Culture Contents Introduction

Instructor: 이은미
Office: 7501
Phone: 4832
Email: emlee@dongseo.ac.kr

Classroom: TBA
Class Time: TBA
Office Hours:

Course Description:
- Conceptual understanding and background of cultural contents
- Environmental analysis of cultural contents industry
- Future of cultural contents industry

Lecturing:
- Lecture
- Discussion and presentation

Course Goals & Objectives:
This course basically consist of information that helps students to understand the individual and mixed areas of cultural contents. It not only finds theoretical value for qualitative improvements and marketability of basic principles of production, distribution and consumption stages so that various cultural contents can be widely shared and managed, it also deal with the practical contents

Examinations
Midterm exam
Final exam

Homeworks
Team Project

Course Outline:

- **Week 1**
  - Going over the syllabus
  - Introduction of cultural contents

- **Week 2**
  - Understanding of cultural contents 1, 2

- **Week 3**
  - Importance of cultural contents 1, 2

- **Week 4**
  - One source multi-use 1, 2

- **Week 5**
  - Environment analysis of cultural contents 1, 2

- **Week 6**
  - Consumer Behavior 1, 2.

- **Week 7**
  - Broadcast 1, 2

- **Week 8**
  - Midterm examination
● **Week 9**  
  Movie 1, 2

● **Week 10**  
  Animation 1, 2

● **Week 11**  
  Cartoon, Publishing.

● **Week 12**  
  Game 1, 2

● **Week 13**  
  Music 1, 2

● **Week 14**  
  Project Presentation 1, 2

● **Week 15**  
  Make up class

● **Week 16**  
  Final Exam

Textbook(s)

Class Website: e-Class

Course Assignments & Grading:

  ● *Exams*: 60% (*Mid-term* - 30%, *Final* - 30%)
  
  ● *Homework*: 30%
  
  ● *Attendance*: 10%