**시각영상디자인학과**

**(DEPARTMENT OF VISUAL MEDIA IMAGE DESIGN)**

**1.Department Introduction**

To meet the new social needs in the information age and to perform the primary mission of the graduate school, the Department of visual media image design carries out fostering rational thinking and educating creativity. The department will train the student with the right values as a healthy member of society in this era is calling for, and foster a well-rounded designer who can variously apply and lead to contribute to the changing high-tech society as a professional with individuality and creativity combines with the international design flair and perspective with combining the practical skills and academic qualities.

**2.List of Faculty Members(직명 수정, 교원정보 추가 및 삭제)**

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| --- | --- | --- | --- | --- |
| Position | Name | LastSchool Graduated | Degree | Major |
| Professor | Lee, Bong Sup | Hongik University(1977. 9) | M.F.A. | Graphic Design |
| Professor | Lim, Kyung Ho | Hongik University(2008. 2) | Ph.D. | Graphic Design |
| Professor | Hong, Chang Ki | Hongik University(2002. 8) | M.F.A | Multimedia,Advertisement |
| Professor | Jung, Jae Wan | Hongik University(2008. 2) | M.F.A. | Graphic Design |
| Associate Professor | Kwon Ki Je | Yeungnam Universty(2011.8) | Ph.D | UX/UI, Motion Graphic |
| Assistant Professor | Kim, Soong Hyun | Academy of Art University(2007. 12) | M.F.A. | 3D Animation&VFX |

**Academic Programs(전체 수정, 2021학년도 기준)**

**■ BASIC MAJOR COURSES**

STUDIES ON TREATMENT

STUDIES ON DESIGN CULTURE

STUDIES ON DESIGN ANALYSIS

DESIGN STUDY RESEARCH METHODOLOGY

STUDY ON LOCAL DESIGN

CONVERGENCE STUDIES ON VISUAL COMMUNICATION DESIGN

BASIC RESEARCH METHODS

RESEARCH SEMINAR

STUDIES ON VIDEO DESIGN

STUDIES ON IMAGE DESIGN

**■ NON-THESIS PROJECT**

NON-THESIS PROJECT

**■ MAJOR COURSES**

INDEPENDENT STUDY (1)

INDEPENDENT STUDY (2)

SEMINAR ON VISUAL COMMUNICATION DESIGN I

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅱ

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅲ

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅳ

**■ VISUAL COMMUNICATION MAJOR**

UX/UI DESIGN

STUDIES ON DOCUMENTARY

THEORY OF DESIGN MANAGEMENT

STUDIES ON DESIGN ARCHIVE

DESIGN LIBERAL ART SEMINAR

DESIGN WORKS ANALYSIS I

DESIGN WORKS ANALYSIS II

DIGITAL GRAPHY

DIGITAL DESIGN WRITING

MOTION GRAPHICS

DESIGN FOR CULTURAL REGENERATION

STUDIES ON CULTURE CONTENTS

MEDIA SERVICE DESIGN

STUDIES ON BOOK DESIGN

BRAND EXPERIENCE DESIGN

STUDIES ON SERVICE DESIGN

STUDIES ON VISUAL COMMUNICATION (1)

STUDIES ON VISUAL COMMUNICATION (2)

STUDIES ON VISUAL CULTURE CONTENTS

STUDIES ON ANIMATION

STUDIES ON IMAGE CULTURE

IMAGE MEDIA STUDIO

STUDIES ON CONVERGENCE CONTENTS

INFOGRAPHIC DESIGN

STUDIES ON ILLUSTRATION

CHARACTER DESIGN

STUDY ON TYPOGRAPHY

**3.Course Description(전체 수정, 2021학년도 기준)**

**■ BASIC MAJOR COURSES**

논문작성법 (3 Credit)

STUDIES ON TREATMENT (3 Credit)

The aim of this course developing a systematic approach about the range and the method of research.

디자인문화연구 (3 Credit)

STUDIES ON DESIGN CULTURE (3 Credit)

This class focused on studying right value and awareness of a reality about design through not only consideration of various changes in design but research on how design develop and progress according to changes of a production method and a consumption market.

디자인분석연구 (3 Credit)

STUDIES ON DESIGN ANALYSIS (3 Credit)

In this course, students will study with the corporate identity design and product identity design as the center. With make a diagnosis through consider and analyze various angles of a present condition and future prospect of domestic companies’ design, they will explore the way to solve the task in a new perspective. Students should proceed overall practical project in terms of design plan, design creation and design management.

디자인학연구방법론 (3 Credit)

DESIGN STUDY RESEARCH METHODOLOGY(3 Credit)

This class understands the universality and particularity of design studies and learns appropriate research methodologies. In this course, students will select and research the area which they are interested, developing concept, story and making a report through creative way. They will have an experience whole process from start to finish, such as idea, producing, deadline, publishing and so on, then developing own subject of thesis.

