Module 6

La Solidaridad
Quincenario democrático

Doctrina Christiana, en lengua española ytagala, corregida por los Religiosos de las ordenes Ympressa con licencia, en S.Gabriel dela orden de S.Domigo. En Manila. 1593.

Printing and New Media

Module 6
NEW MEDIA

Overview

You have learned that print-making was already practiced in the Philippines since the olden times. This practice served as prelude to our printing today. Your understanding on various techniques and processes will help you make your own print and make new products and designs using new media.

In this module, you will learn how technology changed the perception of the Filipinos in making art and how art was made available to everybody using new media. You will further understand the role of photocopying machines, computers and scanners, video cameras and the internet in making art prints and other printed works.

You are enjoined to discover your artistic gift using the available technology. Have fun!
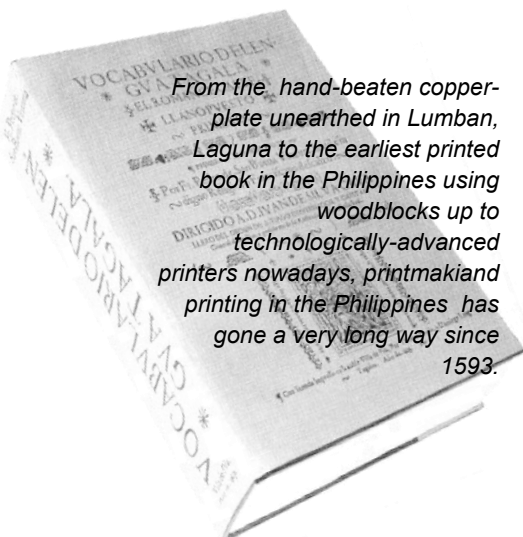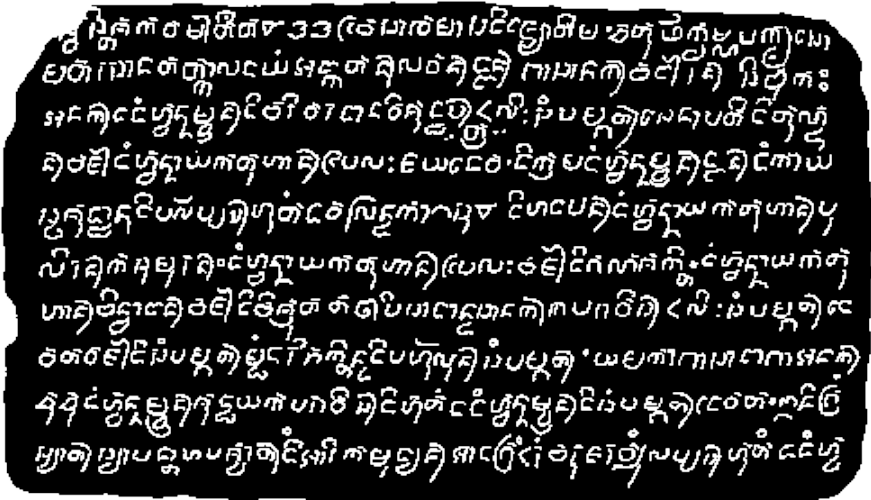
From the hand-beaten copper-plate unearthed in Lumban, Laguna to the earliest printed book in the Philippines using woodblocks up to technologically-advanced printers nowadays, printmakiand printing in the Philippines has gone a very long way since 1593.

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Objectives

At the end of this module, you are expected to:

- understand the role of technology and new media in printmaking.
- create posters for special occasions
- research on new duplicating techniques available in the locality; and
- use new media to create a story as a reaction to current events.

Art Threshold

In this module, you will apply your knowledge and understanding in the use of various art elements and principles of design as applied in print-making. You will also understand the message and meaning created by art elements and designs when they are combined with technology.

Materials and Resources

You may have some of the following in your school or community:

- Computers and printers
- Internet connections
- Photocopying machines (Xerox)
- Duplicating machines (Risographs)
- Digital camera or video camera
- Scanner
- Paper for printing
- Stencil and frame
- Squeegee
- Textile paint
- Additional gadgets such as SD Reader and software for video editing, file converters, etc.

