



## 2019 FACTSHEET

### Media and Communication Arts Department (SIMA)

The Department of Global Media & Communication Arts prepares students to use modern media communication arts to serve the artistic, cultural, educational, and informational needs of contemporary society. The program involves both critical theory and creative practice, leading to trans-media content production, circulation, and performance as well as creation of various business opportunities within the new era of Korean Wave and the “digital technology convergence.”

Our program is designed to provide a thorough understanding of the skills needed to succeed in today’s dynamic, digital media industries. You’ll be honing core industry skills such as storytelling, pre/post production, directing, performance and the ability to creatively articulate strategic ideas. You will learn to work within Korean Wave production sectors as well as multi-channel networks in the field of global, digital convergence. You will learn using Professional quality instructional laboratories including a 3D and HD multi-camera television studio, an array of field production equipment, post-production workstations, and a large-scale concert hall facility.

#### Program Highlights:

- Currently the only department in Korea that offers English taught programs in this field
- Focus on training leaders for trans-media production and Korean wave content.
- Knowledge of media content production in Korean and within global media companies
- Special lectures from top-level media professionals (television and film directors, producers, cinematographers, editors, VR, Drone directors etc.)
- Critical theory & creative practice leading to MCN and Korean Wave content production, consumption, circulation, performance & Business
- Specialized curriculum for the production of broadcasting, film, performance, and entertainment content
- Specialized activities for performing the “Korean Wave” at the expert level

#### Specialized Courses:



Media	MCN Content Production, Media and Technology Convergence
Management	Production Management, Media and Technology, Social Media and Big Data Analysis, Understanding MCN, Global Media Business Research
Computer	3D Animation, Photoshop, Illustrator, UI/UX Design and Production, Games and Prototyping
Production	Lighting and Sound Design, Video Production, Production Design Practices
Practical	Post-Production Workshop, Interactive Experiences, Visual Storytelling Workshop,
K-wave	Korean Wave and Audiences, Global Culture Industry

### **Skills Learned:**

- Expert Korean Wave analysis
- Production of Media and cultural content
- Cinematography and editing
- Knowledge about broadcasting and film producing
- Online media management
- Insights on global and digital convergence
- Graphic design
- Screen-writing and script writing
- Planning, directing storytelling

### **International Partnerships**

- Swiss German University – Indonesia
- Shih-Chien University – Taiwan
- Management & Science University – Malaysia

### **Potential Career Paths:**

- TV and drama production
- Multi-Channel Network content production
- Staff in professional entertainment companies
- Culture and media department administrator
- Content business planner
- Cultural / movie critic and analyst
- Entertainment analyst
- Screen/script writer
- Korean wave industry expert / performer/ marketer
- Cinematographer
- Broadcasting
- Film & Entertainment industries
- Cable and on-line media professional
- Video and audio production expert