

## **VITAE**

*Inyoung Choi, Ph.D.*  
*(Albert Young Choi)*  
*Associate Professor of Brand Design*  
*Department of Visual & Package Design*  
*College of Design*  
*Hanyang University*  
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## **Biography**

## **Current Positions at Hanyang University**

*Associate Professor of Brand Design*  
*Chair of Visual & Package Design Department*  
*Chief Professor of Graduate School, Visual Communication Design*  
*Chief Professor of Professional Graduate School, Design Division*  
*Chair of Professional Graduate School, Visual Design Department*

## **EDUCATION**

2003-2006

Hongik University

Graduate School

Design & Craft Department

2-1 Sangsoo-dong, Mapo-gu

Seoul, Korea 121-1

*Degree Received: Ph.D. in Visual Communication Design*

1997-1999

California State University Fullerton

College of the Arts

Department of Graphic Design

800 North State College Boulevard

Fullerton, California 92831-3559

*Degree Received: MFA in Graphic Design*

1996-1997

California State University Fullerton

College of the Arts

Department of Graphic Design

800 North State College Boulevard

Fullerton, California 92831-3559

*Degree Received: BA Fine Arts*

1989-1992

Laguna College of Art & Design

College of the Arts

Department of Graphic Design

800 North State College Boulevard

Fullerton, California 92831-3559

*Degree Received: BFA in Visual Communication Design*

## **WORKING EXPERIENCE**

2002-Present

*Associate Professor of Brand Design & Visual Communication Design*

Hanyang University

Ansan, Korea

1999-2002

*Assistant Professor of Communication Design*

University of North Texas (UNT)

Denton, Texas, USA

1997-1998

*Adjunct Faculty of Graphic Design*

California State University Fullerton

Fullerton, California, USA

1995-1997

*Principal*

Choi & Concept Design (C&C Design)

Los Angeles, California, USA

1992-1995

*Designer*

Coy Los Angeles

Los Angeles, California, USA

1986-1989

*Senior Airman*

United States Air Force

Caribou, Maine

## COURSE CONTENTS

### Hanyang University 2002-present

#### Undergraduate Level

##### *GEN285 Basic Rendering*

This 1st year level studio class addresses the process of rendering techniques and conceptual development, and technical production with emphasis on rendering for communication design.

##### *I-D277 Design Ethics & Society*

This 2nd year level lecture class provides educating students about designs and designers which influenced the international social movements and history, so that the students learn the responsibility of ethics and society as a international designer. And students will analyze a relationship between design and society based on acknowledging what type of design is needed for the global society through understanding case studies.

##### *DCD395 Understanding Visual Communication Design*

This 2nd year level lecture class introduces students to the major activities and formation properties of Visual Communication Design. Emphasis is placed on understanding visual directions, expressions, and communication with appropriated case studies. This course develops students' capabilities to comprehend the visual perception and analyze the aspect of symbolic logics.

##### *DCD396 Brand Design I*

This 3rd year level lecture/studio class provides a basic knowledge of 'Brand Design Development' methodology for a fictional brand through understanding a marketing and design relationship. With the introduction of theories and practice, students will manage a final 'Brand Design Process Book' as a 'Brand Design Strategy' of a brand; and will realize the needs of design for today's sophisticated consumers and society.

##### *DCD397 Brand Design II*

This 3rd year level lecture/studio class is based on understanding 'Brand Design Development' methodology and 'Brand Design Strategy' from Brand Design I, the students will learn a survey method to measure a specific target audience; develop differentiated strategy for the target; and gain knowledge about 'Brand Design Application System.' Students will develop a final 'Brand Design Process Book' as a 'Brand Design Application System' which is about aesthetic, synthesis, consistency, and differentiate of an existing brand.

##### *DCD397 Brand Design III*

This 4th year level lecture/studio class is based on understanding 'Brand Design Development' methodology, 'Brand Design Strategy', 'Survey Method', and 'Brand Identity Design System' from Brand Design 1 & 2, the students will learn to analyze a process and elements about internationalizing a brand; and study a brand development for global consumers and local consumers. Students will develop a final 'Brand Design Process Book' as an 'International Branding Strategy' of a specific brand.'

***DCD397 Brand Design IV***

This 4th year level lecture/studio class is based on understanding 'Brand Identity Design' methodology and process from Brand Design 1, 2 & 3, the students will learn to utilize it to develop 'Self-Image Branding.' Students will learn designer's long-term self image and design relationship through analyze international and Korean designers. Also learn the international design trends and the background of internationally known designers. Students will understand different paths in design field and a method to express self image brand through personal portfolio.

***Experimental Design for Culture and Society***

This International Hanyang Summer lecture/studio class addresses design methodology as an experimental and practical form of problem solving both on and off the computer. The goal of this course is to develop a comprehensive understanding of certain method used in the field of graphic communication design to communicate the contents of the culture and society through developing experimental designs based on a relationship between verbal and visual languages.

