



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Sunook Park				
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	Home University	California State University, Long Beach				
	Department	ART				
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Course Information	Class No.	18023	Course Code	ISS1159	Credits	3
	Course Name	Brand Workshop				
	Lecture Schedule	Tue-Fri/ 09:00~12:00				
	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	- None				
	Materials/Textbooks	Provided by instructor				
Evaluation	Attendance	10%	Quiz	NA%		
	Assignment	40%	Mid-term Exam	NA%		
	Presentation	40%	Final Exam	NA%		
	Group Project	NA%	Participation	10%		
	Etc.	Evaluation Item			Ratio	
Daily Lecture Plan	Week 1	Day 1	Class and project introduction			
		Day 2	Phase 1-1: Research and positioning			
		Day 3	Phase 1-2: Research and positioning			
		Day 4	Phase 1-3 Research and positioning-Final presentation			
	Week 2	Day 1	Phase 2-1: Brand Naming Draft			
		Day 2	Phase 2-2: Brand Naming Final			
		Day 3	Phase 2-4: Building Symbol and Logotype Draft			
		Day 4	Phase 2-5: Building Symbol and Logotype Draft			



	Week 3	Day 1	Phase 2-6: Visual Components Development: Color
		Day 2	Phase 2-7: Visual Components Development Typography
		Day 3	Phase 2-8: Visual Components Development Visual Layers
		Day 4	Phase 1-1: Brand Applications_1
	Week 4	Day 1	Phase 1-2: Brand Applications_2
		Day 2	Phase 1-3: Branding Process Summary
		Day 3	Final presentation
		Day 4	Graduation