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Hello from SNU Design

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2018~2019



Department of  
**DESIGN**

College of Fine Arts  
**Seoul National University**



Image : Students supporting the campaign Democracy on Campus in front of the university library, Mar. 24, 1975



서울대학교

SEOUL NATIONAL UNIVERSITY

Seoul National University honors the ideals of liberal education and aims to teach students a lifelong love of learning that will form the basis for **continuous personal growth**.

At the same time it is committed to preparing students to work and live in an increasingly competitive global environment. As South Korea's first national university, Seoul National University has a tradition of **standing up for democracy and peace on the Korean peninsula**.

Graduates have long served as **public servants** in key positions of the Korean government. In teaching, research, and public service, Seoul National University continues to set the standard of excellence.

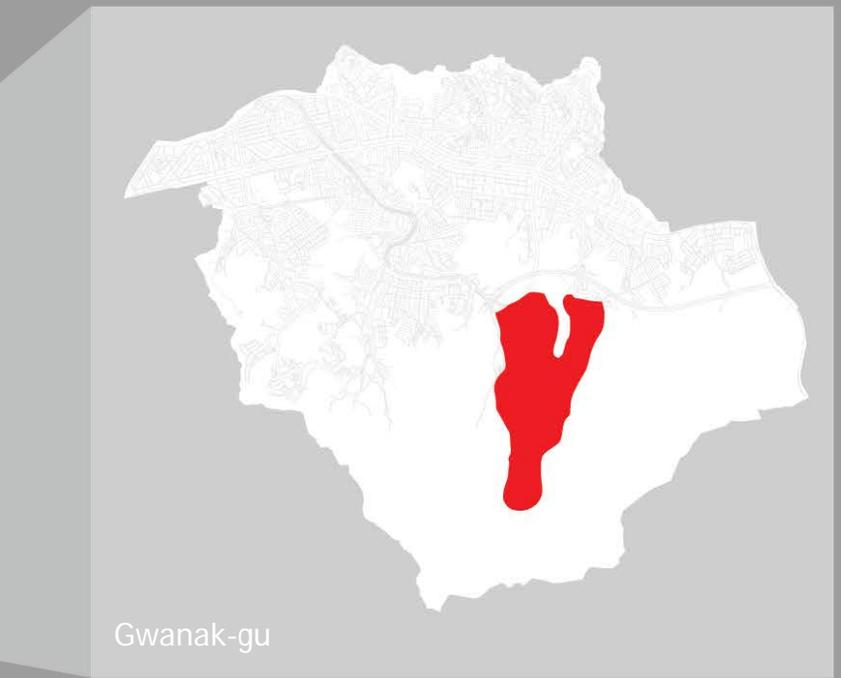
