Department of Visual Design

What is Visual Design?

Modeling activity in an industrial society is a practical fusion of art and technology. The modern age requires a new order of the social function of art. The base of design starts with visual approach. The Department of Visual Design has a systematic and effective course from the fundamental field to advanced design. Therefore, students can improve their capability of expression and modeling sense into various skills of expression. At the same time, information design, which is essential in marketing and the media industry, needs significant creative visual design. The major in Visual Design provides a qualified education for students' future careers.

Department of Visual Design at Kyung Hee

The Department incorporated a new system into visual design so that design can be developed effectively. In addition, the department has a variety of proper lectures and workshops for students to visualize a concept effectively and experience various fields such as advertisement design, graphic editing, illustration, typography and photography. The department has a systematic course for training of identity design, DTP, plate making, photography and typography. The Department requires students to learn design skills such as recognizing objects creatively and visualizing them. The department needs students who are interested in creative expressions and have the intellectual capability for smart ideas.

Degree Requirements

To receive the Bachelor of Science in Visual Design, a student must:
- complete a minimum of 130 credit units
- satisfy the general requirements of the School for professional degrees
- complete 15 units of required courses
- complete 43 units of technical electives for visual design
- complete 41 units (maximum 42 units) stated in the common studies program and Humanities/Social Science Electives

Courses

Year 1

Observations and Expressions, Two-Dimension Design, Materials and Expressions, Color and Design, History of Modern Art, Computer And Design, Drawing, Three-dimensional Design, Survey of Arts, Digital Design

Year 2

Advertising Theory, Basic Visual Design, Basic Computer Graphics, Design and Lettering, Illustration I(2D)·II(3D), Photography Design and Image, Desktop Graphics, Font Graphic, Source of Creative, Typography, Theory of Communication Design,

Year 3
Commercial Design I·II, Technical Commercial Photography, Design Marketing, Graphic Interactive Design, Moving Typography, Graphic Design Process, 2D Character Design, Electronic Publication Design, Graphic Compilation Design, Theoretical Development and Analysis of Subjects, Study of Unit Plans, Curriculum Logical and Essays

Year 4
Portfolio Review, Visual Communication Design, Visual Communication Studio, Identity Design I·II, Graphic Interface Design, Graphic Interface Studio, Visual Contents Design, Graphic Interactive Design, Brand Package Design I·II, Directed Research, Theory of Sign Communications & Symbols

Careers and Graduate Destinations
After graduation, students can take the role of designer or art-director in the public information section or advertising agencies. Those who are interested in illustration can pursue a career in a publishing company or a magazine company. Many other fields are open to students, such as editing-design, handwriting-design, package-design, photography, motion picture design, etc. Students may also run a design agency, continue their education in graduate schools, or take a training course abroad.

Faculty
Hun-Hyuk Im, M.F.A. Chung-Ang University, 1985, Professor, Advertising Design, imhyo@khu.ac.kr
Mee-Kyung Jang, Ph.D. Seoul National University, 2007, Professor, Illustration, meekyungjang@hanmail.net
Soo-Jin Jung, M.S. Pratt Institute, 1996, Associate Professor, Communication Design, soo@khu.ac.kr
Hyeong-Seok Kim, M.F.A. Hongik University, 1995, Assistant Professor, Identity Design, designer@khu.ac.kr