



HANYANG UNIVERSITY

INTERNATIONAL SUMMER SCHOOL

*** Please fill out the form completely in English in detail.**

Name	Sunook Park
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Home University	California State University, Long Beach
Department	ART

Course Title	Brand Workshop
Field of Study	Business
Credits	3
Contact Hours	45
Course Code/Number	* In case it was opened at Hanyang University previously
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.
Preparations (Pre-Knowledge)	Basic skills in using graphic design programs such as In-Design, Illustrator, Photoshop
Materials (Textbook/Websites link)	Provided by instructor



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Lesson Plan: Fill out the topic for each class in detail		
Week 1	1 st Day	Orientation & Opening Ceremony
	Class 1	Project introduction
	Class 2	Design brief
	Class 3	Brand Positioning_1
Week 2	Class 4	Brand Positioning_2
	Class 5	Brand Positioning_3(Presentation)
	Class 6	Brand naming_1
	Class 7	Brand naming_2(presentation)
Week 3	Class 8	Brand Identity Design_1(symbol)
	Class 9	Brand Identity Design_2(Logo)
	Class 10	Brand Typography
	Class 11	Brand Color
Week 4	Class 12	Brand visual components
	Class 13	Brand Applications_1
	Class 14	Brand Applications_2
	Class 15	Final brand Style Guide presentation

Evaluation (%)								
* Total sum of percentages should be 100%								
* Only below options are available, please do not change the form (fill out the given form)								
Assignments	Attendance	Final	Group Project	Mid-term	Participation	Presentation	Quiz	Total
40	10	10	NA	NA	10	30	NA	100 %