Healing Spaces and Space Marketing

CATHOLIC UNIVERSITY OF KOREA

강 의 계 획 서

2016학년도 제1학기

교과목명	국 문	치유공간과공간마케팅			
	영 문	Healing Spaces and Space Marketing			
과목번호-분반	05757-01	이수구분	제1전공선택	시간/학점	3/3
요일 및 시간 (강의실)	화2~3(V204), 목 3(V204)	수강대상		선수과목	
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1.교과목 개요

Space is known to be related in healing human body and mind. This course will overview how the environment operate in this process. Hospital, healing garden, theme park, spa and sacred spaces will be explored.

2. 강의목표

Understand how the space and human well-being is correlated, and analyze various places around us in the point of healing. Find principles and elements to build healing environment.

3. 강의방법

Lectures with visual materials followed by discussions

4. 평가방법

Midterm(Openbook) 20%
Final Exam(Essay) 20%
Analytic Paper 10%
Group Presentaion 10%
Discussion 20%
Attendance 20%

5. 과제물

1.Team project:One Presentation on case study
2.Analyticpaper: Select a space and analyze it in the point of senses and healing.

6. 실험, 실습계획

1. One field trip to 'Dialog in the Dark'

7. 관련강의

Interior Design, Interior Coodination, Interior Space and Color, Housing Planning practice, Advanced Space Design◦

8. 교재

도서명	출판사	저자	연도	교재여부
Healing Spaces◦◦◦◦	Harvard University press◦	Esther M. Sternberg◦	2010	교재
공간이 마음을 살린다(한국어 번역본)	더퀘스트	Esther M. Sternberg◦	2013	참고도서

9. 강의일정 및 내용

주	기간	강의내용	참고자료	비고
1	2016-03-02 ~ 2016-03-08	Introduction◦◦◦◦◦		Lecture/discussion◦◦◦

주	기간	강의내용	참고자료	비고
2	2016-03-09 ~ 2016-03-15	1. Healing places "What is a healing space? " Relationship between human well-being and space. Process of healing Definition and processofhealing		Lecture/discussion○○○
3	2016-03-16 ~ 2016-03-22	2. Seeing and healing Our Senses 1:Seeing and Healing		Lecture/discussion
4	2016-03-23 ~ 2016-03-29	3. Sound and Silence○ Our Senses 2: Sound and Silence○ Field Trip: Dialogue in the Dark(Date:TBA)○○		Lecture/discussion
5	2016-03-30 ~ 2016-04-05	4. Cotton wool and clouds of frankincense○○ Our Senses 3:Touch and Smell○○		Lecture/discussion
6	2016-04-06 ~ 2016-04-12	10. Hospitals and well-being Hospitals and Evidence Based Design Space exploration 1: Seoul St.Mary's Hospital		Field Trip
7	2016-04-13 ~ 2016-04-19	5. Mazes and Labyrinths Wayfinding/Landmark○○○ Space Exploration 2: Labyrinths○		Lecture/discussion
8	2016-04-20 ~ 2016-04-26	Midterm(Openbook)		
9	2016-04-27 ~ 2016-05-03	6.Finding your way○○○ Wayfinding/Landmark Space Exploration 3: Themepark(to the childhood) Team Presentation 1: Theme park ***Paper Framework Due		Lecture/discussion
10	2016-05-04 ~ 2016-05-10	7. …and losing it Memory and Alzheimer ***Revised Paper Framework Due Space Exploration 4: Nursing Homes		Lecture/discussion
11	2016-05-11 ~ 2016-05-17	12. Healing Gardens and my place of peace Team Presentation 2: Healing Garden Poetry Reading at Wonmi MountainBring one poem(written in any language). Prepare handouts for all!		Lecture/discussion
12	2016-05-18 ~ 2016-05-24	8. Healing thought and healing prayer Watch Movie 'Lourdes', discussion TeamPresentation3: Sacred spaces, Cemetery, Retreat ***Full Paper Due		Student Presentation/discussion

주	기간	강의내용	참고자료	비고
13	2016-05-25 ~ 2016-05-31	9. Hormones of hope and healing Meaning of Life, Healing hormones	Reference book: 'The brain that changes itself', Norman Doidge, Scribe, 2010 기적을 부르는 뇌	Student Presentation/discussion
14	2016-06-01 ~ 2016-06-07	Space Marketing	Reference book: Brand lands, hot spots & cool places: Welcome to the Third Place and the Total Marketing Experience, Christian Mikunda, Kogan Page, 2006 제3의공간	Student Presentation/discussion
15	2016-06-08 ~ 2016-06-14	11. Healing cities, healing world Watch Movie 'My Father, My Architect' followed by discussion ***Final Paper Due(Revised) Conclusion: Healthy Cities and Healing Environment		Discussion
16	2016-06-15 ~ 2016-06-21	Final Exam(Essay)		