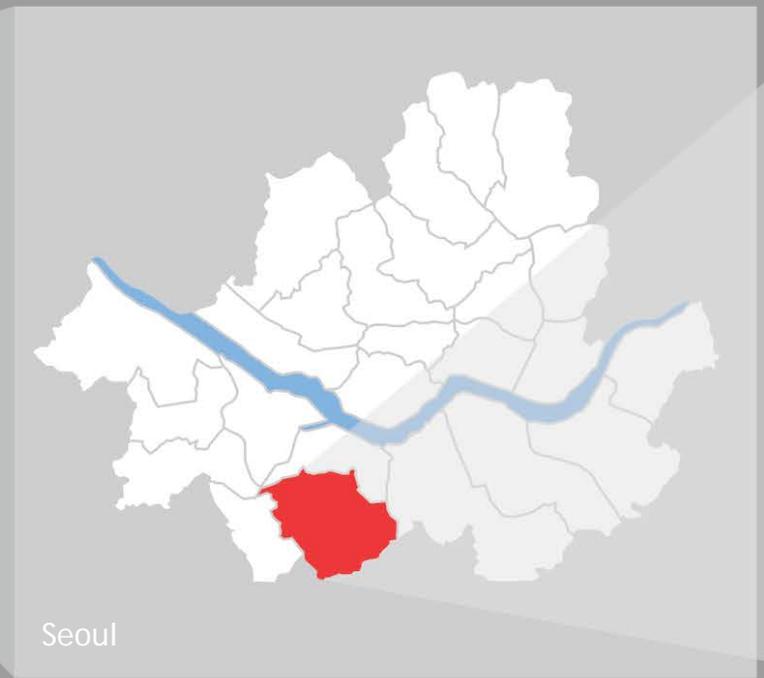
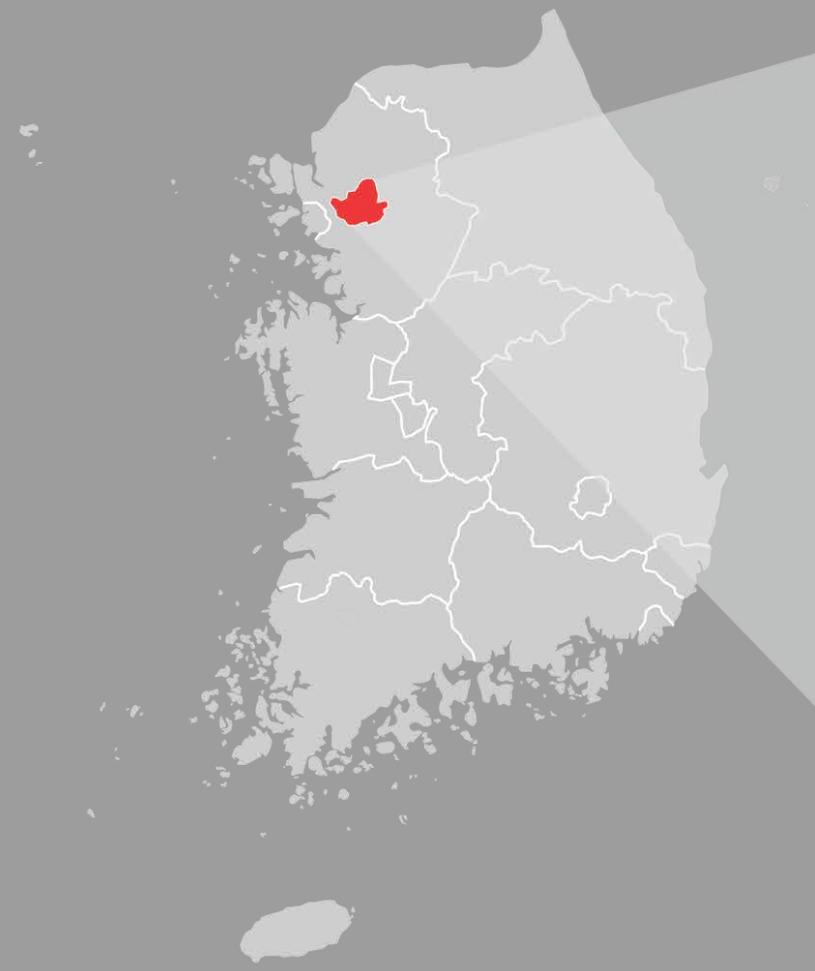
The mission of Seoul National University in the twenty-first century is to create a vibrant intellectual community where students and scholars join together in building the future. As Korea's leading research university, Seoul National University is committed to diversifying its student body and faculty, **fostering global exchange, and promoting path-breaking research in all fields of knowledge**.

Image : Students supporting the campaign Democracy on Campus in front of the university library, Mar. 24, 1975



Location

SNU DESIGN





## Under-graduate

- College of Humanities
- College of Social Sciences
- College of Natural Sciences
- College of Nursing
- College of Business Administration
- College of Engineering
- College of Agriculture & Life Sciences
- College of Fine Arts**
- College of Law
- College of Education
- College of Human Ecology
- College of Veterinary Medicine
- College of Pharmacy
- College of Music
- College of Medicine
- College of Liberal Studies
- Interdisciplinary Programs for Under-graduates**

