



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Sunook Park					
	E-mail	sunook.park@csulb.edu					
	Home University	California State University, Long Beach					
	Department	ART					
	Homepage						
Course Information	Class No.	TBA	Course Code	ISS1159	Credits	3	
	Course Name	Brand Workshop					
	Lecture Schedule	Mon-Thu /					
	Course Description	Hypothetical design studio experience oriented toward developing portfolio-quality design work in a professional designer/ art director environment with involvement in actual projects with real clients. Students will be engaged in all project phases, from research to production.					
	Course Objective	Upon completing this course, students will be able to use their design skills in a real-world context. Students will work as a team, collaborating with entrepreneurs, non-profits, or businesses. The course will guide determining design objectives needed for each project, estimating the time required, analyzing and assessing the creative solutions, and producing a design in print or digital formats.					
	Prerequisite	Basic skills in using graphic design programs such as In-Design, Illustrator, Photoshop					
	Materials/Textbooks	Provided by instructor					
Evaluation	Attendance	10 %	Quiz	%			
	Assignment	40 %	Mid-term Exam	%			
	Presentation	30 %	Final Exam	10 %			
	Group Project	%	Participation	10 %			
	Etc.	Evaluation Item			Ratio		
					%		
Daily Lecture Plan	Week 1	Day 1	Orientation & Opening Ceremony				
		Day 2	Project introduction				
		Day 3	Design brief				
		Day 4	Brand Positioning_1				
	Week	Day 1	Brand Positioning_2				



	2	Day 2	Brand Positioning_3(Presentation)
		Day 3	Brand naming_1
		Day 4	Brand naming_2(presentation)
	Week 3	Day 1	Brand Identity Design_1(symbol)
		Day 2	Brand Identity Design_2(Logo)
		Day 3	Brand Typography
		Day 4	Brand Color
	Week 4	Day 1	Brand visual components
		Day 2	Brand Applications_1
		Day 3	Brand Applications_2
		Day 4	Final brand Style Guide presentation