



W



*industrial
design*

S



*visual
communication
design*

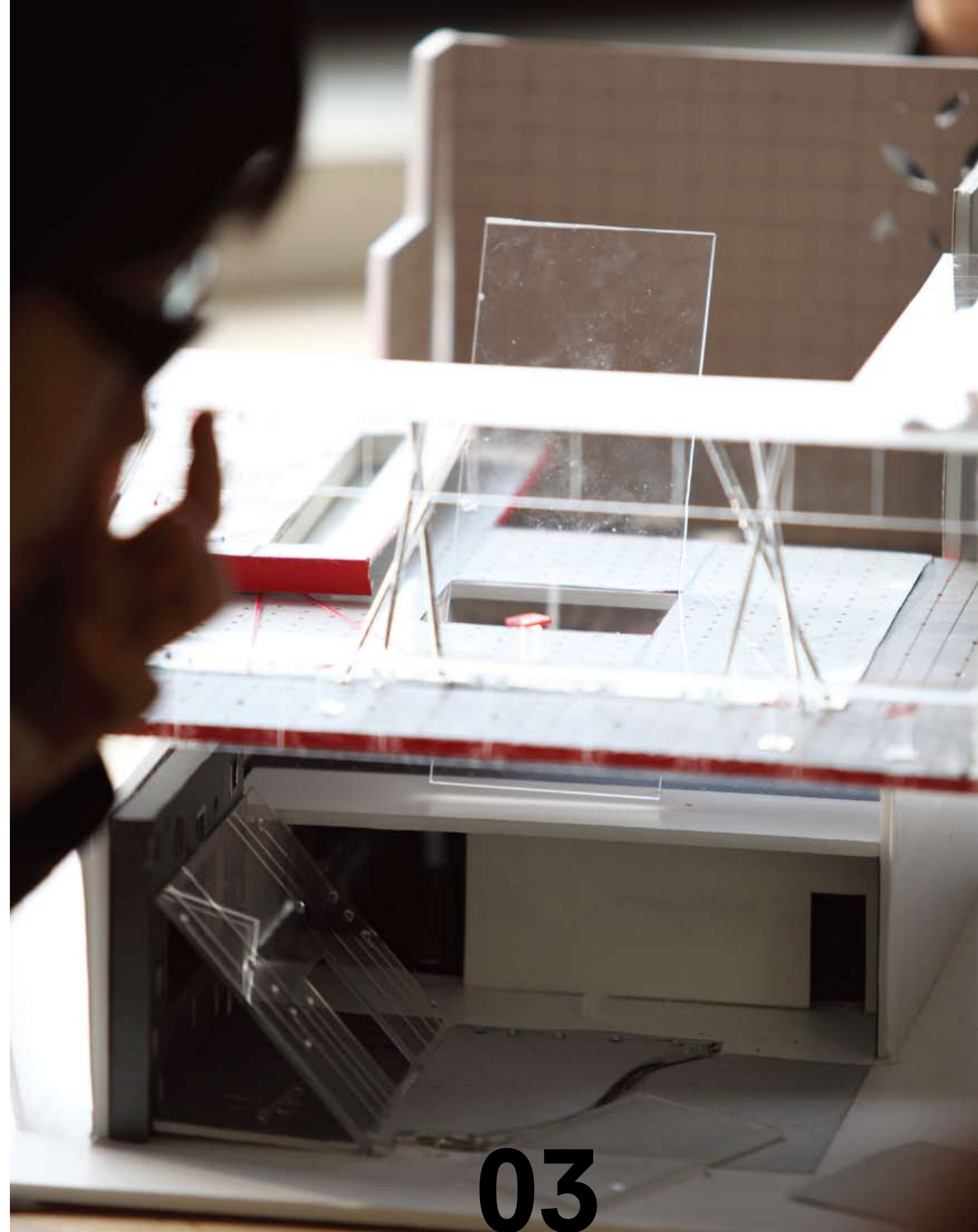


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01

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We're designing...

We're designing...

생활을 풍요롭게 가꾸고
세상을 아름답게 채우는
창의적이고 협력적인 디자이너-

서울여자대학교 디자인학부에서
바르고 당당하게
성장하고 있습니다.

05

04

07

We're designing...

*Our goal at Design Division of
Seoul Women's University (SWU) is
to inspire and prepare our students
as creative designers who can
collaborate with others and who will
one day enrich people's lives
as thought-provoking designers.*



**We're
designing
(designers')
dreams.**





10

08

11

SWU's leading education cultivates creative talent and top leadership qualities in students.

Since its establishment in 1961, Seoul Women's University has constantly produced some of Korea's foremost female leaders. Based on a distinct educational philosophy which emphasizes the importance of goodwill and a positive attitude, SWU continues to be one of Korea's leading private universities through the constant improvement of its education programs and infrastructure. The Bahrom College of General Education and its affiliated programs uphold the values of humanity, offering students a wide variety of international exchange programs to promote women's participation in global leadership, as well as the university's own English education program called Swell. With a campus boasting a multifunctional space designed to enhance the academic performance of every student, SWU also provides convenient, accessible services and is recognized for its uniquely distinguished competitiveness. In the future, SWU is committed to holding itself to the very highest international standards as it continues to develop, encouraging each student to realize her greatest strengths.

바른 교육으로 창의적 인재, 행복한 리더를 육성합니다

서울여자대학교는 1961년 설립된 이후, 가정과 사회를 바르게 이끄는 여성 리더를 꾸준히 배출해 왔습니다. 바른 마음과 바른 태도를 강조하는 독특한 교육철학을 바탕으로 교육 프로그램과 시스템, 인프라를 지속적으로 정비하여 국내 대표적인 명문사학으로서의 명성을 이어가고 있습니다. 특히 바른 인성을 체계적으로 가꾸는 바롬교양대학, 글로벌 시대의 여성 리더를 육성하는 다양한 국제교류 프로그램, 독자적인 영어교육 프로그램 Swell 그리고 학생들의 교육과 편의를 위한 다기능 캠퍼스 등은 서울여자대학교만의 차별화된 경쟁력으로 인정받고 있습니다. 서울여자대학교는 앞으로도 끊임없는 노력과 혁신을 통해 바른 인재를 키우는 세계적인 수준의 교육중심대학으로 성장해 나갈 것입니다.



교육이념

서울여자대학교는 인간이 바로 된 후에야 지식도 기술도 인간행복에 바로 쓰여진다는 교육이념으로 지(智) · 덕(德) · 술(術)이 조화를 이룬 여성지도자를 양성함으로써 사회에 봉사하고 더 나아가 인류의 행복에 기여하고자 합니다.

비전 W-2011

서울여자대학교는 진정한 성공과 나눔의 가치를 아는 행복한 인재, 창의적인 사고를 가진 행복한 리더를 키우는 세계적인 교육중심대학으로 도약하고자 합니다. 이를 위해 교육 철학과 목표를 확고히 다지는 것은 물론 세계적 수준에 걸맞은 교육 프로그램과 환경을 조성해 나가고 있습니다.

학부 구성

대학원 인문대학 | 사회과학대학 | 자연과학대학 | 정보미디어 대학 | 미술대학 | 바롬교양대학

대학원 일반대학원 | 교육대학원 | 사회복지 · 기독교대학원 | 특수치료전문대학원

부설연구소 인문과학연구소 | 사회과학 연구소 | 자연과학연구소 | 컴퓨터과학연구소 | 조형연구소 | 학생생활연구소 | 여성연구소

부설기관 한국생태학교

부속교육기관 외국어교육원 | 정보통신교육원 | 평생교육원 | 보육교사교육원 | 아동연구원

연혁

- 1960. 12. 서울여자대학 설립
- 1977. 05. 여성연구소 설립
- 1979. 12. 대학원 설립
- 1985. 04. 인문사회과학연구소, 자연과학연구소 설립
- 1988. 10. 종합대학교로 체제 개편
- 1991. 09. 평생교육원 설립
- 1994. 03. 아동연구원, 조형연구소 설립
- 1997. 11. 학부제 도입
- 1998. 05. 바롬교육센터 준공 (13,200.03m²),
- 2002. 02. 교양교육분야, 디자인분야 우수대학 평가 인정
- 2002. 10. Web3D 국제교육인증센터 개관
- 2005. 10. 서울여자대학교 U.I 선포
- 2008. 03. 바롬교양대학 신설
- 2008. 03. 「서울여자대학교 비전실행 프로젝트 W-2011」선포

Affiliated Organizations | Korea Ecology Education Institute

Affiliated Education Centers | Language Education Center • IT Education Center • Continuing Education Center Childcare Education Center • Child Research Center

HISTORY OF SWU

- Dec. 1960 Establishment of Seoul Women's University
- May 1977 Establishment of SWU Women's Studies Institute
- Dec. 1979 Establishment of SWU Graduate School
- Apr. 1985 Establishment of SWU Humanities Research Institute and Natural Science Research Institute
- Oct. 1988 Reorganization into university system
- Sep. 1991 Establishment of SWU Lifetime Education Center
- Mar. 1994 Establishment of SWU Child Research Center and Arts & Design Institute
- Nov. 1997 Adoption of faculty system
- May 1998 Completion of Bahrom Education Center (13,200.03m²)
- Feb. 2002 Singled out as an outstanding university in the areas of cultural education and design
- Oct. 2002 Opening of Web3D International Education Certification Center
- Oct. 2005 Launch of Seoul Women's University UI
- Mar. 2008 Founding of Bahrom College of General Education
- Mar. 2008 Announcement of Seoul Women's University Vision Implementation Project W-2011

EDUCATIONAL OBJECTIVES

Seoul Women's University believes that the qualities surrounding humanity should be valued above all else, and that knowledge and technology should be applied for the welfare of humankind. SWU's educational objectives aim to equip Korea's future leaders with a balance of knowledge, virtue and expertise, allowing them to better serve society and contribute to people's happiness.

VISION W-2011

Seoul Women's University is moving forward as an international center of higher learning which cultivates society's brightest talent not only to recognize the values of true success and sharing, but also to be creative leaders. To this end SWU is determined to strengthen its educational philosophy and goals, develop its educational programs, and ensure its academic environment meets the highest international standards.

ACADEMIC DIVISION

Undergraduate Studies | College of Humanities • College of Humanities • College of Natural Sciences • College of Information and Communication • College of Fine Arts • Bahrom College of General Education

Graduate Studies | Graduate School • Graduate School of Education • Graduate School of Social Welfare • Graduate School of Christianity • Graduate School of Professional Therapeutic Technology

Affiliated Research Institutes | Humanities Research Institute • Social Science Research Institute • Natural Science Research Institute • Computer Science Research Institute • Arts and Design Institute • Student Guidance Counseling Center • Women's Studies Institute



Fostering Creative Design Professionals of Good Character and Leadership

Seoul Women's University's Design Division started out as the Department of Industrial Arts in 1980. Since then, it has become one of Korea's most prestigious design programs by expanding and developing its curriculum, its education programs, and its design facilities. With outstanding faculty and distinctive teaching programs, SWU is fostering design professionals who display real creativity in the fields of visual and industrial design. Since 2009, and with the full support of the university, the Design Division has been focusing on educating collaborative designers to lead the design industry of the future through the Design Division's Specialization Project.

