New Media Planning
Week . 01

By Hong S. Pak / 2017.07.01
Matters to Consider: Who am I?
- How to use TTM(www.ourttm.com).
- Pre-training for safety in class activity.

Lecture: Class introduction and Q&A.
- Class introduction, purpose, methodology, Q&A
- What are digital contents?

Discussion (discussion and presentation).
- Trend in digital contents.
- Economy-based movement (Korea).
- Advent of era of digital contents and evolution to economy accompanying knowledge-based contents (+ the 4th industrial revolution).
"Who am I? And what should I learn? “
- Four years from now?
- And what do I look like 10, 20 or 30 years later?

Nothing changes if you don't change by yourself. The center of every change begins with me.

Read books, drawing, writing, talking, learning, and understanding of social phenomena for contents.
Learning by myself? And, my major?

Discard stereotypes: 1, 2, 3, 4 ... Every act (even a mistake) is my own experience - cumulative! (Maintaining a large frame in the basic direction)

1. First-year, first semester ... It influences to 4 years!
2. The college has accumulated over four years, and the future depends on it (maybe other 100 years!)

What about the reality? What am I lacking?

Decision? : Identifying problems and reviewing alternatives : choosing the best alternative (do not just work hard, let's do well!)

Conclusion: What should I start now? Right Now? And what will do at tomorrow?
The effort I made today will play a role in supporting me tomorrow.

※ (윤회 : 輪廻) doctrine of reincarnation (doctrine of samsara) : .... all living beings are trapped in the eternal cycle of birth, death, and rebirth.

※ (업 : 業 : Karma) The idea of being born in another world according to Karma.
‘It is dominated by thought & circumstances’
‘Be attracted by close circumstances’
‘What shall we decide Something better?’

※ 동영상 관람 : 결정과 용기 / 00 : 51 : 53 – 01 : 08 : 42
  - Band of Brothers.2001-Ep 07-The Breaking Point.mp4
- 2 thoughts inside of myself? Ideal(unrealistic) and lazy mind!

'I never change'

- Students without decision and execution ...  
  1. If you think too long, it's hard to make and rational decisions.  
  2. An ideal plan and a lazy practice ... Cry with regret every semester!  
  3. What am I now? Change me?’

I never change. However, changing the environment as surrounding that makes me change easily.
- **What is culture content?**
  - It is a cultural commodity that creates an economic value, services, generate emotional satisfaction with human sensibility, creativity and imagination.

  - Industries related to the planning, production, distribution, and consumption of cultural contents.
- About economic base movement focus on your country.
  - For example (Korea): **Producer-oriented raw material processing**, production and **construction-oriented economic structure**.

ICT (Information and Communications Technologies)
- Knowledge-based contents evolve into the accompanying economy (the arrival of digital contents age)
  • All types of products are merged with content, resulting in greater synergy

  • Knowledge based Economy
  • Content based Economy
  • Knowledge based Economy
  • Knowledge based Economy

- ‘2012~2019’ Creative Industry (Fusion Contents)

  • The content is accompanied by the operation of the product.

- ‘2020~future’ 4th Industrial Revolution

  • It will leap into intelligent information society using ICT, AI and robot technology.

  • Scott Ross : The Next Wave “The ultimate challenge is the cultural industry.”
    - Peter Drucker -
- Changes in the economic base (movement)
  - The age when machines are **replacing the worker**?

**ICT (Information and Communications Technologies)**

- **IOT (Internet of Things)**
- **M2M (Machine to Machine)**
- **O2O (Online to Offline)**
- **AI (Artificial Intelligence)**

<Attempt to converge with other industries>

**4th Industrial Revolution**
- **Create consumer-oriented cultural contents with various imagination**
  - The technology environment such as digital platform, network, and IT changes according to the desire of the consumer, but the attribute of the content that the cultural act of planning and creation is applied is invariable
  - ※ Appliances (white, black, color) → digital → digital appliances (digital appliances, well-being appliances, premium appliances)
  Cultural contents (broadcasting, movie, music) → digitalization → digital culture contents (DMB, digital sound source, mobile game)
What is (cultural) content?

Cultural commodity that creates economic value by embodying cultural elements as an industry that sells goods and services that generate emotional satisfaction from human sensibility, creativity and imagination.
Cultural contents are products and services that generate emotional satisfaction from human emotion, creativity and imagination.

All forms of goods are merged with content, creating greater synergies.

The technology environment such as digital platform, network, and IT is creating consumer-oriented content that is applied to cultural activities of planning and creation according to change and reflection of various imagination and consumer needs.
References

- **Steve Jobs/**
  - → KO: [https://www.youtube.com/watch?v=410MQOJ3sb0](https://www.youtube.com/watch?v=410MQOJ3sb0)

- **Stanford speech**
  - → KO: [https://youtu.be/7aA17H-3Vig](https://youtu.be/7aA17H-3Vig)
  - → EN: [https://www.youtube.com/watch?v=1O-Iq1u9eZ0](https://www.youtube.com/watch?v=1O-Iq1u9eZ0)
◆ Matters to Consider : Expansion of smart market and changing trend in animation contents industry.

◆ Lecture : Lecture : Cultural and digital animation contents.
  – Analyzing elements popularizing animated movies.
  – Occupational cluster in animation.
  – Sales of animation industry in different regions and employment status.
  – Prediction of changes in animation industry.

◆ Discussion (discussion and presentation).
  – Analyzing a short animation : Watching a recent work.
"Expansion of smart market and animation industry"
- What is the smart market? Comes with new media content formats in a variety of device forms (Android & IOS)

“Smart device innovation”
- Focus on users ⇒ Changes in content industry

Analog  ➔  Digital  ➔  Hybrid
- Changes in the paradigm of new media content development with the smart market.

‘The way of users use content is changing’

- Diversity of content by distribution and viewing method are changing to various smart platform out of general environment such as theater and TV.

<Individual, distributed>  <Interconnection fusion>
Setting the target from the scenario and granting industrial value.

Factors that are closely related to real life

+ Subject, planning and intention?
+ Character & background response?
+ Story Line based on humanities?

Target settings and industrial values!

The convergence between the ages of change and the transformation of the contemporary peoples: conversation, relaxation, travel, exercise, marketing, and industrial marketing.
- Content industry Trend Analysis Report.

- Publishing : 19.2% = 20,178,701,000,000 KRW
- Broadcast : 16.2%
- Advertising : 14.0%
- Knowledge : 13.2%
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- Character : 10.0%
- Movie : 5.3%
- Music : 5.1%
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- Manga : 0.9%
- Animation : 0.6% = 630,584,000,000 KRW
1 quarter, 2017: Content industry Trend Analysis Report.

\[
24,097,400,000,000 \text{ KRW} = 21,296,862,571 \text{ USD}
\]

Export: 1,503,695,610,000 KRW = 1,328,940,000 (1.3 billion USD)

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- Music: 8.5%

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- Movie: 5.3%

### Content solution
- Content solution: 4.3%

### Manga
- Manga: 0.9%

### Animation
- Animation: 0.6% = 144,584,000,000 KRW (127 million USD)

### Ratio in content industry

- 2017 YEAR, 1 Quarter
  - Game: 53.2%
  - Knowledge: 10.2%
  - Character: 9.4%
  - Music: 8.5%
  - Broadcast: 7.4%
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Practician: Content industry Trend Analysis Report.

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Animation (of solution) convergence with other industry?

Traditional Animation + convergence with other industry?

Tell us about what is your mind?

<For example>

a. Convergence with education.
   - Convergence with manual.
   - Education of medical prevention.

B. Convergence with online banking service.
- Analyzing a short animation: Watching a recent work: Birthday boy
- Obtaining a related academic paper (1 article).

- How to find articles in the library.

A. English: http://library.dongseo.ac.kr/edefault.html

A. Korean: http://library.dongseo.ac.kr/Cheetah/DSU/Index/
Changes in the Animation Industry?

Changes in the form of services accompanied by story, the convergence with other industries, the specific direction of consumer utilization, and the role of various content roles in PCC (Personal Cloud Computing) environment as a source of human emotion and imagination.

