



HANYANG UNIVERSITY

Hanyang International Summer School

Digital Studio – 2020 HISS Syllabus

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Home Univ.: Wheaton College
Dept.: Art and Communication

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.

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 design tools (Adobe Illustrator CC), and create a Photo Essay Website (Adobe Portfolio). The class will discuss followings:

Description:

- Image as language
 - Visual vocabularies and grammar
 - Composition and depth
 - Light and shadow
- Photo editing with Adobe Photoshop
 - Layers and filters
 - Compositing and collage
 - Image manipulation
- Animation with Adobe Photoshop
 - Still to motion in GIF
 - Stop motion animation to tell stories
- Design with Adobe Illustrator
 - Vector drawing and Logo design
 - Typography and Layout

Objective:

- Develop visual vocabulary and literacy
- Understand digital image-making process
- Express ideas using visual storytelling

- Preparations:
- Any imaging device: Digital Camera or Smart Phone
 - All reading materials and references will be provided by the instructor
 - Computer lab and image editing software Adobe Photoshop and Illustrator will be provided

Credits	3	Contact Hours	48 hours
Week 1	Day 1	Introduction to the course and the environment	
	Day 2	The world is full of images – How to see the world and read the images	
	Day 3	Hello world – Create a <i>Photo Essay in Seoul</i> website	
	Day 4	Introduction to digital photography	
Week 2	Day 1	Taking pictures with intentions – Denotations and Connotations	
	Day 2	Understand digital image editing – Introduction to Adobe Photoshop	
	Day 3	Digital photography adjustments quantitatively and qualitatively	
	Day 4	Non-Destructive editing with layers and masks	
Week 3	Day 1	Photo collages and expansion story	
	Day 2	Photo compositing and abstract	
	Day 3	Still to motion with GIF images	
	Day 4	Storytelling with stop-motion animation	
Week 4	Day 1	Intro to Design and Illustrator	
	Day 2	Vector drawing with pen tool	
	Day 3	Branding and logo design	
	Day 4	Layout and publishing	

Evaluation(%)	Midterm	Final	Attendance	Assignments	Participation	Etc.
			20%	60%	20%	