

**Media Contents Design I**

(English Lecture: Type A, Lecture 1/2 + Studio 1/2)

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**About the Course:**

The course introduces students to various principles and fundamental theories of design related to film production and designing materials related to films, such as poster design, advertisement collaterals, and product design. Students will learn the basics of Adobe Photoshop and Illustrator, typography, the principles of Gestalt theory, and visual perception. Along with extensive critiques of existing films and designs in the films, **students will create visual design materials for the mid-term and final term of the course with visual presentations.**

**The goal of the Course:**

At the end of the course, students should understand the basics of visual design, typography, gestalt theory, color, and film terminologies. Students should gain basic skills in Adobe Illustrator and Adobe Photoshop.

**Evaluation:**

To complete the course, students must 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 the participation and enthusiasm of the student toward the course.

Mid-term project: Poster Design of the chosen film 45%

Final-term project: Secondary Designs of the selected film 45%

Attendance 10%

**Projects:**

The students must complete weekly homework and participate actively in in-class critiques and studio sessions. Students must complete and submit mid-term and final projects to pass the course. All assignments and projects will concentrate on visual design and design theory introduction.

Projects will include:

1. Research existing films and create an analysis of films.
2. Create design materials for the films for mid-term and final-term projects.
3. Create presentation materials and complete verbal presentations for mid-term and final-term projects.

**Weekly Schedule:**

Week 1:

**CLASS INTRODUCTION**

Introduction of the class / Go over the course outline and weekly schedule / What to expect for the following 4 months / Reminders on Weekly readings preparations / Expectation from the students (interest in this field, enthusiasm, thinking beyond the possibilities, acting in a respectable, reasonable, responsible manner) / Class Monitor selection

HW: What is your favorite and least favorite movie, and why?

Week 2:

Lecture: Introduction to Communication Design - Basics to Theories in Visual Design I

Critique: What is your favorite and least favorite movie, and why?

HW: Reading - Introduction to Communication Design (on Cyber Campus)

Week 3:

Lecture: Introduction to Communication Design - Basics to Theories in Visual Design II

Mid-term project announcement: Creating a poster design/advertisement design for a film

HW: Can you find a successful example of a movie poster and an unsuccessful example of a movie poster, and why?

Week 4:

Lecture: Introduction to Typography - Basics to Typography I

Critique: Successful and unsuccessful example of a movie poster and why

HW: Reading - Theories and elements in Communication Design (on Cyber Campus)

Week 5~6:

Lecture and tutorials: Introduction to Adobe Illustrator

In-class exercises using Adobe Illustrator

Week 6~8:

Lecture and tutorials: Introduction to Adobe Photoshop

In-class exercises using Adobe Photoshop

Week 9:

Mid-term presentation

< Mid-term project announcement: Creating a poster design/advertisement design for a film >

Week 10:

Lecture: Introduction to Typography - Basics to Typography I

Critique: Sharing experiences on outcomes of mid-term projects

Final-term project announcement: Creating a secondary product/package design for a chosen film

Week 11:

Lecture: Introduction to Principles of Gestalt Theory and Visual Perception

HW: Creating hand sketches following the Principles of Gestalt Theory

Week 12:

Critique: Sketches of Principles of Gestalt Theory

HW: Preliminary sketches on the final-term project

Week 13:

Lecture: Introduction to Color and Uses of Color in Film

HW: What are the key colors for your final project, and why?

Week 14:

Lecture: Introduction to Film and Film Production Terminologies

\* Individual tutorials after the lecture

Week 15:

Final-term presentation

< Final-term project announcement: Creating a secondary product/package design for a chosen film >

Week 16:

End of Semester

Submit all projects, late assignments, and proof of absence by the end of the day, either in person (D547 or the Department Office) or send via email - [jungwooyoon@catholic.ac.kr](mailto:jungwooyoon@catholic.ac.kr)

- ALL ASSIGNMENTS AND PROJECTS MUST BE COMPLETED AND PRESENTED IN ENGLISH
- The exercises and projects may change with advanced notice to students
- All assignments can either be group projects or individual projects, depending on the size of the class
- Assignment/project submissions are due midnights on the day of our class meetings (the night before coming to class).
- Late assignments are accepted with penalties.
- Send an email and notify in advance if you must miss a class. The student is responsible for obtaining information on the missing day's homework and announcements.
- Please check UCUPS, CUK-talk, and Cyber Campus regularly for updates.