Including the base industrial role necessary for the implementation of movies, games, and CG.
The main reason for the popularity is,
- it requires a variety of consumer-oriented materials and visual effects in traditional animation.
- Diversification of devices in a smart environment facilitates content entry,
- Expectation of activation of animation contents combined with other industries.
New Media Planning
Week . 03

By Hong S. Pak / 2017.07.01
Matters to Consider: Smart TV and ripple effect.

Lecture: Broadcast contents (TV drama, etc.) and trend in movie contents.
- Changes in broadcast contents producing environment: Environmental changes in smart market.

Discussion (discussion and presentation).
- Watching commercial animation and analyzing its materials.
“Smart TV and ripple effect”

- Smart TV is a bi-directional service platform, and it plays an important role in the **Internet-based content aggregator** because it has both the characteristics of existing home appliances and computing terminals.

※ **Contents Aggregator**:
- It is a company that intermediates content between mobile carriers and content providers.
- In addition to creating content within the value chain, it also plays a role of developing, reconstructing and synthesizing technologies that are implemented in a smart environment and providing them to consumers.
- The contraction of terrestrial broadcasters: Compared to existing terrestrial broadcasters, diverse platform services and the derivation of unique contents are the biggest causes.

'Matter to Consider'

A. Mobile Phone → Evolve to "Smartphone"
B. TV → Evolving into "Smart TV"
C. All appliances → Connect to the "Internet"
D. All content → TV "Connection with other"
‘The traditional TV era is over.’ + α(?)
‘What is $\alpha$?’

STB + TV + Phone + Internet + Big data & Cloud + AI

- Good performance TV + STB
- A.I instead of remote control
- Big data + TV
- Home Appliances + TV
Lecture

- Content industry Trend Analysis Report.

- 2012 : N/A
- 2013 : 3.9
- 2014 : 3.7
- 2015 : 5.6
- 2016 : 5.2

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Ratio in content industry:

- 100.5 Trillion (KRW) (2015년 YEAR)
- 105.7 Trillion (KRW) (2016년 YEAR)
- **1 quarter, 2017**: Content industry Trend Analysis Report.
  - 24,097,400,000,000 (24.1 trillion KRW) = 21,296,862,571 (21.2 billion USD)
  - Export: 1,503,695,610,000 (1.5 trillion KRW) = 1,328,940,000 (1.3 billion USD)

- **Ratio in content industry**
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Smart TV and CPNT (content, platform, network, terminal)?

- CPNT(Ecosystem environment change) – Contents
  - Activation of content distribution based on 'Cross Media Platform'
    Contents Aggregator appeared to support this.
Smart TV and **CPNT (content, platform, network, terminal)**?

- **CPNT (Ecosystem environment change)** – **Platform**
  - Alliances and cooperation to secure economies of scale and scope are active.
  - Increased need for cross-OS platform (web platform & HTML5) (iOS, Android terminal)
  --> All can be mounted.
Smart TV and **CPNT (content, platform, network, terminal)**?

- **CPNT (Ecosystem environment change)** – **Network**
  - Smart device growth, cloud computing environment, etc. Smart convergence Big Bang accelerates data explosion.
Smart TV and **CPNT** (content, platform, network, terminal)?

- **CPNT** (Ecosystem environment change) – **Terminal**
  - Win-win effect through combination with other industries through smart device and open market distribution
Content production environment change and smart market?

Cloud computing and big data are key drivers of the IT paradigm shift and will be crucial factors in determining the success or failure of the content service industry.

Offer new life solutions for individual customers and innovative business solutions for enterprise customers.
'Smart Convergence Big Bang' that will change society and industry as a result of the combination of smartphones, tablet PCs, smart TVs and cloud services. Therefore, CPNT's value chain and business model are expected to change a lot.

- The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place
  - Contents: Contents Big Bang.
  - Platform: App explosion and Web evolution.
  - Network: Explosion of video traffic.
  - Terminal: Terminal generalization.
  ※ CPNT: content, platform, network, terminal.
Matters to Consider: **Interactive industry**.

Lecture: Trend in game contents and Korean culture.
- Trend in game contents.
- Game solution and smart device.
- Application of game solution to other industries.

Discussion (discussion and presentation): Discussion based on the contents of documentary (Topic will be chosen).
- Speaking of apple's innovation.
- Air bnb.
- Kakaotaxi.
“Interactive & Smart Industry”

- Interactive : Meaning of the dictionary - Act that the reaction by user's manipulation occurs.

※ Smart device?
- The device has established an independent operating system, and the form using wireless communication → It can be easily see the contents.

※ Smart age?
- Each device interacts and information is easy to integrate and easy to access.
- Creativity education through **art allows children to express their feelings and ideas in verbal or non-verbal ways.**
- They express their **ideas and experiences in art** and deepen their **thinking skills.**
- Through these **artistic experiences**, children gain **confidence and, at the same time, have a new perspective** on the world.

‘Creativity & Interactive’
Developing interactive elements is not a function? It is based on creativity given meaning!

‘Creativity & Interactive’
Need to improve the creativity according to the changing age!

‘Creativity Index by Country’

Global Creative Index, Rank by Country / Synthesis of technology, talents, tolerance.

1위 Sweden  2위 USA  3위 Finland  4위 Denmark  5위 Australia  6위 New Zealand  7위 Canada  8위 Norway  9위 Singapore  10위 Netherlands

※자료 : R. Florida (Martin Prosperity Institute, 2011)
‘The creative divide determines national & individual happiness’

Creativity? "Ability to create new, original, useful things" or "the ability to create new relationships out of the traditional way of thinking, or to produce unconventional ideas".

5 Elements of Creative Thinking

- Fluency
- Sensitivity
- Elasticity
- Elaboration
- Originality

13 Thinking Tools to Learn Imagination

- Analogy
- Observe
- Shape
- Abstract
- Pattern recognition
- Pattern formation
- Thinking in body
- Dimensional thinking
- Create a model
- Play
- Transform
- Integrated
- Feelings

Imagination - Creative - Creation

- Free thinking
- Free thinking + rationality
- Free thinking + rationality + execution

※자료 : J. P. Guilford, 심리학 박사
※출처 : K-CPS Korea Creative Problem Solving 한국창의적문제해결센터 한양대 김상수 교수 캠팅 중에서 발췌
- The Smart Mobile era is defined as "the age of interactive users" from a consumer perspective.

- The Interactive user refers to a highly active consumer group with a desire to alleviate the needs of 'digital clothing, food and shelter'.

### Traditional food, clothing, and shelter (a place to live),
→ the necessities of life

- Controlling body temperature
  In order to wear clothes...
- To survive, you must eat rice.
  I have to eat...
- To be protected from heat and cold, there must be a house...

### Digital food, clothing, and shelter (a place to live),
→ Interactive User

- Acquire the information, and communication more smoothly to do this, absolutely the Media Device need......
- Users want to access content and services... just like to eat.
- Enjoy a new and innovative experience from 'the point of contract'...

Source: ROA Consulting
- Creation of content market **combined with other industries using IT, CG, game development and service know-how.**
- Uses game interfacing solution such as **UI, UX, UF** when smart device and other industries are linked to create new contents.

Expansion of content and creation of new market using smart device.
- The first time game played
  - The age at first contact with the game was 14.3 years old,
  - 13.8 years for men,
  - 15.1 years for women.
Gamification is analyzed through statistical data and it is necessary to actively respond to the preemption of new game industry ecosystem.
- Gamification is analyzed through statistical data and it is necessary **to actively respond to the preemption of new game industry ecosystem.**

Source: Gartner (August 2017)

**Years to mainstream adoption:**
- ○ less than 2 years
- ○ 2 to 5 years
- ○ 5 to 10 years
- ▲ more than 10 years
- ✗ before plateau
- Content industry Trend Analysis Report.

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Game content and smart market creation?

It is necessary to move away from simple game-oriented game.

The era of symbiotic contents service through fusion of materials, technology, and other industries opens.
Convergence between existing contents, with new media and platforms and other industries.

Exploring new business areas through exploring content technologies that are fused with unique features of game technology and other industries.

- The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place
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New Media Planning
Week . 05

By Hong S. Pak / 2017.07.01
Matters to Consider: **Expansion of display-associated interactive contents.**

**Lecture:** Roles of contents and display.
- Smart device, **multiple displays**, etc. / Link and convergence of theme parks and cultural contents.