Language of the Art

New media refers to tools, device or equipment that abandons the traditional practice of making something in the past such as digital cameras in favor of instamatic cameras; photocopying machines in favor of manual copying, and many more.

Technology refers to the advances as resulted by the application science principles, concepts and discoveries.

Softcopy refer to digitized formats or layouts of artworks, documents, and designs that are ready for printing.

Lesson 1 - Printing Using New Media

Time Check

This lesson is good for one session or 60 minutes.

Memory Check

Use the pictures below to check what have you learned from the previous years.

These are some of the available Printing technology in the country. Tell something about them.

Let's Talk About It

Technological advancements paved the way to mass production of printed materials in the Philippines. From simple woodcut and lithograph printing during the Spanish colonization, printing of materials for schools, offices, and establishments become easier and readily available. The production of art becomes simple also and easy due to the advent of photography, digital imaging, photocopying, and scanning. Statistics shows that worldwide information doubles every year because of the advances in technology unlike the rate of production of arts, texts, and other documents during the medieval times. This is particularly true in the Philippines where the demand for printed copies is increasing.

Printing is both an art and industry. As an art, it requires creative expression using the available media arts, tools, and equipment to produce printed copies of books, flyers, brochures, magazines, billboards, posters, and the likes. As an industry, it will need artists that are skilled and knowledgeable in the effective use of art elements, principles of designs, and domains of the art - production, appreciation, history, and criticism. Graphic artists, web page designers, cartoonists, illustrators,   designers, and animators are needed to make visually-pleasing and persuasive digital layouts and formats that are essential in making printed copies for business. Printing is a fast growing   industry and the competition is rapidly changing as new breed of artists discover new media and uti-lize varied ways to meet the demands of the business world. This will pose great chal-lenges to a 21st century would-be artists like you.

Can you name objects around you that are made possible through printing? Tell something about them.

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Printing in the Philippines Today

Technology changed the way Filipinos view and express art. Because of readily available materials and new media, production of art shifted from traditional way to digitized lay outing and formatting of images to create visually-persuasive art pieces that range from simple gift tags to huge tarpaulin prints for billboards and signage along the major thoroughfares around the country.

Below are some of the printing devices and equipments available in the Philippines today. These printing equipments and devices are important in making, duplicating, and creating copies of art in the easiest way. Unlike the copies made through printmaking, printing copies are duplicates from the original.

Pre-Printing Devices

Pre-printing devices are used to capture images or photos such as digital cameras, memory storage devices such as compact discs and flash disks, compact discs, camera phones, tablets, ipods, scanners, and similar equipment. These are devices that are used to take pictures or images and store them for future use.

Lay outing and Formatting Devices

Computer is the most popular device in the country today in making lay outs and formats for printing. Software, programs, applications are needed to enhance and enable lay outing and formatting of images to create designs for printing. The use of computer also made the use of texts and images in graphics and digital designs easy and more enjoyable.. AutoCad for example made interior designs and architectural designs easy and enjoyable for computer literate persons to create

Final Output Devices

These are devices that are used to make printed copies, such as printers that are directly connected to computers, risograph, photocopier, and other duplicating machines. Printers, regardless of type, remain the most popular device to make a sample or final output that can be used for making duplicates. Special printers are also available for making large formats such as tarpaulin printing used for billboards and signage. Specialized printers are also used in making souvenir items such as cups, t-shirts, and mugs. In making large quantities of prints in the case of printing presses, offset printers and color separation printers are being used.

These are among the devices and equipment used by modern artists and even by ordinary people like you who want to maximize the use of technology for creative and enjoyable activities or for engaging in a profitable business venture.

PERSONALIZED COMPUTER-BASED ART PROJECT

Promising art-related careers nowadays use computer-based methods.. The use of technology in making art gained popularity because of business, mass media, and the advent of internet. Students who are knowledgeable in making use of technology to make art projects have an advantage over others.

Computer-based art projects are easy to prepare because of so many visual materials available around or through the internet.

