



Republic of the Philippines

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM

ARTS 1

**(CREATIVE INDUSTRIES - VISUAL ART,
LITERARY ART, MEDIA ART, APPLIED ART,
AND TRADITIONAL ART)**

Grade 11

Course Description:

The course serves as a foundation that provides inquiry into the industries of selected art disciplines: visual, literary, media, applied, and/or traditional arts. It highlights diverse art styles, forms, genres, and venues on varied mediums, techniques, principles, significant artists, works, and processes with applications of relevant art skills in line with global contexts.

Elective: Academic

Prerequisite: None

Time Allotment: 80 hours for one semester, 4 hours per week

Schedule: First Semester / Second Semester

QUARTER 1

| CONTENT STANDARD | The learners demonstrate understanding of the creative industries' related laws and regulations, practices, applications, and ethical considerations in the local and global contexts of visual, literary, media, applied and/or traditional arts as well as the elements, materials, and techniques, as well as the proper use of materials, tools, equipment, and facilities in production processes. |
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| PERFORMANCE STANDARD | The learners execute techniques and skills, as well as the proper use of materials, tools, equipment, and facilities in mounting creative works, in reference to the mapped creative industries in their specific communities as defined by relevant laws within the local and global contexts. |
| LEARNING COMPETENCIES | CONTENT |
| 1. discuss the definitions and domains of creative industries and their impact on various aspects of society and daily life | Overview of Philippine Creative Industries A. Brief Background of Creative Industries B. Definition C. Domains D. Local and Global Cases and Situations 1. Practices, applications, and ethical considerations. 2. Intercultural sensitivity E. The Artistic Workforce as Creative Enablers |

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| <p>2. infer the relevance and implications of prevailing creative industry laws on art production</p> | <p>Laws Related to Creative Industries</p> <ul style="list-style-type: none"> A. Philippine Creative Industries Act (Republic Act 11904) B. World Intellectual Property Organization (WIPO) <ul style="list-style-type: none"> 1. Nature 2. Key functions/ Purpose C. Intellectual Property Office of the Philippines (IPOPIL) <ul style="list-style-type: none"> 1. Nature 2. Key functions/ Purpose D. Intellectual Property Rights (Republic Act 8293) <ul style="list-style-type: none"> 1. Key concepts/ Elements 2. Core Intellectual Property Concepts <ul style="list-style-type: none"> • Trademarks, Patents, Copyrights, Trade Secrets • Moral, Economic, and other Related Rights • Other Applicable Copyrights (ISSN, ISBN, DOI, Licensing, etc.) E. Real-World Intellectual Property Concerns <ul style="list-style-type: none"> 1. Poor Man’s Copyright 2. Fair Use and Creative Commons 3. Plagiarism, Infringement, and IP Theft 4. Generative AI and Intellectual Property Ownership F. National Economic and Development Authority (NEDA) and RA 11904 Implementation <ul style="list-style-type: none"> 1. NEDA’s specific responsibilities under RA 11904 2. Alignment with the Philippine Development Plan (PDP) G. Discussion cases on creative works in relation to intellectual property concepts and issues (see sample/ suggested cases for class discussion below) |
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| <p>3. conduct industry mapping for a specific creative sector (visual arts, literary arts, media arts, or traditional arts) to accurately represent the roles, relationships, and interdependencies of key players within the industry</p> | <p>Industry Mapping</p> <ul style="list-style-type: none"> A. Industry Mapping <ul style="list-style-type: none"> 1. Introduction to Industry Mapping <ul style="list-style-type: none"> • Definition and purpose of industry mapping • Real-life applications (e.g. job hunting, business planning, policy development) B. Process of Industry Mapping <ul style="list-style-type: none"> 1. Identifying key players (Producers, Suppliers, Consumers, Regulators, etc.) 2. Mapping the Value Chain 3. Geographic or Spatial Mapping/ Locating of Industry Players C. Visualizing and Presenting Data <ul style="list-style-type: none"> 1. Choosing and Using visualizations to best communicate data and insights <ul style="list-style-type: none"> • Value Chain Diagrams • Stakeholder Maps • Industry Ecosystem Maps • Geographic/ Location Maps • Market Segmentation Charts • Supply Chain Flowcharts • SWOT Analyses |
| <p>4. apply the techniques in the execution of visual arts, literary arts, media arts, applied, and/or traditional arts into a creative output, with safe practice</p> | <p>Elements and Principles of Artistic Expression</p> <ul style="list-style-type: none"> A. Introduction to Visual, Literary, Media, and Traditional Arts (Art Forms, Practices and Purposes) <ul style="list-style-type: none"> 1. Forms of Visual Art <ul style="list-style-type: none"> • Painting • Illustration and Drawing • Sculpture • Printmaking 2. Forms of Literary Art <ul style="list-style-type: none"> • Fiction/ Non-Fiction |