**Hanyang University 2002-present  
Graduate Level (MFA, Professional Graduate School)**

***DEG936 History of Design***

This lecture class introduces the historical and technical aspects of the western typography to understand the verbal and non-verbal communication methods of typography and writing system. The final study result is a collaborative research journal about analyzing Korean typography in the 21st century.

***DEG937 Design Graduate Seminar***

This class addresses a design methodology based on learning design styles, communication theory, creative problem solving methods, and basic design principles with emphasizing a particular design theory. The students will example their design methodology then logically write a design process.

***DEG947 Brand Design Study***

This lecture class introduces survey and statistics methods for understanding today's sophisticated consumer groups. The students will learn scientific methods to measure consumer behaviors according to designs.

## **Hanyang University 2002-present Graduate Level (MFA & Ph.D.)**

### ***I-D877 Design Behaviors***

Design Behaviors is a methodology for analyzing co-relation between the consumer's experiences and the analytical elements of design forms through several enumeration research methods based on the active interaction between the consumers and the designs. In the 21st century, the social, cultural, and economical elements are generalized and the core of these elements, design, is changing its impact with them simultaneously. The goal of this class is to present theory and research methodology that can prove design from quantitative aspect to main circumference of social, cultural, and economical fields to the students. Furthermore, the students learn methods to understand how to influence the target's lifestyle through utilizing designs to formulate the sustainable experience to its target consumers.

### ***I-D869 Visual Communication Methodology***

This class addresses a design methodology based on learning design styles, communication theory, creative problem solving methods, and basic design principles with emphasizing a particular design theory. The students will example their design methodology then logically write a design process.

### ***I-D875 Concept & Form Analysis***

This lecture class focuses on design analysis methodology to examine both form's aesthetics and its implication; to understand pragmatics and semantics; and to explore limitless design activities.

### ***Design Aesthetics***

Design Aesthetics class presents a methodological side of design that have always analyzed newly binding principal reason of design and design practice action by the methodological subject of the General Aesthetics.

The education goal of Design Aesthetics class is to educate the students why a conception and fundamental notions of General Aesthetics is needed for the theory and general conception of design. And through a fundamental understanding of general design theory based aesthetics, the students can understand the ideological design theory in resonant contents. Additionally, this class contents can benefit the students to become a creative planner based on the artistic philosophy, besides concentrate on the technological issue in the design.

### ***Research Thesis Methodology***

This course provides a thesis paper preparation through emphasizing the intrinsic qualities of thesis paper, the structure of thesis paper, the framing of thesis paper; and learning formalized techniques for writing a thesis paper. \* The requirements for this class are basic research topic and references for student's own graduate thesis paper.

## **University of North Texas 1999-2002**

### **Undergraduate Level**

#### ***2082 Color & Rendering***

Introduction, application and experimentation of color, rendering techniques and concepting. This class addresses the process of rendering techniques and conceptual development, and technical production with emphasis on rendering for communication design.

#### ***2080 Typography***

This class addresses the basic concepts of typography with emphasis on the aesthetic function and visual relationship of letterform, the study of typography in text form as a design element that interacts within a larger composition by utilizing both hand skill and technology.

#### ***2084 Graphic Design***

This lecture/critique based course introduces basic symbolism, gestalt form development, pattern making, logo design, concepting, design execution, and event promotion poster design.

#### ***4082 Publication***

Creative development of multipage printed information (images and typography) utilizing systematic grid system, information hierarchy, and visual hierarchy to generate layouts that are easy for readers to both navigate and comprehend. This class addresses the process of research, conceptual development, and technical production as practical forms of problem solving both on and off the computer for student's continued development as a graphic designer.

#### ***4807 Experimental Typography***

This studio class addresses typography/design methodology as an experimental and practical form of problem solving both hand skill and computer skill. The students will learn typographic and layout morphologic factors and image & type manipulations methods with concentrate on communicating a selective storytelling.

#### ***4980 Experimental Course: Multimedia Portfolio Development***

This class addresses the basic structure of interactive multimedia portfolio with emphasis on the aesthetic function and visual relationship of information architecture, the study of interactive elements in multimedia environment form as a design element that interacts within a larger composition by utilizing both organizational skill and technology.

#### ***4900 Special Studies***

This upper level independent class introduces an exploration of type and image as complex design solutions. The class structure is 4 to 5 students and conduct daily meetings and critiques to measure personal design knowledge/skill periodically.

## California State University Fullerton 1997-1998 Undergraduate Level

### **323B Graphic Design**

This course provides design methodology, design process, and design techniques as a practical form of problem solving while working on and off the computer. This class introduces and emphasizes Adobe Illustrator, Adobe Streamline, and Adobe Dimension as computer tools to finalize the design results.

## Other Teaching Responsibilities at Hanyang University

I advise and direct an annual research book, **Visual Design Education Methodology**. Responsibilities include weekly meeting with graduate students throughout the semester to advise study materials, research process, writing, and designs.

I advise and direct an annual research book, **Hangeul Typography Research**. Responsibilities include weekly meeting with graduate students throughout the semester to advise study materials, research process, writing, and designs.