In this activity, you will make a personalized computer-based art project - a saucer, plate, mug or tumbler for display purposes.

What To Do?
1. Using your digital camera or camera phone, take a picture that you want to use in your personalized computer-based art project. If camera is not available, you can choose pictures or images from the internet or you may draw a design of your choice.
2. Upload the pictures into your computer using a memory card or SD car reader. If you took pictures from the internet, just download it and save into your computer. When drawing your own design, scan the image and save it into your computer.
3. At the Start Menu of your computer, select the MS Publisher and create a new publication. It is the simplest way of make your project. Adobe Photoshop can also be used if your are familiar with it.
4. Make a design or a layout for your computer -based art project. When done lay outing, print it using a sticker paper.
5. Cut your design and paste it evenly on your chosen object. Display your artwork.

Activity 1

Materials and Resources Check

To complete this project, you will need to check the availability of the following:
- Digital camera or camera phone
- Photos and images
- Computer
- Printer
- Scanners
- Memory card or SD card reader
- MS Publisher or similar programs in the computer

Aside from the said requirements, you will need the following:
- Sticker paper
- Plain colored saucer or plate, mug or tumblers
- Cutter/scissors

IMPORTANT
To minimize cost, this project can be performed in groups of 5 to 10 students.

Lesson 2 - Evolution of Philippine Printing
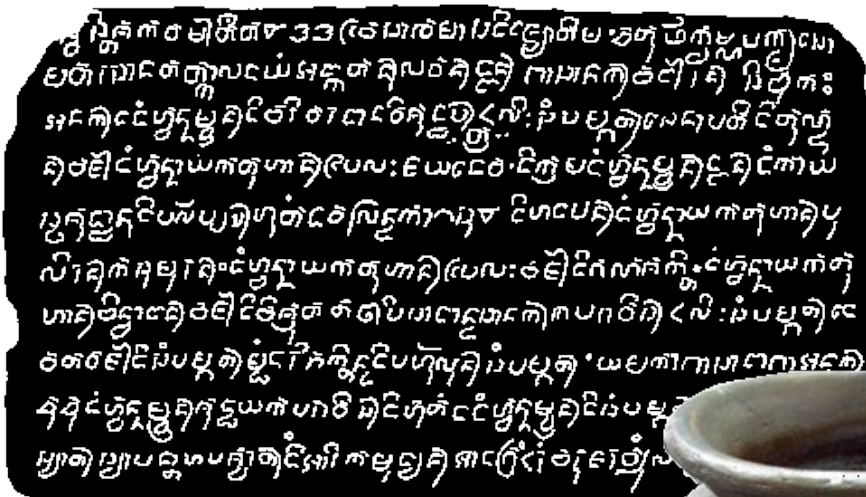
Time Check

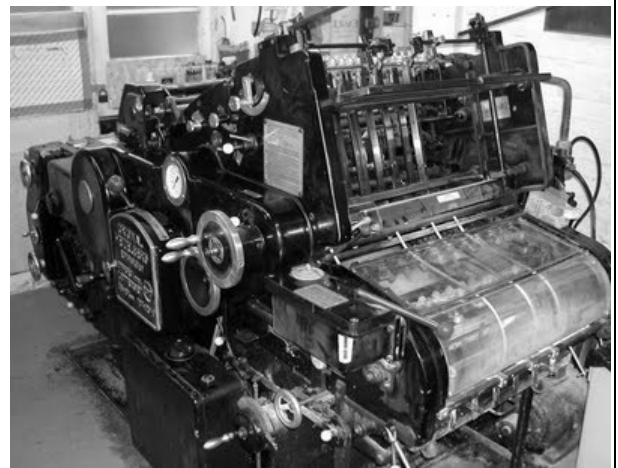This lesson is good for one session or 60 minutes.

Memory Check

Use the pictures below to check what have you learned from the previous years.

a	ka	ga	nga	ta	da	na	pa	ba	ma	ya	la	wa	sa
i	ki	gi	ngi	ti	di	ni	pi	bi	mi	yi	li	wi	si
u	ku	gu	ngu	tu	du	nu	pu	bu	mu	yu	lu	wu	su

Describe the following artifacts and early attempts to make readable documents.