인격과 리더십을 갖춘 창의적인 디자인 전문가를 양성합니다

서울여자대학교의 디자인학부는 1980년 산업미술학과에서 시작하여 교과 과정과 프로그램, 교육시설, 설비를 꾸준히 확장하며 국내 디자인 교육의 명문으로 성장해 왔습니다. 우수한 교수진, 차별화된 강의 프로그램을 기반으로 시각디자인과 산업디자인 분야의 창의적이고 역량있는 디자인 전문가를 양성하고 있습니다. 특히 2009년부터 학교의 전폭적인 지원 아래 디자인학부 특성화 사업을 추진, 미래 디자인산업을 이끌 Collaborative 디자이너를 육성하는 데 주력하고 있습니다.

We're designing (DESIGNERS') DREAM
Design Division

교육 목적 · 목표

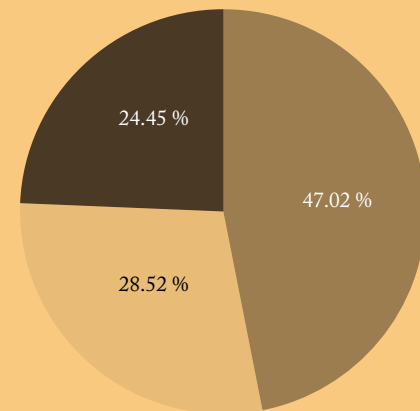
디자인학부는 올바른 인격과 지도력을 갖춘, 창의적인 디자인 전문가 양성을 목적으로 합니다. 기본에 충실한 교육, 학생 개개인의 창의적 능력을 최대한 살리는 교육을 지향하며, 체험중심의 실질적인 교육 프로그램을 운영하여 졸업 후 디자인 관련 분야에서 그 능력을 충분히 발휘하도록 하는 것을 목표로 하고 있습니다.

학생 현황

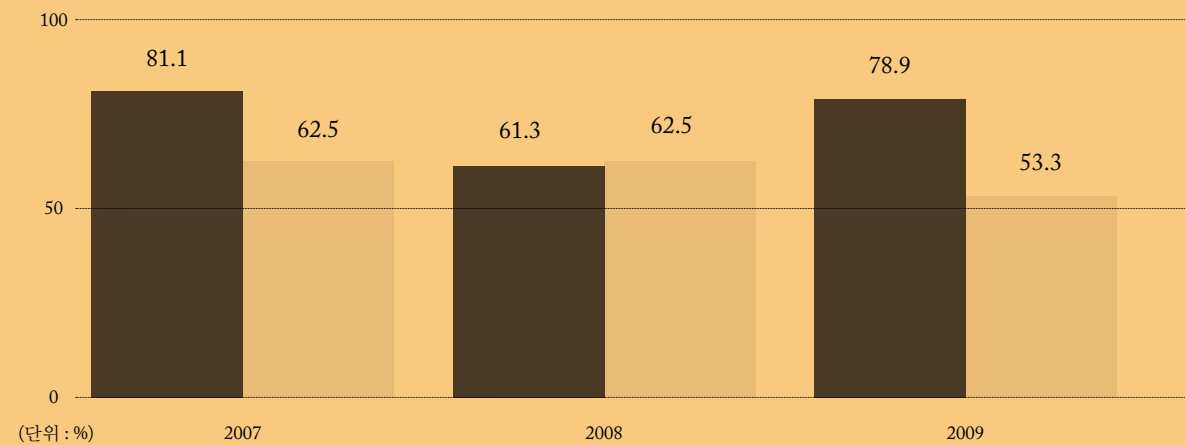
- 디자인학부 전체 319명
- 시각디자인 전공 150명
- 산업디자인 전공 91명
- 디자인 전공 78명

연혁

- 1980. 산업미술학과 설립
- 1988. 대학원 조형학과 설립
- 1989. 산업디자인과로 명칭 변경
- 1998. 학부제 도입
- 2001. 디자인학부로 소속 변경
- 2009 학부 특성화 사업 개시



전공별 취업 현황(비정규직 포함)



We're designing (DESIGNERS') DREAM
Design Division

EDUCATIONAL OBJECTIVES

The Design Division's educational objective is to foster creative design professionals of good character and leadership. As such, the aim is to have an education program in place that is faithful to the basics, allowing creative potential to take root in each and every student. Students are also given access to practical hands-on education programs so that they can fully exhibit their abilities in the design field upon graduation.

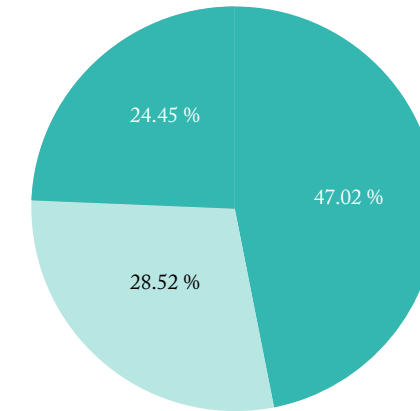
HISTORY

- 1980 Establishment of SWU's Department of Industrial Arts
- 1988 Establishment of the SWU Graduate School's Department of Plastic Arts
- 1989 Department name changed to Industrial Design
- 1998 Introduction of systematized interdisciplinary studies system
- 2001 Affiliation with Design Division announced
- 2009 Start of the Design Division's Specialization Project

NUMBER OF STUDENTS IN THE DESIGN DIVISION

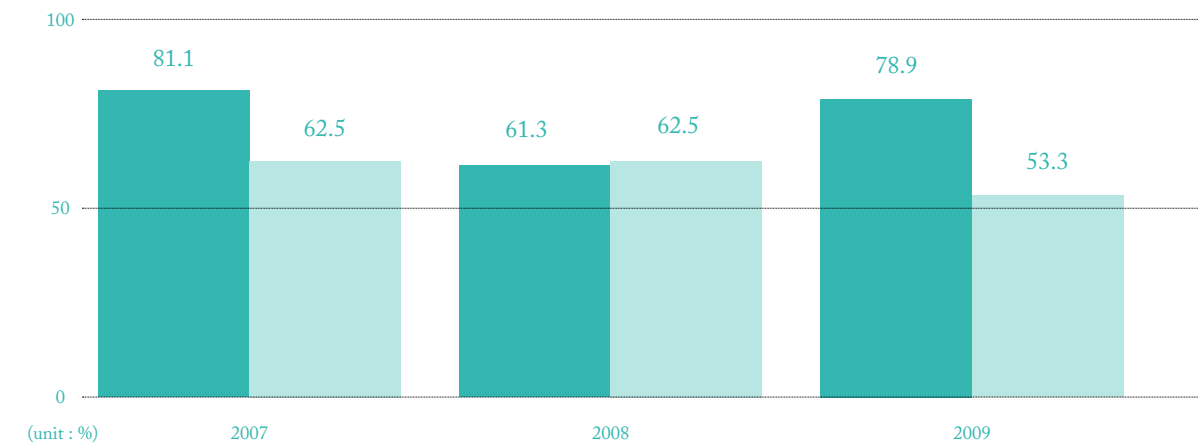
Total Number of Students, Design Division : 319

- Total number of students majoring in Visual Communication Design: 150
- Total number of students majoring in Industrial Design : 91
- Total number of students majoring in Design: 78



PERCENTAGE OF STUDENTS HIRED UPON GRADUATION (temporary employment included)

- Visual Communication Design Majors
- Industrial Design Majors



Collaborative Designers with Professional Skills

Since 2009 the Design Division has been carrying out its Specialization Project, whose objective is to foster designers who are able to solve design problems in a radically changing design environment. The Specialization Project, which affects two fields and five programs and will run until 2012, was set up to accomplish this objective and to ensure that educational content is not just unique but constantly improved upon. In the meantime, SWU is training designers with integrated problem solving skills and planning to secure solid leadership in design education.

전문 역량을 갖춘 Collaborative Designer를 지향합니다

디자인학부는 급변하는 디자인 환경 속에서 다양한 디자인 문제를 해결할 수 있는 소양과 능력을 갖춘 디자이너를 육성하기 위한 전략으로 2009년부터 특성화 사업을 전개하고 있습니다. 디자인학부의 특성화 사업은 'Collaborative Designer' 육성을 비전으로 하여, 교육 내용의 차별화와 내실화를 실현하기 위한 2개 분야, 5개의 프로그램으로 구성되어 있습니다. 2012년까지 진행되는 특성화 사업을 통해 통합적인 문제해결 능력을 가진 디자이너를 양성할 뿐만 아니라 디자인 교육의 확고한 리더십을 확보할 계획입니다.



We're designing (DESIGNERS') DREAM Specialized Programs

특성화 사업의 비전

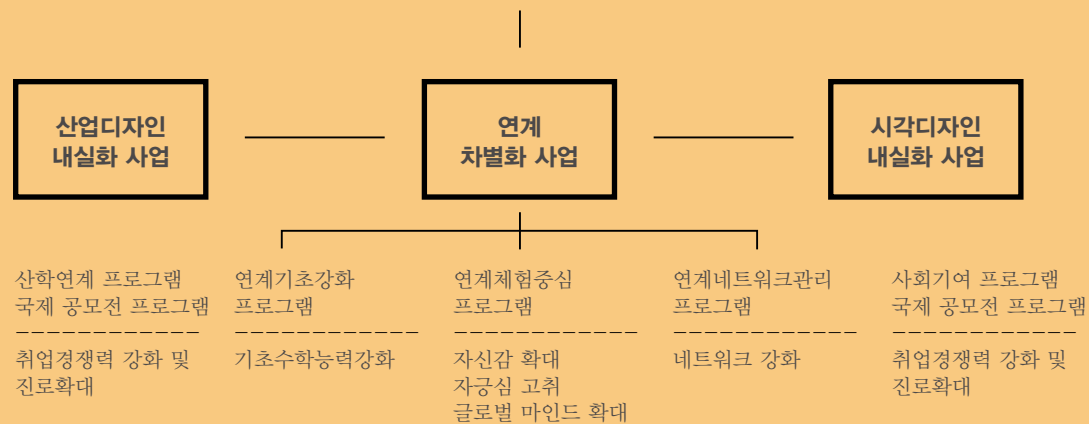
특성화 사업의 비전은 실천적 참여 프로그램을 통한 Collaborative Designer의 육성입니다. Collaborative Designer란 급변하는 시대의 복잡한 문제를 디자이너 개인의 능력으로만 해결하는 것이 아니라, 다양한 분야의 전문가들과 긴밀한 관계를 유지하면서 협력적으로 해결해내는 고도의 문제해결 능력을 갖춘 디자인 전문가입니다.

