo Challenge: The Full-Service Booth Project** ○ Collaboratively design, prototype, and cost a complete exhibition booth integrating 2D drafting, 3D modeling, branding, and pricing strategies. ○ Groups simulate a creative design agency handling an expo client. They apply design principles to develop concept boards, produce 2D technical layouts, create a fully rendered 3D booth design, and construct a scaled physical mockup incorporating branding materials. The team then computes design and production costs using appropriate pricing models and presents the final booth concept with a professional cost proposal and design rationale.