Smart Media Planning Project

CATHOLIC UNIVERSITY OF KOREA

Course Syllabus

2014학년도 제2학기

Course Title	Korean	스마트미디어기획실습			
	English	Smart Media Planning Project			
Course Number-Division	05424-01	Course Completion Requirement	제1전공선택	Time/Credits	4/3
Day / Time	수9~10(D303), 월 9~10(D303)	Course Target Audience		Prerequisite Courses	
Professor	Full Name	Office	Phone Number	E-MAIL	
	윤정우	D547	4910	Jungwooyoon@catholic.ac.kr	
Web Site			English Class	A형	

1.Course Outline

What is SMART?
Our modern society is surrounded by computer machines that are invented for human's pleasure and convenience. Each day we are introduced to freshly developed machines that astonish us in many ways. Although it is science and engineering process that enable machines to come to life, what is more essential than technical skills is to have ability to dream and imagine. Our recent society is interested in multi-task professionals. We need balance between science and art. Our society not only requires technical skills but what matters even more these days is your creativity and idea. What develops and shapes our society depend on how we see things and how we perceive things. You need to envision and dream of something in order for it to come alive. What do you envision? What is required in our current society? What do you dream to create?

2. Objectives

Goals:

The course is focusing on the following areas:

- Allowing students to build habits of thinking outside of box and stay boundless with ideas
- Broadening of thoughts and envisioning of possibilities of future
- Develop practices of looking
- Improvement of English conversation skills and writing skills (ALL must be done in English)

Requirements:

THIS IS CREATIVE CLASS WHICH REQUIRE CREATIVE THINKING SKILLS AND VISUALIZATION SKILLS
- Willingness to improve English conversation skills
- Strong interest in developing technologies and new machines
- Strong interest in design (especially product design and graphic interface design)
- Willingness to learn/improve Photoshop and Illustrator programs (Conceptualization requires visual elements)
- Students will need to meet all of the above requirements to take this course in order to have fun in this class.
- If the above is not suiting you, this may be a stressful time for you.

3. Teaching Method

- Weekly Lectures
- Weekly Readings in class
- Weekly Research Assignments
- Small Group Discussions
- Creative Brainstorming
- Individual One on One meetings from starting week of Final Project

4. Evaluation Method

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.

Homework Assignment: 10
Mid-term paper / presentation: 25/15 = 40
Final- Project and presentation: 40
Participation and Attendance: 10

* About the participation grade: This is the course where you are required to talk at least 2~3 minutes in the weekly group critiques. Everyone will be expected to participate in weekly discussions. Also, I may specifically pick a student for an opinion about the week's reading. This goes into the participation grade. All verbal discussion must be done in English.

5. Assignments

The students will be expected to complete weekly assignments, mid-term project and final project. All assignments and projects will concentrate on designing interface prototypes for smart medias.

6. Experiment, Practical Exercise

- Weekly research assignments as well as presentations
- Weekly readings
- Mid-term project (1200 ~ 1500 word paper, PPT, 3 minute verbal presentation)
- Final project (Design Project, PPT, 3 minute verbal presentation)

*ALL ASSIGNMENTS AND PROJECTS MUST BE COMPLETED AND PRESENTED IN ENGLISH
* The exercises and projects may change with advanced notice to students
* There will be a 1200~1500 words long essay plus a 3 minute PowerPoint presentation for the midterm, and a final term design project which will also include 3 minute long PowerPoint presentation
* There will be weekly reading uploads on the Cyber campus. Make sure you bring the copy to class for group reading.
* Assignment/project submissions are due 12am the day of our class meetings (the night before coming to class).
* No late assignments will be accepted.

7. Related Courses

8. Textbook

Book Title	Publisher	Author	Year	Textbook or not
Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules	Morgan Kaufmann Publishers	Jeff Johnson		참고도서
The Design of Everyday Things	Basis Books	Donald A. Norman		참고도서
Smart Social Media: Your Guide to Becoming a Highly Paid Social Media Manager	Create Space Independent Publishing Platform	Joe Duffy		참고도서

9. Detailed Weekly Activities

Week	Date	Lecture Content	Reference Material	Remarks
1	2014-09-01 ~ 2014-09-07	Week1A: Introduction to the course Week1B: In-class Readings and discussion		
2	2014-09-08 ~ 2014-09-14	Week2A: Good and bad smart products Week2B: Good and bad smart products		

Week	Date	Lecture Content	Reference Material	Remarks
3	2014-09-15 ~ 2014-09-21	Week3A: Understanding Graphic elements: Basic elements of graphic design Week3B: Good and bad GUI smart products		
4	2014-09-22 ~ 2014-09-28	Week4A: Understanding Psychology of Visual elements : Gestalt theories (gestalt theory exercises) Week4B: In-class exercise: Drawing exercise using Gestalt Theories (Due Week 7A)		
5	2014-09-29 ~ 2014-10-05	Week5A: Adobe programs tutorial session Week5B: Basic design exercises (Photoshop and illustrator homework) + Tutorial classes		
6	2014-10-06 ~ 2014-10-12	Week6A: Introduction to Mid-term Project / Research on existing problems + areas of development Week6B: Continue with Mid-term Project research and planning		
7	2014-10-13 ~ 2014-10-19	Week7A: Continue with Mid-term Project research and planning Week7B: Continue with Mid-term Project research and planning		
8	2014-10-20 ~ 2014-10-26	Week8A: MID-TERM WEEK / Continue with Mid-term Project research and planning Week8B: MID-TERM WEEK / Continue with Mid-term Project research and planning		
9	2014-10-27 ~ 2014-11-02	Week9A: Mid-term project presentation / Introduction to Final Project Week9B: Continue with Final Project (Research Phase)		
10	2014-11-03 ~ 2014-11-09	Week10A: Continue with Final Project (Research Phase) Week10B: Rough concept outline due (Short written paper with rough hand sketches)		
11	2014-11-10 ~ 2014-11-16	Week11A: Continue with Final Project (General Product Design Phase / Hand Sketch) Week11B: Continue with Final Project (General Product Design Phase / Hand Sketch)		
12	2014-11-17 ~ 2014-11-23	Week12A: Continue with Final Project (General Product Design Phase / Computer Sketch) Week12B: Continue with Final Project (General Product Design Phase / Computer Sketch)		
13	2014-11-24 ~ 2014-11-30	Week13A: Continue with Final Project (General GUI Design Phase / Hand Sketch) Week13B: Continue with Final Project (General GUI Design Phase / Hand Sketch)		
14	2014-12-01 ~ 2014-12-07	Week14A: Continue with Final Project (General GUI Design Phase / Computer Sketch) Week14B: Continue with Final Project (General GUI Design Phase / Computer Sketch)		
15	2014-12-08 ~ 2014-12-14	Week15A: Continue with Final Project (Finalizing all Design) Week15B: Final Presentation		

Week	Date	Lecture Content	Reference Material	Remarks
16	2014-12-15 ~ 2014-12-21	Week16: All grading material to be submitted		