

International Summer Program 2019_Course Description

Course Title	Content Planning and Development
Name of Instructor	Ph. D. Boa RHee
University/ Department	College of Art & Technology
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Course Description	This course is designed to enhance student’s integrated perspective on arts, humanities and technologies. It focuses on the process of content design and development within the context of the Korean Wave (Korean film, music, performance and tangible cultural heritage). It provides insights about methodologies for planning and developing content from the curatorial point of view and examines contemporary innovative content and their technologies from the perspective content developer and design. Importantly, this course not only improves some practical skills such as curatorial research and writing for content, but also increases the fundamental knowledge about user experience and meaning making with content.
Learning Outcomes	Relying upon analyzing case studies and field trips, students have a chance to draw out their own creativity both in developing as well as in designing new content. The course uses a simple software program thus, it improves the software operating ability. It also proceeds developmentally beginning with simple and discrete tasks that serve as a conceptual ground for achieving more complex and comprehensive in the form of a group or individual project at the end of semester. Inspiration for this group project might be drawn from class discussion and students’ personal experiences on the Korean traditional and contemporary culture.
Course Procedures	The course basically consists of general lectures, discussions and group or individual projects. It consists of three session (theoretical foundation, discussion and group/ individual project development). If necessary, students can have chances for acquiring visual perception and practical knowledge of Korean culture through field trips in the Korean cultural institutions and art centers.
Grading and Evaluation	assignment 80% + attendance 20% Students are required to submit proposals (the 3 rd week) and final result of the group project at the end of the semester.

Additional Course Information	<p>Students should bring their own laptop for using adobe after effects.</p>
Text and required supplies	<p>In this class, professor will provide the pdf file as teaching material.</p>
Instructor's Profile	<ul style="list-style-type: none"> -Doctoral degree: Arts Management, Department of Art Education, School of Visual Arts, Theatre and Dance, Florida State University, Tallahassee, FL, USA -Master degree: Theory of Art, Sungkyunkwan University, Korea -Member of Editorial Board, International Journal of Art and Culture Technology (IJACT) -Member of Editorial Board, International Journal of Art and Culture Education (IJACE) -Member of Advisory Committee and Evaluation Committee, Korea Culture & Content Agency -Member of Advisory Committee, National Museum of Korea -Chairperson, the Association of the Korean Museum Management and Marketing

*Place of field trip will be determined before the start of the semester.

Course Schedule			
Week	Topics	Assignments	Remarks
1	Understanding Korean cultural heritage & museum	-field trip (1)*	Theoretical foundation: 1 hr. Discussion: 1 hr. Group or individual project: 1 hr.
2	Art & technology: traditional exhibitions, new media exhibition and hybrid exhibition	-field trip (2)* -special lecture for adobe after effects (1)	Theoretical foundation: 1 hr. Discussion: 1 hr. Group or individual project: 1 hr.
3	Content consumers and their behaviors in online platform and physical environment	-Proposal for final project -special lecture for adobe after effects (2)	Theoretical foundation: 1 hr. Discussion: 1 hr. Group or individual project: 1 hr.
4	AR & VR media in cultural arena	field trip (3)*	Theoretical foundation: 1 hr. Discussion: 1 hr. Group or individual project: 1 hr.
5	Final Exam (project presentation & evaluation)		Theoretical foundation: 1 hr. Discussion: 1 hr. Group or individual project: 1 hr.