I advise and direct an annual research book, **Brand Design Research**. Responsibilities include weekly meeting with graduate students throughout the semester to advise research topic, research process, survey method, statistic method, writing, and designs.

I advise 3 to 5 **graduate thesis** a year. Responsibilities include periodical meeting with graduate students to advise thesis contents and review research process.

I advise and direct student process book, **Brand Design Study**. Responsibilities include weekly meeting with undergraduate students throughout the semester to advise and critique research & design process, brand strategy, writing, and designs.

I advise and direct **student graduate thesis show**. Responsibilities include weekly meeting with undergraduate students and graduate thesis show committee throughout the year to advise and critique design process, final design, exhibition space arrangement, lighting, and sequential designs.

I instruct **national and international design competitions**. Responsibilities include weekly meeting with undergraduate students and graduate students to introduce design competitions, advise design process, and manage time and papers.

I instruct and direct 1 to 3 **live projects**. Responsibilities include meeting with selected undergraduate students and graduate students to conduct design/strategic planning, design progress, presentations, and

## SCHOLARLY ACTIVITIES

### Design Patents (Korea)

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 30-0487129**

**Design Invention: 4-point Screw Driver**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 0494221**

**Design Invention: Building Number Plate**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 0494222**

**Design Invention: Building Number Plate**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 30-0494222**

**Design Invention: Building Number Plate**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 30-0487130**

**Design Invention: 4-point Screw**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 30-2008-0017573**

**Design Invention: Street Name Sign (One Direction/Internal LED Light)**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)

Location & Year: Hanyang University, 2008

**Registration Number: 0506438**

**Design Invention: Directional Sign (Internal LED Light)**

**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017575**  
**Design Invention: Street Name Sign (Two Direction/Internal LED Light)**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017576**  
**Design Invention: Local Directory Sign (Large Size/Internal LED Light)**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017577**  
**Design Invention: Local Directory Sign (Small Size/Internal LED Light)**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017578**  
**Design Invention: Directional Sign**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017579**  
**Design Invention: Street Name Sign (Two Directions)**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017580**  
**Design Invention: Street Name Sign (One Direction)**  
**Registered Nation: South Korea**

Inventor: Choi, Inyoung (Albert Young Choi)  
Location & Year: Hanyang University, 2008  
**Registration Number: 30-2008-0017581**  
**Design Invention: Local Directory Sign (Medium Size/Internal LED Light)**  
**Registered Nation: South Korea**

## Publications

**National Design Guideline for Street Name Plate, Building Number Plate and Directory Signs System.** Korea: Ministry of Public Administration and Security, April 2008.

**Research Report for Street Name Plate, Building Number Plate and Directory Signs System.** Korea: Ministry of Public Administration and Security, April 2008.

**New Design & Address System for Utilizing Street Name Based Address.** Korea: Ministry of Public Administration and Security, November 2006.

**United Designs, Biannual International Design Exhibition,** Korea: Masthead, November 2005.

**Hangeul-Gak.** personal art book, Korea: Masthead, August 2005.

## Research Articles

**"Problem and Problem Solving as Important Elements for Developing a Design Concept"**  
Col 9, No. 1 (2009), Korea Digital Design Council, Korea

**"Conceptor as a Methodology for Developing Design Concepts Context to a Multilayer Perceptron"**  
Ph.D. Thesis Paper (2005), Hong-Ik University, Seoul, Korea

**"A Study of the Design Definition based on the Functions of the Visual Form"**  
Vol. 6, No. 3 (2005), KSBDA, Korea

**"Layout Formalization: A Design Methodology for Effective Layout Formation"**  
Vol. 5, No. 4 (2004), KSBDA, Korea

**"Media Spatial Analysis on the Video Games"**  
Vol. 10, No. 3 (2004), KSDC, Korea

**"A Study on Utilizing the Brand Value Position for the Brand Strategy Based on Imported Casual Fashion for Young Adults"**  
Vol. 1 (2003), ADC, JAPAN

**"A Study on the Design Methodology for Creating Tri-optic Identity Marks"**  
Vol. 1, No. 1 (2002), VIDAK, Korea

**"A Study on Distinguishing Brand Recognition through Classifying the Identity Mark Categories"**  
Vol. 8, No. 2 (2002), KSDC, Korea

**"Typographic Expression"**  
MFA Thesis Paper (1999), CSUF, Fullerton, CA, USA

## Research Grants

### **2007 Faculty Research Grant Recipient (Hanyang University)**

Research grant entitled, "Micro-design Elements for Building Number Plate."

\$5,000

### **2007 National Public Design Research Grant Recipient (Korea Institute of Design Promotion & Ministry of Government Administration and Home Affairs)**

Research grant entitled, "Detailed Plan for Street Name Sign & Building Number Plate."

\$150,000

### **2006 Faculty Research Grant Recipient (Hanyang University)**

Research grant entitled, "A Study of Design Education for Improving the Visual Literacy Ability."

\$5,000

### **2006 Design Research Grant Recipient (Ministry of Public Administration and Security)**

Research grant entitled, "New Design & Address System for Utilizing Street Name Based Address."

