

## Media Contents Design II

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

Professor: Jungwoo Christine Yoon / D547 / [Jungwooyoon@catholic.ac.kr](mailto:Jungwooyoon@catholic.ac.kr)

### About the Course:

The course starts with an analysis and discussion of different genres of film media, including movies, entertainment films, documentary films, and drama, which then leads to creating graphic designs (title sequence, ending credit, and more) as well as creating 3-dimensional designs (packaging and product design) for selected media. The course will have hands-on studio sessions, lectures, weekly research, discussions, and critiques, within the area of communication design, packaging design, and product design, with the most emphasis on typography. **Students are expected to create typeface designs for their selected films for the final term project.**

### The goal of the Course:

At the end of the course, students should have an advanced understanding of visual design, typography, and gestalt theory, with two solid portfolio pieces of design outcomes.

### Evaluation:

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 the participation and enthusiasm of the student toward the course.

Mid-term project: Poster Design 45%

Final-term project: Typeface Design 45%

Attendance 10%

### Weekly Schedule:

Week 1:

A: 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 / Expectations from the students (interest in this field, enthusiasm, thinking beyond the possibilities, acting in a respectable, reasonable, responsible manner) / Class Monitor selection

Week 2:

Lecture and Discussion: What is a Film? / Relationship between Visual Design and Film & Media

Week 3:

Lecture: Film and Visual Design

Week 4:

GROUP STUDY SESSION I: TRENDS AND CHANGE

Week 5:

GROUP STUDY SESSION II: TRENDS AND CHANGE

Week 6:

TRENDS AND CHANGE PRESENTATION

Mid-term project announcement - *Poster design for a Film*

Week 7:

Lecture: Focusing on Balance, Contrast, and Rhythm in Elements of Design

BACKGROUND RESEARCH - Selection of movie, analysis of the selected movie, storyline and message in the film, characters in the movie, audio, and music in the movie, etc.

Week 8:

Lecture: Symbolism and its Visualization Method in a Film

COMPETITION RESEARCH – List of similar movie genres, how their posters and design materials are done, and critique of competition design materials. Setting brand strategies, target market, and details

Week 9:

MID- TERM Presentation

Introduction to the Final Term Project - *Typeface Design for a Film*

Week 10:  
Lecture: Use of Typography in Film I

Week 11:  
Lecture: Use of Typography in Film II  
HW: Bring rough ideation sketches of the final-term project to the next class for discussion and one-on-one tutorials.

Week 12:  
Lecture: Visual Perception and Visual Design  
HW: Bring Illustrator sketches of the final-term project to the next class for discussion and one-on-one tutorials.

Week 13:  
Lecture and Tutorial I - Lecture on Adobe Illustrator and one-on-one tutorial session

Week 14:  
Lecture and Tutorial II - Lecture on Adobe Illustrator and one-on-one tutorial session

Week 15:  
FINAL TERM Presentation

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.