

Department of Design



Department of Design

Academics

In today's world that is touted as the era of sensibility and culture, design plays a crucial role in the next-generation growth engine, and women's grace, delicacy, and sensibility are spotlighted as major competitive edges of the 21st-century industry design. Accordingly, Department of Industrial Design sets its sights on comprehensive research that is connected to wide-ranging areas including representational art, science and technology, and humanities and studies related knowledge and methods. In a nutshell, the program has its education goal in fostering hands-on female professionals by focusing its education on the leadership and personality as required of versatile female designers



Educational Goals of Departments

- Fostering design professionals fit for the 21st century.
- Cultivating scientific thinking and artistic creativity.
- Building the correct values as to humans and society.
- Fostering design professionals equipped with creative design skills.
- Cultivating comprehensive applied studies based on the industry-university cooperation.
- Implementing multidisciplinary design education through interdisciplinary linkage.

Students Envisioned by Departments

Multidisciplinary professionals who fulfill design specialty that fits the 21st century with creative thinking and artistic creativity.

Professors



Choi, In Hwan

Research field	Interaction Design, Product Design
Subjects in charge	Design Thinking Studio, Interactive Application Design
Lab	Art Building 2, Room 404
Phone number	+82 2-920-7540
E-mail	hchoi@sungshin.ac.kr



Lee, Hong Goo

Research field	Living Design, Style, Space Styling
Subjects in charge	Living Design, VMD, Visual Merchandising
Lab	Art Building 2, Room 406
Phone number	+82 2-920-7452
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Jang, Sun Hee

Research field	Information Design
Subjects in charge	Infographic Design, Artificial Intelligence and Design
Lab	Art Building 2, Room 407
Phone number	+82 2-920-7612
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Kim, Do Sik

Research field	Moving Media Design, Graphic Design
Subjects in charge	Time based Graphic, Visual thinking and Expression
Lab	Art Building 2, Room 507
Phone number	+82 2-920-7627
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Chang, Ki Yoon

Research field	Architecture, Environment, Interior Design
Subjects in charge	Space Design Theory and Practice, Space Design Studio
Lab	Art Building 2, Room 405
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Professors



Chang, Hae Jin

Research field	Graphic Design, Branding, Experience Design, Social Design
Subjects in charge	Branding, Visual Design Studio
Lab	Art Building 2, Room 402
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Hwang, Sang Joon

Research field	Graphic Design, Editorial Design, Typography
Subjects in charge	Typography, Graphic Design
Lab	Art Building 2, Room 403
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E-mail	sj@sungshin.ac.kr
Home page	www.sangjoon.net

The Tracks

1. Information Experience Design Track

Information Experience Design Track				
Track Description	The Information Experience Design track is a process of learning how to visually represent and communicate complex or unstructured data efficiently, allowing for its effective use.			
Related Major Competencies	Execution skills based on a foundation of design expertise, Creativity-based problem-solving skills, Professional skills focused on practical fieldwork			
Specialized Fields for Career	Information Graphic Designer, UX/UI Designer, Mobile · Web Designer			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Visual Communication Design	3
	2	2	Infographic Design	3
	3	1	Information Design	3
	3	1	Interface Design	3
	3	2	Information Media Design	3
	3	2	Interface Design Project	3
	4	1	Information Experience Design Studio 1	3
	4	1	Capstone Design and Start Up Business	3
	4	2	Information Experience Design Studio 2	3
	Total			27

The Tracks

2. Living Design Track

Living Design Track				
Track Description	The Living Design track is a process of designing and directing a user's pleasant living environment and distinctive style based on individuality.			
Related Major Competencies	Learning and research skills based on a foundation of design expertise, Professional skills focused on practical fieldwork, Creative value creation skills			
Specialized Fields for Career	Interior Designer, Spatial Designer, Set Designer			
Curriculum	Grade	Semester	Courses	Credits
	1	1	Living Design	3
	2	2	Prompt Design	3
	3	1	Interior Design	3
	3	2	Exhibition Design	3
	4	1	Space Styling Design Studio 1	3
	4	1	Capstone Design and Start Up Business	3
	4	2	Space Styling Design Studio 2	3
	Total			21

The Tracks

3. Visual Design Track

Visual Design Track				
Track Description	The Visual Design track is a process of learning how to visualize ideas and information based on graphic design principles, exploring effective communication methods, and applying them.			
Related Major Competencies	Creative innovation skills based on cultural and artistic sensibility, Professional skills focused on practical fieldwork, Creative value creation skills.			
Specialized Fields for Career	Graphic Designer, Brand Designer, Advertising Designer, Art Director, Creative Director, Public Relations Specialist, Package Designer, Character Designer, Editorial Designer, Illustrator, Web · Mobile Graphic Designer, Digital Marketer			
Curriculum	Grade	Semester	Courses	Credits
	2	1	Typography 1	3
	3	1	Branding 1	3
	3	2	Branding 2	3
	3	2	Graphic Design	3
	4	1	Visual Design Studio 1	3
	4	2	Visual Design Studio 2	3
	Total			18

The Tracks

4. Motion Graphic Design Track

Motion Graphic Design Track				
Track Description	The Motion Graphic Design track is a process of understanding the principles of visual communication implemented in time-based media and exploring expressions.			
Related Major Competencies	Creative innovation skills based on cultural and artistic sensibility, Professional skills focused on practical fieldwork, Execution skills based on design expertise			
Specialized Fields for Career	Broadcast Graphic Designer, Motion Graphic Designer, Post-Production Art Director			
Curriculum	Grade	Semester	Courses	Credits
	1	2	Visual thinking and Expression	3
	2	1	Time based Graphic	3
	3	1	Motion Graphics Workshop 1	3
	3	2	Motion Graphics Workshop 2	3
	4	1	Motion Graphics Studio 1	3
	4	1	Capstone Design and Start Up Business	3
	4	2	Motion Graphics Studio 2	3
	Total			21



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