

# Department of Digital Art and Design

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## What is Digital Art and Design?

Recently motion-graphic art has become more popular and distributed due to the development of the Internet and technology expanding its territory even to the non-professional. It is very important to develop an ability of expressing one's designated theme so that artwork and technologies have entertaining factors. This is vital at this time when a language-based society is changing to one of visual communication. To respond to the increasing demand, a new visual art department was invented under the name of "Digital Art and Design." This department program now includes very sophisticated and practical courses in animation, game design, special film-making and sew design courses that cover all aspects of visual-arts from planning to final editing. This well-organized series of programs will enable one to properly understand and use digital technology. It extends to producing and editing of stories.

## Digital Art and Design at Kyung Hee

Kyung Hee University established this major in 1999. With strong future demand for creativity and spirit of challenge, the department has already produced a number of superior alumni in a relatively short amount of time. Our courses represent the full spectrum of producing main media contents from the design for web site to entertainment contents such as game design, 3D animation, motion graphics (movie title, station ID), and flash animation utilizing specialized computer-based systems. The Digital Art and Design major pursues three educational goals: 1) training students to become professionals who will do creative work in main communication media; 2) training students as message tellers who will lead and contribute to a righteous society; 3) training students as precursors who will manage new media and pursue professional careers in computer-related areas. To accomplish these goals, we provide courses focused on fundamental knowledge about multimedia technology and help students improve their creative ability in areas of newly deployed information technology such as multimedia and the Internet. We provide several practical educational programs for students to directly apply their knowledge to real world problems. We also provide the opportunity to extend their careers through intermediate educational programs like sponsorship projects.

## Degree Requirements

To receive the Bachelor's degree in Digital Contents design, a student must:

- complete a minimum of 130 credit units.
- satisfy the General Requirements of the School for professional degrees.
- submit the final work to the graduation exhibition.
- pass the fourth grade project class related in the final works.

## Courses

### Year 1

Observe and Express, Basic Design, Material and Expression, Color and Design, Understanding of Plastic Arts, History of Modern Art

### Year 2

3D Modeling, Creative Idea, Motion Study, Scenario Workshop, 3D Animation, Time & Image, Character Design, Cinematography, Sound Design.

### Year 3

Motion Graphics, Interface Design, Character Animation I, Character Animation II, 2D Animation I, 2D Animation II, Game Scenario, VFX (Visual Effect), Interactive Production, Game Design

### Year 4

Interactive Project I, Media Art, 2D Project I, Special Effect Project, 3D Project, Digital Contents Marketing

## Careers and Graduate Destinations

After graduation, our students have a number of specialized fields they can enter such as animation (2D, 3D, flash) industry, design fields for the website, game producing areas, and most of main communication media. They can also play an important role in the post production process for feature films, music videos and the commercial film industry. With the high demand and spirit of challenge, our students will have increasing opportunities to exploit their skills and contribute to the development of a new media industry. We also strongly recommend students to enter a graduate program related to new media.

## Faculty

Hye-Kyung Kim, M.F.A. Pratt Institute, 1992, Associate Professor, Computer Graphics, hkkim@khu.ac.kr

Woo-Rin Chang, M.F.A. University of L. Pasteur France, 1998, Associate Professor, Computer Animation and Character Design, david@khu.ac.kr

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