특성화 사업 프로그램

특성화 사업은 연계 차별화 사업과 전공별 내실화 사업으로 나누어 진행됩니다. 연계 차별화 사업은 연계 기초강화 교육, 연계 체험중심 교육, 연계 네트워크 관리 프로그램으로 구성되어 있으며, 전공별 내실화 사업은 각 전공별로 다양한 내실화 교육 프로그램으로 이루어져 있습니다. 이 프로그램을 통해 기초 디자인 교육을 전문화하고 현장 중심으로 교육과정을 개편할 뿐만 아니라 체험중심형 교육을 강화함으로써 디자인학부가 추구하는 Collaborative Designer를 육성해 나갈 것입니다.

〈특성화 추진 전략〉

실천적 참여 프로그램을 통한 Collaborative Designer 육성



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We're designing (DESIGNERS') DREAM Specialized Programs

SPECIALIZATION PROJECT VISION

The vision of SWU's Specialization Project lies in fostering collaborative designers through practical program participation. Equipped with all the problem-solving skills they will need, a collaborative designer is one who knows how to deal with challenges in a synergetic manner, that is, in close contact with professionals from various fields.

SPECIALIZATION PROJECT PROGRAMS

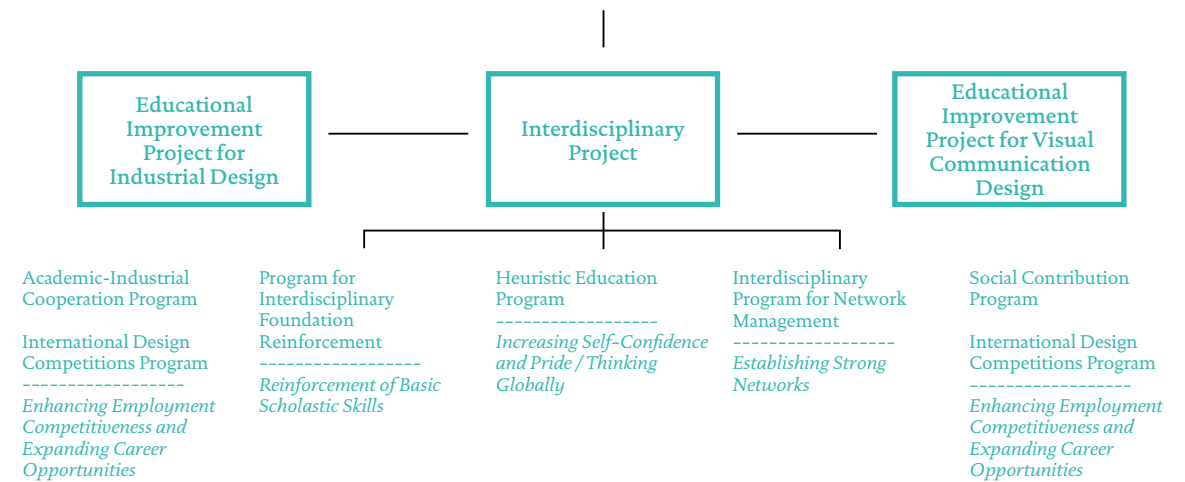
Seoul Women's University's Specialization Project is divided into an Interdisciplinary Project and an Educational Improvement Project. The Interdisciplinary Project is further divided into Interdisciplinary Foundation Reinforcement Education, Interdisciplinary Heuristic Education and Interdisciplinary Network Management. The Educational Improvement Project within each major comprises a wide range of programs for each major. Specialization in basic design education and the reorganization of the current curriculum for more field-oriented, hands-on activities—key concepts of the programs—will pave the road for educating tomorrow's collaborative designers.



STRATEGY TO PROMOTE THE SPECIALIZATION PROJECT

<Specialization Project Strategy>

FOSTERING COLLABORATIVE DESIGNERS THROUGH PRACTICAL PROGRAMS THAT ENCOURAGE PARTICIPATION





We're
designing
(designers')
talent.



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Becoming a Design Education Leader through Strong Competitiveness

For the past 30 years, the Design Division has been striving to give every student a distinguished education through constant research, investment in facilities and accumulated know-how. The Design Division's main strengths include the specialized programs it offers which are affiliated with the field of design, independent student activities that include a mentoring system, advanced teaching methodology, special lectures from design professionals who come from inside and outside Korea, an increasing number of industry-related contests, and systematic support for employment upon graduation. Seoul Women's University is always reinforcing its strengths as it continues on its path to becoming one of the world's leading design education schools.

확고한 경쟁력을 기반으로 디자인 교육의 리더로 도약합니다.

디자인학부는 지난 30여 년 동안 끊임없는 연구와 투자, 노하우 축적을 통해 차별화된 교육 역량을 확보하고자 노력해 왔습니다. 산업 현장과 연계된 특화 프로그램, 멘토링을 적용한 자치활동, 우수한 교수진의 선진 교수법, 국내외 현장 전문가들의 강의 참여, 매년 늘어가는 국제 공모전 수상 그리고 체계적인 취업 지원 등은 그동안의 지속적인 노력으로 확보한 디자인학부만의 확고한 강점이라 할 수 있습니다. 앞으로도 고유의 핵심 강점을 더욱 강화, 발전시킴으로써 세계적인 수준의 디자인 교육 리더로 도약해 나갈 것입니다.

**MEMBERS
ANCED
OLOGY**
as a faculty of professors who careers in Korea g students with cation in a heuristic eal strengths of l social network lt, as well as their the past, the faculty projects such as Design Project and elopment Project gn education, ng foundation for designers.

ES FROM SEAS

tures take place at n an annual basis, nals who have being invited to rea and overseas. nd professionals es and institutions e invited. Through ial network, e of Korea's most such as Samsung, Telecom have also cial lectures. In ecutives and staff tionally renowned anies, including DreamWorks, have s well. Through ctures, students he changing esign field through . This will directly ng them with more o map out their careers in advance, and expanding their social networks.

〈유희숍 파트너십 회사〉

- 한국디자인진흥원 www.kidp.or.kr
- 안그래픽스 www.ag.co.kr
- 티팟 www.tea-pot.co.kr
- 월간디자인 mdesign.design.co.kr
- 코다스 www.kodasdesign.com
- 인터브랜드 www.interbrand.co.kr
- 바이닐 www.vi-nyl.com
- 인터메이저 www.intermajor.com
- 시공테크 www.tst.co.kr
- 디스트릭트 www.dstrict.com

디자인학부는 매년 각 전공별로 실무
경험이 풍부한 국내외의 디자인 업계
전문가들을 초빙하여 다양한 특강을
시행하고 있습니다. 전임교수진의
폭넓은 네트워크를 활용하여 시각디자인,
산업디자인 관련 대학교와 업체, 기관에서
활약하는 교수, 전문가들 뿐만 아니라
삼성전자, KT, SK텔레콤 등 국내 대기업
실무진들도 특강에 참여하고 있습니다.
또한 듀크대학, 드림웍스 등 해외의 유수의
대학교, 기업의 교수와 임직원도 출강한
바 있습니다. 학생들은 특강을 통해
변화하는 디자인 환경에 적응하고 생생한
현장 실무를 체험함으로써 능력 향상과
진로 선정, 네트워크 확대 등에 큰 도움을
얻고 있습니다.

• 3학년 통합 리뷰

재학생의 학업 성과를 공개적으로
평가함으로써 전공 학습에 대한 긴장감을
높이고, 전체적인 학생 수준을 교육 과정
개선의 중요한 지표로 활용합니다.

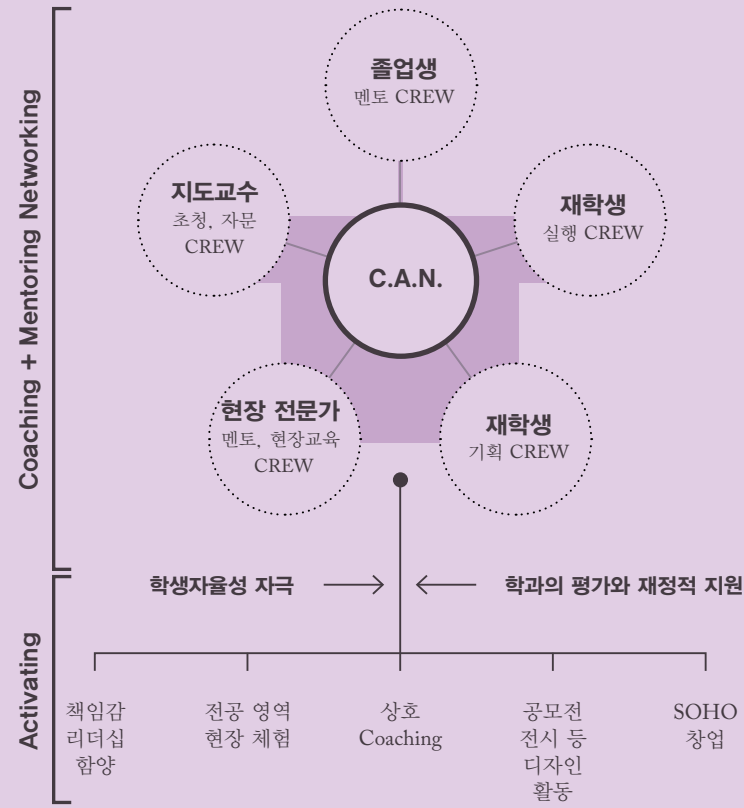
다자인학부 학생들은 자발적으로 구성된 소학회를 중심으로 다양한 자치 활동에 참여해 왔습니다. 2009년부터는 특성화 사업의 일환으로 C.A.N.(Coaching, Activating, Networking) 프로그램을 운영, 보다 활발한 자치 활동을 전개하고 있습니다. C.A.N. 프로그램은 멘토링과 소학회가 통합된 활동으로, 소학회의 구성원을 교수와 학생에서 졸업생, 외부 전문가(기업)로 확대한 것입니다. 선후배와 현장 전문가의 경험을 활용하는 과정에서 자연스럽게 멘토링이 이루어지는 것이 특징입니다. 참여와 성과가 높은 소학회에는 장학금, 소호 창업자금 등 재정적인 지원까지 제공하는 등 학생들의 적극적인 활동을 장려하고 있습니다.

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- www.tst.co.kr
- D'strict
www.dstrict.com

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<C.A.N. 프로그램의 구성 및 활동>



1. SPECIAL PROGRAMS CENTERED ON HANDS-ON EXPERIENCE

The Design Division offers future designers a variety of specialized programs that emphasize hands-on experience. Through these programs, students gain the ability to fully exhibit their talents in today's rapidly changing society and design industry. SWU is particularly proud of the intensive two-week workshop program it offers sophomores and juniors in both the summer and winter vacation periods, and which has led to excellent results in terms of student participation and educational achievements. This workshop program, which gives students a liberal learning environment and hands-on experience, ensuring everyone cultivates an ability to think in an integrated way and has an understanding of fields other than design, would never have succeeded without the participation of Korea's leading design institutions and companies. Additionally, the workshop helps students expand their knowledge of design and to explore new career paths.

