



# HANYANG UNIVERSITY

## Hanyang International Summer School

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	<b>Home University</b>	University of Texas at Arlington				
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<b>Course Information</b>	<b>Class No.</b>	18055	<b>Course Code</b>	ISS1201	<b>Credits</b>	3
	<b>Course Name</b>	Mobile Storytelling and Social Media				
	<b>Lecture Schedule</b>	Tue-Fri/ 16:00~19:00				
	<b>Course Description</b>	<p>Beginning with ancient cave paintings created by our ancestors, art has always been the fruit of human creativity and technology. Technology as well as rich artistic traditions have evolved since then. The most important innovation of the last hundred years, after the personal computer, has been the global dissemination of connectivity, image/sound capture and data processing of mobile devices. The cellular phone has transformed all aspects of human activity at a global level. This transformation is not only widespread but also extraordinary fast and evolving even now.</p> <p>Mobile sound and image capturing has been wholeheartedly embraced by researchers, activists, artists, and storytellers. For the last fifteen years, narrative and documentary films captured entirely on mobile phones have been awarded around the world.</p> <p>This class is an innovative opportunity where students develop the agility required to adapt to the ever-changing hardware landscape. Entertainment and news platforms are rapidly relying on mobile technology. Everyone has a digital studio in their hands. Mobile phones have changed more than how we communicate, they have created a new kind of storytelling. The Mobile storytelling class will explore production techniques and aesthetics of stories that are made with mobile devices and/or meant to be seen on mobile devices. This can range from feature films to YouTube to Instagram, Tik Tok, Facebook Live. Students will research and create various forms of mobile media over the course of the program.</p>				
	<b>Course Objective</b>	<p>On completion of this course, the students will have intensively engaged in the study and practice of Mobile storytelling and will possess a wide-ranging set of skills and aesthetic capabilities in the pre-production, production, and post-production aspects of the mobile production. Students will have a full knowledge of the function and impacts of the social media and basic production techniques for the mobile contents' creation. Students will be able to examine the ethical, creative, and collaborative relationship between the creator and subjects from other than their own cultures in a creative way.</p> <ul style="list-style-type: none"> <li>• Students will understand and examine the function of social</li> </ul>				



		<p>media and their impacts.</p> <ul style="list-style-type: none"> <li>• Students will learn to create and control video on a Mobile device.</li> <li>• Students will learn the language for various mobile media platforms such as YouTube, Facebook live and learn how to create media for content for these.</li> <li>• Students will learn the visual and storytelling language of these new forms of media.</li> </ul>			
	<b>Prerequisite</b>	N/A			
	<b>Materials/Textbooks</b>	The readings will be provided based on each topic. Students must have a mobile device to use.			
<b>Evaluation</b>	<b>Attendance</b>	10 %	<b>Final Assignment</b>	30%	
	<b>Assignment 1</b>	20%		%	
	<b>Assignment 2</b>	20%		%	
	<b>Assignment 3</b>	20%		%	
	<b>Etc.</b>	<b>Evaluation Item</b>		<b>Ratio</b>	
					%
				%	
<b>Daily Lecture Plan</b>	<b>Week 1</b>	Day 1	Welcome and Introduction Go over the syllabus and major assignments		
		Day 2	Social media effects and defining mobile storytelling. Idea conception and preproduction for mobile production. Creating social media platforms.		
		Day 3	Basic cinematography and shooting with the cellphone. Mobile applications for filmmaking. Explanation of Assignment 1: "Korean Food"		
		Day 4	Sound recording and design for mobile devices. Workshop: Adobe Photoshop and Premiere		
	<b>Week 2</b>	Day 1	Screening and Discussion 1: "Korean Food" Explanation of Assignment 2: "Korean Places"		
		Day 2	Field Trip: Shooting "Korean Places"		
		Day 3	Editing: Constructing the space and methods of coverage Workshop: Premiere video and audio editing		
		Day 4	Screening and Discussion 2: "Korean Places" Explanation of Assignment 3: "Korean People"		
	<b>Week 3</b>	Day 1	Field Trip: Shooting "Korean People"		
		Day 2	Workshop: YouTube settings and editing What makes a good YouTube video		
		Day 3	Explanation of Final Assignment: "Personal Exploration and Korean Culture" Screening and Discussion 3: "Korean People"		
		Day 4	Pitching and Discussion: Propose idea for the final assignment Mobile storytelling and choices of methodologies		
	<b>Week 4</b>	Day 1	Field trip to work on the final assignment		
		Day 2	Editing lab session		
		Day 3	Public Screening and Discussion: "Personal Exploration and Korean Culture"		
		Day 4	Graduation		



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