\$15,000

### **2005 Faculty Research Grant Recipient (Hanyang University)**

Research grant entitled, "Methodology: Bridging Relationship between Concept and Design."

\$5,000

### **2003 Faculty Research Grant Recipient (Hanyang University)**

Research grant entitled, "Formalization: A Design Methodology for Effective Layout Formation."

\$5,000

### **2002 Faculty Research Grant Recipient (Hanyang University)**

Research grant entitled, "Media Spatial Analysis on the Video Games."

\$5,000

### **2002 Cultural Technology Research/Creative Grant Recipient (Hanyang University)**

Research grant entitled, "Anti-smoking Awareness Program."

\$15,000

### **2001 The Oncology Nursing Society Research Grant Recipient (Dallas Chapter Nursing Society)**

Entitled: "the Comfort of Post Mastectomy Patients with the Papilla Gown."

\$500

### **2000 Faculty Research Grant Recipient (University of North Texas)**

Research grant entitled, "Audible Typography: Means to Translating Audible Data to Visual Data."

\$2,500

## **Presentations/Invited Lectures**

**"Wayfinding & Wayshowing"** Tourist Information Signage System Workshop, Korea  
Tourism Organization (KTO), Korea, 12 December 2008

**"Design Does Culture"** Special Seminar Series, College of Languages & Culture, Hanyang  
University, Korea, 1 October 2008

**"Design Scientist"** ICOGRADA Design Week at Daegu 2008, Daegu Design Center,  
Korea, 7 July 2008

**"Conceptor & Formalization"** Symposidesign International Seminar/Workshop, Applied  
Science University, Amman, Jordan, 2 May 2006

**"Conceptor & Formalization"** California State University Northridge, California, USA, 8  
February 2006

**"Conceptor & Formalization"** University of Oregon, Oregon, USA, 1 February 2006

**"Conceptor & Formalization"** Roger Williams University, Rhode Island, USA, 26 January  
2006

**"Color Education Methodology of Brand Design"** 2005 International Winter Conference,  
Color Association of Korea, Hansung University, Kyubggido, Korea, 19 January 2006

**"Brand Identity & Corporate Culture"** Brand Design Association of Korea, LG Life  
Technology Lab, Seoul, Korea, 27 December 2005

**"Brand Design"** Future Corporation Forum, Hyundai Research Institute, Seoul, Korea, 24  
February 2005

**"Brand Design"** Brand Design and Now Seminar, Brand Design Association of Korea, 5  
July 2003

**"Cross-disciplined Design Education Method"** Icograda Education Network International  
Seminar, Icograda & Brighton University, Brighton, UK, 22 January 2003

**"Typographic Expression"** University of North Texas, Denton, Texas, March 1999

**"Typographic Expression"** Milwaukee Institute of Art & Design, Milwaukee, Michigan,  
24 February 1999

## **Proceedings**

**"An Analytical Comparison between the Existing and Proposed Installation Location of the Street Name Signage"** 2007 KSBDA International Spring Conference, Hanyang University, Korea, 19 October 2007

**"A Comparative Analysis of Brand Marks and Brand Image for the Mobile Phone In Korea"** 2007 Winter International Symposium, The Korea Society of Design Culture, 29 June 2007

**"The Meaning of Design Based on the Function of the Visual Form"** 2005 KSBDA International Spring Conference, Hongik University, Korea Society of Basic Design & Art, Seoul, Korea, May 2005

**"A Methodology for Designing Effective Layout Design"** 2004 KSBDA International Fall Conference, Kookmin University, Korea Society of Basic Design & Art, Seoul, Korea, October 2004

**"Expanding The Comfort of Mastectomy Patients With The Papilla Gown"** Abstracts presented at Poster and Podium Sessions, The Oncology Nursing Society, 29 April- 2 May 2004

**"Designing Appropriate Typography for Today's Sophisticated Consumer Audiences"** Hanyang International Design Conference, Hanyang University, Korea, 2003

**"How to Create the Value of a Concept through Formulating the Inter-Dependant Variables (IDV) and the Dependant Variables (DV)"** 6th Asian Design Conference, Asian Design International Conference, Japan, 14 September 2003

**"A Study on Utilizing the Brand Value Position for the Brand Strategy based on Imported Casual Fashion for Young Adults"** 2003 Winter Symposium, The Korean Society of Design Culture, Korea, 14 February 2003

**"A Study on Distinguishing Identity Recognition Through Classifying The Identity Mark Categories"** 2002 Winter Symposium, The Korea Society of Design Culture & Hyupsung University, Korea, 25 October 2002

**"Designing Appropriate Typography for Today's Sophisticated Consumer Audiences"** The 1st International Design Symposium Package Design Institute of Korea, Hanyang University & Nagaoka Institute of Design, Nagaoka, Japan, 26 July 2002

## **Research Publications (Hanyang University)**

**"The 3rd Brand Strategy Exhibition: Design Take Out"** Design Research & Education Lab, Hanyang University at Ansan, Korea, December 2004