<Workshop Partner Design Companies>

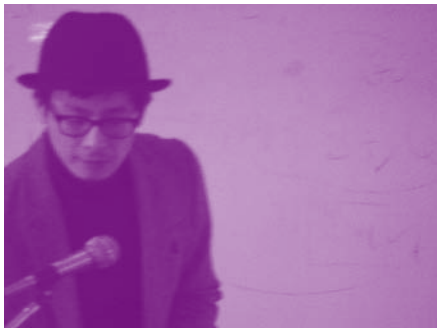
- **Korea Institute of Design Promotion**
www.kidp.or.kr
- **Ahngraphics**
www.ag.co.kr
- **Tea Pot**
www.tea-pot.co.kr
- **Monthly Design Magazine**
mdesign.design.co.kr
- **Kodas Design**
www.kodasdesign.com
- **Interbrand**
www.interbrand.co.kr
- **Vinyl**
www.vi-nyl.com
- **Intermajor**
www.intermajor.com
- **Sigong Tech**
www.tst.co.kr
- **D'strict**
www.dstrict.com

2. TOP FACULTY MEMBERS CARRYING OUT ADVANCED TEACHING METHODOLOGY

The Design Division has a faculty of full-time and adjunct professors who have had prominent careers in Korea and overseas, providing students with systematic design education in a heuristic approach. One of the real strengths of the faculty is the broad social network each professor has built, as well as their open-mindedness. In the past, the faculty has jointly carried out projects such as the Sensitive Lighting Design Project and the Web Content Development Project for Middle School design education, which provides a strong foundation for fostering collaborative designers.

3. SPECIAL LECTURES FROM KOREAN AND OVERSEAS PROFESSIONALS

A variety of special lectures take place at the Design Division on an annual basis, with design professionals who have real-world experience being invited to speak from around Korea and overseas. However, professors and professionals from design universities and institutions are not the only people invited. Through the faculty's broad social network, those working at some of Korea's most prominent companies such as Samsung, Korea Telecom and SK Telecom have also taken part in these special lectures. In the past, professors, executives and staff members from internationally renowned universities and companies, including Duke University and DreamWorks, have been invited to speak as well. Through this series of special lectures, students learn how to adapt to the changing landscape that is the design field through real on-the-job stories. This will directly benefit students, arming them with more skills, allowing them to map out their careers in advance, and expanding their social networks.



4. RECIPIENT OF INTERNATIONAL DESIGN COMPETITION AWARDS

Design Division students are encouraged to enter international design contests, which are excellent opportunities for each student to use her design skills and explore her own potential. SWU supports its students in a number of ways, one of which is providing them with information on design contests and selecting promising student works for these contests. Either in a private capacity or as a member of a small academic society, students can apply for domestic design contests such as the Good Design Award, as well as internationally renowned design contests such as the Red Dot Design Award and the iF Design Award. In fact, SWU students have won awards at some of these contests in the past. The Design Division will continue supporting student participation in these design contests, which in the long run will not only enhance the university's status on a global level, but also instill more confidence in students.

5. SYSTEMATIC AND COMPREHENSIVE SUPPORT FOR EMPLOYMENT

The Design Division has a systematic job support program for graduates to help them find employment. By managing each student's academic achievements, hosting job lectures where past graduates talk to students about their employment experiences, and supporting internship programs, SWU stands behind its students in their pursuit to find employment and get their careers off the ground. As a result of these efforts, there has been a constant rise in employment rates for SWU graduates year on year. In addition, SWU operates a Career Development Program that helps each student find a career she will be happy with upon starting at Seoul Women's University. Furthermore, SWU offers other practical and effective job support programs including the Job

Based Education Program and the Career Coaching and Academic-Industrial Cooperation Education Program.

- **Combined Review for 3rd-year Students**

Students' academic achievements are openly assessed to increase the positive tension among students and faculty members. Moreover, how students are doing overall is used as an important indicator in the process of improving the school's education system.

- **Graduation Exhibition**

The Design Division hosts an annual graduation exhibition where the graduating class shows some of their work from the last four years. Design professionals from Korea and overseas are invited to the exhibition, too.

- **Online Graduate Show**

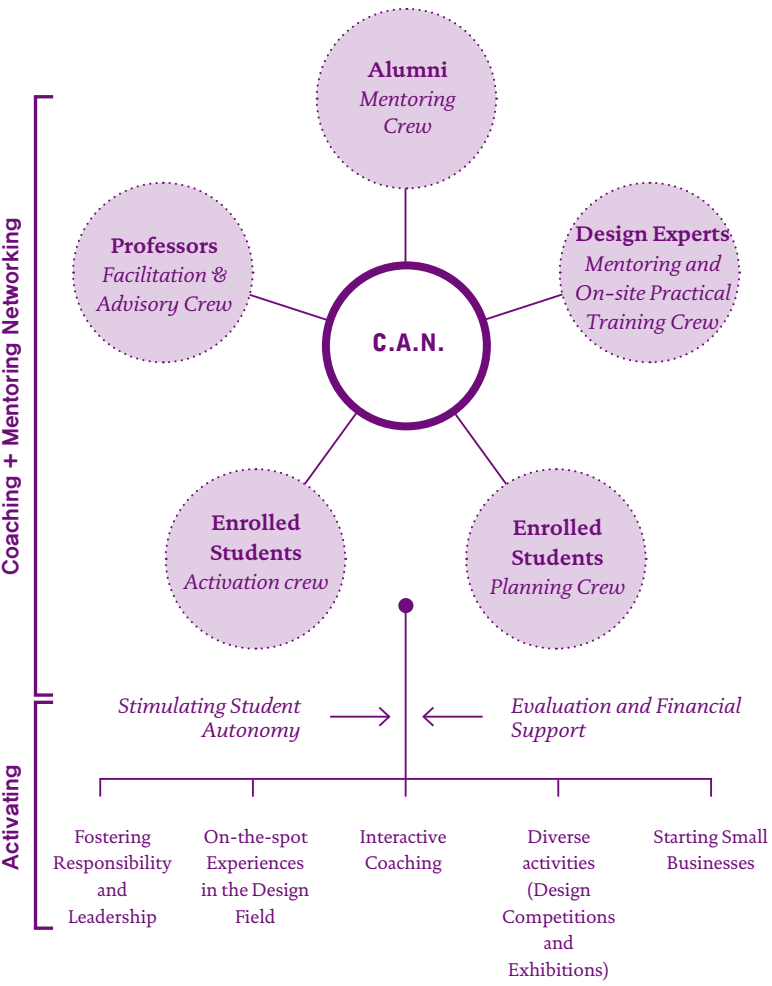
Students also have access to an online version of the graduation exhibition, giving them the opportunity to make use of it when creating their portfolios for job-hunting purposes.

6. LIVELY AND INDEPENDENT STUDENT ACTIVITY PROGRAMS

Students in the Design Division take part in many independent student activity programs, which are mostly made up of small academic societies. The C.A.N. (Coaching, Activating, Networking) Program, a part of SWU's Specialized Project, has been up and running since 2009, and promotes more lively independent student activities than before. A mentoring system and small academic societies have been integrated into the C.A.N. Program as well, with members of the program ranging from current students and professors to former

students and outside professionals (companies). This has created a free and open mentoring system. More active financial support, such as scholarships and seed money to start small businesses, is given out to small academic societies in good standing, which encourages students to participate in a greater range of activities.

<C.A.N. Program Structure and Activities>



We're
designing
(designers')
passion.

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Visual Communication Design

Visual Communication Design majors gain extensive knowledge and experience in the area of visual design, while cultivating the characteristics required to be an effective designer who understands the needs of society. At the same time, they develop their own sense of creativity, improve their communication skills, and receive hands-on experience in a wide range of design fields.

시각디자인

시각디자인에 대한 전문적인 이론과 폭넓은 지식을 갖추고, 사회가 필요로 하는 디자이너로서의 인격과 소양을 함양하며, 디자인의 여러 분야에서 창의력과 표현력, 실무능력을 갖춘 디자이너를 양성합니다.

Korean Letter (Hangeul) Design
Through both their studies and practical work opportunities, students look at different designs of the Korean letterform.

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전공 개요

시각디자인 전공은 전공에 관한 지식과 기술을 폭넓게 배움으로써 시각디자인의 다양한 분야에서 전문 디자이너로 활약할 수 있습니다. 저학년에서 이수한 전공기초과목을 바탕으로 2학년부터 심도 있게 전공과목을 이수하도록 하고 있으며, 급증하는 시장의 요구에 능동적으로 대응할 수 있도록 뉴미디어 디자인에 대한 교육을 강화하고 있습니다. 교육의 결과를 실제 업무에 적용할 수 있는 현실적 능력으로 발전시키기 위해 체험과 실습을 통한 실천적 교육에 주력하고 있습니다.

학년별 교과목 소개

[1학년]

디지털드로잉 I, II

기초적인 조형감각의 훈련을 위해 컴퓨터와 인접 미디어들을 활용하여 주어진 주제를 표현하도록 함으로써, 컴퓨터 적응능력을 키우고 표현방법의 확장을 유도합니다.

기초평면 디자인

2차원의 평면을 중심으로 그래픽 디자인의 기본 개념을 파악하고 시각원리 탐구와 조형훈련을 통해 미의 객관성을 연구합니다.

색채와 디자인

시각디자인을 위한 색채 이론과 관리에 대해 학습하며 적용실습을 통해 색채의 특성과 활용기법에 대해 공부합니다.

한글디자인

글자에 대한 조형인식 능력을 배양하고, 나아가 창의적인 글자 표현의 기법을 훈련함으로써 모든 시각디자인 표현에서의

기초를 다집니다.

[2학년]

타이포그래피 I, II

활자 중심의 디자인에서 효과적인 시각소통 과정과 기법을 익히기 위해 활자 다루기의 기본 요소와 원리를 실제적인 과제를 통하여 이해하고, 합리적인 적용방법을 터득합니다.

일러스트레이션

예술의 자유로운 표현과 디자인의 기능, 목적성을 결합시킨 시각언어를 창출하는 방법과 표현 테크닉을 연구하고 실습합니다.

시각디자인론

사회문화 차원에서 디자인을 바라보고 시각디자인이 사회 전반에 미치는 영향력과 역할을 이해합니다.

영상디자인 I, II

비디오 촬영, 편집, 특수효과 등 영상디자인의 기본 콘셉트와 테크닉을 습득하여 디지털 비디오 기획과 제작을 할 수 있게 합니다.

시각디자인사

시각디자인의 문화·사회사적 흐름과 변화과정에 대한 연대기적 학습을 통해 시각디자인이 문화와 사회의 발전에 끼친 영향에 대해 이해합니다.

에디토리얼 일러스트레이션

글에 상응하는 시각적 풀이를 통해 내적 의미에 구체적으로 접근하는 방법을 학습하며 스토리텔링의 효과가 높은 일러스트레이션을 연구합니다.