**Discussion (discussion and presentation):** Discussion based on the contents of documentary *(Topic will be chosen).*
- How to **make up a document**(introduction / body / conclusion).
“Smart Industry”
- Games, Animation, Publishing, etc ...

→ Seeking the **technical <concept or idea>** & **business <direction>** for developing and **consuming contents of new paradigm**.
Matter to Consider

- Changes in **content development framework**: Generate consumer-oriented cultural contents with various imaginations.

  • The nature of the content that **the cultural act of planning and creation applied is never changed**.

  • **Evolving into a variety of digital platforms based on consumer needs**.
Multiple displays

- Definition of Circle Vision: It is a display device capable of providing a seamless image through a projection device (projector) to a plurality of pieces of image information divided into multiple screens on a 360 degree spherical (cylinder) type screen.
Attempts to play a movie or game in 360-degree scenes: using the game engine.
Game engine linked Display expansion: 360-degree camera separated by multiple cameras
Microsoft's IllumiRoom: Extreme Evolution of the Game Experience

- Microsoft's IllumiRoom maximizes your display experience using Kinect motion recognition sensors and beam projectors, one of the Xbox peripherals.

- The spatial information input through the Kinect sensor is automatically learned through the IllumiRoom system and has the logic to project the optimized overlay image to the space through the beam projector.

※ Portability is significantly lacking compared to a "holellens" because it recognizes space and projects images.

However, in general, it is assumed that the space for using contents is limited and it is possible to guarantee accuracy as much as utilizing the designated space.
Microsoft's IllumiRoom: Extreme Evolution of the Game Experience

- The goal is **to expand the game world out of the screen**.
- After scanning the entire wall with the Kinect sensor, provide animation environment.

※ **It recognizes motion and projects CG by simultaneously covering the room**
  - Where **the motion recognition terminal of MS and the project are combined**.
  - Obstacles such as **furniture and toys can be utilized as in-game elements through augmented reality technology**.
In the first half of 2016, **VR (virtual reality) and AR (augmented reality)** technologies will be recorded as a turning point.

- A company specializing in virtual reality (VR) technology, are also opening the Oculus Lift and HTC Vibe.

- It was also the first time the **developer version of Microsoft 'Hololens' appeared**.

※ A holographic lens is a head mounted display (HMD). **The difference is that the holographic lens allows users to see the user's surroundings through a translucent display.**
Media Façade: It is a composite term of media and a facade which means the outer wall of the building. It means to project various contents images on the outer wall of the building.

- It is a type of projecting the image on the wall of the building by attaching an LED display on the building wall or using a high resolution projector used in the movie theater.

- Boosting the use of images for advertising, public relations, or aesthetic feature of city.

--Linked at http://terms.naver.com/entry.nhn?docId=2440576&cid=51638&categoryId=51638
- HMD (Head mounted Display) device and VR solution

- HMD (Head Mounted Display) is an image display device that can be used to wear a head like a pair of glasses and enjoy a large 360 degree seamless image.

- It has next-generation video scalability that can be applied to medical devices that enjoy video on a large screen while being portable and used for surgery or diagnosis.
- HMD (Head mounted Display) device and VR solution
  - The higher the resolution, the longer the computer takes time to process the image.
  - You have to shoot different images in your left and right eyes to express the three-dimensional feeling (like 3D movies).
  - It takes twice the image processing time compared to 2D screen.

- Keeping the resolution at a low level for HMDs is large to reduce the reaction rate to less than 0.02 seconds.

- CPU (Central Processing Unit) : Conventional central processing unit
- GPU (Graphics Processing Unit) : A processor dedicated to graphics data operations.
- NPE (Neural Processing Engine) : A.I. Data-only processing engine.
- NPU (Neural Processing Unit) : A processor dedicated to A.I. Data processing unit.

The average angle of view of a person is 120 degrees left and right, and 135 degrees above and below.
※ It is the final condition of visual ability, the speed of reaction. When light enters our retina, our electrochemical signal travels through the optic nerve to the visual center of the brain.

- *The time it takes 0.02 seconds (20ms).* When you turn your head, it takes this long to recognize the changed visual information of the brain.

※ In the meantime, in your ear semicircular canal, we transmit information to the brain that the position of the body has changed. *What if the two pieces of information do not match?* The brain senses an abnormality and a motion sickness occurs. Currently, most of the HMDs have a reaction rate that is longer than 20ms, which causes dizziness or nausea.

The process in which the human eye transmits light (color) is as follows:

Light $\rightarrow$ cornea $\rightarrow$ lens $\rightarrow$ vitreous $\rightarrow$ retina $\rightarrow$ optic nerve $\rightarrow$ cerebrum.
HMD (Head mounted Display) device and industrial value

- Ocular Lift, Samsung Gear VR, **Expansion of opportunities to experience various content VRs such as theme parks and amusement parks** in Korea as well as broadcasting images.

360 degree **VR image contents ecosystem formation.**

**HMD device evolution.**

Moving to full-fledged commercialization stage with various contents.
Smart toy application by ICT technology → World Smart Toy Market Size

-A.I(Artificial Intelligence): Communicate knowledge and communicate like an encyclopedia

-IOT(Internet of Things): Provide real-time weather and schedule information

-AR(Augmented Reality): 3D character rendering when painted in 2D

-VR(VIRTUAL REALITY): A composite of self-portrait on TV
What is the relationship between display(method), content, and theme parks?

When developing content, ideas create a new intuitive experience factor in the display method and the consideration of the devices.
Smart TV and **CPNT** (content, platform, network, terminal)?

- **CPNT** (Ecosystem environment change) – Contents
  - Activation of content distribution based on 'Cross Media Platform'
  - Contents Aggregator appeared to support this.
Smart TV and **CPNT (content, platform, network, terminal)**?

**Platform**
- Alliances and cooperation to secure economies of scale and scope are active.
- Increased need for cross-OS platform (web platform & HTML5) (iOS, Android terminal)
  
  → All can be mounted.
Smart TV and **CPNT** (content, platform, network, terminal)?

- **CPNT** (Ecosystem environment change) – Network
  - Smart device growth, cloud computing environment, etc. Smart convergence Big Bang accelerates data explosion.
Smart TV and **CPNT (content, platform, network, terminal)**?

- **CPNT (Ecosystem environment change)** – **Terminal**
  - Win-win effect through combination with other industries through smart device and open market distribution
Convergence between existing contents, with new media and platforms and other industries.

Exploring new business areas through exploring content technologies that are fused with unique features of game technology and other industries.

- The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place
  - Contents: Contents Big Bang.
  - Platform: App explosion and Web evolution.
  - Network: Explosion of video traffic.
  - Terminal: Terminal generalization.
  ※ CPNT: content, platform, network, terminal.
New Media Planning
Week . 06

By Hong S. Pak / 2017.07.01
Matters to Consider: *What is communication.*

Lecture: Roles of contents in modern society.
- Contents as *communication tool.*

Discussion (discussion and presentation)
- Learning how to make a presentation, expression method and team discussion for midterm assignment.
“What can we do with mobile?”

- At present, humanity is entering the era of mobile revolution, and in the near future will be able to buy anything from smart devices anywhere, anytime.

→ O2O (Online to Offline) mobile services are starting to be activated by various communication methods, and O2O quickly penetrated the areas where offline companies were leading the market change.

Smart Devices (mobile) be evolution by functional need?
“Communication”
- Communication is the management of messages for the purpose of creating the new meaning.

→ Prejudice : Communication : (Not) the imparting or exchanging of information or news (only).
→ Scientific approach : transmission and reception of information.
→ Humanistic perspective : It is the calculation of meaning from each other.

Logical functions be accompanied by the purpose of the content.

New ways of exchanging information
Matter to Consider

“Traditional way of communication”

New ways of exchanging information with automation

https://www.youtube.com/watch?v=NrMk1Myrxc

https://www.youtube.com/watch?v=cLVCGEmkJs0

https://www.youtube.com/watch?v=sZ-yb-TN9M
Various communication tools

- Various SNS programs are used according to their characteristics. Therefore, it can be seen that all services (Agency services for booking, financial services, delivery services, purchasing, etc.) corresponding to the online service are operated in conjunction with the SNS program.
About Korea.

- Connectivity to all industries are taking place through SNS programs that can attract communities.

  → **New industries and employment are being created.**
  → **Communication methods and applications are expanding** (to another **industries**) according to the changes of the times.

