

UNESCO CITY OF DESIGN | SEOUL

Study Abroad

Short-Term Summer Program in Seoul, Korea 2015

JUN BUM SHIN

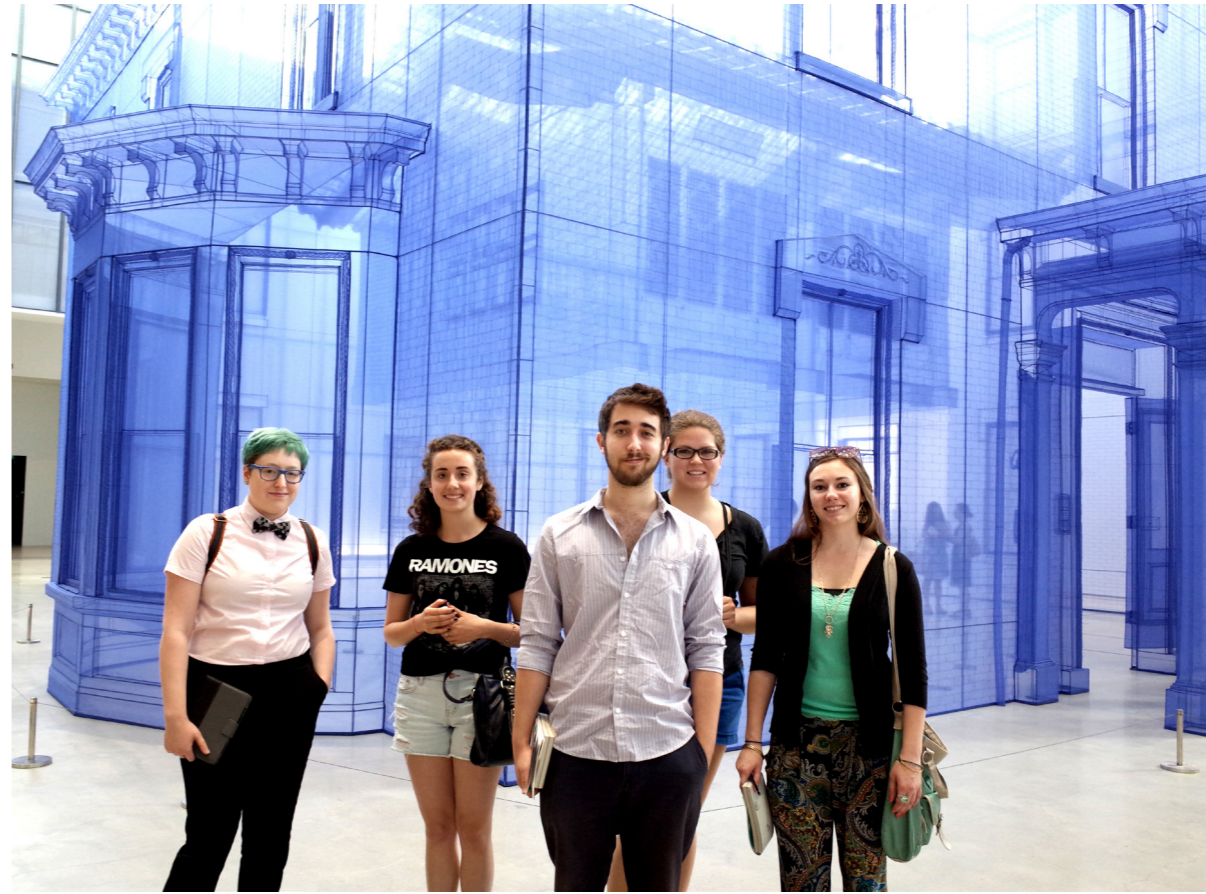


Art & Design Culture in Asia: Where in Seoul, Korea



May 16th– June 1st, 2015

17 days



3 Credits

7 students, expected



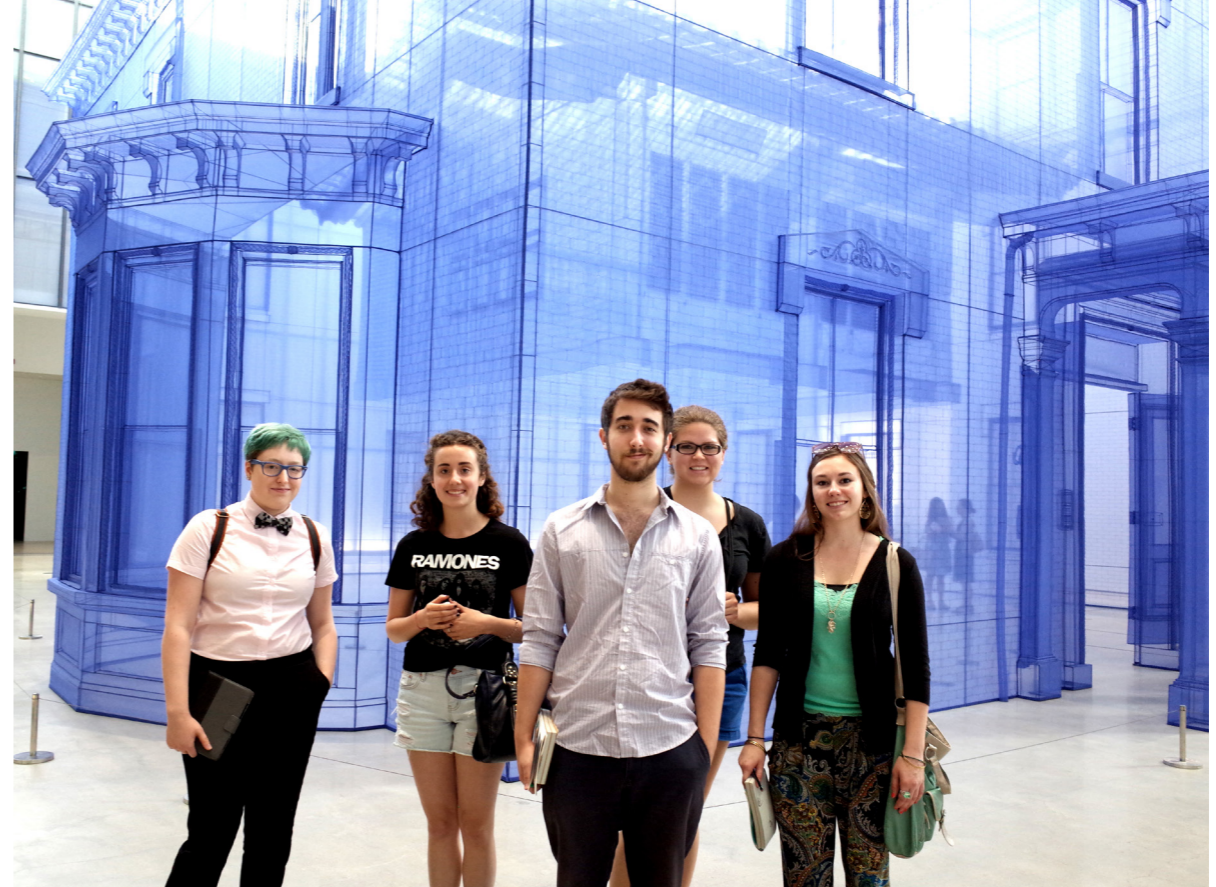
Why SEOUL?

- _ A city with over 2,000 years of history.
- _ The capital city of Korea for more than 600 years.
- _ Tradition and history coexisting with the dynamic and cutting-edge technology of the 21st century.



Design in SEOUL

- _ held, Design Olympiad 2009
- _ selected, World Design Capital 2010
- _ selected, The UNESCO Creative City of Design in 2010



Objectives & Contents

- _ Learning and understanding a global design thinking
- _ Dealing with interpersonal relationships, meeting with local professors, designers, and students
- _ Experience diverse cultures of creative city through the common language of design
- _ Participate seminars and lectures at leading universities, design centers, and design firms
- _ Visit traditional and contemporary art & design museums, gallery, landmarks in city, etc.

Staying I

- _ 7 nights in a luxury Hostel
- Wi-Fi Internet (Free)
- Full bath per room in a hotel
- Laundry, TV, A/C
- Bakery and café (in a hotel)
- Kitchen (public cooking facility)



Staying II

_ 10 nights in Hanok (Traditional Korean House)