인포메이션디자인 I

추상적인 데이터를 목적과 의미를 지니는 정보로 전달하기 위한 창의적이며 효과적인 시각화 방법을 학습, 인포메이션 디자인의 새로운 시각적 표현방법을 모색합니다.

[3학년]

광고디자인 I, II

신문·잡지 광고, 포스터, TV-CM 등의 매체를 통해 총체적인 광고제작의 과정을 경험하며, AE(Account Executive)의 역할 수행을 위한 종합적인 광고 프로세스를 이해합니다.

출판디자인 I, II

그래픽디자인을 기반으로 책, 잡지, 신문을 비롯한 각종 출판 매체의 정보 생산을 기획, 해석하며 제작 과정 및 관련 매체와의 관계를 이해하고 표현하는 과정을 익힙니다.

인터랙티브 온라인 미디어 I, II

온라인 커뮤니케이션의 콘셉트와 구조에 대해 경험할 수 있도록 스크립팅, 그래픽 프로세싱, 웹페이지 디자인 등 다양한 디지털 툴과 표현방법들을 학습합니다.

모션그래픽스 I, II

비디오, 포토그래피, 타이포그래피, 애니메이션, 사운드 등 다양한 요소들을 이용하여 TV, 비디오, 웹 등에 요구되는 모션그래픽의 제작기법을 연구합니다.

인포메이션디자인 II

다이어그램, 차트, 맵, 타임라인 등 다양한 프로젝트를 진행하며 정보를 기능적이고 심미적으로 전달하는 새로운 시각적

표현방법에 대해 배우고 익힙니다.

[4학년]

시각디자인 리서치 I, II

학생의 관심에 따라 디자인 프로젝트를 선정하고 그에 대한 문제를 창의적이고 체계적으로 해결, 그 결과물을 발표함으로써 진로 결정의 구체적인 방향을 모색합니다.

뉴미디어디자인 I, II

웹 환경 안에서의 브랜딩, 레이아웃, 컬러, 타이포그래피 그리고 다른 커뮤니케이션의 디자인적 고찰을 실행하고 실험적인 디지털 미디어 방법을 학습합니다.

아이덴티티디자인 I, II

기업이나 브랜드 또는 행사의 이미지 형성을 위한 아이덴티티 작업을 중심으로 대중에 대한 합리적인 시각 소통 방법을 이론과 실습을 통해 습득하게 합니다.

그래픽디자인 스튜디오 I, II

디자인을 활용하여 사회문제 해결에 기여하거나 그래픽디자인 자체를 상품화하여 사회적 역할을 유도할 수 있는 디자인 프로젝트 진행을 통해 실무적 그래픽 능력을 배양합니다.

졸업작품 연구

시각디자인 졸업작품 진행을 위한 연구과목으로서 지도교수와의 개별적인 면담과 집단지도를 통해 작품에 관한 사항을 결정합니다.

Korean Letter (Hangeul) Design
Through both their studies and practical work opportunities, students look at different designs of the Korean letterform.

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ABOUT THE PROGRAM

The Visual Communication Design program imbues students with the knowledge and techniques required for the degree, which will later help them engage in various fields of visual design. Starting off with core courses in the first year, students are required to take more in-depth core courses from their second year. SWU also places more of an emphasis on teaching new media design so that students can actively respond to the needs of the fast-growing industry. Furthermore, emphasis is put on practical training to develop field-based skills so that students can actually use in the workforce what they learn in school.

UNDERGRADUATE COURSE DESCRIPTIONS

• First Year

Digital Drawing I, II

In this course, students are taught to develop their fundamental art skills by using computers and media equipment. Specific assignments are given to familiarize students with graphics hardware/software, while also further expanding their ability to express themselves.

Two-dimensional Design

While putting an emphasis on two-dimensional surfaces, students also learn about the fundamental notions of graphic design and study the objectivity of beauty through the exploration of visual principles and artistic training.

Color and Visual Design

Students learn about the principles of color theory and color conditioning in this course, and they study the characteristics of colors, and methods to utilize colors through practical application.

Korean Letter (Hangeul) Design

Through both their studies and practical work opportunities, students look at different designs of the Korean letterform.

This course broadens and enhances a students' creative lettering and design skills.

• Second Year

Typography I, II

Students are introduced to the history, forms, and use of typefaces and letterforms—a common aspect to all areas of communication design—in this course, with a focus on developing their understanding of basic typographic and graphic design concepts.

Illustration I, II

This course aims to develop students' understanding of image-making as a tool of visual communication.

Theory of Visual Communication Design

For this course, design is considered in social and cultural terms, with students given the chance to understand the effects and functions of visual design throughout society in general.

Moving Image Design I, II

This course examines the fundamental concept of cinematography and video recording, editing, and special effects, giving students a strong foundation in digital video production and post-production.

History of Visual Communication Design

Through this course, students acquire a chronological understanding of the social and cultural trends of visual design and its influence on culture and society.

Editorial Illustration

This course teaches students concrete ways to approach intrinsic significance through visual interpretation that corresponds to text. It also gets students doing research on illustrations that enable highly effective storytelling.

Information Design I

Students learn creative and effective visualization methods to deliver abstract data as information with purpose and meaning. Students also explore new methods of visualization in the area of information design.

• **Third Year**

Advertising Design (Print Media)

This course enables students to experience the overall process of producing newspaper, magazine, poster and TV advertisements, and to understand the advertising process as a whole so that they have the skills to be an account executive.

Publication Design I, II

Developing students’ knowledge of the creative construction of magazines, books and other publishing material is the focus of this course. Through a range of practical assignments, students learn all about contemporary layout, grid systems, advanced typography, and basic art direction.

Interactive Online Media I, II

This course is the culmination of all previous classes dealing with Internet and user-controlled design, including script, text editing, graphic design, film transmission, and web page design.

Motion Graphics I, II

This course explores professional motion graphic production methods as they apply to TV, video, and the Internet. Course work progresses from motion graphics using video and photography to typographic elements, animation, and sound.

Information Design II

Diagram, chart, map, and timeline projects are planned and executed in this course to help students learn about new methods to deliver visual information in a functional and aesthetic manner.

• **Fourth Year**

Visual Design Research I, II

Students come up with design project ideas on their own based on personal interests. On completion of the projects, students are asked to present the results and conduct in-depth discussions.

New Media Design I, II

In this course, students develop a web-related awareness of color, layout, typography and interface design, with a focus on materialization of experimental digital media. Students also review re-creative solutions through complex media applications, while getting the chance to explore their own interests.

Identity Design I, II

Through this course, students learn in theory and in practice how to come up with effective methods of visual communication for the general public, with a focus on identity development for corporate, brand and event images.

Graphic Design Studio I, II

Students gain hands-on skills as they carry out design projects that can contribute to benefiting society and solving social problems through the utilization of design and design projects.

Degree Project Research

In this research course, students are required to prepare for their visual design graduation exhibition, and are given the opportunity to have individual and group interviews with their supervising professors.

Industrial Design

Students in Industrial Design gain extensive knowledge and experience in the area of product and interior design as they develop the qualities of character required of a designer who understands the needs of society. At the same time, they develop a unique sense of creativity, improve their communication skills, and get hands-on experience in various fields of design.



ABOUT THE PROGRAM

Industrial Design majors acquire the knowledge and techniques required for the degree on an extensive basis, which will later help them work in a wide range of industrial design fields. Beginning with core fundamental courses in their first year, students are required to take more in-depth core courses from their second year. Courses such as user interface are designed to help students cope with the rapid development of information orientation and media change. An emphasis is put on practical training to develop field-based skills so that students can make practical use of their education in the workforce.

UNDERGRADUATE COURSE DESCRIPTIONS

• First Year

Technical Drawing

This course teaches technical drawing for 3D designs, with emphasis put on the practice of drafting.

Design Sketch I, II

A fundamental course for 3D design, students are encouraged to express their ideas in a creative manner in this course.

Three-dimensional Design

In this basic course for three-dimensional design, students practice displaying models in 2D and 3D spaces, and learn about the structure, order, and aesthetics of forms.

CAD Drawing

This course accustoms students to the basic knowledge needed to express their computer skills. Students spend time with basic computer tools, including AutoCAD, so that they can have easy access to major courses of study.

• Second Year

Design Studio I, II

As introduction to product design, this course allows students to learn about the

process and methods needed to solve a series of design problems, from the genesis of a new product to the development of a final item.

Techniques for Design Expression I, II

This course focuses on the features and processes associated with creating images on a computer. Students are given ample opportunity to use computers for making graphic images.

Fundamentals of Space Design I, II

This course focuses on understanding the fundamental concepts of space design and giving students the time they need to practice technical drafting skills. Students cultivate an ability to design a given space to make it appealing functionally and aesthetically.

Colors, Materials and Finishing

This course gets students to understand materials and the structures used for designing basic systems.

Design and Culture

Encouraging students to understand design roles and identity within contemporary culture, this course leads them to discover design roles and identities through social survey methodology.

Design Methodology

This course helps students acquire various design methods regarding the analysis of design problems, idea formation, collection and utilization of data, problem solving and decision making.

• Third Year

Interface Design I, II

This course allows for practical user interface designs through research on the theory of IT products in relation to the user interface from the physical and software point of view. Students also gain an understanding of the essence of user-centered design, learning various design methods together with actual

산업디자인

제품, 공간, 그리고 UX(User eXperience)디자인에 대한 이론과 지식을 바탕으로, 사회가 필요로 하는 디자이너로서의 소양과 인격을 갖추며 디자인의 여러 분야에 대한 창의력과 표현력, 실무능력을 갖춘 디자이너를 양성합니다.

have to sign up for
mester.

the biggest challenge and focus of the course lie within a wide spectrum of architecture: contextualism, client satisfaction, human behavioral patterns,

and group interviews are supervised by professors. Those who plan on graduating in August need to take this course in the spring semester, while those who expect to



전공 개요

산업디자인 전공은 전공에 관한 지식과 기술을 폭넓게 배움으로써 산업디자인 분야에서 활동할 전문 디자이너로 성장할 수 있습니다. 저학년부터 이수한 전공기초과목을 바탕으로 2학년부터 제품과 실내디자인 전공과목을 이수하도록 하고 있으며, 정보화와 미디어의 변화에 발맞춰 사용자 중심의 인터페이스 디자인 과목을 포함하고 있습니다. 교육의 결과를 실제 업무에 적용할 수 있는 현실능력을 키우기 위해 실습 위주의 교육에 매진하고 있습니다.

학년별 교과목 소개

[1학년]

디자인 제도

산업디자인과 관련된 입체형상을 사전 약속된 규약에 따라 평면상에 표현하는 방법을 습득하여 디자이너의 기본적인 의사전달 능력을 배양시킵니다.

디자인 스케치 I , II

산업디자인 기초입문 과정으로서 디자이너의 의사소통 방법을 이해하고 창조적인 디자인 아이디어를 구체화하여 표현하는 방법을 습득합니다.

