Dept. of Communication Design

Program Outline

MFA Communication Design is built for researching the proper way of communication through various contemporary media. With the research, students and faculty are to propose advanced discourse in design field. By breaking the boundaries made by the old media-centered design method, we aim to research communication design as a integrated human behavior to reorganize the society. Individual students stay close to their peer as well as faculty, so that, the entire members are always well-advised and focused.

Curriculum

In this two year program the studio performs seminar, workshop, self-initiated projects to develop both theory and practice. At the end of the program, students are to accomplish their research and it results as a thesis. The first year curriculum is composed of Communication Design Seminar, Communication Design Theory, Graphic Studio. The second year curriculum is focused on individual study to build thesis. We accept only 4.6 qualified students each year to keep the program size small for an in-depth study. Usually the applicants has graphic design background, however, it is wide open to the non-design based applicants. We open the practice-based undergraduate courses for the students who are lack of basic design knowledge and skill.

☐ **Courses**

· **Communication Seminar 1 (3)**

This course focuses on cultivate an comprehension of the the surrounding environments, realizing connections between elements and find the new context out of them.

· **Communication Seminar 2 (3)**

The goal of this course is developing one's ability to understand and express the relationship between image, language, idea and symbols. Students are encouraged to explore various methods such as, image research, keyword mapping, collage, contextual typography, and so on. Throughout this studies, students understand the layered relationship of semantic elements and articulate it in original expression method.

· **Communication Design Theory 1 (3)**

The curriculum look into the 20th century graphic design history to understand the concepts of the European Avant-garde movement, graphic design Modernism,

American corporation identity and the ideas of their advocates to understand the origin of graphic design as a profession as well as cultural research area.

· **Communication Design Theory 2 (3)**

Starting from the confrontation of two camps of late 20th century design society: Modernism and Postmodernism, students conduct research about controversial issues as two opposite ideas: authorship and anonymity; localization and globalization; new technology and traditional value.

· **Research Ethics & Thesis Study 1 (3)**

This course focuses on improving students' knowledge about their thesis theme, as well as studying a thesis writing process.

· **Research Ethics & Thesis Study 2 (3)**

This course focuses on improving students' knowledge about their thesis theme, as well as studying a thesis writing process.

· **Graphic Studio 1 (3)**

This course studies the basic principles and methodologies of graphic design while practicing functional capabilities of graphic such as typography, information design, visual semantic composition.

· **Graphic Studio 2 (3)**

This course studies the basic principles and methodologies of graphic design while practicing functional capabilities of graphic such as typography, information design, visual semantic composition.

· **Motion Studio 1 (3)**

Understand the history, theory, criticism and technology of diverse media, such as, film, television, internet, mobile media, and apply the ideas to one's own communication method. The curriculum is to proceed based on studio practice. Various media technologies are introduced including Live Action, Motion Graphics.

· **Motion Studio 2 (3)**

Understand the history, theory, criticism and technology of diverse media, such as, film, television, internet, mobile media, and apply the ideas to one's own communication method. The curriculum is to proceed based on studio practice. Various media technologies are introduced including Live Action, Motion Graphics.

· **Media Studio 1 (3)**

Starting from the introduction of the history of digital media, this course look at the application of digital media in design, art and architecture field. The study

results in observing the form of the future of digital media. For this, students are to participate basic workshop to learn basic digital graphic skill.

· **Media Studio 2 (3)**

Starting from the introduction of the history of digital media, this course look at the application of digital media in design, art and architecture field. The study results in observing the form of the future of digital media. For this, students are to participate basic workshop to learn basic digital graphic skill.

□ Faculty Members

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