



# HANYANG UNIVERSITY

## 2018 HISS Syllabus [Digital Studio]

Professor:	<b>Joonhee Elliot Park</b>
E-mail:	filmpark@gmail.com
Home Univ.:	Wheaton College
Dept.:	Art and Communication

Description:

An old cliché "A picture is worth a thousand words" is a proven fact these days. Digital images are our everyday language to communicate with others. Facebook reported in May 2015 that two billion photos are shared on its systems every day. Snapchat, a visual social network, has an estimated 200 million monthly active users and 100 million daily active users, which puts it ahead of all of its other competitors after four years. Instagram is close behind with 180 million monthly active users in 2014. Undeniably, images are the most used language on the planet.

Digital Studio is designed to develop the visual language skills to express your ideas creatively and communicate effectively with others. In the class, you will develop your eyes to see the world around you closely and intentionally in order to represent it in terms of beauty and truth. You will be more critical about the visual messages through the study of theories and practice. You will develop the skills using digital photography (Adobe Photoshop CC) and design tools (Adobe Illustrator CC), and create a Photo Essay Website (Adobe Portfolio). The class will discuss followings:

- Image as language
  - Visual vocabularies and grammar
- Photo editing with Photoshop
  - Light and shadow, composition and depth
  - Layers and filters, compositing and image manipulation
- Design with Illustrator
  - Typography, logo design and layout

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### Hanyang International Summer School

Office of International Affairs, Hanyang University  
222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea  
Tel. +82-2-2220-2456 | [iss@hanyang.ac.kr](mailto:iss@hanyang.ac.kr)

Objective:	<ul style="list-style-type: none"> <li>• Understand digital image-making process</li> <li>• Develop visual vocabulary and literacy</li> <li>• Express ideas using visual storytelling</li> </ul>
Preparations:	<ul style="list-style-type: none"> <li>• All reading materials and references will be provided by the instructor</li> <li>• Any imaging device: Digital Camera or Smart Phone</li> <li>• Computer lab and image editing software will be provided</li> </ul>

Schedule:	Week 1 The world is full of Images/Introduction to digital image devices
	Week 2 How to see the world/Field practice/Taking pictures
	Week 3 How to plan and structure using design approach
	Week 4 Show and Tell to the world with images and stories

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
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