Describe the following machines and early attempts to make readable papers and documents.

Let's Talk About It

The early attempts of the Filipinos to communicate with other people using a written language can be learned from the fragments of pre-Hispanic artifacts. The only written record in the Philippines with a date on it is the Laguna Copperplate Inscription that dates back to 850 CE.

Another attempt to produce records that can be read by other people is the ancient script with various names around the archipelago. In the Tagalog region, it is called *baybayin, kulitan* in Kapangpangan, and *surat* in the Visayas, The Hanunuo Mangyans of Mindoro and the Buhids retained their ancient script that are similar to the baybayin of the Tagalogs.

The early printed books appeared during the Spanish times, as discussed in the earlier modules. For centuries, printing of books in the Philippines were controlled by friars and the government although some printers were able to make copies of *novenarios,* pamphlets, and other reading materials using lithography and woodblock printing.

Activity 2 will help you discover what happened in the Philippines for the past 400 years from the coming of the Spaniards up to the present time.
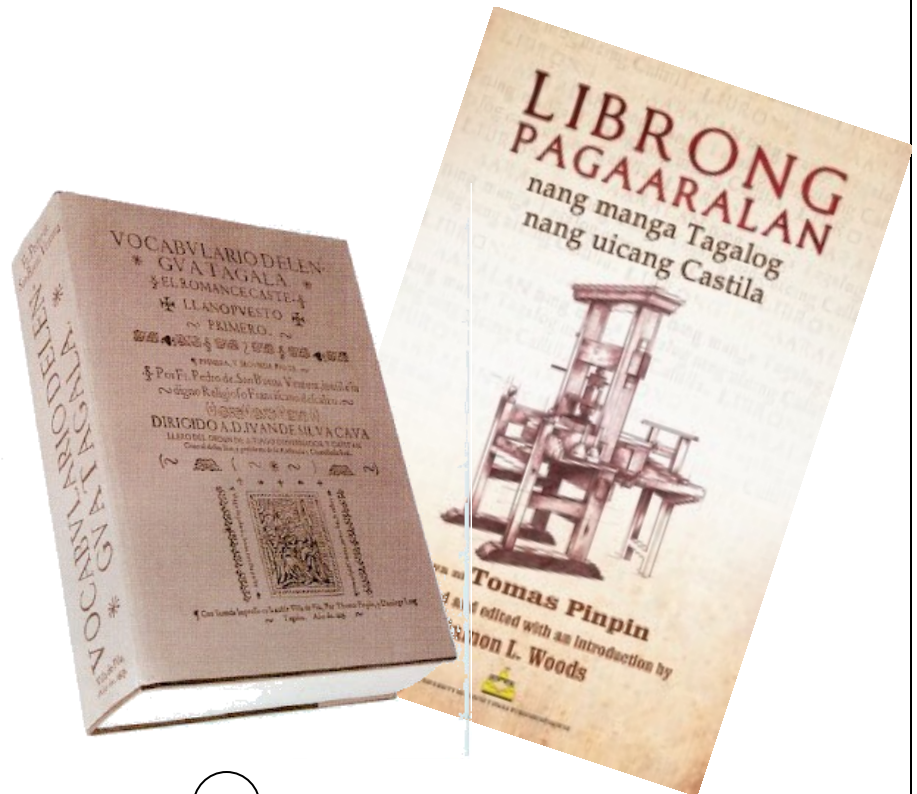
Printing and printmaking in the Philippines today is quite different from the past. As an art, printmaking gained popularity in the Philippines only in the 1960s and 1970s. Printing as means of creating cheap and readily available or instant copies of artworks and other printed materials gained support from the general public and the corporate world.

Make a report about the evolution of printmaking and printing in the country. Mention its brief history, artists involved and sample works. Your report can be submitted in a soft copy form (in a flash drive or a data compact disc) or in hard copy format (printed). You can also make a PowerPoint Presentation and submit your soft copy or printed format depending on your teacher.