## Graduate School

- Humanities & Social Sciences
- Natural Sciences
- Engineering
- Arts**
- Medicine
- Interdisciplinary Programs

## Professional Graduate School

- Graduate School of Public Health
- Graduate School of Public Administration
- Graduate School of Environmental Studies
- Graduate School of International Studies
- School of Dentistry
- Graduate School of Business
- Graduate School of Convergence Science Technology
- School of Law

Academics

**17 General Schools**

**8 Professional Graduate School**

31,972 students  
 3,900 professors  
 84 departments  
 5 Graduate schools  
 28 interdisciplinary programs

## History

SNU DESIGN

Founded in 1946

Korea's First National University

Ranked in 36<sup>th</sup> excellent university over the world



On February 1975, the main campus moved to its current location, Gwanak

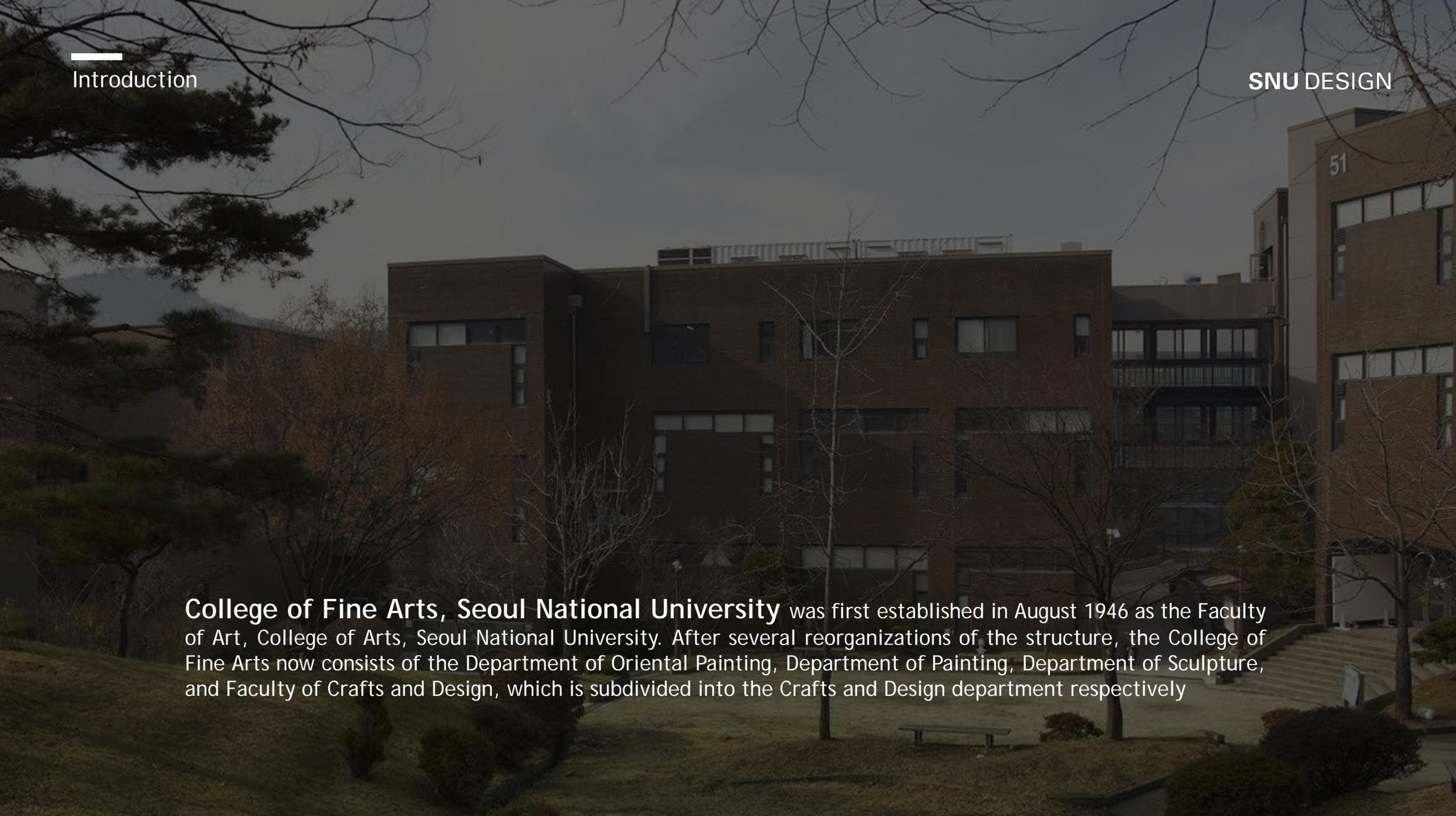












**College of Fine Arts, Seoul National University** was first established in August 1946 as the Faculty of Art, College of Arts, Seoul National University. After several reorganizations of the structure, the College of Fine Arts now consists of the Department of Oriental Painting, Department of Painting, Department of Sculpture, and Faculty of Crafts and Design, which is subdivided into the Crafts and Design department respectively

College of Fine Arts

Oriental Painting  
Painting  
Sculpture

Faculty of Craft & Design

Craft  
Design

Interdisciplinary Programs

Integrated Creative Design  
Program in Media Art

- 34 Faculty members
- 554 Undergraduate students
- 133 Master course students
- 64 Doctorate students



# **SNU DESIGN**

**Department of Design** is organized into a four-year undergraduate program (BFA course), and two-year graduate programs (MFA course and DD Course).

Our educational objective is “to train creative designers of the 21st century” and “to become a global cradle for creating novel design value.” In the freshman program we place emphasis on experiencing appropriate usage of design tools and various plastic experiments that allows students to have active understanding and practice of their cultural meanings, and to develop individual and synthetic expression abilities which makes such experiences more valuable.

Dawn of Korean Design

Prof. Min, Cheolhong

1963 ~ 1988 Professor at SNU Design

SNU DESIGN



*Arirang, 1962*



*Samsung black & white Television 'Mach 505', 1972*



*'Wall of Glory' a Monument of 1988 Seoul Olympic, 1989*



*Monument for Busan Post Office, 1988*

Dawn of Korean Design

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SNU DESIGN



Korean traditional dance 'Seungmu'