로컬디자인연구 (3 Credit)

STUDY ON LOCAL DESIGN(3 Credit)

Study on the cultural research method of design based on the historical and cultural heritage of Daegu-Gyeongbuk area.

시각디자인융합연구(3 Credit)

CONVERGENCE STUDIES ON VISUAL COMMUNICATION DESIGN(3 Credit)

Students will learn a fundamental concept and theoretical knowledge of design such as method, principles, components, structures, roles of visual communication design and will realize value and social role of design understanding

연구방법론 (3 Credit)

BASIC RESEARCH METHODS(3 Credit)

In this class, students will select and research the area which they are interested, developing concept, story and making a report through creative way. They will have an experience whole process from start to finish, such as idea, producing, deadline, publishing and so on, then developing own subject of thesis.

연구세미나 (3 Credit)

RESEARCH SEMINAR(3 Credit)

Students will research and understand the meaning of design on their own projects as well as learn a basic knowledge of their projects. After then students will discuss how to use their outputs for final thesis.

영상디자인연구 (3 Credit)

STUDIES ON VIDEO DESIGN (3 Credit)

To analyze various elements of structural bonding of video and sound, study about new expressional form of visual arts.

이미지디자인연구 (3 Credit)

STUDIES ON IMAGE DESIGN(3 Credit)

This course emphasizes developing individual ability through study how to deliver information with images which have a important place in modern industrial society and progress a design project according to subject.

**■ NON-THESIS PROJECT**

논문대체 (3 Credit)

NON-THESIS PROJECT (3 Credit)

This course is for master degree-seeking students who take an option of non-thesis. This option is to conduct assignments by the department which is one of the graduation requirements. Once the academic assignments are approved by the committee, the credit will be accredited which is equivalent to three (3) hour credit course.

**■ MAJOR COURSES**

개별연구(1) (3 Credit)

INDEPENDENT STUDY (1) (3 Credit)

This course is offered to make it possible for a master's degree student to thoroughly investigate a topic related to his or her research interest.

개별연구(2) (3 Credit)

INDEPENDENT STUDY (2) (3 Credit)

This course is offered to make it possible for a doctoral degree student to thoroughly investigate a topic related to his or her research interest.

시각디자인학과세미나(1) (1 Credit)

SEMINAR ON VISUAL COMMUNICATION DESIGN I(1 Credit)

By taking this course, students learn the ability of solving problems through studying a means of visual design.

시각디자인학과세미나(2) (1 Credit)

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅱ(1 Credit)

In this course, students will have a deep and broad perspective on individual research topics while presenting and discussing contemporary design issues.

시각디자인학과세미나(3) (3 Credit)

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅲ(1 Credit)

In this course, students will have a deep and broad perspective on individual research topics while presenting and discussing contemporary design issues.

시각디자인학과세미나(4) (1 Credit)

SEMINAR ON VISUAL COMMUNICATION DESIGN Ⅳ(1 Credit)

In this course, students will have a deep and broad perspective on individual research topics while presenting and discussing contemporary design issues.

**■ VISUAL COMMUNICATION MAJOR**

UX/UI디자인 (3 Credit)

UX/UI DESIGN (3 Credit)

In this course, students will learn how to communicate between computer and human and creating and developing more effective interface. Learning how to make comfortable user interface of media which put text drawing, photography, animation, video and sound together.

다큐멘터리연구 (3 Credit)

STUDIES ON DOCUMENTARY (3 Credit)

Through learning new technology of production and marketing, photography related subject and taking a field survey of cultural industry, discussions and seminar, students will improve the ability of reading the picture message and the intellectual capacity of image culture.

디자인경영론 (3 Credit)

THEORY OF DESIGN MANAGEMENT (3 Credit)

Students will research the management strategy to systematize and manage the distribution structure of design as well as study essential techniques for one-person foundation and inauguration item which has high business probability.

디자인아카이브연구 (3 Credit)

STUDIES ON DESIGN ARCHIVE (3 Credit)

Learn the record and research methodology of design, and discover the meaning and value of design archiving. The goal is to establish an academic foundation for local design archiving.

디자인인문세미나 (3 Credit)

DESIGN LIBERAL ART SEMINAR (3 Credit)

Students will research study of major literature about design, discuss scientific meaning. Furthermore, they make full use of outcome for writing a paper.

디자인작품분석연구(1) (3 Credit)

DESIGN WORKS ANALYSIS I (3 Credit)

In this course, students will seek for new design method correspond with their own works after taking an overall look the meaning and effect of various works in modern design.

