

English 5

Microlearning Module

QUARTER 4 – Version 2 Module 1

*Evaluate Cultural Appropriateness of
Visual Elements*



English 5

Microlearning Module (MLM)

Quarter 4 – Module 1: Evaluate the Cultural Appropriateness of Visual Elements

First Edition, 2024

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MICROLEARNING MODULE

Name: _____ Grade & Sec: _____ Score: _____

Subject: _____ Quarter: _____ MLM No. _____

Teacher: _____

Competency: **The learners evaluate the cultural appropriateness of visual elements. (EN5VR-IV-2)**

A. Look Back!

Give 3 examples showing stereotyping.

B. What's New?

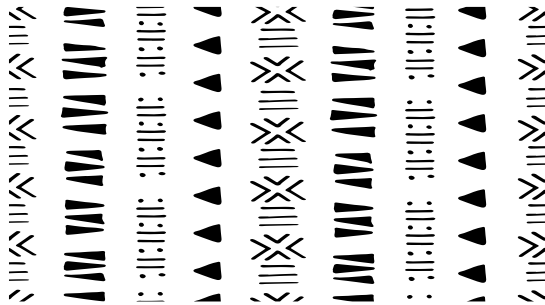


Figure 1



Figure 2

Cultural appropriation, in terms of visual elements, is adopting elements of outside, frequently marginal culture, knowledge, practices, and symbols, without understanding or respecting the original culture and context. Being culturally sensitive in line, shape, form, color, value, texture, or space that is respectful and relevant to your audience's culture. It avoids negative perceptions shows diversity and inclusivity and ensures clarity that prevents misunderstanding.

C. What Is It?

Failure of Visual Elements in Cultural Appropriation

1. Lines

Artistic lines can hold significant cultural meanings, frequently featuring indigenous patterns and symbols with specific spiritual or historical importance.



Figure 3

2. Shape

Shapes are often symbolic in many cultures. Geometric patterns in Islamic art or the sacred circles (mandalas) in Hindu and Buddhist traditions hold a deep religious meaning. Using these shapes without understanding or respecting their cultural significance can reduce their meaning to mere aesthetics.

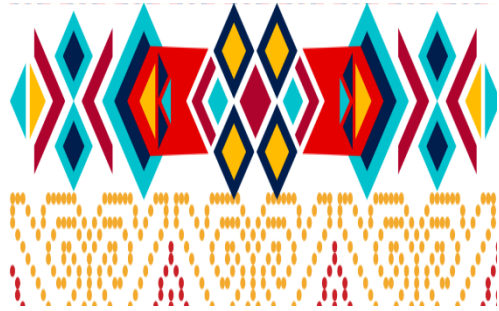


Figure 4

3. Form

Forms such as masks, monuments, and religious relics are routinely appropriated. Replicating or commercializing such forms may be disrespectful to their religious or ceremonial intent.

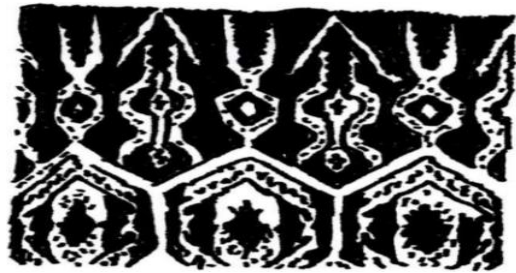


Figure 5

4. Color

Diverse cultures attribute distinct significance to colors. For example, in many African civilizations, red, black, and green have important historical and political significance. Similarly, in Hinduism, saffron is a sacred colour. Appropriating these hues without context can devalue their cultural significance.



Figure 6

5. Value

Value in art refers to the lightness or darkness of colors, which can hold symbolic weight in different cultures. In Western society, black may represent grief, however in some East Asian civilizations, white represents sadness. Using value incorrectly might lead to a misinterpretation of cultural traditions



Figure 7

6. Texture

Culturally distinct textures can be seen in traditional crafts including weaving, ceramics, and textiles. For example, cultural tales are frequently woven into the exquisite weaving of Andean textiles or the beadwork of Native Americans. It is disrespectful to the skill and history of these textures to use them for fashion or design trends without recognizing their cultural heritage.



Figure 8

7. Space

Cultural viewpoints are frequently reflected in visual compositions through space. In Japanese art (Ma), for example, negative space symbolizes aesthetic and philosophical concepts of simplicity and emptiness. Oversimplification or distortion may result from applying these concepts without comprehending the underlying cultural values.



Figure 9

How to Ensure Visual Elements are Culturally Appropriate?

