

Department of Visual Design

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New technologies are revolutionizing the communication environment. In parallel with the ongoing need for print communication, computing and emerging media such as social networking are appearing at every level of communication design.

The emergence of a new medium of communication has spawned innovative approaches to the ways in which information can be organized and presented to its audience, changing the role of visual information designers by forcing them to go beyond simply framing ideas into content development. As traditional boundaries between creation and production, creator and consumer, writing and design, strategy and implementation of information are blurred, information design is now seen as a holistic mechanism for the planning of complex communication systems and developing social consciousness.

The Visual Information Design graduate program at Kyung Hee University embraces this ideology through its curriculum which addresses these merging skill sets, providing a learning environment for advancement in innovative research, user-centered design, and professional practice focusing on the creative potentials of communication through a full spectrum of media.

Students in the graduate Visual Information Design program seek to contribute substantial new projects and ideas to the field of communication. They are engaging in the cultural, social, technological, and aesthetic issues that are transforming today's media and information industries. Through project-oriented activities that foster analytical competence in research, writing, design history, and image theory, the curriculum is designed to deepen process-oriented skills as applied to typographic forms/systems, image-/form-making, documentation/publication design, design marketing, service design and digital media design.

| Degree Requirements |

Every graduate student, both master's and doctorate, enrolled in the Department of Visual information Design at Kyung Hee University Graduate School, must decide on a major field of study and a research topic and submit to professors during the second semester. Students may proceed with the research after the subject matter is decided with the adviser's approval.

Master's Course

Full-time students are required 24 credits to graduate.

A supplementary thesis for degree thesis submission should be discussed with the guidance professor and published one or more times in professional scientific journals of higher level than the University Journal.

Qualifying Exam for Thesis Submission

Both master's and doctorate students must submit a research progress report to the head professor one semester prior to evaluation of the degree thesis. The head professor chairs a conference consisting of professors of the Department of

Visual Information Design, to decide whether or not the degree thesis shall be passed. Judgement should be made by the entire staff of professors in the department and professors of associated fields as they participated in the committee.

Master's Course

- 1) The major subject for the exam consists of three major elective courses and a written exam.
- 2) Other regulations are subject to the regulations of the Doctorate Course Exam.

| Courses |

Master's Course

Design Semiotics, Analysis of Typography, Multi-media, History of Graphic Design & Culture, Study of Integrative Design, Advertising Communication Design, Design Marketing, Research Methodology for visual Design, Analysis of Editorial Design, Research on Cross Cultural Design(CCD)

| Faculty |

- ___ Mee-Kyung Jang, Doctor of Design. Seoul National University, 1987, Professor, General Graphis & Illustration, meekyungjang@hanmail.net
- ___ Hyeong-Suk Kim, B.F.A., M.F.A. Hongik University, 1995, Professor, Identity Design, designer@khu.ac.kr
- ___ Un-Chung Kim, Doctor of Design. Chung ang University, 2011, Professor, Typography, brody@khu.ac.kr
- ___ Je Yon Jung, Ph.D. Lancaster University(UK), 2015, Assistant Professor, Design Management/Service Design, designbiz@khu.ac.kr
- ___ Sang-Hee Park, Doctor of Philosophy in Visual Communication Design. Hongik University, 2019, Professor, Place Branding, Brand Management & Package Design, sh.park@khu.ac.kr