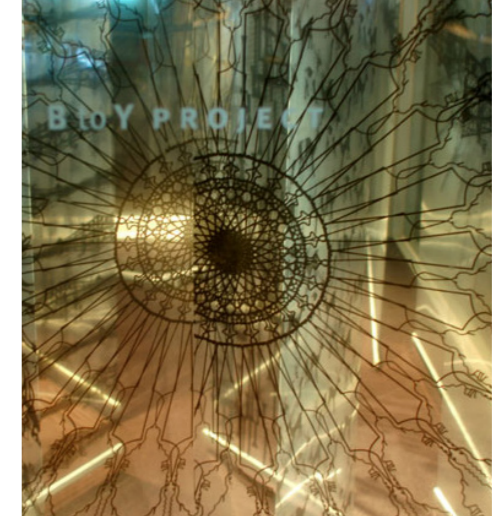
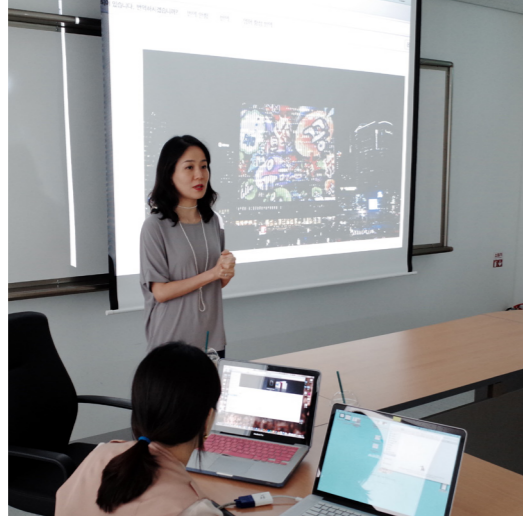
Wi-Fi Internet (Free)

Full bath

Laundry, TV, A/C

Kitchen (public cooking facility)





Lecture Series

3–5 hours, Lecture + seminar + mini project

DIGITAL MEDIA

Boyeun Kim

Professor, Hongik University (International Design School for Advanced Studies)

Yale University, MFA, Graphic Design / Rhode Island School of Design, BFA, Graphic Design

UX and UI DESIGN

Lee Changuk

Associate Professor, Dankuk University

Dongduk University, PhD / University of Oregon, MFA, BA, New Media Design

INTERACTION DESIGN

Seulki Kang

Senior Designer, NEXON Korea Corporation / Lecturer, Konkuk University

Ravenbourne College of Design and Communication, MA, Interactive Media Design / London College of Communication, BA, Graphic & Media Design

PACKAGING

Sooyoung Kim

Professor, Myongji College

Pratt Institute, MS, Communication & Package Design / Academy of Art University, BFA, Graphic Design

TYPOGRAPHY

Joosung Kim

Professor, Myongji College / Korean Society of Typography (vice president)

Hongik University, BFA, MFA. Advertising, Visual Communication Design

ILLUSTRATION

TBA



Workshop

field trip to outstanding design firms related with Interactive Media, Service Design, Industrial Design, etc.

PXD

UI, GUI, Service Design Consulting Design Group

<http://www.pxd.co.kr>

ANIFRAME

Media, Space, Commercials Design Group

<http://aniframe.tistory.com> (http://www.youtube.com/watch?v=8b0o_F_8mKE)

KOREA DESIGN CENTER

<http://koreadesigncenter.com>

DESIGN MALL

Industrial Design Firm

<http://www.designmall.com>

Museums + Galleries

traditional and modern art and design, and folk museums.

_ Visiting Museums

National Museum of Korea. <http://www.museum.go.kr>

The War Memorial of Korea. <https://www.warmemo.or.kr>

The National Folk Museum of Korea. <http://www.nfm.go.kr>

National Museum of Modern and Contemporary Art, Korea. <http://www.mmca.go.kr/>

Seoul Museum of History. <http://www.museum.seoul.kr>

Leeum Samsung Museum of Art. <http://leeum.samsungfoundation.org>

Daelim Museum. <http://www.sac.or.kr>

Kukje Gallery. <https://www.kukjegallery.com>

Modern Design Museum. <http://www.designmuseum.or.kr>

Hangaram Art and Design Museum. <http://www.sac.or.kr/space/info/design.jsp>

Seoul Calligraphy Art Museum. <http://www.sac.or.kr/space/info/calli.jsp>



Application

Students must meet the minimum GPA of 2.50 and hold a sophomore standing or above.

_ THIS PROGRAM IS INTENDED FOR DESIGN MAJORS

Art, Design, and Art History
Media Arts and Design

_ OTHER MAJORS

May need to pass through interview

_ COURSE NUMBER

GRPH 392: Special Topic in Graphic Design
GRPH 390: Independent Study
ART 392: Special Topic in Art



Program Costs

including all meals, lodgings, and other expenses

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- _ **Program Supplemental Fee:** \$2200.00 (estimated)
 - _ **Airfare:** normally \$1300–1800 (depending on dates and stops)
 - _ **Tuition:**
 1. Virginia Undergraduate: \$939 (3 credits)
 2. Non-Virginia Undergraduate: \$2520 (3 credits)



Thank you

_ JUN BUM SHIN

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School of Art, Design and Art History, James Madison University

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