



HANYANG UNIVERSITY

INTERNATIONAL SUMMER SCHOOL

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

Name	Joonhee Elliot Park
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Home University	Wheaton College
Department	Art and Communication

Course Title	Digital Production and Content Services
Field of Study	Art & Design
Credits	3
Contact Hours	45
Course Code/Number	ITC4013
Course Description	<p>An old cliché “A picture is worth a thousand words” is a proven fact in today’s image saturated environment. Digital images are our everyday language to communicate with others. According to Facebook statistics in 2019, the total number of mobile daily active users are 1.57 billion and 350 million photos are uploaded every day. Instagram is behind with 500 million daily active users and over 50 billion photos are shared to date. Undeniably, images are the most used language on the planet.</p> <p>Digital Studio is designed to develop the visual language skills to express your ideas creatively and communicate effectively with others. In the class, you will develop your eyes to see the world around you closely and intentionally in order to represent it in terms of beauty and truth. You will be more critical about the visual messages through the study of theories and practice. You will develop the skills using digital photography (Adobe Photoshop CC) and video editing tool (Adobe Premiere Pro CC), and create a digital portfolio website. The class will discuss followings:</p> <ul style="list-style-type: none">• Image as language<ul style="list-style-type: none">- Composition and depth- Light and shadow• Photo editing with Adobe Photoshop<ul style="list-style-type: none">- Layers and filters- Compositing and collage• Animation with Adobe Photoshop<ul style="list-style-type: none">- Still to motion in GIF- Stop motion animation to tell stories• Time-based Design with Adobe Premiere Pro<ul style="list-style-type: none">- Video and audio- Storytelling in abstraction



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Course Objective	<ul style="list-style-type: none"> • Develop visual vocabulary and literacy • Understand digital image-making process • Express ideas using visual storytelling
Preparations (Pre-Knowledge)	<ul style="list-style-type: none"> • Any imaging device: Digital Camera or Smart Phone • Computer lab and image editing software Adobe Photoshop and Premiere Pro will be provided
Materials (Textbook/Websites)	All reading materials and references will be provided by the instructor

Lesson Plan: Fill out the topic for each class in detail		
Week 1	1 st Day	Orientation & Opening Ceremony
	Class 1	Introduction to the course and the environment
	Class 2	The world is full of images – How to read and write the images
	Class 3	Project 1: A Sense of Light and Darkness
Week 2	Class 4	Taking pictures with intentions – Denotations and Connotations
	Class 5	How to manipulate the world - Understand digital image editing
	Class 6	Digital photography adjustments quantitatively and qualitatively
	Class 7	Project 2: A Sense of Place
Week 3	Class 8	Time concept in visual arts
	Class 9	Bring to life still images – GIF animation
	Class 10	Stop motion animation
	Class 11	Project 3: A Sense of Time
Week 4	Class 12	Experimental Video
	Class 13	Premiere Pro editing with beats and rhythm
	Class 14	Storytelling in abstraction
	Class 15	Project 4: A Sense of Story



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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
60	20				20			100%