**"Hangul Typography Research"** Graduate Program & Design Research & Education Lab, Hanyang University at Ansan, Korea, December 2004

**"The 2nd Brand Design Strategy Exhibition: A Study on Brand Design for the Well-Being"** Design Research & Education Lab, Hanyang University at Ansan, Korea, 14 June 2004

**"Context Vol. 1: The Social Life of Modern Korea"** Graduate Program & Design Research & Education Lab, Hanyang University at Ansan, Korea, January 2003

**"The 1st Brand Design Strategy Exhibition: A Study on Differentiated Design Strategies for Brand Image Construction"** Design Research & Education Lab, Hanyang University at Ansan, Korea, 30 June 2003

## **Published Articles**

**"HADW Hornall Anderson Design Works"** Interviewed and introduced Hornall Anderson Design Works, Seattle, Washington, USA, pp. 52-59, DesignNet Magazine, Vol. 81, Korea, June 2004

**Korea Design Award 2003**, pp. 136-137, Design House Magazine, Vol. 306, Korea, December 2003

**Evenson Design Group(EDG)**, Interviewed and introduced Evenson Design Works, Los Angeles, California, USA, pp. 30-37, DesignNet Magazine, Vol. 73, Korea, October 2003

**Contributors**, p. 16, DesignNet Magazine, Vol. 71, Korea, August 2003

**Icograda Education Network**, p. 75, DesignNet Magazine, Vol. 71, Korea, August 2003

**Bill Cahan**, Interviewed and introduced Cahan & Associates, San Francisco, California, USA, pp. 52-57, DesignNet Magazine, Vol. 66, Korea, March 2003

**"Idea is more important in the equal technology period"** 2003 design Industry Forecast (Graphic Design) p. 22, DesignNet Magazine, Vol. 64, Korea January 2002

## **"United Designs" International Exhibition**

### **"4th United Designs, Biannual International Design Exhibition"**

Responsible for organizing and developing an exhibition and a catalog.

Main Gallery, California State University Northridge, Northridge, California, USA

Sponsors: Korea Ministry of Foreign Affairs and Trade, Korea Tourism Organization, Korea Federation of Design Association, Korea Institute of Design Promotion, and Design research & Education Lab (Korea).

Participants: 25 Nations, 250 designers

June 29-July 20, 2009

### **"3rd United Designs, Biannual International Design Exhibition"**

Responsible for organizing and developing an exhibition and a catalog.

Zara Center & Applied Science Private University, Amman, Jordan

Sponsors: Jordan Ministry of Culture, Korea Ministry of Foreign Affairs and Trade, Korea Tourism Organization, Korea Federation of Design Association, Jordan Zara Center, and Design research & Education Lab (Korea).

Participants: 16 Nations, 120 designers

December 11-30, 2007, 2009

### **"2nd United Designs, Biannual International Design Exhibition"**

Responsible for organizing and developing an exhibition and a catalog.

Main Gallery, College of Design, Hanyang University, Korea

Sponsors: ICOGRADA, Design research & Education Lab (Korea), Hanyang University

Participants: 16 Nations, 59 designers

June 20-July 1, 2005

### **"1st United Designs, Biannual International Design Exhibition"**

Responsible for organizing and developing an exhibition and a catalog.

Main Gallery, College of Design, Hanyang University, Korea

Sponsors: Design research & Education Lab (Korea), Hanyang University

Participants: 6 Nations, 46 designers

June 20-July 1, 2005

## **"Design Behaviors" International Design Research Journal**

**Vol 2 will be published in year 2009**

### **Vol 1, Autumn/Winter, 2007**

Responsible for organizing and developing an journal.

Editorial Boards: China (1), Jordan (1), Korea (1), Turkey (1), UK (1), USA (11), and Qatar (1)

Articles: UK (1), Qatar (1), USA (1), and Korea (1)

June 29-July 20, 2009

## Current Research Projects

*Public Design with Branding*  
*Socho-gu, Seoul Public Design Project*  
*Brand Design Textbook*

## CREATIVE ACTIVITIES

### Solo Exhibitions

Jan 28-Feb 3, 2006

***"Hangeul-Gak II"***

UB Main Gallery

University of Bridgeport, Connecticut, USA

Showed hand made posters

Aug 29-Oct 1, 2006

***"Hangeul-Gak"***

CSUN Gallery

California State University Northridge, Northridge, California, USA

Showed hand made posters

Feb 27-Mar 4, 1999

***"Typographic Expression"***

West Gallery

California State University, Fullerton, California, USA

Showed typefaces, posters, and interactive projects

Jan-Feb, 1992

***Personal Graphic Design Exhibition***

Art Institute of Southern California, Laguna Beach, California

Showed AIDS awareness posters.

Sep-Oct, 1990

***Duo-Artist Fine Art Exhibition***

Art Institute of Southern California, Laguna Beach, California

Showed painting series.

