



HANYANG UNIVERSITY

2018 HISS Syllabus

[Innovative Design Studio]

Professor:	Bong Il Jin
E-mail:	bjin@ncsu.edu
Home Univ.:	North Carolina State University
Dept.:	Graphic Design and Industrial Design

Description:	This course offers students an opportunity to explore and identify Korean Culture DNA to create K-style design throughout traditional cultural inheritance such as, architecture, furniture, china, fashion and other products. Korean Culture DNA can be a pattern, character line, metaphor and abstractive key word etc. Designing Korean products using K-Culture DNA elements defined by international students in the studio will be the main project for this course. Unique and innovative design process will be applied in this project. Fundamental Photoshop sketching skill and manual sketching skill will be taught to the non-design majored students.
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Objective:	<ol style="list-style-type: none"> 1. To learn about Design Elements and Principles 2. To understand K-Culture and explore K-culture DNA 3. To practice design thinking and Brand design 4. To learn how to use Photoshop in Product design
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Schedule:	Week 1	Understand Design and Brand Design - Design Elements & Principles - Brand Design & Design Thinking - Photoshop and Manual Sketch Practice
	Week 2	Research Korea Culture Element and Ideation - Research in multiple culture categories & Extract Culture DNA elements - Select multiple potential products - Brain storming and Idea generation - Photoshop & Manual Sketch Practice
	Week 3	Design Developing and Rendering - Design developing with Photoshop - Improve and refine the design - Photoshop Rendering
	Week 4	Feed-back and Final Presentation - Feedback (detail and fine tuning) - Prepare Final Presentation Slides - Final Presentation

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	00	30	30	00	40	00

Hanyang International Summer School

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