Understanding Design Trends

CATHOLIC UNIVERSITY OF KOREA

강 의 계 획 서

2016학년도 제1학기

교과목명	국 문	디자인트렌드분석			
	영 문	Understanding Design Trends			
과목번호-분반	05327-01	이수구분	제1전공선택	시간/학점	3/3
요일 및 시간 (강의실)	화7~8(IH342), 목7(IH342)	수강대상		선수과목	
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1.교과목 개요

This course explores the current trends and issues in the design industry from a technical, creative and business aspect. Students are introduced to existing and emerging opportunities through research and discussion. Focus of the course is to encourage students to develop research and critiquing skills in the field of design as well as building their own design skills.

2. 강의목표

- Research and discuss the main issues and emerging trends in design
- Critically examine how societal issues and changing demographics affect the graphic design industry
- Identify contemporary design trends and implement them appropriately in a variety of design solutions

3. 강의방법

- Weekly lectures
- Small group discussions
- Case studies

4. 평가방법

To successfully complete the course, students are expected to complete all assignments to the professor’s stated requirements, attend at least 85% of the classes and participate actively in discussions and critiques. The main grading criteria will focus on participations and enthusiasm of the student towards the course.

5. 과제물

*ALL ASSIGNMENTS AND PROJECTS MUST BE COMPLETED AND PRESENTED IN ENGLISH (모든 과제물, 프로젝트, 리포트 등은 영어로 발표 및 제출)

- Weekly readings and preparation for in-class discussions
- Small exercises and research assignments
- Mid-term project
- Final project

* The exercises and projects may change with advanced notice to students

6. 실험, 실습계획

- There will be weekly reading assignments. We will have a weekly small group seminar about the given topic.
- There will be a group project/presentation.

7. 관련강의

8. 교재

도서명	출판사	저자	연도	교재여부
100 Ideas that changed	Laurence King Publishing	Steven Heller	2012	참고도서
Package Design Workbook	Rockport Publishers	John Silva	2011	참고도서
Industrial Design A-Z	Taschen	Charlotte Fiell	2006	참고도서
Creative Workshop: 80 Challenges to Sharpen Your Design Skills	HOW	David Sherwin	2010	참고도서

9. 강의일정 및 내용

주	기간	강의내용	참고자료	비고
1	2016-03-02 ~ 2016-03-08	- Introduction to the course / General guidelines about the course / Go over assignments and projects		
2	2016-03-09 ~ 2016-03-15	- Discussion: What is Trend? / What's hot these days?		
3	2016-03-16 ~ 2016-03-22	- Analysis of current trend - GOOD AND BAD DESIGN: Defining the Problem / Defining the Target Market / Defining the Goal - Introduction to Branding		
4	2016-03-23 ~ 2016-03-29	Mid-term Topic Ideation begins - Seeking for opportunities / Possible 'it' items - Prediction of the future trend		
5	2016-03-30 ~ 2016-04-05	Mid-term Ideation discussion - Details of mid-term project to be provided - Trends in Design / Past, present and future		
6	2016-04-06 ~ 2016-04-12	Mid-term Ideation discussion * Introduction of mid-term project concepts - Trends in Design / Past, present and future - Rough concept sketches - Branding strategies		
7	2016-04-13 ~ 2016-04-19	Mid-term Project Developement - Concept sketches - Branding strategies		
8	2016-04-20 ~ 2016-04-26	Mid-term Project Developement II - Computer generated concept drawings - Branding strategy details		
9	2016-04-27 ~ 2016-05-03	Mid-term Project Developement III		
10	2016-05-04 ~ 2016-05-10	- Mid-term project presentation		
11	2016-05-11 ~ 2016-05-17	- Final-term Project Discussion Select and create 3~5 items for your brand		

주	기간	강의내용	참고자료	비고
		(product package, interior design, stationary design etc.),		
12	2016-05-18 ~ 2016-05-24	- Final-term Project Discussion II - Details of final-term project to be announced		
13	2016-05-25 ~ 2016-05-31	- Final-term project developement and open critique - Illustrator & Photoshop tutorials		
14	2016-06-01 ~ 2016-06-07	- Final-term project developement and critique - Illustrator & Photoshop tutorials		
15	2016-06-08 ~ 2016-06-14	- Final-term project developement and critique		
16	2016-06-15 ~ 2016-06-21	- Final project presentation		