**What community do modern people want?**

**Tell us about your country?**
Changing into the meaning of relationship-oriented rather than communication and bulletin board use only.

→ Hundreds of millions of giant social networks, opportunities to change from search to relationship.
→ The phenomenon that individual, group, company's business (marketing, organization management) is grafted.

What community do modern people want?

Tell us about your experience?
“Connected with the reality of life”
- It efficiently supports the basic services needed for modern people to live.

Share the people’s life by kakaotalk!
The format of the portal site in the past is changing to SNS?

- The number of subscribers is changing depending on what function and convenience the operator provides to the user.

What are the features as communication tools?
  -- function, meaning, purpose, efficiency for ranking?
About your idea?

- Practice to draw ideas using communication tools

What are the features as communication tools?

Tell us about your idea as the framework of CPNT?
Free text chat, free voice & video call, PC version
→ Free conversation, free voice & video call, support PC version, quick friend management, fun and convenient conversation, desired style(skin, icon), anytime, anywhere(multi platform release)
→ My People: 10 million people in service / end of service (June 30, 2015)

What community do modern people want?
—
Tell us about your country?
Let’s play together!

→ Game contents are inserted into SNS program to change accessibility with users efficiently.

What community do modern people want?

--

Connect into 2 directions?
Utilizing Smart TV in SNS (Communication Tools)

→ the use of applications related to Internet, application running, real-time search, and cloud service is further expanded with TV.
Various users from all over the world share experiences and information about 'what they like' in the community.

➔ By communicating with users who have the same interests in the community, users can enjoy their interests more conveniently and deeper.

➔ Communication that feels as news “ : infoGraphics is a compound language of Information + Graphics + News, and it provides more visual news through multimedia and graphic representation.

http://thestory.chosun.com/svc/list/list_infographics.html?catid=B
Machines communicate by themselves.

→ **IOT (Internet of Things)**: Intelligent technologies and services that connect all things based on the Internet to communicate information between people, things, and things.

→ **M2M (Machine to Machine)**: It is the advantage of machines to substitute intelligent communication services between people and objects, things and things, things that are dangerous or time-consuming for people to do themselves, or jobs for security.

---

https://www.youtube.com/watch?v=QSIPNhOiMoE

---

**Communication tool?**

If you change to an autonomous drive, the meaning of the car will change?
The process of combining device and human life. → Trend that various devices are combined with real life as using IOT (Internet of Things), M2M (Machine to Machine), etc...

Finding a parking lot, delivering blood pressure to a doctor, world without human touch

Watson:
https://www.youtube.com/watch?time_continue=1&v=XDy2XaTapHM
https://www.youtube.com/watch?v=ZPXCF5e1_HI
Conditions to implement 5G, 1000 times faster than LTE (4th generation mobile communication).

→ It is 1000 times faster than IOT / LTE,
→ And it will be commercialized to the expanded with various data transmission technologies in 2020.

For example) 3D video call, etc....
The process of combining device and human life.

→ Content is a fundamental condition that harmonizes human life with environment, and also will play a central role in modern society.

Communication tool?

There is a need for alternatives to how to integrate content into real life.
What is the ‘Communication tool’ and content?

Smart device innovation is the biggest issue that sets the basic service of all products beyond the basic framework of communication between people.
Smart TV and **CPNT** (content, platform, network, terminal)?

- **CPNT** (Ecosystem environment change) – Contents
  - Activation of content distribution based on 'Cross Media Platform'
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Smart TV and **CPNT (content, platform, network, terminal)**?

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  - Network : Explosion of video traffic.
  - Terminal : Terminal generalization.

※ CPNT : content, platform, network, terminal.
Matters to Consider: How to convey and express meanings.

Lecture: Semantic ecosystem of digital contents.
- Semantic contents ecosystem including CPNT, etc.
- Publication & Interactive contents: Watching general fairy tale contents linked smart device.

Discussion (discussion and presentation)
- Learning how to make a presentation, expression practice and team discussion for midterm assignment.
“How to set the standard of expression?”

- Coordination of Meaning and Expression
  • Change of expression according to target (major consumer layer)

Who sees the content you creating now?
Understanding Children's Fairy Tale Contents
- Storytelling attempts based on physical and cognitive development criteria
  - Image & Fun → Educational contents delivered by Story

Preparation of images and stories?

Establish standards of fun according to learning level.
The key point of content is the power to fill the meaning!

- **Image & Fun → Stories**

Preparation of images and stories?

---

Establish **standards of fun according to learning level.**
The key point of content is the power to fill the meaning!

- **Image & Fun → Stories**

**Changes in educational materials?**

Comics + Education + Chinese Character.

**Change in display method?**

Comics + Education + Chinese Character.
Evolution of "**APP and Web**" applications

- App: Application for Smart Device
- Web: View based on existing PC platform application

**‘Web’**   Touch, Portability?   **‘App’**
Smart device-related interactive content!
→ Change **the content delivery paradigm**

Production methods were important → the way of shown.
Smart convergence triggered by [smart device + cloud service] the following changes of the CPNT value chain.

- **Contents** : Contents Big Bang?
  → The **connection between IT and the kid industry**.

- **Platform** : **App explosion and evolution of the web**
  → The **form of kid phone**.

- **Network** : **Explosion of video traffic**
  → The **system for kids**

- **Terminal** : **Terminal generalization**
  → **Realization of product value**

※ CPNT: content, platform, network, terminal.

What is **the convergence**?

Meaning & function, Other industry + Computer Graphic + (game)solution?
Interactive fairytale content
- **Storytelling**: Considering the target (content consumer)?
- **Consider characteristics device**: Understanding of hardware?
- **Interactive elements**: New representation?

**What & how to eat?**
- Fork & Knife?
- Spoon & chopsticks?
UI, UX, UF

- Consumers who buy smart devices are more emotional, and their needs for UF (User Feeling) beyond UX acquired through Touch will be amplified. This will be key to accelerating transition to UI / UX.

→ User experience is evolving to maximize interaction between user and device as smart phone emerges as mega trend of whole mobile phone market.

→ The upgrade of the platform implies that the existing 2D-oriented UI will be converted to the 3D-oriented UI inevitably.

→ As a result, the user experience will lead to the need for a more stereoscopic and lively 3D UI and 3D application.
UI, UX, UF
- Recently, 'Consumer Kid' has become a major customer base, and many companies are making a lot of profit.

→ The range of products ranging from children's wear, toys and character goods to children's goods, to food, electronics, even computer programs and smartphone applications is enormous.

→ Baby & Mama, advancement into pregnant women and infants
→ Material and functionality discovery + fusion
**Semantic fusion** and **functional complex**

- Unique personality combines **to create organic result of infinite possibility**.
- Providing **practicality and convenience through jointing of functions**.
kid content with **connectivity of other industries**: Development of ideas based on CPNT environment change.

→ **Unique meaning** (is unchanged) + **purpose** + **function** + **expression** + **linkage & interlocking** + **life** ...

---

education + **medical** + implementation method + device = common sense information for prevention + **safe** + **operation, manual**
Preparation of **Research Plan**

1. **Research title**: The title of the study should be able to represent the core content of the study with as few words as possible.

2. **Research purpose and necessity**:
   - The purpose of research is the **starting point of full-scale research**.
   - This should **logically describe the need for the research that the researcher wishes to undertake**.
   - Starting from the awareness of the subject of interest in the research topic, the **academic and practical significance of obtaining the result should be stated**.
   - Therefore, the researcher **should find meaning that ultimately contributes to specific research results and set them for research purpose**.

3. **Review of previous studies**:
   - Preliminary research **review introduces major domestic and international research conducted in relation to research**.
   - Researchers need to **analyze and formulate the research that has been done so far from their point of view**.
4. Research **a subject for inquiry and scope**: A process is needed to specify the problem and scope to be solved in order to achieve the research objective.

5. Research **Method**:
   - Provide data that can be used to assess the scientific legitimacy and feasibility of the research program.
   - In addition, they should be described in detail to provide practical guidance when conducting research.

6. **Contents**: The focus of the table of contents is to arrange the chapters so that the contents of the main text can be developed logically.

7. Expected **Research Results**: In the process of constructing a research matter and defining the data necessary for analysis, the researcher can expect some results.