Arirang, 1962

**Dawn of Korean Design**

**Prof. Min, Cheolhong**

1963 ~ 1988 Professor at SNU Design

**SNU DESIGN**



Korean traditional door and its fittings



*Samsung black & white Televisin 'Mach 505', 1972*

# Dawn of Korean Design

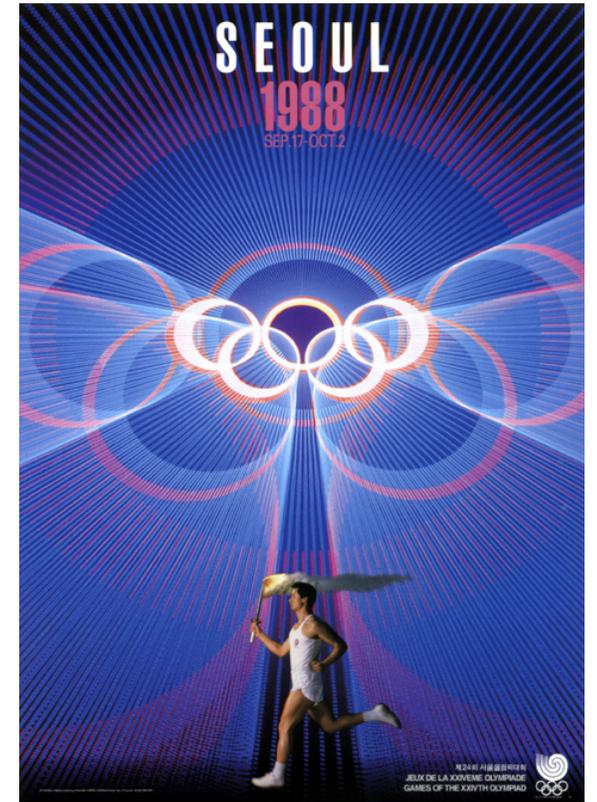
Prof. Cho, Youngje

1965.12 ~ 2000 Professor at SNU Design

2001 ~ Honorary professor at SNU Design



CI Design for Shinsegae department store, 1975



Official poster of 1988 Seoul Olympic, 1985

College of Fine Arts **Seoul National University**  
Department of **DESIGN**

## Undergraduate

Industrial Design  
Visual Communication Design

## Interdepartmental

Integrated Creative Design

## Master / Doctoral

Industrial Design  
Visual Communication Design  
Design History & Cultural Studies



## Art & Design

**SNU DESIGN** Has ranked

29<sup>th</sup> in 2017

40<sup>th</sup> in 2018



Activity

International exhibitions, presentations

Global Grad Show – Dubai Design Week 2017



date 13-18 . 11 . 2017

place Dubai Design District,  
Dubai, UAE

participants

Prof. Jung, Eui Chul and 2  
students

## Activity

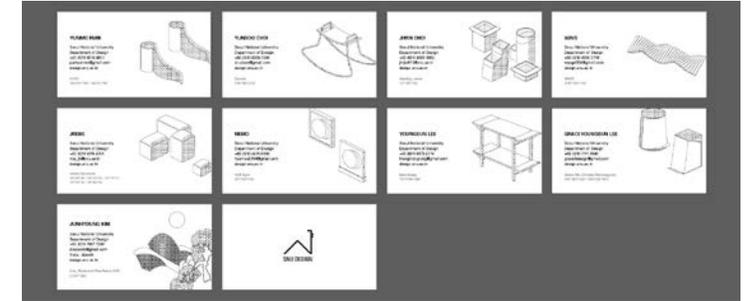
International exhibitions, presentations

## Salone Satellite Milano



<https://www.artsthread.com/news/milan-18-seoul-national-university/#prev>

**SNU DESIGN**



**date** 17-22 . 4 . 2018

**place** Fiera Milano-Rho, Italy

**participants**

Prof. Jung, Eui Chul and 18 students

**Exhibited works**

9 works of Furniture, lightings, tableware

## Activity

### Kendall Brown <Japanese Art Deco in the Imperial Era> Seminar

International  
Design Conference &  
Workshop

**date** 2 . 6 . 2017

**place** SNU Design Bldg. 49

**speaker** Prof. Kendall Brown from California State  
University

**participants**

Prof Kim, Minsoo and students from Design  
History & Cultural Studies



# DESIGN HISTORY AND CULTURE

Design History  
And Cultural Studies  
Seoul National University,  
College of Fine Arts,  
Department of Design

Japanese Art Deco  
in the Imperial Era

A Seminar with  
Professor Kendall H. Brown

(Asian Art History, School of Art, California State Univ., Long Beach)

2017. 6. 2. Fri  
Auditorium (309),  
Design Research Center



# Activity

## John Thackara <Designing Knowledge Ecologies> Seminar

International  
Design Conference &  
Workshop

date 27.9.2017

place SNU Design Bldg. 49

speaker John Thackara, senior fellow at the RCA

participants

Prof. Jung, Eui Chul and students of SNU  
Design



SNU, Seoul, 27 September 2017  
Designing Knowledge Ecologies  
@johnthackara



**JohnThackara**

John Thackara is a senior fellow at the Royal College of Art, London, UK.

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## Activity

International  
Design Conference &  
Workshop

### <Seoul Nat'l University x University of Tehran> Exchange Workshop

**date** 30 . 11 . 2017  
**place** SNU Design Bldg. 49  
**speaker** Prof. Seyed Mohammad Fadavi, Sedaghat  
Jabbarikalkhoran From University of Tehran  
**participants**  
Prof. Chae, Jungwoo and students of SNU  
Design



Workshop ——— 11/30

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서울대학교 - 테헤란대학교 워크샵  
Seoul National University x University of Tehran

Date November 30 Time 10:00am Location 49-215