- Poetry
 - Short Story, Novels
 - Essays
3. Forms of Media Art
 - Photography
 - Graphic Design
 - Digital/ Interactive Art
 - Film
 4. Forms of Traditional Art
 - Crafts (e.g. woodcrafts, basketry, handicrafts)
 - Ceramics and Pottery
 - Fabrics and Weaving
 - Epics and Oral Forms (e.g. chants)
- B. Exploration of Art Spaces, Productions, and/or Industries within the learners' immediate communities or beyond, including, but not limited to the following:
1. Museums
 2. Galleries
 3. Studios
 4. Production and publication houses,
 5. Local/indigenous arts groups,
 6. Sales/ distribution outlets (e.g. handicrafts store)
 7. Other related venues/ industries.
- C. Safety Protocols and Procedures in respective disciplines
1. Physical Factors in the Working Environment
 2. Safety Training (tools & equipment)
 3. Risk Assessment and Management
 4. Workspace Safety and Hazard Control
 5. Prevention and Precaution in Various Disciplines
 6. Proper care and use of materials and equipment
 7. Taking care of the body

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| | <p>D. Exploration and Experimentation for Art Production in Visual, Literary, Media, Applied, or Traditional Arts</p> <ol style="list-style-type: none"> 1. Identifying a discipline of art for exploration (e.g. Visual Arts, Media Arts, etc.) 2. Conceptualizing Creative Themes 3. Exploring Accessible Materials as it Applies to the Project (e.g. indigenous/ local legends (Literary Arts), air-dry clay (Traditional Arts), video (Media Arts), etc.) 4. Producing Small Creative Works (e.g. short story writing (Literary Arts), clay figurines and figures (Traditional Arts), 1-minute personal profile video (Media Arts), etc.) 5. Displaying/ Exhibiting Creative Works |
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QUARTER 2

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| CONTENT STANDARD | <p>The learners demonstrate understanding of socio-cultural, historical, and economic contexts of production and distribution of various art disciplines emphasizing visual arts, media, applied arts, literary arts, and/or traditional arts, as a basis for art criticism and review of their works, career opportunities, and entrepreneurial pathways.</p> |
| PERFORMANCE STANDARD | <p>The learners produce various creative works (from visual arts, media, applied arts, literary arts, and/or traditional arts), highlighting the importance of contexts in their meanings and those that reflect its potential applications and impact as aligned with applicable markets and relevant audiences for public exhibition.</p> |

| LEARNING COMPETENCIES | CONTENT |
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| <p>1. analyze the role of formal analysis and aesthetic theories in developing critical reviews of creative works in visual, literary, media, applied, and traditional arts</p> | <p>Art Criticism</p> <ul style="list-style-type: none"> A. What is Art Criticism <ul style="list-style-type: none"> 1. Importance of Art Criticism for Artist 2. Audience, and Industries 3. Who can be Art Critics B. Formal Analysis: Art/ Literary Criticism and Aesthetic Judgement <ul style="list-style-type: none"> 1. Description 2. Analysis 3. Interpretation 4. Evaluation C. Aesthetic Theories <ul style="list-style-type: none"> 1. Imitationalism 2. Formalism 3. Emotionalism D. Components in Making Good Art <ul style="list-style-type: none"> 1. Good composition 2. Media/literary art skill 3. Expression |
| <p>2. evaluate artworks that manifest organic unity based on art analysis</p> | <p>Organic Unity</p> <ul style="list-style-type: none"> A. Subject B. Form C. Content |
| <p>3. examine how various art markets, platforms, and entrepreneurial pathways influence the creation and distribution of art in socio-economic and cultural contexts</p> | <p>Various Art Markets</p> <ul style="list-style-type: none"> A. Venues, platforms, and channels <ul style="list-style-type: none"> 1. Collectors and patrons 2. Art dealers and merchants |