디자인작품분석연구(2) (3 Credit)

DESIGN WORKS ANALYSIS II (3 Credit)

In this course, students will research the new direction in advance according to analyze and confirm style, technique, ideology and social background of 20th century design trend.

디지털그래피 (3 Credit)

DIGITAL GRAPHY (3 Credit)

Accomplish design assignments make the best use of contents which are taken by digital camera.

디지털디자인글쓰기 (3 Credit)

DIGITAL DESIGN WRITING (3 Credit)

This course examines the current state of writing and reading in the digital age and explores the diversity of design academic methods.

모션그래픽스 (3 Credit)

MOTION GRAPHICS (3 Credit)

The class will cover the design of the motion graphics based on 2 dimensional images that move kinetically by the time goes. To understand the subject efficiently and

aesthetically, the individual project will be requested to understand the elements of the motion graphic design.

문화재생을위한디자인 (3 Credit)

DESIGN FOR CULTURAL REGENERATION (3 Credit)

Understand the historical and cultural context of the place and learn the design approach for cultural regeneration.

문화컨텐츠연구 (3 Credit)

STUDIES ON CULTURE CONTENTS (3 Credit)

Researching and Developing tourist cultural products and cultural industry which are fields that visual design is practically used.

미디어서비스디자인 (3 Credit)

MEDIA SERVICE DESIGN (3 Credit)

Researching and Developing media content products and space design which are fields that media service design is practically used.

북디자인연구 (3 Credit)

STUDIES ON BOOK DESIGN (3 Credit)

This class asks and discusses the flow and issues of contemporary book design. In particular, we focus on the cultural value of publishing and think about the future of books.

브랜드경험디자인 (3 Credit)

BRAND EXPERIENCE DESIGN (3 Credit)

The brand design is a lager concept that includes C.I. and B.I. The class will approach to the new communication on making strategies of the brand combining with the design.

서비스다지인연구 (3 Credit)

STUDIES ON SERVICE DESIGN (3 Credit)

Understanding about effective technologies and ways of modern industry, students will study the possibility of applications for design industry. Besides, this class encourages students visiting companies and industry-academic cooperation project about service design.

시각디자인연구(1) (3 Credit)

STUDIES ON VISUAL COMMUNICATION (1) (3 Credit)

Students will learn a fundamental concept and theoretical knowledge of design such as method, principles, components, structures, roles of visual communication design and will realize value and social role of design understanding development of visual communication design, formative properties of design works, trend of world, design industry.

시각디자인연구(2) (3 Credit)

STUDIES ON VISUAL COMMUNICATION (2) (3 Credit)

Students will learn a fundamental concept and theoretical knowledge of design such as method, principles, components, structures, roles of visual communication design and will realize value and social role of design understanding development of visual communication design, formative properties of design works, trend of world, design industry.

시각문화콘텐츠연구 (3 Credit)

STUDIES ON VISUAL CULTURE CONTENTS (3 Credit)

In these days, cultural contents by various media become the growth engines industry. In this course, students will find logical and practical analytics and production methodology for effective production of visual cultural contents.

애니메이션연구 (3 Credit)

STUDIES ON ANIMATION (3 Credit)

Understanding the process of animation from traditional animation to computer graphic animation and features of each animations.

영상문화연구 (3 Credit)

STUDIES ON IMAGE CULTURE (3 Credit)

Students will understand visual expression materials, such as graphic, image, multimedia and various cultural tools. Moreover, they will research the attribute of each tools and the possibilities of expression for creative expression.

영상미디어스튜디오 (3 Credit)

IMAGE MEDIA STUDIO (3 Credit)

students will figure out process of transition, features of production techniques from traditional animation to computer graphic animation. Moreover, they will analyze attraction of animation and study a new techniques and an expression methods for the digital image era.

융합콘텐츠연구 (3 Credit)

STUDIES ON CONVERGENCE CONTENTS (3 Credit)

Students will research and develop convergence contents through finding examples of integrated thinking in modern society which are fields that visual design is practically used.

인포그래픽디자인 (3 Credit)

INFOGRAPHIC DESIGN (3 Credit)

Learn how to visualize data, such as text, pictures, tables, and diagrams. Aim for accurate communication of research information.

일러스트레이션연구 (3 Credit)

STUDIES ON ILLUSTRATION (3 Credit)

By taking this class, students learn the illustration as the purpose of visual delivery function of graphic design.

캐릭터디자인 (3 Credit)

CHARACTER DESIGN (3 Credit)

Learning how to catch the distinct characteristic and to stylize the character.

타이포그래피연구 (3 Credit)

STUDY ON TYPOGRAPHY (3 Credit)

Proceed with studying typography historical theory and practicing practical skills together. In particular, it is aimed at drawing up research assignments from the perspective of Korean typography.