



# HANYANG UNIVERSITY

## Hanyang International Summer School

<b>Faculty Information</b>	<b>Name</b>	Sunook Park					
	<b>E-mail</b>	sunook.park@csulb.edu					
	<b>Home University</b>	California State University, Long Beach					
	<b>Department</b>	ART					
	<b>Homepage</b>						
<b>Course Information</b>	<b>Class No.</b>	18090	<b>Course Code</b>	ISS1159	<b>Credits</b>	3	
	<b>Course Name</b>	Brand Workshop					
	<b>Lecture Schedule</b>	Mon-Thu / 9:00~12:00 AM					
	<b>Course Description</b>	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.					
	<b>Course Objective</b>	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.					
	<b>Prerequisite</b>	Basic skills in using graphic design programs such as In-Design, Illustrator, Photoshop					
	<b>Materials/Textbooks</b>	Provided by instructor					
<b>Evaluation</b>	<b>Attendance</b>	10 %	<b>Quiz</b>	%			
	<b>Assignment</b>	40 %	<b>Mid-term Exam</b>	%			
	<b>Presentation</b>	30 %	<b>Final Exam</b>	10 %			
	<b>Group Project</b>	%	<b>Participation</b>	10 %			
	<b>Etc.</b>	<b>Evaluation Item</b>			<b>Ratio</b>		
					%		
			%				
<b>Daily Lecture Plan</b>	<b>Week 1</b>	Day 1	Orientation & Opening Ceremony				
		Day 2	Project introduction				
		Day 3	Design brief				
		Day 4	Brand Positioning_1				
	<b>Week</b>	Day 1	Brand Positioning_2				



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