## Group Exhibitions

Nov 24, 2008

**"No Style"**

Intersections, International Invited Exhibition

Organized by Bridgewater State College, MA, USA

Oct 22, 2008

**"Cultural City, Gangreung"**

Gangreung Cultural Poster Exhibition

Organized by KECD, Korea

Oct 19, 2008

**"Design is Meuk 4: Heung-Chi"**

ASIA Network Beyond Design 2008

Organized by Tianjin Academy of Fine Arts, Taiwan

Oct 16, 2008

**"Peace"**

2008 Osaka Jorean Traditional Culture Exhibition: Korean Color & Bojagi

Organized by KECD, Korea

Sep 30, 2008

**"DAEGU 13Th World Championships in Athletics Poster"**

Daegu International Poster Exhibition: 2011 World Championships in Athletics Poster

Organized by Daegu, Korea

Sep 12, 2008

**"Design is Meuk 3: Moon-Chi"**

ASIA Network Beyond Design 2008

Organized by Kun Shan University, China

Sep 5, 2008

**"Design is Meuk 2: Poong-Chi"**

ASIA Network Beyond Design 2008

Organized by Sapporo City University, Korea

Aug 15, 2008

**"Design is Meuk 1: Won-Chi"**

ASIA Network Beyond Design 2008, Seoul

Organized by Art&Design Communication Center, Hansung University, Korea

Jun 18, 2008

**"Stress"**

VIDAK & TGC International Exchange Exhibition

Organized by VIDAK & TGC, Korea

May 19, 2008

**"아름다운 한글주련전"**

Beautiful Hangeul Panels

Organized by National Language Center, Performing Arts Center, and VIDAK, Korea

May 17, 2008

**"Controlled by a Superpower"**

2008 KSBDA International Spring Exhibition

Organized by KSBDA, Korea

Dec 11, 2007

**"Wow!"**

The Third United Designs Int. Biannual Design Exhibition

KECD, ASPU, Jordan Culture Committee, and Korea Tourism Organization, Amman,

Jordan

Oct 12, 2007

**"Color Harmony"**

Color & Design International Poster Exhibition

Organized by KECD, Daegu EXPO, and Daegu Design Center, Korea

Oct 14, 2007

**"Defined by the Hearts of Korea"**

국토정중앙 양구 Graphic Poster Exhibition

Organized by Yanggoo-Goon & KECD, Korea

Aug 16, 2007

**"Hanryu"**

Despa 2007 Vietnam

Organized by KECD, HCMC University of Fine Arts, Vietnam

Jun 17, 2007

**"I Can Choose"**

9th International Poster Biennial of Iran

Organized by Visual Art Center, IGDS, VID, Tehran Museum of Contemporary Art, AA,

ACAI, Iran

Dec 14, 2006

**"Tourism Story Telling Competition Poster"**

VIDAK Members' Invited Exhibition

Organized by VIDAK, Korea

Nov 17, 2006

**"Mozart's 150 year Anniversary Poster"**

the Fourth 100 Professors invited Exhibition

Organized by Ansan Design Organization, Korea

Oct 28, 2006

**"Beautify"**

New Basic Visual Language Exhibition

Organized by Korea Society of Basic Design & Art, Korea

Aug 29, 2006

**"The Cultural Center of Korea"**

Colorful Daegu International Poster Exhibition

Organized by KECD, Korea

June 10, 2006

**"What You See is not What You Believe"**

Emotion and Form Exhibition

Organized by Korea Society of Basic Design & Art, Korea

Jun 10, 2006

**"I am Red Devil. Bust Your Move"**

Wear the Victory, 2006 Red T-shirt Exhibition

VIDAK, Korea

Jan 11, 2006

**"학문"**

Modern Art Exhibition

Dream Gallery, Insadong, Seoul, Korea

Dec 21, 2005

**"학문"**

Hanguel Synergy

Dream Gallery, Insadong, Seoul, Korea

Nov 22, 2005

**"Peace"**

Member's Annual Exhibition

Organized by VIDAK, Korea

Nov 19, 2005

**"창계천"**

KSBDA International Spring Exhibition

Organized by Korea Society of Basic Design & Art, Korea

Nov 11, 2005

**"Family"**

100 Professors Exhibition

Organized by Ansan Design Organization, Ansan City, Korea

Aug 29-Oct 1, 2005

**"Crossover"**

**CSUN Gallery**

California State University Northridge, Northridge, California, USA

Jun 20-Jul 1, 2005

**United Designs, 2nd Biannual International Design Exhibition**

Hanyang Design Gallery

Hanyang University at Ansan, Ansan, Korea

May 21, 2005

**"4 Dots and Their Existences"**

2005 KSBDA International Spring Exhibition

Hongik University, Seoul, Korea

Organized by Korea Society of Basic Design & Art, Korea

Apr 21, 2004

**"꿈을 안고 하늘을 날자"**

2004 Seoul Traditional Culture Exhibition

Organized by Korean Traditional Kite Institute & UNICEF, Korea

Oct 14, 2004

**"2004 Design College Expo"**

Golden Bee 6

Organized by Moscow International Biennale of Graphical Design Golden Bee6, Russia