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| | <ul style="list-style-type: none"> B. Career Opportunities and Entrepreneurial Pathways <ul style="list-style-type: none"> 1. Literary Arts Career 2. Traditional Arts Career 3. Media Arts Career 4. Applied Arts Career 5. Teaching and Art Education 6. Entrepreneur/ Business owner C. Art and the Economy <ul style="list-style-type: none"> 1. The role of art in the economy 2. The value of arts and culture, emphasizing spending on the arts 3. Supply and demand 4. Supply chain in the Creative Fields |
| <ul style="list-style-type: none"> 4. organize a small-scale art fair that effectively communicates a message or purpose to a defined audience | <ul style="list-style-type: none"> D. Organizing a Small-Scale Art Fair <ul style="list-style-type: none"> 1. Concept/ theme building 2. Production 3. Putting-up of exhibition 4. Promotion and distribution 5. Evaluation/ feedback |

GLOSSARY

Artistic Expression the process of conveying ideas, emotions, and experiences through various forms of art, including painting, literature, music, and performance. It serves as a reflection of cultural values and societal issues, allowing artists to communicate their unique perspectives and connect with audiences on a deeper level

Creative Industry refers to the trades involving persons, whether natural or juridical, that produce cultural, artistic, and innovative goods and services originating in human creativity, skill, and talent and having a potential to create

wealth and livelihood through the generation and utilization of intellectual property. Creative industries include those directly or indirectly involved in the creation, production and manufacturing, performance, broadcasting, communication and exhibition, or distribution and sale of works and other subject matter, in accordance with existing laws, rules and regulations on intellectual property rights protection (Republic Act 11904)

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| <i>Creative work</i> | an original product of human imagination and skill, typically in art, literature, music, or design- expresses unique ideas and is protected by intellectual property laws such as copyright |
| <i>Emotionalism</i> | an artistic approach that prioritizes the expression of emotions, feelings, and personal experiences over formal structure or realistic representation. Emotionalism seeks to evoke strong emotional responses from the audience using color, form, and subject matter |
| <i>Intellectual property (IP)</i> | refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names, and images used in commerce |
| <i>Imitationalism</i> | an artistic theory or approach that emphasizes the representation of reality as accurately as possible. It values art that imitates the natural world, focusing on realism and lifelike depictions of people, objects, and scenes |
| <i>Industry Mapping</i> | lays the foundation for business success by providing insights into how industries are structured. It identifies key players, market trends, and competitive landscapes. Understanding these points helps businesses make informed decisions. |
| <i>Formalism</i> | An artistic approach or theory that focuses on the formal elements of a work, such as its composition, structure, and style, rather than its content, context, or emotional expression. Formalism emphasizes the importance of line, color, shape, texture, and form in evaluating art. |
| <i>Function</i> | the definite intentions and purposes of the existence of a certain concept. It may also refer to how art conveys information to people. (i.e. commentary, pleasure, persuasion, memory, worship, ritual, and self-expression. |
| <i>Market</i> | refers to the demand for and exchange of creative works, such as art, music, film, or performances, and the commercial infrastructure supporting these transactions. |

Patents

legal protections granted to inventors for new inventions or innovations, giving them exclusive rights to make, use, sell, or distribute their invention for a specified period, typically 20 years. Patents prevent others from using the invention without permission, encouraging innovation by protecting intellectual property.

Practices

those that are done on a regular basis, as a habit, tradition, or custom.

Purposes

reason for which something exists or is done, made, used, etc.

Trade secrets

confidential business information, processes, formulas, or practices that provide a competitive advantage and are kept secret to maintain their value. Trade secrets are protected through non-disclosure agreements and other security measures, rather than formal intellectual property laws like patents or copyrights.

REFERENCES

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APPENDIX

Suggested Case Studies for IP Discussions

Dali Copyright Infringement Issue (2024)

Convenience Store DALI was recently accused of copyright infringement through their sale of products that closely resemble other, more established consumer brands. The controversy touches on the blurred lines between inspiration and exploitation in consumer markets, raising questions about intellectual property and originality in commerce.

Wolfgang Vinyl Reissue Issue vs Ivory Records (2024)

In 2024, Ivory Records announced a vinyl reissue of iconic rock band Wolfgang's music. Backlash arose when Wolfgang announced it would not be supporting the release because of unfair royalties and other concerns. This controversy highlights broader concerns in the local music industry about artist rights, copyright control, and the ethics of reissuing legacy content without full consent from original creators.

Hapag and La Paz Batchoy (2024)

The discussion around "Hapag" and La Paz Batchoy emerged after the release of a contemporary artwork or exhibit titled *Hapag*, which was perceived by some to recontextualize or stylize the traditional Filipino dish La Paz Batchoy in a way that seemed disconnected from its culinary and cultural roots. The issue brings to light the challenges present between artistic reinterpretation and cultural authenticity, especially when everyday symbols of heritage are reimagined in art spaces, raising valuable questions about representation, respect, and accessibility in the arts.