1. Visual elements can convey emotions, messages, and stories, but they can also trigger negative reactions or be irrelevant to your audience. To avoid this, you should choose relevant visual elements and representative of your audience's culture.
2. Avoid using images that show violence, poverty, or stereotypes of certain groups, unless they are directly related to your topic and purpose.
3. Avoid using images that imply superiority, inferiority, or judgment of other cultures, such as flags, maps, or symbols.
4. Use images that show diversity, inclusivity, and respect for different perspectives and values.
5. Know the connections and the significance of function and design demonstrated in each culture.

6. Colors and symbols can add visual appeal and meaning, but they can also convey different or unintended messages depending on the audience's culture and interpretation.
7. Use colors and symbols that are appropriate and consistent with your audience's culture and expectations. For example, avoid using colors or symbols that have negative or offensive associations or meanings in some cultures, such as red, black, or white for death, or swastikas, crosses, or stars for religion.
8. Avoid using colors or symbols that have different or opposite meanings in some cultures such as green for envy or luck, or thumbs up for approval or insult.

D. Let's try!

Directions: Write **Agree** if the statement shows cultural appropriateness of visual elements and **Disagree** if it does not.

- _____ 1. Our holiday greeting cards are designed using cultural motifs, ensuring we have permission from the origin.
- _____ 2. Their banner is inspired by cultural influences, with explanations provided to highlight their importance.
- _____ 3. The character wears a costume based on another culture, without understanding their significance.
- _____ 4. The sculpture draws symbols but hasn't researched their meanings, risking cultural insensitivity.
- _____ 5. Pupils design a project using colors that may have negative meanings in a specific culture.
- _____ 6. Developing educational materials reflects a variety of cultural influences that promote diversity.
- _____ 7. The photographs we selected for our website include community members participating in their cultural practices, emphasizing authenticity and representation.
- _____ 8. We designed a Christmas promotion that includes cultural features without authorization, potentially isolating the groups we intended to honor.
- _____ 9. The designers create garments as trendy accessories using indigenous patterns.
- _____ 10. The wall art in our school features diverse cultural symbols, with context provided to honor their meanings and promote inclusivity.

E. Let's Evaluate

Directions: Choose the letter of the correct answer. Write your answers on a sheet of paper.

1. Which colors may have diverse value across African culture?
 - A. Blue
 - B. Orange
 - C. Red
 - D. Yellow

2. Which color is commonly connected with prosperity in certain cultures but represents grief in others?
 - A. Blue
 - B. Green
 - C. Orange
 - D. White

3. What is important when choosing colors for cultural events?
 - A. selecting trendy colors
 - B. using a limited color palette for simplicity
 - C. focusing solely on what looks good to the eyes
 - D. understanding the cultural associations of those colors

4. When using lines in visual design, what is the important factor to be considered?
 - A. its visual appeal
 - B. its interpretation
 - C. its geometric form
 - D. its thickness and boldness

5. What is the risk of using colors associated with mourning?
 - A. It might be visually attractive.
 - B. It could make the design dull.
 - C. It could confuse the audience.
 - D. It might clash with other colors.

6. Which of the following best describes how negative space is used in Japanese art (Ma)?
 - A. It is used to make the artwork appear incomplete.
 - B. It symbolizes philosophical ideas about balance and emptiness.
 - C. It focuses mainly on filling all available space with design elements.
 - D. It represents a lack or deficiency of creativity or detail in the artwork.

7. Which symbols, when employed out of context, are most likely to be culturally sensitive?
 - A. indigenous symbols
 - B. a geometric pattern from Islamic art
 - C. Mandalas from Hindu and Buddhist traditions
 - D. all of the above

8. Which activity focuses on understanding the significance of specific texture in a culture?
 - A. analyzing the design and structure of religious monuments
 - B. learning about the symbolic meanings of colors in a culture's art
 - C. exploring the use of specific musical instruments in ceremonial rituals
 - D. studying the materials and weaving techniques used in traditional textiles

9. Why might replicating or selling items like traditional masks or religious relics be considered disrespectful?
 - A. These items are often mass-produced and easily available.
 - B. These items are always designed for everyday use by the culture of origin.
 - C. Replication often enhances cultural appreciation and is generally acceptable.
 - D. Such items may have sacred or ceremonial significance that isn't respected when commercialized.

10. How does the cultural appropriateness of visual elements impact the effectiveness of training and education?
 - A. It reduces the complexity of the content being taught.
 - B. It makes visuals more aesthetically pleasing to the learners.
 - C. It ensures the visuals are universally understood by all audiences.
 - D. It respects cultural differences, fostering inclusivity and engagement.

F. References

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Answer Key

Let's Try	Let's Evaluate
1. Agree	1. C
2. Agree	2. D
3. Disagree	3. D
4. Disagree	4. B
5. Disagree	5. C
6. Agree	6. B
7. Agree	7. D
8. Disagree	8. D
9. Disagree	9. D
10. Agree	10. D

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