8. **References**: Describe the data that have been used for research for the past.

9. Research **Schedule**: Establish a research schedule at the planning stage and effectively allocate and use time.
What is your **content**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT(Ecosystem environment change) – Contents
  - What intrinsic meaning will **fuse with other industries**?
What is your Platform?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT (Ecosystem environment change) – Platform
  - Alliances and cooperation to secure economies of scale and scope are active.
What is your **Network**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT (Ecosystem environment change) – Network
  - Smart device growth, cloud computing environment, etc.
  - Smart convergence Big Bang accelerates data explosion.
What is your **Terminal**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **CPNT** (Ecosystem environment change) – Terminal
  - Win-win effect for combination with other industries through smart device and open market distribution.
Convergence between existing contents, with new media and platforms and other industries.

Exploring new business areas through exploring content technologies that are fused with unique features of game technology and other industries.

- The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place

→ Value chain
- CPNT(Content-Platform-Network-Terminal)
- TSIN(Terminal-Solution-Intelligence-engine-Network & Infra)
New Media Planning
Week . 08

By Hong S. Pak / 2017.07.01
Matters to Consider: Semantic convergence and functional compositeness

Lecture: Convergence and compositeness.
- Attempts for association and convergence of education and contents
- Attempts to develop convergent and composite contents associated with sports, music, etc.

Discussion (discussion and presentation).
- Setting directions for topic and giving feedback.
"Semantic fusion and functional complexity"

- What is the **unique meaning of each industry group** prior to convergence?
- What **new meaning do you intend to gain through fusion**?
- What are the **advantages and disadvantages of fusion**?
- How will the **satisfaction of goodness increase the quality of life**?
Changing the angle of enjoying sports related content?

- Interactive sports application focusing change to team formation from individual expressions.

---

**Characteristic meaning of sports?**

- Health, teamwork, personal competence, achievement ...

---

**Characteristics of basic content?**

- Role of media and trend change.

---

**The Internet is already a fusion medium?**
Changing the angle of enjoying sports related content?

- Sports **preference through team formation in sports focusing** on individual expressions
- Meet smart device and sports. → Active sports application development
Changing the angle of enjoying sports related content?

- Actual sports → digital (PC environment)
- Offline environment + digital (PC environment)
- Digital (smart device)?
A new form of music that needs to evolve?
  • A new music culture is connected with human life in the form of feeling and experiencing from simple listening

---

Characteristic meaning of music?
  • How to solve the stress of modern society such as rest, stability, meeting ...

---

Characteristics of basic Infrastructure?
  • Changes in the distribution and viewing and listening places and methods.

---

The Internet is already a fusion medium?
Changing the angle of enjoying music related content?

• PC environment → digital DB of sound source / base composition

• Smart device environment → innovation of distribution structure / convenience
Changing the angle of enjoying music related content?

- Appearance of differentiated sound service APP → with A.I.
Variations of sports & music content?

- As sports and music forms are combined with basic content solutions → Creating a new culture based on realistic feelings or unique meanings.
Preparation of Research Plan

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2. Research purpose and necessity:
   · The purpose of research is the **starting point of full-scale research**.
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   · Starting from the awareness of the subject of interest in the research topic, the **academic and practical significance of obtaining the result should be stated**.
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7. Expected **Research Results**: In the process of constructing a research matter and defining the data necessary for analysis, the researcher can expect some results.

8. **References**: **Describe the data that have been used for research** for the past.

9. Research **Schedule**: Establish a research **schedule at the planning stage and effectively allocate and use time**.
What is your **content**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT(Ecosystem environment change) – Contents
  - What intrinsic meaning will **fuse with other industries**?
What is your **Platform**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT(Ecosystem environment change) – Platform
  - Alliances and cooperation to secure economies of scale and scope are active.
What is your **Network**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **CPNT** (Ecosystem environment change) – Network
  - Smart device growth, cloud computing environment, etc.
  - Smart convergence Big Bang accelerates data explosion.

Discussion (discussion and presentation)
What is your Terminal?

1. Research **title**
2. Research **purpose and necessity**
3. Review of **previous studies**
4. Research **a subject for inquiry and scope**
5. Research **Method**
6. **Contents**
7. Expected **Research Results**
8. **References**
9. Research **Schedule**

- CPNT(Ecosystem environment change) – Terminal
  · Win-win effect for combination with other industries through smart device and open market distribution.
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→ Value chain
  • CPNT(Content-Platform-Network-Terminal)
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Matters to Consider : Contents realization based on functions.

Lecture : Contents and other industries / functional basis.
   - Association and convergence of contents and other industries such as medical treatment, service, etc.

Discussion (discussion and presentation).
   - Making efforts to exchange information on topic each student selects for working on the final project.
“Implement functional-based content”

→ The evolution of content (games, animations, etc.) using sensors on smart devices
"Implement functional-based content"

- Inference of contents using device function.
  - Camera
  - Proximity sensor
  - Network
  - Screen (HD picture quality)
  - Microphone: Voice recognition, S voice

For example...
“Implementing feature-based content”

- Implementing **feature-based content**
  - Connection of **device functions and contents**.
  - Content consists of **a set of functions and a purpose of use as part of life**.

For example:

(CG, solution) Characteristics of basic content + Meaning of fusion (Justification of content)
Lecture

Your smartphone becomes a doctor. By using various **devices and sensors of smartphone**, it is **possible to diagnose disease easily** without measuring instrument separately.

It introduces applications that can **diagnose diseases with the smartphone** alone and hidden scientific principles.
The FaceTune app diagnoses hereditary diseases using characteristics such as face, eyes, nose, mouth shape, and height.

This algorithm accurately diagnosed 94% of 129 patients with Down syndrome and 95% of 156 patients with Di George syndrome.
Look for autism by eye tracking
- 32 children aged 2 to 10 years (16 in autism) were tested for autism with an accuracy of 93.96%.

- Other variables such as the developmental disability intervention or the difference according to the degree of autism are planned to be analyzed.
Acceleration Sensor + Gyro Sensor
→ Feeling throbbing, sensing the movement of the heart

An app that **detects atrial motion with an acceleration sensor and a gyro sensor** when placed on the chest.
Through the smartphone, there is an app that provides medical consultation according to the symptoms of artificial intelligence.

If you **need to see a doctor**, you can see the doctor through a smartphone and send you a prescription.
Content is becoming **the center of life**.

- Became **the main display** in the role of simple TV in the past.
Sharing information with **emotion and story in service** from introduction and information sharing

- **Story (Life & Meaning) + Cooking + Sensibility.**
At the heart of wearable device design is the idea that the tool is an extension of the human body.

- **Fingers are the best pointing device** in the world you have from birth.
'Biostamp', it can check the brain, heart rate, muscle activity, and body temperature by attaching the silicone circuit to the body and the stretchy semitransparent circuit to the body like a disposable band.

- A wearable device worn on the body may become a design that will eventually become one with the body.

Wearable device -→ It is not enough to carry, it is a device to wear.
Used for **exercise measurement, health, medicine, military**, etc.
Emerging market

- Financial markets, especially those in the capital market, are the markets of countries with relatively high economic growth rates and rapid industrialization, among developing countries.

- This means that the top 20% of people have 80% of total wealth, or the top 20% of customers make up 80% of sales.