Dec 20-21, 2004

**"Feeling"**

Type Image

Organized by Brand Design Association of Korea Hanyang University, Korea

Dec 15-17, 2004

**"Typographic Design"**

Hansei University INT. Design Exhibition

Organized by Hansei University, Korea

Sep 1-8, 2004

**"An Artist is a Man of Action"**

2004 Korea Visual Communication Design Festival Members' Exhibition

Organized by VIDAK and Korea Design Center, Korea

Jul 2-8, 2004

**"Jordi Savall Event Poster"**

Special Invitational Exhibition for the Professor at University

Organized by The Ansan Design Association, Korea

Jun 25-Jul 5, 2004

**"Culture"**

2004 Changchun International Exchange Exhibition of Design Art Works, China

Organized by Jilin College of The Arts, Hanyang University, China

May 17-22, 2004

**"Media Culture"**

China International Invitation Exhibition of Contemporary Poster, China

May 17, 2004

**"Human Rights for Iraq"**

United Designs

Center for Design Research, Korea

Apr 21-27, 2004

**"Fly the Sky with a Dream" Korean Kite**

2004 Seoul Traditional Culture Exhibition

Organized by VIDAK and Korean Traditional Culture Organization, Korea

Dec 3, 2003

**"New Identity"**

Chinese Character International Poster Exhibition

Organized by Tung Fang Institute of Technology and Taiwan Poster Design Association

Oct 22-27, 2003

**"Exhibition Design for the College of Design"**

Invited Exhibition by HIDC 2003

Organized by Hanyang University, Korea

Oct 2-7, 2003

**"New World Position"**

2003 VIDAK Members Exhibition

Organized by VIDAK, Korea

Jun 3, 2003

**"Structure"**

The First Experimental Paper Construction Exhibition

Hanyang Brand Package, Korea

Jun 9-12, 2003

**"Women's Expression"**

Experimental Typography Exhibition

Seoul, Korea

Apr 15-28, 2003

**"Unite Under Peace"**

Shout for Peace from Graphic Designers of Korea

Organized by Visual Information Design Association of Korea (VIDAK), Korea

Apr 4-11, 2003

**"I will live among the Green hill"**

The 1st Ansan Design Association Exhibition

Organized by Ansan Design Association, Korea

Feb 22, 2003

**"Design Strategy"**

2003 Communication E-mail Exhibition

Organized by CDAK, Korea

Dec 20, 2002–Jan 15, 2003

**"It Stirs The Heart", "Hollywood Style"**

Critical Thinking

Organized by Kyonggi Cultural Foundation, Japan

Dec 26, 2002

**"Light"**

Kyushu Graphic Design Biennale 2002

Organized by Kyushu Graphic Designers Club, Japan

Dec 9-11, 2002

**"Maturity"**

VIDAK View

Organized by IDAK, Korea

Dec 9-11, 2002

**"Duplication"**

3rd Brand Package Design Exhibition

Organized by Hanyang University, Korea

Nov 23, 2002

**"Hollywood Style"**

Critical Thinking,

Organized by Communication Design Association of Korea (CDAK), Korea

Nov 23-30, 2002

**"Human Life: Transition"**

2002 International Poster Exhibition

Organized by Communication Design Association of Korea (CDAK), Korea

Jul 26-28, 2002

**"New Identity" & "Power Buster"**

Orientalism: A poster Design Exhibition

Organized by Hanyang Brand Package Design (HBP), Korea

Jan-Mar, 1992

**Untitled Group Fine Art Exhibition**

Wavelength, San Bernardino, California, USA

Nov-Dec, 1991

**Design Show at Warehouse**

Warehouse, Aliso Viejo, California, USA

Aug-Sep, 1991

**Untitled Group Fine Art Exhibition**

Art Institute of Southern California, Laguna Beach, California, USA

## Magazine Articles/Statements

- 2006 Statement, Design Management, AVA Books, UK
- Jun 2004 "HADW Hornall Anderson Design Works"  
Interviewed and introduced Hornall Anderson Design Works  
Seattle, Washington, USA  
pp. 52-59, DesignNet Magazine, Vol. 81
- Dec 2003 Korea Design Award 2003  
pp. 136-137, Design House Magazine, Vol. 306
- Oct 2003 Evenson Design Group(EDG)  
Interviewed and introduced Evenson Design Works  
Los Angeles, California, USA  
pp. 30-37, DesignNet Magazine, Vol. 73
- Aug 2003 Contributors  
p. 16, DesignNet Magazine, Vol. 71  
Icograda Education Network  
p. 75, DesignNet Magazine, Vol. 71
- Mar 2003 Bill Cahan  
Interviewed and introduced Cahan & Associates  
San Francisco, California, USA  
pp. 52-57, DesignNet Magazine, Vol. 66
- Jan 2002 "Idea is more important in the equal technology period"  
2003 design Industry Forecast (Graphic Design)  
p. 22, DesignNet Magazine, Vol. 64

## Permanent Design Collections

- 2006 *Selected 13 Posters as permanent collections, US Congress of Library, USA*