Procedures:

1. Utilize your library resources first for your report. If materials are not available in your library, you can check the internet for more information.
2. Write your report using a timeline pattern to show chronology in the evolution of printmaking in the country.
3. If you can make a PowerPoint presentation, use more visuals and brief text descriptions.
4. Ask your teacher how you will submit the report – either soft copy in a flash drive, CD or through the internet; and in printed form.

REMEMBER

If computer and printer are not available in your area, you can still make your report in a handwritten format. Visuals can be supplied also using cut photos from periodicals, magazines or any available

Activity 2

Evolution of Philippine Printmaking and Printing

In this activity, you will need the following:
- Reference materials from your school library or from the internet
- Photos of sample prints
- Computer and printer (printed output)
- Flash disks/digital storage devices (for soft copy output)

Reflections

Direction: Below is a "Reflection Weight" that aims to determine what have you realized (*the attitudes toward learning)*, the things that you have discovered (*skills that you will cherish to life)*, and the things you have learned (*the knowledge that serves as your foundation to stand and keep you going)*. Fill in each part of the weight and share it to your classmates.
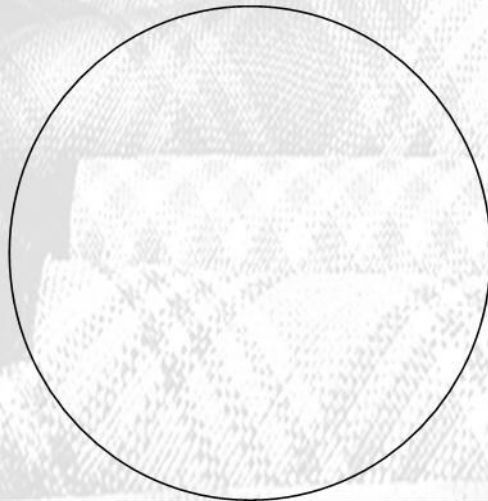
Things I have realized
(Attitudes)

Things I have discovered
((Skills)
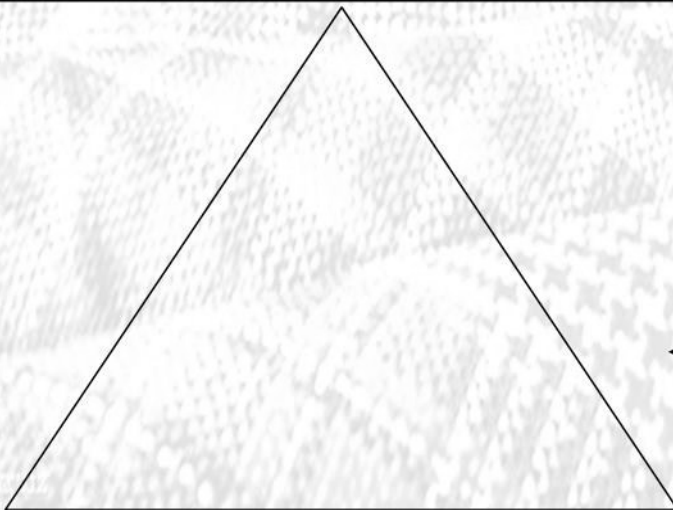
Things I have learned
(Knowledge)

Final Glance

Printing using new media gained recognition in the Philippines. It is evident with the widespread use of printing technology all over the country to make prints, copies, and duplicates of books, art works, magazines, and other reading materials. The use of different printing technology available helped in the evolution of new forms of arts.