- It means that most of the overall performance (80) depends on a few few elements (20). However, this theory is abandoned in the era of Web 2.0 and the "long tail economy" where niche products dominate the market.
01. 위치, 차원 센서 [Position, Dimension Sensor]
  01-01 근접 센서 [PROXIMITY]
  01-02 위치 센서 [POSITION]
  01-03 변위센서 [DISPLACEMENT]
  01-04 모션 센서 [MOTION]
  01-05 두께 센서 [THICKNESS]
  01-06 길이, 지름, 크기 센서 [LENGTH, DIAMETER, SIZE]
  01-07 구부러짐, 처짐 센서 [BENDING, SAG]
  01-08 갭, 거리 센서 [GAP, DISTANCE]
  01-09 개체 존재 센서 [OBJECT PRESENCE]
  01-10 각도, 기울기 센서 [ANGLE / INCLINATION / TILT]
  01-11 기타 위치, 변위 등 센서 [OTHER]

02. 메카니컬, 다이나믹 센서 [Mechanical, Dynamical Sensor]
  02-01 관성 센서 [INERTIAL]
  02-02 진동 센서 [VIBRATION]
  02-03 가속도 센서 [ACCELERATION]
  02-04 힘 센서 [FORCE]
  02-05 토크 센서 [TORQUE]
  02-06 충격 센서 [SHOCK]
  02-07 자이로 센서 [GYRO]
  02-08 요(편주, 편) 센서 [YAW]
  02-09 속도 센서 [SPEED & VELOCITY]
  02-10 변형 스트레스 센서 [STRAIN-STRESS]
  02-11 메카니컬 센서 [MECHANICAL]
  02-12 로터리 센서 [ROTARY]
  02-13 로드 센서 [LOAD]
  02-14 기타 메카니컬 센서 [OTHER]
03. 압력, 밀도, 부피 센서 [Pressure, Density, Volume Sensor]
   03-01 압력 센서 [PRESSURE]
   03-02 밀도 센서 [DENSITY]
   03-03 부피 센서 [VOLUME]
   03-04 진공 센서 [VACUUM]
   03-05 질량, 무게 센서 [MASS, WEIGHT]
   03-06 기타 압력, 밀도, 부피 센서 [OTHER]

04. 플로우 & 레벨 센서 [Flow & Level Sensor]
   04-01 플로우 센서 [FLOW]
   04-02 레벨 센서 [LEVEL]
   04-03 누출 센서 [LEAK]
   04-04 점도 센서 [VISCOSITY]
   04-05 액체 센서 [LIQUID]
   04-06 오일 센서 [OIL]
   04-07 물 센서 [WATER]
   04-08 기타 플로우 및 레벨 센서 [OTHER]
05. 화학 & 환경 센서 [Chemical & Environment Sensor]
05-01 가스 센서 [GAS]
05-02 PH 센서 [PH]
05-03 산소 센서 [O2 - OXYGEN]
05-04 화학 센서 [CHEMICAL]
05-05 연기 센서 [SMOKE]
05-06 환경 센서 [ENVIRONMENT]
05-07 폭발성 및 가연성 센서 [EXPLOSION]
05-08 일산화탄소, 이산화탄소 센서 [CO, CO2]
05-09 이산화황 센서 [SO2]
05-10 단백질 센서 [PROTEIN]
05-11 일산화질소, 이산화질소 센서 [NO, NO2]
05-12 염소 센서 [NH3]
05-13 수소 센서 [Hydrogen]
05-14 오존 센서 [OZONE]
05-15 염소 센서 [CHLORINE]
05-16 알코올 센서 [ALCHOL]
05-17 산화, 환원 전위 센서 [ORP(Oxidation-reduction Potential)]
05-18 기타 화학 및 환경 센서 [OTHER]

06. 전기 & 자기 센서 [Electrical & Magnetic Sensor]
06-01 자기장 센서 [MAGNETIC FIELD]
06-02 전기 센서 [ELECTRICAL]
06-03 전류 센서 [CURRENT]
06-04 전압 센서 [VOLTAGE]
06-05 정전용량 센서 [CAPACITIVE]
06-06 전도도 센서 [CONDUCTIVITY]
06-07 펄스, 주파수 센서 [PULSE, FREQUENCY]
06-08 인코더 센서 [ENCODER]
06-09 코스 Phi 센서 [COS Phi]
06-10 임피던스 센서 [IMPEDEANCE]
06-11 인덕턴스 센서 [INDUCTANCE]
06-12 기타 전기 & 자기 센서 [OTHER]
07. 온도, 습도, 날씨 센서 [Temperature, Humidity, Weather Sensor]
  07-01 온도 센서 [TEMPERATURE]
  07-02 습도와 수분 센서 [HUMIDITY & MOISTURE]
  07-03 열 센서 [HEAT]
  07-04 이슬 센서 [DAW]
  07-05 먼지, 재 센서 [DUST, ASH]
  07-06 바람 센서 [WIND]
  07-07 비 센서 [RAIN]
  07-08 눈, 서리, 얼음 센서 [SNOW, FROST, ICE]
  07-09 증발, 침전 센서 [EVAPORATION, PRECIPITATION]
  07-10 연소 센서 [COMBUSTION]
  07-11 대기가스 농도 센서 [ATMOSPHERIC GAS CONCENTRATION]
  07-12 태양 센서 [SUN]
  07-13 기타 온도, 습도, 환경 센서 [OTHER]

08. 비전, 이미지, 식별 센서 [Vision, Image, Identification Sensor]
  08-01 비전 센서 [VISION]
  08-02 이미지 및 컬러 센서 [IMAGE & COLOR]
  08-03 포토 센서 [PHOTO]
  08-04 윤곽 센서 [CONTOUR]
  08-05 카메라 센서 [CAMERA]
  08-06 패턴인식 센서 [PATTERN RECOGNITION]
  08-07 물체 식별 센서 [OBJECT IDENTIFICATION]
  08-08 계수 센서 [COUNTING]
  08-09 바코드, 코드 센서 [BARCODE, CODE]
  08-10 기타 비전, 이미지, 식별 센서 [OTHER]
09. 신체 & 사람, 메디컬 센서 [Body & Human, Medical Sensor]
  09-01 메디컬-헬스케어 센서 [MEDICAL-HEALTHCARE]
  09-02 생의학 센서 [BIOMEDICAL]
  09-03 혈액 센서 [BLOOD]
  09-04 체온 센서 [BODY TEMPERATURE]
  09-05 호흡 센서 [BREATH]
  09-06 눈, 안구운동 센서 [EYE]
  09-07 지문 센서 [FINGER PRINTER]
  09-08 심장박동, 맥박 센서 [HEARTBEAT, PULSE]
  09-09 기타 신체, 메디컬 센서 [OTHER]

10. 광 & 방사선 센서 [Optical & Radiation Sensor]
  10-01 광 센서 [OPTICAL]
  10-02 컬러 센서 [COLOUR]
  10-03 광섬유 센서 (FIBER OPTIC)
  10-04 적외선 센서 [INFRARED]
  10-05 방사선 센서 [RADIATION]
  10-06 조명 센서 [LIGHT]
  10-07 자외선 센서 [Ultraviolet rays]
  10-08 반사, 굴절 센서 [REFLECTION]
  10-09 흡수, 투과 센서 [ABSORPTION, TRANSMISSION]
  10-10 밝기, 명도 센서 [BRIGHTNESS]
  10-11 명암 센서 [CONTRAST]
  10-12 밤낮 검출 센서 [DAY & NIGHT]
  10-13 형광 센서 [FLUORESCENCE]
  10-14 스펙트럼 분석 센서 [SPECTRUM ANALYSIS]
  10-15 가시광선 센서 [VISUAL LIGHT]
  10-16 탁도 센서 [TURBIDITY]
  10-17 기타 광 & 방사선 센서 [OTHER]
11. 바이오 센서 [Biological Sensor]
   11-01 바이오 로직 센서 [BIOLOGICAL]
   11-02 화학 바이오 센서 [CHEMICAL-BIO]
   11-03 바이오 필름 [BIOFILM]
   11-04 기타 바이오 센서 [OTHER]

12. 음향 & 초음파 센서 [Acoustic & Ultrasound Sensor]
   12-01 음향센서 [ACOUSTIC]
   12-02 초음파 센서 [ULTRASONIC]
   12-03 공진 센서 [RESONANT]
   12-04 마이크 센서 [MICROPHONE]
   12-05 소리 센서 [SOUND]
   12-06 소음, 큰소리 센서 [NOISE, LOUD]
   12-07 기타 음향 & 초음파 센서 [OTHER]
Preparation of Research Plan

1. **Research title**: The title of the study should be able to represent the core content of the study with as few words as possible.

2. **Research purpose and necessity**:
   - The purpose of research is the **starting point of full-scale research**.
   - This should **logically describe the need for the research that the researcher wishes to undertake**.
   - Starting from the awareness of the subject of interest in the research topic, **the academic and practical significance of obtaining the result should be stated**.
   - Therefore, the researcher **should find meaning that ultimately contributes to specific research results and set them for research purpose**.

3. **Review of previous studies**:
   - Preliminary research review introduces major domestic and international research conducted in relation to research.
   - Researchers need to **analyze and formulate the research that has been done so far from their point of view**.
4. Research **a subject for inquiry and scope**: A process is needed to specify the problem and scope to be solved in order to achieve the research objective.