기초입체디자인

입체디자인을 위한 기초 과정으로서 조형물을 2・3차원 공간에 적절히 배치하는 연습을 통해 조형구조와 질서, 미학을 체득하도록 합니다.

CAD 실습

전공과정에 용이하게 접근할 수 있는 Auto CAD를 비롯한 기초적인 툴의 사용법을 다양한 사례의 과제를 통해 습득하도록

합니다.

[2학년]

디자인 스튜디오 I , II

제품 디자인의 입문 과정으로서 새로운 제품의 아이디어 창출로부터 최종 아이টে็ม으로 발전시켜 가는 일련의 디자인 문제해결 과정과 방법을 습득합니다.

디자인 표현기법 I , II

디자인 문제 해결과 관련되는 아이디어 및 해결안을 시각화하여 전달할 수 있는 각종 표현기법과 미디어를 습득하는 과목으로서 컴퓨터그래픽을 중심으로 이루어집니다.

기초공간디자인 I , II

공간디자인에 필요한 기본원리, 설계도면 제작 등의 다양한 기법을 익히는 과목으로서 주어진 공간을 기능적, 심미적으로 디자인하는 능력을 실기를 통하여 배양합니다.

컬러, 재질과 마감

디자인의 기본이 되는 컬러와 트렌드, 재질 및 마감처리에 대한 이론과 실습을 통해 감성적 조형능력을 양성하도록 합니다.

디자인문화 리서치

현대사회의 문화적 맥락 속에서 디자인의 역할 및 정체성을 사회조사방법론에 의해 파악하게 합니다.

디자인 방법론

디자인 문제분석, 아이디어 창출, 데이터의 수집과 활용, 문제해결 및 의사결정 등에 관련된 다양한 디자인 방법론을 습득하게 합니다.

software point of view. Students also gain an understanding of the essence of user-centered design, learning various design methods together with actual

바탕으로 기업 내・외부에서 이루어지는 조직적 디자인 활동과 마케팅, 신제품 디자인 개발에 대해 탐구합니다. 력을 배양시킵니다.

[4학년]

공간디자인 리서치 I , II

실내공간 디자인에 관련된 테마와 개념을 개인별로 설정한 후 주제에 대한 다양한 접근과 창의적인 발상, 밀도 깊은 전개를 통해 종합 결과를 창출합니다.

산업디자인 리서치 I , II

지도교수와 상의하여 학생이 관심있는 산업디자인 분야에서 개별적으로 주제를 설정하고 자율적으로 연구를 진행, 결과를 도출합니다.

인터랙티브 미디어 I , II

제품과 사용자, 사용환경에 대한 체계적인 분석을 통해 다양한 미디어의 상호작용을 연구하고, 그 결과를 인터랙션 디자인을 통해 구체화합니다.

졸업작품 연구

산업디자인 졸업작품 진행을 위한 연구과목으로서 출품하는 졸업작품에 관한 사항을 지도교수와의 개별적인 면담과 집단지도를 통해 결정합니다.

[3학년]

인터페이스디자인 I , II

사용자 인터페이스에 관한 이론을 연구하여 사용자 중심 디자인의 본질을 이해하고 이에 활용되는 다양한 디자인 방법을 실제 사례와 함께 학습합니다.

제품디자인

심미성, 상징성 등의 감각적 특성을 주로 하는 제품의 성격을 연구하고, 컴퓨터 그래픽의 기술을 심화하여 제품의 구조적 접근을 실습하게 합니다.

실내환경디자인 I

전시공간의 주제와 대상 설정과 함께 주어진 공간과 시간의 제약 속에서 기획, 디자인, 연출 등을 실행하는 이론과 방법 등 종합적인 능력을 함양합니다.

페니처리빙웨어디자인 I , II

가구를 비롯하여 삶의 환경을 구성하는 제반 요소들을 디자인하고 구성하는 과목으로서 단일 요소의 심미성과 더불어 요소들 간의 시스템적 결합을 도모합니다.

제품과 환경체계

제품의 사회적 기능과 관련 요소, 제품의 시스템적 활용방법 등에 중점을 두어 제품디자인의 실재를 습득하게 합니다.

실내환경디자인 II

부지의 특징을 반영하고 클라이언트의 요구를 충족시켜 삶의 질을 제고시키는 주거 공간을 디자인하는 것을 목표로 합니다.

디자인 매니지먼트

디자인과 경영에 대한 근본적인 이해를

two different manner. The topics covered in this course lie within a wide spectrum of architecture: contextualism, client satisfaction, human behavioral patterns,

and group interviews are supervised by professors. Those who plan on graduating in August need to take this course in the spring semester, while those who expect to

have to sign up for the spring semester.

• Second Year
Design Studio I, II
As introduction to product design, this course allows students to learn about the

and group interviews are supervised by professors. Those who plan on graduating in August need to take this course in the spring semester, while those who expect to



• **Second Year**

Design Studio I, II

As introduction to product design, this course allows students to learn about the

software point of view. Students also gain an understanding of the essence of user-centered design, learning various design methods together with actual

We're designing (DESIGNERS') PASSION

Design Division: Industrial Design

examples.

Product Design

As they study the characteristics of products and computer graphic skills, students explore how production techniques are interwoven into the designer's role and how they can improve the functionality of production.

Interior Space Design I

The basis of this course is a creative display project which culminates in installed displays that allow students to develop an ability to handle designs in the 3D workplace, print display graphics, and produce them. Beginning with the formation of themes for installed displays, this course covers both theories and hands-on methods to conduct planning, designing, and displaying of interior spaces within a limited time frame and space.

Furniture Livingware Design I, II

This course leads students to design and organize overall elements of our living environment, including furniture. Students are encouraged to pursue the systematic combination of those elements together with the aesthetics of a single element.

Products & Environmental System

Students learn about the reality of product design in this course, which puts an emphasis on the social function and related factors of products, as well as the systematic application of products.

Interior Space Design I

Housing is a matrix that bridges the urban condition with a specific interior requirement for a client. This course encourages students to develop a view of a house as an intermediate medium of the two different realms. The issues covered in this course lie within a wide spectrum of architecture: contextualism, client satisfaction, human behavioral patterns,

urban grid systems, urban morphology, and contemporary lifestyle. Students are asked to meld these complex issues with their own approaches.

Design Management

With a fundamental understanding of design and management, students explore systematic design activities, marketing, and development of new design project tasks which take place inside and outside companies.

• **Fourth Year**

Advanced Design Research I, II

After students set up their own themes and concepts in interior space design, they experiment with different themes in a variety of ways through creative ideation and the in-depth development of ideas, ultimately coming up with comprehensive design results on their own.

Industrial Design Research I, II

This course allows students to choose their own theme and how they will approach it while staying in close consultation with the course professor.

Interactive Media I, II

In this course, students carry out research on the media's various auditory, visual, and tactual interfaces, which form the basis of interaction between humans and the product. This is done through systematic analyses of the relationships between products and users and the environments they are all a part of based on a basic knowledge of interface design. Students ultimately come up with results through interaction design.

Degree Project Research

In this research course, students are required to prepare for their industrial design graduation exhibition. Individual and group interviews are supervised by professors. Those who plan on graduating in August need to take this course in the spring semester, while those who expect to

graduate in February have to sign up for this course in the fall semester.



**We're
designing
(designers')
future.**





56

54



57

Highly qualified and experienced faculty members are committed to giving you the best education possible.

The Design Division's faculty members include professionals who have been educated at prestigious universities in Korea and overseas, and who have had years of hands-on experience in the design industry. By providing a distinguished education based on outstanding academic qualifications, abundant experience, and various networks, the Design Division's faculty is training precisely the designers that society will need in the future and that companies will want. In addition, by appointing lecturers as invited or adjunct professors who have substantial research achievements and experience in the industry, SWU is ensuring that its students receive only the very highest quality of education.

능력과 경험을 겸비한 교수진이 최고의 역량을 발휘합니다

디자인학부 교수진은 국내외 명문 대학과 대학원에서 학위를 취득하고 산업 현장에서 다년간의 실무 경력을 쌓은 디자인 분야의 전문가들입니다. 우수한 학력과 풍부한 경험 그리고 다양한 네트워크를 기반으로 차별화된 교육을 시행함으로써 사회와 기업이 요구하는 차세대 디자이너를 양성하는 데 기여하고 있습니다. 또한 학문 연구 실적과 현장 실무 경험을 두루 갖춘 외부 강사들을 초빙, 겸임교수로 임용함으로써 교육의 내실을 기하고 있습니다.

교수진 소개



- Vice President, Stereoscopic Image & Media Academic Association
• Jury Member, Dobong-gu Design

- Adjunct Professor, Graduate School of Film and Digital Media, Hongik University

We're designing (DESIGNERS') FUTURE
Faculty

시각디자인

한재준 Han, Jae-joon

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전문 분야 | 한글디자인, 타이포그래피, 아이덴티티 디자인

학력 | 홍익대학교 시각디자인과

홍익대학교 대학원 시각디자인 전공

주요 경력 |

- 한국시각정보디자인협회 부회장
- 《한글디자인교과서》공저, 안그라픽스
- 〈한글,스승〉전, 기획·총감독, 경복궁 수정전, 문화체육관광부
- 〈광주디자인비엔날레〉, 학_글 주제관 큐레이터, 광주디자인비엔날레본부
- 세종대왕기념사업회 이사

민병걸 Min, Byung-geol

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전문 분야 | 타이포그래피, 출판디자인

학력 | 홍익대학교 미술대학

시각디자인과

무사시노미술대학 대학원 조형연구과

주요 경력 |

- (주)안그라픽스 디자이너
- 눈디자인 디자인디렉터
- 한국타이포그래피학회 사무총장

유영재 Yoo, Young-jae

이메일 | zero2yoo@yahoo.com

전문 분야 | 뉴미디어디자인,

인터랙티브디자인, 영상디자인

학력 | 서울대학교 산업디자인학과 (

시각디자인전공)

서울대학교 환경대학원 (환경조경학전공)

M.F.A., School of Visual Arts, Computer

Art (Telecommunication전공)

주요 경력 |

- 입체영상미디어학회 이사
- 도봉구 디자인위원회 심사위원
- 23rd Grand Art Exhibition of Korea – Grand Prize
- 대한민국 미술대전 디자인부문 초대디자이너
- 인천 국제 디지털 아트 페스티벌 심사위원

이재원 Lee, Chae

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전문분야 | 타이포그래피,

인포메이션디자인

학력 | B.F.A., University of the Arts /

Philadelphia College of Art and Design,

Graphic Design Department

(미국, 필라델피아)

M.F.A., Yale University School of Art,

Graphic Design Department (미국,

뉴헤이븐)

주요 경력 |

- Walker Art Center 디자이너 (미국, 미네아폴리스)
- 에스오프로젝트 아트디렉터
- 2006 Red Dot Awards Communication 부문 수상
- 2007 Red Dot Awards Communication 부문 수상
- 2007 TDC (Type Directors Club Tokyo) Annual Awards

