



HANYANG UNIVERSITY

2019 HISS Syllabus (Innovative Design Studio)

Professor: Bong Il Jin
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Home Univ.: North Carolina State University
Dept.: Graphic Design & Industrial Design Department

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 projects 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.

- Objective:**
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

Preparations: Textbook needed? Pre-knowledge needed? Materials needed?

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|------------------|---------------|---|
| Schedule: | Week 1 | Research Korean Culture and Explore Culture DNA <ul style="list-style-type: none">- Design Elements & Principles- Brand Design & Design Thinking- Photoshop and Manual Sketch Practice |
| | Week 2 | Research Korean Culture and Explore Culture DNA <ul style="list-style-type: none">- Design Elements & Principles- Brand Design & Design Thinking- Photoshop and Manual Sketch Practice |
| | Week 3 | Design Develop and Refine Design <ul style="list-style-type: none">- Idea sketch- Improve and develop design |



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| - Refine and tune the design |
| Final Presentation |
| Week 4 |
| - Feedback (detail and fine tuning) - Photoshop Rendering - Refinement and prepare presentation - Final Presentation (Digital Presentation) |

| Evaluation: | Midterm (%) | Final (%) | Attendance (%) | Assignments (%) | Participation (%) | Etc. (%) |
|-------------|-------------|-----------|----------------|-----------------|-------------------|----------|
| | 0 | 40 | 30 | 0 | 30 | 00 |