5. Research **Method**:
   - Provide data that **can be used to assess the scientific legitimacy and feasibility of the research program**.
   - In addition, they **should be described in detail to provide practical guidance** when conducting research.

6. **Contents**: The focus of the table of contents is to **arrange the chapters so that the contents of the main text can be developed logically**.

7. Expected **Research Results**: In the process of **constructing a research matter and defining the data necessary for analysis**, the researcher can expect some results.

8. **References**: **Describe the data that have been used for research** for the past.

9. Research **Schedule**: Establish a research **schedule at the planning stage and effectively allocate and use time**.
What is your content?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT (Ecosystem environment change) – Contents
  - What intrinsic meaning will fuse with other industries?
What is your **Platform**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **CPNT (Ecosystem environment change)** – Platform
  - Alliances and cooperation to secure economies of scale and scope are active.
What is your Network?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **CPNT** (Ecosystem environment change) – Network
  - Smart device growth, cloud computing environment, etc.
  - Smart convergence Big Bang accelerates data explosion.
What is your **Terminal**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **Terminal**
  - CPNT(Ecosystem environment change) – Terminal
    - Win-win effect for combination with other industries through smart device and open market distribution.
Convergence between existing contents, with new media and platforms and other industries.

Exploring new business areas through exploring content technologies that are fused with unique features of game technology and other industries.

The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place:

\[ \text{Value chain} \]
- CPNT(Content-Platform-Network-Terminal)
- TSIN(Terminal-Solution-Intelligence-engine-Network & Infra)
Field Trip

a. Research activities on the main implications and effects on color, form, and emotion concept in commercialized contents.

b. Participate in museums, conferences, and exhibitions related to the themes of the team and individual, and make efforts for ideas.
Preparation of Research Plan

1. Research **title**
2. Research **purpose and necessity**
3. Review of **previous studies**
4. Research **a subject for inquiry and scope**
5. Research **Method**
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**What is your CPNT?**
Preparation of Research Plan

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- CPNT(Ecosystem environment change) – Contents
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What is your Platform?

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→ Value chain
- CPNT(Content-Platform-Network-Terminal)
- TSIN(Terminal-Solution-Intelligence-engine-Network & Infra)
Mid Point Review: Express team project to other students in class.
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- CPNT(Ecosystem environment change) – Contents
  - What intrinsic meaning will **fuse with other industries**?
What is your **Platform**?

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3. Review of **previous studies**?
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- CPNT (Ecosystem environment change) – **Platform**
  - Alliances and cooperation to secure economies of scale and scope are active.
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→ Value chain
- CPNT(Content-Platform-Network-Terminal)
- TSIN(Terminal-Solution-Intelligence-engine-Network & Infra)
Notice of the 4th Industrial Revolution

Making new media

Contents

Week. 12~15

By Hong S. Pak / 2017.07.01
What is culture content?

- It is a cultural commodity that creates an economic value, services, generate emotional satisfaction with human sensibility, creativity and imagination.

- Industries related to the planning, production, distribution, and consumption of cultural contents.

Knowledge base (information, data)

Technology based (network, platform)

Base activation

Traditional resources, creativity, culture and art, imagination, lifestyle, emotion, story, trend

Cultural element input

- publishing (comics, books)
- music
- games
- film (live, animation)
- broadcasting, advertising
- characters
- knowledge and information industry
Lecture

- About economic base movement focus on your country.
  - For example (Korea): Producer-oriented raw material processing, production and construction-oriented economic structure.

ICT (Information and Communications Technologies)

- In the basic raw material processing industry ...
- Transition to a knowledge-based industry

'70s
  - Textile, home appliance, steel, overseas construction

'80s
  - Home appliance, semiconductor, steel, automobile, shipbuilding

'90s
  - Semiconductor, Information & Communication, Automobile, Shipbuilding, Textile, Petrochemical

'2000s
  - Contents, Semiconductors, Mobile Communication, Digital Appliances, Electronic Commerce, Bio

'2012~2019'
  - Knowledge-based, sensible fusion contents based on information and communication, IT, digital appliances, and semiconductors

'2020~future'
  - Manufacturing and ICT convergence applied to industrial sites. Artificial intelligence instead of people, realization of robot technology
- Knowledge-based contents evolve into the accompanying economy (the arrival of digital contents age)
  • All types of products are merged with content, resulting in greater synergy

- Manufacturing based Economy
- Knowledge based Economy
- Content based Economy

Diversification and specialization for production base materials.

- '70S (hardware)
- '80S (software)
- '90S (Information & communication)
- '2000S (Cultural Contents)
- '2012~2019' Creative Industry (Fusion Contents)
- '2020~future 4th Industrial Revolution

- Scott Ross : The Next Wave “The ultimate challenge is the cultural industry.”
  - Peter Drucker -

- The content is accompanied by the operation of the product.
- It will leap into intelligent information society using ICT, AI and robot technology.
- Changes in the economic base (movement)
  - The age when machines are replacing the worker?  

ICT (Information and Communications Technologies)

- IOT (Internet of Things)
- M2M (Machine to Machine)
- O2O (Online to Offline)

<Attempt to converge with other industries>

4th Industrial Revolution
- **Create consumer-oriented cultural contents with various imagination**
  - The technology environment such as digital platform, network, and IT changes according to the desire of the consumer, but the attribute of the content that the cultural act of planning and creation is applied is invariable
  ※ Appliances (white, black, color) → digital → digital appliances (digital appliances, well-being appliances, premium appliances)
  Cultural contents (broadcasting, movie, music) → digitalization → digital culture contents (DMB, digital sound source, mobile game)
What is (cultural) content?

Cultural commodity that creates economic value by embodying cultural elements as an industry that sells goods and services that generate emotional satisfaction from human sensibility, creativity and imagination.
Cultural contents are products and services that generate emotional satisfaction from human emotion, creativity and imagination.

All forms of goods are merged with content, creating greater synergies.

The technology environment such as digital platform, network, and IT is creating consumer-oriented content that is applied to cultural activities of planning and creation according to change and reflection of various imagination and consumer needs.
Steve Jobs/
-→KO : https://www.youtube.com/watch?v=410MQOJ3sb0

Stanford speech
-→KO : https://youtu.be/7aA17H-3Vig
-→EN : https://www.youtube.com/watch?v=1O-Iq1u9eZ0
Reference learning: Notice of the fourth industrial revolution
- The 4th industrial revolution features hyperconnectivity and superintelligence, which have a greater impact on the scope and velocity than the traditional industrial revolution.

A. The Fourth Industrial Revolution refers to innovations that have occurred as a result of the convergence of manufacturing, information and communication technologies (ICT) in the offline industry.

B. Artificial intelligence instead of human, robotic technology, automation of tasks will increase the number of threatened jobs.

C. In Korea, general operator, clerks etc. can be the probability of replacing to automation. On the contrary, it is surveyed that the probability of substitution by automation is relatively low for art related jobs based on sensibility such as painter photographer and conductor.

Process of industrial revolution

<table>
<thead>
<tr>
<th>Year</th>
<th>Industrial Revolution</th>
<th>Key Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1784</td>
<td>1st industrial revolution</td>
<td>Steam engine revolution and mechanized production, Production controlled by human.</td>
</tr>
<tr>
<td>1870</td>
<td>2nd industrial revolution</td>
<td>Mass production using electricity, Production controlled by human.</td>
</tr>
<tr>
<td>1969</td>
<td>3rd industrial revolution</td>
<td>Computer and Internet Knowledge base, Production controlled by human.</td>
</tr>
<tr>
<td>2020</td>
<td>4th industrial revolution</td>
<td>Things Internet and Artificial Intelligent-based hyperconnectivity, Production controlled by machine.</td>
</tr>
</tbody>
</table>

Job Change in the Age of the 4th Industrial Revolution

- Disappeared jobs: Approximately 7,140,000
- New jobs: Approximately 2,000,000

It is estimated that 5.1 million jobs will be reduced in 5 years. The number of jobs is decreasing by 1.03 million a year.
※ Reference learning : Notice of the fourth industrial revolution
- The term ‘4th Industrial Revolution’ was mentioned in the WEF (World Economic Forum) in 2016 and has become a term representing the new industrial age based on ICT.