## Design Achievement Awards

- 2007 *Awarded, 9th Tehran International Poster Biennial, Iran*  
2002 *Award of Excellence, Kyosu Graphic Design Club, Kyosu, Japan*  
1996 *Graphis Logo 4, Graphis, USA*  
1994 *Award of Design Excellence, Print Magazine, USA*  
1994 *Award of Design Excellence, Communication Arts Magazine, USA*  
1992 *Honorable Mention, Art Beat Competition, Irvine, California, USA*  
1991 *Most Elegant Wine Label Design Award, Mondavi Wine Center, CA, USA*

## Published Design Works

- 2007 *Package Design, Color Management for Package, RotoVision, UK*
- 2006 *Logos, Color Management for Logo, RotoVision, UK*
- 2005 *Posters, Color Management, RotoVision, UK*
- 1996 *Logos, Graphis Logo 4, Graphis, USA*
- 1996 *Logos, The New American Logo, Medison Square Press, NY, USA*
- 1995 *Logo & Poster, Breaking the Rules in Graphic Design, Rockport Publisher, USA*
- 1995 *Poster, Cyber Design, Rockport Publisher, USA*
- 1994 *Regional Design Annual, Print Magazine, USA*
- 1994 *Design Annual, Communication Arts Magazine, USA*

## SERVICES

### Design Advisor to Korean Government

- Information Signage Committee, Ministry of Culture, Sports and Tourism*
- Design Committee, Ministry of Public Administration and Security*
- Public Design Committee, Korea Institute of Design Promotion*
- Tourism Information Signage System Committee, Korea Tourism Organization*
- Public Design Committee, Seoul Metropolitan Government*
- Art Decoration Committee, Ansan City Government*
- Urban Environmental Committee, Ulwang City Government*
- Youth Anti-Smoking Program Task Force Team, Commission on Youth Protection, 2004*

### Hanyang University Committees

- Committee Member, University Faculty Evaluation Committee, 2009-present*
- Committee Member, University Vision Strategy Committee, 2008-present*
- Committee Member, University Graduate School Curriculum Committee, 2007-present*
- Committee Member, University Entry Examination Strategy Committee, 2008-2009*
- Committee Member, Faculty Evaluation Committee of College of Design, 2008*
- Committee Member, University International Relations, 2005-2006*
- Committee Member, University Cultural Technology Development Committee, 2005-2006*
- Committee Member, Design Research Operation Committee, 2004-2006*
- Committee Member, International Design Conference Committee, 2003*

## **University of North Texas Committees (1999~2002)**

*Committee Member, University Budget Committee*

*Committee Member, University International Committee*

*Committee Member, University Graduate School Committee*

*Committee Member, Gallery Committee*

*Committee Member, Faculty Search Committee*

## **Jury Duties**

Nov 5-6, 2004

Chairman of Proceeding Session

Organized by Korean Society of Basic Design & Art

Oct 28, 2004

Incheon International Design Fair 2004. Incheon, Korea

Organized by Incheon Metropolitan City Small & Medium Business Support Center

Jul 27, 2004

4th Annual National Students Art Competition

Organized by Hanyang University & MBC Mediatech

Jan 30, 2004

The Examination of Fine arts Talent Test

Organized by Hansung University

May 6, 2003

World Cup Coliseum Event Environmental Design

Organized by Suwon Worldcup Stadium

## **Other Services**

Sep 1-8, 2004

International Relations Assistant

VIDAK 2004 Korea Visual Communication Design Festival

Korea Design Center

Organized by VIDAK

Jul 2, 2004

Invited Artist

Organized by Ansan Design Association

## ORGANIZATION AFFILIATIONS

### Board Member Responsibilities

2007-2008	<i>Vice-President KECD, Korea</i>
2006-Present	<i>International Relations Officer Brand Design Association of Korea (BDAK)</i>
2004-Present	<i>Hanyang University Representative Icograda Education Network</i>
2004-Present	<i>Local Committee Member Korean Society of Basic Design &amp; Art (KSBD A)</i>
2003-Present	<i>Advisory Committee Ansan Design Association (ADA)</i>
2002-Present	<i>Advisory Committee Hanyang Brand Package Association (HBPA)</i>
2007-2008	<i>International Committee Officer KECD, Korea</i>
2007-2009	<i>Identity Committee Officer VIDAK, Korea</i>
2006-2007	<i>Education Committee Officer VIDAK, Korea</i>
2003-2006	<i>Business Affairs Officer Brand Design Association of Korea (BDAK)</i>
2003-2004	<i>International Relations Officer Korea Federation of Design Associations (KFDA)</i>

### Memberships

2006-Present	<i>Active Member, Design Research Society, UK</i>
2003-Present	<i>Active Member, Icograda</i>
2002-Present	<i>Active Member, Korean Society of Design Culture (KSDC)</i>
2002-Present	<i>Active Member, Korean Society of Design Science (KSAS)</i>
1999-2001	<i>Active Member, College Arts Association (CAA)</i>
1992-1995	<i>Active Member, American Institute of Graphic Art (AIGA)</i>