

Course title: KOREAN CALLIGRAPHY

Filling the name "Hangul" with aesthetics and symbolism

Iconic pictorial typographic poster with the meaning of the name Hangül

An experimental typographic poster with a sound font, filled with emotions

Course instructors:

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Course code:

B-KH-401-MI-20222301-05

M-KH-101-MI-20222301-05

ER-KH-101-MI-20222301-01

Course description:

The culture and essence of Korea's 5,000-year history was not born in a day or two, but was created by the power of culture accumulated over many years. What is this hangyul, with a history dating back 576 years?

Although the birth of the Hangül alphabet can be linked to the principles of the human organism, it also has coherence (a direction coherent with the principle of creation), formality (a subjective striving for an objective formal essence) and spatiality (a perspective aimed at creating harmony with space).

The aim of this workshop is to visualise, through the sling, the hand filled with our own feelings and its value. This will be done through a typographic poster that reinterprets the name of the hangyul in a symbolic way, in which each person will create a work of art that represents their own identity, using their own skills.

Traditionally, graphic art is composed of images and words, increasingly relying on the dynamics of modern computers and software to create these images and words. This is why today it is even more important to create images and express emotions by hand.

Theme: + My Korean name

+ What my name symbolizes

+ The story of my own name

+ Your own dream

Aim: typographic poster depicting the person's Hangul name and the various symbols associated with it

- Expressing feelings and emotions through our hands

Application: Graphic Design BA, MA 10 participants, Animation BA, MA 3 participants, Média Design BA, MA 2 participants

Number of participant: 15

Schedule: From Monday to Friday 10:00-15:00

Workshop agenda

Day 1

Explanation of the theme

Dimensions of the poster to be exhibited: 70x100cm

Presentation of the Hangül font: download from google drive

Creation of the 16 participants' names in phonetic: download from google drive

Presentation of the Hangül calligraphy by type

Variation of the typeface by device

Create a Hangul name freely

Teaching aim: to focus on the structure, layout and sensitivity to the form of the hangyul rather than the technique of using the tools

Day 2

Review of ideas

Sound, feeling, rhythm, intonation

Search for a concept

Originality

Identity

Message

Free design in terms of technique and experimentation

Educational objective: to understand the hanjul, to focus on design that takes into account the principles of the hanjul, individuality, symbols and format.

Day 3

Artwork

System, layout, space, expression.

Layout (layout)

Technique (skill)

Colour (colour)

Educational aim: 1. to emphasise harmony in relation to the structural formativity and meaning of the hanjul.

2. to take into account the environment when creating using a tablet, laptop, desktop (etc.).

3. high resolution, Tablet - 600 dpi, A3 recommended

Day 4

Artwork

Proportions, contrast, change, harmony.

Complementing the image

Review details

Checking the print

Teaching aim: 1. To review the file state, print environment and the many influences on the creation of a work of art.

2. students whose artwork is printable should make it primarily a sketch.

Day 5

Setting up the exhibition

Individual presentations

Evaluation - Mome professors, participating subject professor, Cultural Centre officials
Award, souvenir - Professor Seon Byeong-il is preparing it

Outcome:

A poster attempting to create a new communication system taking advantage of the advantages of Hangeul

Educational purpose: printing of the completed student works and preparations for the exhibition set up.

Promotion: the completed posters will be exhibited in the Namseoul University gallery after returning to Korea (B1 gallery cyber exhibition)

Prerequisite for completing the course:

The course is a criterion subject, it has no credit value, it ends with a signature.

Course recommendation

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Links:

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Readings:

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