정영웅 Cheong, Yeong-woong

이메일 | ywhereo@swu.ac.kr

전문 분야 | 모션그래픽스

학력 | 홍익대학교 시각디자인과

영국왕립예술학교,

커뮤니케이션아트앤디자인 대학원

We're designing (DESIGNERS') FUTURE
Faculty

산업디자인

박우성 Park, Woo-sung

이메일 | wspark@swu.ac.kr

전문 분야 | 제품디자인

학력 | 홍익대학교 산업디자인

홍익대학교 대학원 산업디자인

Parsons School of Design MFA

주요 경력 |

- 노스캐롤라이나주립대학 교환교수
- 한국산업디자인협회 TDK(Top Designer of Korea)
- Red Dot Winners, Honorable Mentioned
- Pinup Design Awards 대상 (GOLD,SILVER)
- 한국산업디자인상 대상

이영화 Lee, Young-wha

이메일 | ywlee@swu.ac.kr

전문 분야 | 건축 설계 및 비평

학력 | 서울대학교 산업디자인학과

미술학사

미국 하버드대학교 건축학과 건축학 석사

연세대학교 건축학 박사

주요 경력 |

- 한국 디자인학회 학술상 수상(2003)
- 한국 색채학회 국제 상임 이사(2004-2005)
- 한국 디자인학회 주관 다학제형 디자인
- 교육모형 및 교과개발 연구 참여(2006)
- 서울 특별시 건설기술심의 위원(2006-2007)
- 미국 폴브라이트 재단 연구비 수혜 (2007-2008)

주요 경력 |

- 2010 상해엑스포 한국관 아이덴티티 및 전시콘텐츠 디자인 아트디렉터
- 삼성타운 서초홍보관 영상 및 인터랙션 아트디렉터
- 디지털미디어 기획 및 디자인 스튜디오 ‘이응’ 대표이사
- 북경중앙미술학교(CAFA) Life of New Beijing, New China 워크숍 및 전시 디렉터
- 홍익대학교 영상대학원 겸임교수

Professional Experience / Services |

- Vice President, Stereoscopic Image & Media Academic Association
- Jury Member, Dobong-gu Design

Education / Study / Research / Teaching

- Adjunct Professor, Graduate School of Film and Digital Media, Hongik University



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김성규 Kim, Sung-kyu

이메일 | idskkim@swu.ac.kr

전문 분야 | 실내디자인, 전시디자인

학력 | 홍익대학교 건축학과

홍익대학교 대학원 실내설계 전공

주요 경력 |

- SK TELECOM 둔산사옥 기본계 및 설계 총괄

- (사) 한국실내건축가협회 지도교수상 2회 수상

- (주) 벽송 ENG건축사 사무소

(대표이사)

- (주) 이소디자인(대표)

- 노원구 건축 및 디자인 위원회 심사위원

박남춘 Park, Nam-choon

이메일 | ncpark@swu.ac.kr

전문 분야 | 유저 인터페이스 디자인,

인터랙션 디자인

학력 | 한국과학기술원(KAIST)

산업디자인 학사

한국과학기술원(KAIST) 산업디자인 석사

주요 경력 |

- 삼성전자 네트워크사업부 디자인그룹 UI Part장 책임디자이너

- 2003년 제5회 인간공학디자인상 금상 수상

- 2005년 Red Dot Design Awards Digital Media UI부문 수상

- 현 서울여자대학교 산업디자인학과 전공

조교수 및 산업디자인전공주임

- 현 삼성 디자인멤버십 자문교수

이지현 Lee, Ji-hyun

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전문 분야 | 사용자 경험 디자인, 디자인

전략

학력 | 헬싱키 경제대학 기술/디자인/

마케팅 통합 전공(IDBM) eMBA

한국과학기술원(KAIST) 산업디자인과

학사, 석사

주요 경력 |

- NHN CMD부문 UX Lab(사용자 경험 디자인랩) 디렉터

- NHN USA UX Lab(사용자 경험

디자인랩) 디렉터

- FID CX Lab(고객 경험 컨설팅) 디렉터

- Nexon 인터넷 사업부 웹기획 및

디자이너

- 새한정보시스템 MPMAN 사업부

인터랙션 디자이너

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VISUAL COMMUNICATION DESIGN

1. Han, Jae-joon

Email | hajoo@swu.ac.kr

Specialty | Hangul Design, Typography, Identity Design

Education | B.A., Visual Communication Design, Hongik University

M.A., Visual Communication Design, Hongik University

Work Experience |

- Vice President, Visual Information Design Association of Korea

- Co-author, “Textbook for Hangul Design”, Ahn Graphics, 2009

- Curator / Director, “Spirit of Hangul”, Exhibition, Sujeongjun / Gyeongbokgung (Sponsored by the Ministry of Culture and Tourism)

- Curator, “Geul”, Theme Exhibition, 2009 Gwangju Design Biennale

- Vice President, King Sejong

Commemoration Project

2. Min, Byung-geol

Email | minbg@swu.ac.kr

Specialty | Typography, Editorial Design

Education | B.A., Visual Communication Design, Hongik University

M.A., Visual Communication Design, Musashino Art University

Work Experience |

- Designer, Ahn Graphics

- Design Director, Noon Design

- Secretary-General, Association of Korean Typography

3. Yoo, Young-jae

Email | zero2yoo@yahoo.com

Specialty | New Media Design, Interactive Design, Moving Image Design

Education | B.A., Industrial Design, Seoul National University

M.A., Graduate School of Environmental Studies, Seoul National University

M.F.A., Computer Art, School of Visual Arts, (Major in Telecommunication)

Work Experience/ Awards |

- Vice President, Stereoscopic Image & Media Academic Association

- Jury Member, Dobong-gu Design

Committee

- Jury Member, Incheon International

Digital Art Festival

- Grand Prize, 23rd Korean National Art Competition

- Invited Designer, Korean National Art Competition

4. Lee, Chae

Email | chaewlee@swu.ac.kr

Specialty | Typography, Information Design

Education | B.F.A., Graphic Design Dept., Philadelphia College of Art and Design

M.F.A., Graphic Design Dept., Yale University School of Art (New Haven, U.S.A.)

Work Experience/ Awards |

- Designer, Walker Art Center

(Minneapolis, U.S.A.)

- Art director, S/O Project

- Awarded at the 2006 Red Dot Awards for Communication

- Awarded at the 2007 Red Dot Awards for Communication

- Awarded at the 2007 TDC Annual

(Type Directors Club Tokyo)

5. Cheong, Yeong-woong

Email | ywhereo@swu.ac.kr

Specialty | Motion Graphics

Education | B.A., Visual Communication Design, Hongik University

M.A., Communication Art & Design, Royal College of Art

Work Experience |

- Art Director, ‘Identity and Contents Design’ (Korea Pavilion, 2010 Shanghai EXPO)

- Art Director, ‘Video & Interaction’ (Samsung Town Pavilion in Seocho)

- Vice President, Eeung (Digital Media Development/ Design Studio)

- Direction, ‘Life of New Beijing, New China’ (Exhibition and Workshop), Central Academy of Fine Arts, Beijing

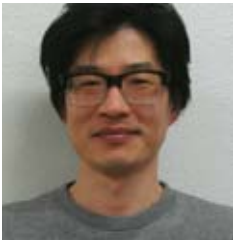
- Adjunct Professor, Graduate School of Film and Digital Media, Hongik University



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We're designing (DESIGNERS') FUTURE		Faculty	
INDUSTRIAL DESIGN 1. Park, Woo-sung Email wspark@swu.ac.kr Specialty Product Design Education B.A., Industrial Design, Hongik University M.A., Industrial Design, Hongik University M.F.A., Parsons School of Design Work Experience/ Awards <ul style="list-style-type: none"> • Visiting Scholar, Industrial Design, Design Dept., North Carolina State University • TDK(Top Designer of Korea) by the Korean Association of Industrial Designers(KAID) • Honorable Mention, Red Dot Winners • Gold & Silver Prize, Pinup Design Awards • Grand Prize, Korean Industrial Design Awards 		Design Education B.A., Architectural Design, Hongik University M.A., Interior Design, Hongik University <ul style="list-style-type: none"> • Architectural Planning & Design Director, SK TELECOM Doon-san Company Building • CEO, Bucksong ENG Architect • CEO, Iso Design 	
2. Lee, Young-wha Email ywlee@swu.ac.kr Specialty Architectural Planning / Critic Education B.A., Industrial Design, Seoul National University M.Arch., Architectural Design, Harvard Graduate School of Design Ph.D., Architectural Design, Yonsei University Work Experience/ Awards <ul style="list-style-type: none"> • Executive Director of International Affairs, Korean Society of Color Studies(2004-2005) • Committee for Inter-disciplinary Design Education Model Development(2006) • Construction Technology Committee, Seoul Metropolitan Government (2006-2007) • Top Paper Award, Korea Society of Design Science(2003) • Fulbright Scholarship Award for Mid-Career Research(2007-2008) 		4. Park, Nam-choon Email ncpark@swu.ac.kr Specialty User-Interface / Interactive Design Education B.A., M.A., Industrial Design, Korean Advanced Institute of Science & Technology(KAIST) Work Experience/ Awards <ul style="list-style-type: none"> • Chief Designer - User-Interface Design Group, Network Division, Samsung Electronics • Consulting Professor, Samsung Design Membership • Gold Prize, 5th Ergonomic Design Award (2003) • Digital Media UI Award, Red Dot Design Awards (2005) 	
3. Kim, Sung-kyu Email idskkim@swu.ac.kr Specialty Interior Design, Exhibition		5. Lee, Ji-hyun Email jihyunlee@swu.ac.kr Specialty User Experience Design, Design Strategy Education B.A., M.A., Korean Advanced Institute of Science & Technology EMBA, International Design Business Management, Aalto University Helsinki Work Experience <ul style="list-style-type: none"> • Director, UX Lab(User Experience Design Laboratory), CMD Division, NHN Corp. • Director, UX Lab(User Experience Design Laboratory), NHN USA Inc. • Director, CS Lab(Customer Experience Consulting Laboratory), FID • Web Developer / Designer, Internet Business Division, Nexon • Interaction Designer, MPMAN Division, Saehan Information System 	

재능과 이상을 가꿔나갈 최적의 교육시설을 제공합니다

디자인학부는 학생들이 자신의 재능과 이상을 마음껏 펼칠 수 있도록 다양한 전문 교육시설을 갖추고 있습니다. 전공별 실기실과 컴퓨터실은 물론 전문 장비를 갖춘 사진/영상 스튜디오, 출판디자인 • 타이포그래피 • 멀티미디어 랩과 모형제작실 등을 운영하고 있습니다. 앞으로도 지속적인 투자를 통해 변화하는 디자인 환경에 대응하는 최적의 교육환경을 조성해 나갈 계획입니다.