Evaluation

CLASS EXHIBIT

Participate in a class exhibit and bazaar that your teacher will help you organize to showcase all of your PRINTING projects. You will be graded based on the rubrics that your teacher will prepare for such purpose.
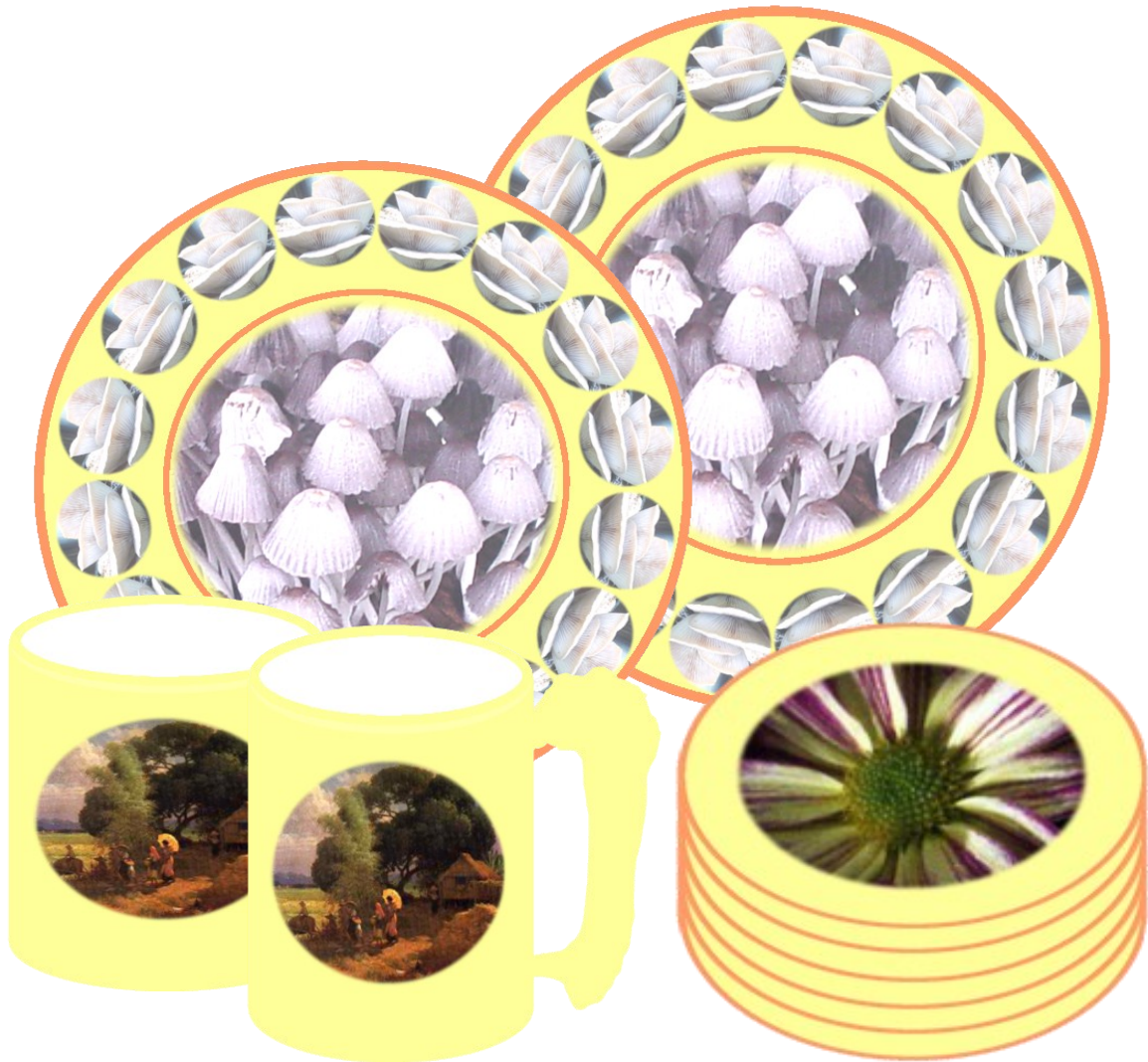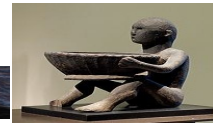
Photo Credits

Links and Photo Credits

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1. http://nickledimepenny.blogspot.com/2010/03/la-solidaridad.html
2. http://cabanatuancity.olx.com.ph/xerox-machine-for-sale-iid-79511156
3. http://www.starburstprinting.com/traditional-offset.php#
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Designs made by J. S. Jimenez using photos taken by Rosel Valenzuela

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