



HANYANG UNIVERSITY

Hanyang International Winter School

Faculty Information	Name	Sunook Park					
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	Home University	California State University, Long Beach					
	Department	ART					
	Homepage	Csulb.edu					
Course Information	Class No.	-	Course Code	ISS1159	Credits	3	
	Course Name	Brand Workshop					
	Lecture Schedule	Mon-Fri, 10:00~12:00 & 13:00~15:30					
	Course Description	Hypothetical design studio experience oriented toward developing portfolio-quality design work in a professional designer/art director environment with involvement in actual projects with real clients. Students will be engaged in all project phases, from research to production.					
	Course Objective	Upon completing this course, students will be able to use their design skills in a real-world context. Students will work as a team, collaborating with entrepreneurs, non-profits, or businesses. The course will guide determining design objectives needed for each project, estimating the time required, analyzing and assessing the creative solutions, and producing a design in print or digital formats.					
	Prerequisite	Basic skills in using graphic design programs such as In-Design, Illustrator, Photoshop					
	Materials/Textbooks	Provided by instructor					
Evaluation	Attendance	10%	Quiz	NA%			
	Assignment	40%	Mid-term Exam	NA%			
	Presentation	40%	Final Exam	NA%			
	Group Project	NA%	Participation	10%			
	Etc.	Evaluation Item			Ratio		
					%		
			%				
Daily Lecture Plan	Day 1	Class and project introduction. Design Brief.					
	Day 2	Brand Positioning_1					
	Day 3	Brand Positioning_2(Presentation)					
	Day 4	Brand Naming_1					
	Day 5	Brand Naming_2 (Presentation)					
	Day 6	Brand Signature Design_1					
	Day 7	Brand Signature Design_2(Presentation)					
	Day 8	Brand Style Guide_1					
	Day 9	Brand Style Guide_2					
	Day 10	Brand Style Guide_3(Final Presentation)					