COURSE DETAIL

DESIGN STUDIO 22

Country
Korea, South

Host Institution
Seoul National University

Program(s)
Seoul National University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Art Studio

UCEAP Course Number
162

UCEAP Course Suffix

UCEAP Official Title
DESIGN STUDIO 22

UCEAP Transcript Title
DESIGN STUDIO 22

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

This class studies the potential of graphic design in terms of productivity and usability while also questioning what value system we can convey through design. It explores the role of promoting through visual communication and adding value to digital products.

This class researches what potential there is in graphic-driven product design when decoupled from productivity and usefulness. What happens when we consider the ideas of design and products as "useless machines" rather than productive tools. What do products look like that encourage formal experimentation, self-reflection, meaningful interpersonal communication, and logging off? What are the value systems embedded in our interfaces and goods, and how do they perpetuate ideologies? What sort of productive opportunities can be found in being adamantly unproductive?

This course combines academic inquiry with practical hands-on experience. Students should be comfortable using design software and producing graphic outcomes (these can range from digital outcomes like webpages or videos, to physical materials such as books, posters, textiles, etc.)

The following activities will take place in-person and online via several platforms: Reading discussion, Topic/lecture/discussion, Project critique/discussion, Group exercises, A weekend workshop, One-on-one meetings, Group meetings.

Students should also be prepared to complete two individual projects and a group projects and be aware that these projects may comprise up to 70% of the final assessment.

Language(s) of Instruction
English

Host Institution Course Number
611.5410A

Host Institution Course Title

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Host Institution Course Details
https://sugang.snu.ac.kr

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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