디자인학부 시설

- 디자인학부 세미나실
- 디자인학부 실기실 2
- 출력실

시각디자인 전공 시설

- 시디 컴퓨터실 3
- 시디 실기실 3
- 사진암실
- 사진/영상 스튜디오
- 출판디자인 랩
- 타이포그래피 랩
- 뉴미디어 랩

산업디자인 전공 시설

- 산디 컴퓨터실 2
- 산디 실기실 3
- 산디 다목적 실기실
- 산업디자인 랩
- 산업디자인 모형제작실
- 산학협력 Conference room

- Academic-Industry Cooperation Conference room

INDUSTRIAL DESIGN
1. **Park, Woo-sung**
Email | wspark@swu.ac.kr
Specialty | Product Design
Education | B.A., Industrial Design, Seoul National University
M.A., Industrial Design, Seoul National University
M.F.A., Parsons School of Design
Work Experience/
• Visiting Scholar, Industrial Design Dept., North Carolina State University
• TDK(Top Design Korea) Award
the Korean Association of Industrial Designers(KAID)
• Honorable Mention, KAID
• Gold & Silver Prize, KAID
Awards
• Grand Prize, Korea Design Awards

2. **Lee, Young-whan**
Email | ywlee@swu.ac.kr
Specialty | Architectural Critic
Education | B.A., Interior Design, Seoul National University
M.Arch., Architecture, Seoul National University
Graduate School of Architecture, Seoul National University
Ph.D., Architectural Design, Seoul National University
Work Experience/
• Executive Director, Korea Society of Design
Affairs, Korean Society of Design Studies(2004-2009)
• Committee for International Design Education & Development(2006-2007)
• Construction Technician, Seoul Metropolitan Government(2007)
• Top Paper Award, Design Science(2006)
• Fulbright Scholar, Career Research(2007-2008)

3. **Kim, Sung-kyu**
Email | idskkim@swu.ac.kr
Specialty | Interior Design, Exhibition Design

아름답고 편리한 캠퍼스에서 디자이너의 꿈을 키웁니다

미래의 디자이너를 꿈꾸는 학생들에게 서울여자대학교의 캠퍼스는 많은 영감을 제공합니다. 넓은 녹지 공간과 조화롭게 배치된 건물은 무한한 상상을 일깨워주고 국내 여자대학교 중 최대 규모의 기숙사와 첨단 디지털 기반 시설, 새로 조성된 학생문화 공간 등 다양한 교육 인프라와 편의시설 은 풍부한 감성을 키워줍니다. 아름답고 편리한 캠퍼스에서 디자이너의 꿈이 무럭무럭 자랍니다.

Business Division, Nexon
• Interaction Designer, MPMAN
Division, Saehan Information System



- | | | |
|------------------|-----------------|------------|
| 1. 정문 | 9. 제1과학관 | 18. 대강당 |
| 2. 아동연구원 | 10. 제2과학관 | 19. 평생교육관 |
| 3. 기독교교육관 (대학교회) | 11. 부속어린이집 | 20. 앤더슨기념관 |
| 4. 인문사회관 | 12. 사택 | 21. 전문대학원관 |
| 5. 예능관 | 13. 국제생활관 | 22. 별관 |
| 6. 중앙도서관 | 14. 바름기념관 | 23. 행정관 |
| 7. 학생누리관 | 15. 샬롬하우스 (기숙사) | 24. 체육관 |
| 8. 고명우기념관 (대학원) | 16. 제1기숙사 | 25. 남문 |
| | 17. 바름교육관 | 26. 화랑초등학교 |

Industrial Design Modeling room
• Academic-Industry Cooperation Conference room

INDUSTRIAL DESIGN
1. **Park, Woo-sung**
Email | wspark@swu.ac.kr
Specialty | Product Design
Education | B.A., Industrial Design, Hongik University
M.A., Industrial Design, Seoul National University
M.F.A., Parsons School of Design
Work Experience/
• Visiting Scholar, Industrial Design Dept., North Carolina State University
• TDK(Top Design Korea) Award, the Korean Association of Industrial Designers(KAID)
• Honorable Mention, Korea Design Awards
• Gold & Silver Prize, Korea Design Awards
• Grand Prize, Korea Design Awards

2. **Lee, Young-whan**
Email | ywlee@swu.ac.kr
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Education | B.A., Industrial Design, Seoul National University
M.Arch., Architecture, Seoul National University
Graduate School of Architecture, Seoul National University
Ph.D., Architectural Design, Seoul National University
Work Experience/
• Executive Director, Korea Society of Design Studies(2004-2009)
• Committee for Industrial Design Education & Development(2006-2007)
• Construction Technology Development, Seoul Metropolitan Government(2007)
• Top Paper Award, International Design Science(2008)
• Fulbright Scholar, Korea Career Research(2009)

3. **Kim, Sung-kyu**
Email | idskkim@swu.ac.kr
Specialty | Interior Design, Exhibition

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Campus Map & Directions



학교버스

- 학교→ 태릉입구역(7호선) 간 운행

지하철

- 1호선, 6호선 석계역 4번 출구에서 하차하여 시내버스이용.
- 6호선, 7호선 태릉입구역 7번 출구에서 하차하여 학교버스 및 시내버스이용.
- 6호선 화랑대역 3번 출구에서 하차하여 도보 10분 소요.

시내버스

- 202번, 1225번, 1155번, 1156번 서울여대 하차
- 1132번> 서울여대 남문 하차

Business Division, Nexon
• **Interaction Designer, MPMAN**
Division, Saehan Information System

We're designing (DESIGNERS') FUTURE
Educational Facilities

State-of-the-art facilities help you explore your artistic possibilities and achieve your creative goals.

The Design Division offers students access to an extensive range of professional design facilities to meet their learning needs and help them carry out their aims. Facilities include studios and computer labs for both Visual Design and Industrial Design majors, a professionally equipped photography/film studio, and labs specializing in publication design, typography, new media and industrial design modeling. Our ongoing commitment to maintaining up-to-date, industry-standard facilities and technologies provides students with the best possible learning environment.

DIVISION OF DESIGN FACILITIES

- Division of Design Seminar Room
- Division of Design Studio 2
- Print Room

VISUAL DESIGN FACILITIES

- Visual Design Computer Lab 3
- Visual Design Studio 3
- Darkroom
- Photo/Film Studio
- Publication Design Lab
- Typography Lab
- New Media Lab

INDUSTRIAL DESIGN FACILITIES

- Industrial Design Computer Lab 2
- Industrial Design Studio 3
- Industrial Design Multipurpose Studio
- Industrial Design Lab
- Industrial Design Modeling Room
- Academic-Industry Cooperation Conference room

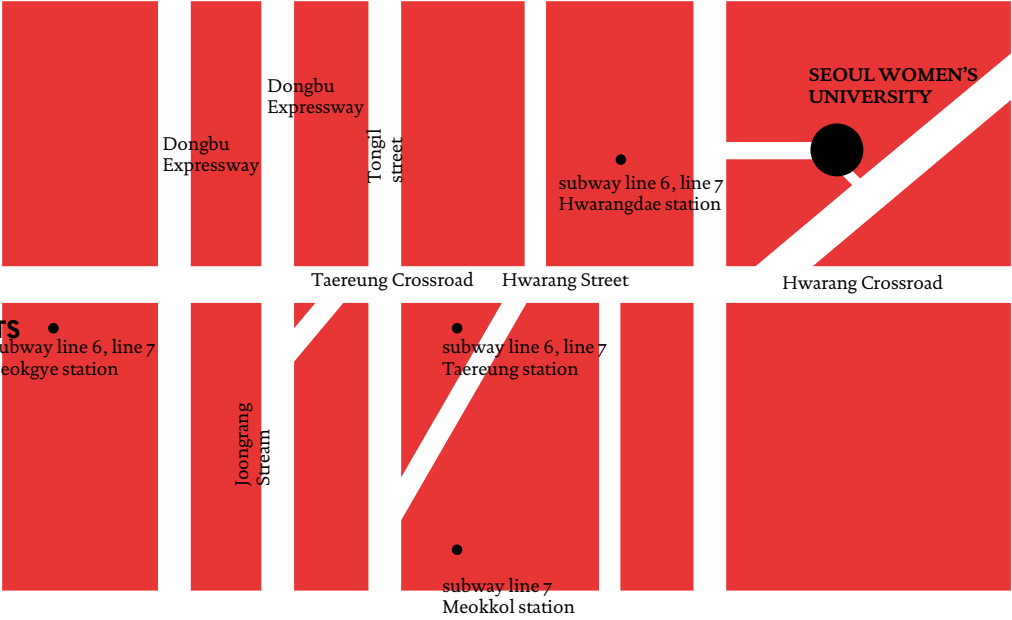
Make your dreams come true at inspirational and welcom- ing campus.

With a diverse educational infrastructure and convenient facilities, including the largest on-campus housing of any women's university in Korea, cutting-edge digital facilities, and a new cultural area for students, the campus at Seoul Women's University is a tremendous source of inspiration for tomorrow's designers. Make your dreams come true in an environment that is inspirational and approachable.



- | | |
|-------------------------------------|---|
| 1. Main Gate | 15. Shalom House |
| 2. Child Research Center | 16. Residence Hall I |
| 3. Crhistian Education Hall | 17. Bahrom Education Center |
| 4. Humanities & Social Science Hall | 18. Auditorium |
| 5. Art Hall | 19. Contining Education Center |
| 6. Library | 20. Anderson Memorial Hall |
| 7. Student Hall | 21. Graduate School of Professional Studies |
| 8. Graduate School | 22. Annex |
| 9. Science Hall I | 23. Administration Building |
| 10. Science Hall II | 24. Gmnasium |
| 11. Kindergarten | 25. South Gate |
| 12. On-Campus Housing | 26. Hwarang Elementary School |
| 13. International Residence Hall | |
| 14. Bahrom Memorial Hall | |

CONTENTS



BY SWU UNIVERSITY BUS

The SWU shuttle bus operates between Taereung Station (Line 7) and the main campus.

BY SUBWAY

From Seokgye Station (Seoul Subway Lines 1 & 6), use exit 4 and take a bus to SWU.

From Taereung Station (Lines 6 & 7), use exit 7 and take the university shuttle or a local bus.

From Hwarangdae Station (Line 6), take exit 3 and walk to SWU (approx. 10 minutes).

BY BUS

Take bus 202, 1225, 1155, 1156 to Seoul Women's University stop. Take bus 1132 and get off at the stop at the south entrance of SWU.

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designing...
top designers
designers

W

S

*industrial
design*

서울여자대학교
서울특별시 노원구 화랑로 623
(공릉2동 126번지)
Seoul Women's University
Hwarang St. 623 (126 Gongreung 2-Dong),
Nowon-Gu, Seoul
TEL (02) 970-5114 | FAX (02) 978-7931

시각디자인
Visual Communication Design
TEL (02) 970-5711 | FAX (02) 970-5985

산업디자인
Industrial Design
TEL (02) 970-5712 | FAX (02) 970-5985

*visual
communication
design*

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