- It is also referred to as a revolution that has evolved further from the Third Industrial Revolution (Information Revolution) represented by computers and the Internet.
※ Reference learning : Notice of the fourth industrial revolution

- Intelligent information technologies such as AI, IOT, cloud computing, big data, and mobile are integrated with existing industries and services or combined with new technologies in 3D printing, robotics, biotechnology, and nanotechnology will connect real world products, services to the network and intelligence things.

**Impact on Jobs in Korea**

<table>
<thead>
<tr>
<th>High 10 related jobs</th>
<th>Automated Replacement Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete constructor</td>
<td>10 related jobs</td>
</tr>
<tr>
<td>Butchery</td>
<td></td>
</tr>
<tr>
<td>product assembler</td>
<td></td>
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<tr>
<td>Security guard</td>
<td></td>
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<tr>
<td>Clerk</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Low 10 related jobs</th>
<th>Automated Replacement Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painter, sculptor</td>
<td>10 related jobs</td>
</tr>
<tr>
<td>Photographer</td>
<td></td>
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<tr>
<td>Related Professionals</td>
<td></td>
</tr>
<tr>
<td>Conductor, composer</td>
<td></td>
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<tr>
<td>Animator, cartoonist</td>
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<tr>
<td>Dancer, choreographer</td>
<td></td>
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<tr>
<td>Singer</td>
<td></td>
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<tr>
<td>Makeup artist, dressmaker</td>
<td></td>
</tr>
<tr>
<td>Craft worker</td>
<td></td>
</tr>
<tr>
<td>A teacher of artistic education</td>
<td></td>
</tr>
</tbody>
</table>

Repetitive and unprofessional work. A job with relatively little communication with people.

**Intelligent information society, new job to be created**

- Sensing field
  - A technology that collects various unstructured data such as autonomous vehicles, robots, drones, etc. to detect the surrounding situation.
  - Smart sensor developer
  - Vision recognition specialist
  - Objects, space scanners

- Intelligent Technology
  - Intelligent related fields that can be autonomously judged without human intervention.
  - Generative designer
  - P2P loan specialist
  - Predictive Repair Engineer

- Interface Field
  - A user interface area that controls various objects accurately and intuitively using motion or voice.
  - Five senses control expert
  - Robot Trainer
  - Human, vehicle interface developer
※ Reference learning : Notice of the 4th industrial revolution
- Tell us about your country?

Ranking of major countries for **4th industrial revolution**
Korea ranked 25th among the 139 eligible countries that could best adapt to the Fourth Industrial Revolution.
※ Reference learning : Notice of the 4th industrial revolution
- Tell us about your country?

4th Industry Strategy for Korea

Manufacturing Innovation 3.0
- Smart factory system spread to 10,000 small and medium enterprises by 2020.

Nine National Strategic Projects
The government will invest 1.60 trillion KRW in total, and plan to carry out a total of 9 national strategic projects including 5 growth power projects and 4 life improvement projects.

Improving the quality of life
- Precision Medical
- New medicine
- Carbonization(new energy)
- Decrease dust

Securing growth engine
- A.I
- Virtual reality
- Autonomous vehicle
- Lightweight material(new material)
- Smart City

Global company responding to the 4th industrial revolution

Foxconn(iPhone manufacturer)
- More than 70% of the production process is handled by robots.
- Reduce the manpower by 60,000 and build a production system using robots.

Amazon.com
- Unmanned store 'Amazon' operated without cashier.
- Calculation is managed by Amazon account which is logged on smartphone after entrance.

Nissan
- Sale of parts subsidiary for autonomous vehicle investment.

Adidas
- Robot production base will be made back to home country (scheduled for 2017)
- Robot factory to be established in USA.
New Media Planning
Week . 16

By Hong S. Pak / 2017.07.01
Final Review:
- Supplementing the midterm assignment and linking it to the final project: How to perform the assignment and cautions: A detailed topic should be drawn which is connected to the final output presented by the team on the midterm assignment.

- Each student should perform the assignment personally and the final output should be in the form of academic paper and visual output (as new media contents) for presentation.
Preparation of Research Plan

1. **Research title**: The title of the study should be able to represent the core content of the study with as few words as possible.

2. **Research purpose and necessity**:
   - The purpose of research is the **starting point of full-scale research**.
   - This should **logically describe the need for the research that the researcher wishes to undertake**.
   - Starting from the awareness of the subject of interest in the research topic, **the academic and practical significance of obtaining the result should be stated**.
   - Therefore, the researcher **should find meaning that ultimately contributes to specific research results and set them for research purpose**.

3. **Review of previous studies**:
   - Preliminary research **review introduces major domestic and international research conducted in relation to research**.
   - Researchers need to **analyze and formulate the research that has been done so far from their point of view**.
4. Research **a subject for inquiry and scope**: A process is needed to specify the problem and scope to be solved in order to achieve the research objective.

5. Research **Method**:  
   · Provide data that **can be used to assess the scientific legitimacy and feasibility of the research** program.  
   · In addition, they **should be described in detail to provide practical guidance** when conducting research.

6. **Contents**: The focus of the table of contents is to **arrange the chapters so that the contents of the main text can be developed logically**.

7. Expected **Research Results**: In the process of **constructing a research matter and defining the data necessary for analysis**, the researcher can expect some results.

8. **References**: **Describe the data that have been used for research** for the past.

9. Research **Schedule**: Establish a research **schedule at the planning stage and effectively allocate and use time**.
What is your **content**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT (Ecosystem environment change) – Contents
  - What intrinsic meaning will **fuse with other industries**?
What is your **Platform**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT(Ecosystem environment change) – **Platform**
  - Alliances and cooperation to secure economies of scale and scope are active.
What is your **Network**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- CPNT(Ecosystem environment change) – Network
  - Smart device growth, cloud computing environment, etc.
  Smart convergence Big Bang accelerates data explosion.
What is your **Terminal**?

1. Research **title**?
2. Research **purpose and necessity**?
3. Review of **previous studies**?
4. Research **a subject for inquiry and scope**?
5. Research **Method**?
6. **Contents**?
7. Expected **Research Results**?
8. **References**?
9. Research **Schedule**?

- **CPNT** (Ecosystem environment change) – Terminal
  - Win-win effect for combination with other industries through smart device and open market distribution.
Convergence between existing contents, with new media and platforms and other industries.

Exploring new business areas through exploring content technologies that are fused with unique features of game technology and other industries.

- The Smart Convergence Big Bang triggered by [Smart Device + Cloud] is expected to trigger the following changes in the CPNT value chain in the first place.

→ Value chain
• CPNT(Content-Platform-Network-Terminal)
• TSIN(Terminal-Solution-Intelligence-engine-Network & Infra)
강의지도계획 

一、 기본정보 

<table>
<thead>
<tr>
<th>과목명칭</th>
<th>뉴미디어콘텐츠 기획</th>
<th>학과종류</th>
<th>Digital Contents</th>
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<tbody>
<tr>
<td>영문명칭</td>
<td>New Media Planning</td>
<td>学科类型</td>
<td>Digital Contents</td>
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<td>이론시수</td>
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<td>3</td>
<td>노출시수</td>
<td>예정시수</td>
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<td>한중뉴미디어학원</td>
<td>과목담당자</td>
<td>Pak, Hongsik</td>
</tr>
</tbody>
</table>
| 과목설명 | • It is to understand features of concentration through analyzing digital contents consuming environment based on the concept and importance of ICT-associated contents industry.  
• It is for students to learn concepts and directions that can contribute to economic ripple effect; to understand concepts, environment and consumption focusing on virtuous circle and; to establish standard of industrial values necessary for contents vitalization. | | |

二、교육 목표 및 임무 

• As it is required to express logical standard point necessary for application and evolution of the fourth industrial revolution-related contents during the course, procedures including presentation, data search, cooperation and research are to proceed and students should understand organic relationship between complex elements of planning and analogical method for ideas.

• The course is formed to create item commercialization necessary for original contents industry based on ICT convergence and compositeness to make final result on the basis of projects. Students, therefore, should try to foster discussion capability and persuasive power necessary to draw the final output and fully experience concepts grounded on industrial ripple effect through this course.

- 01st week: Class introduction and Q&A.
- 02 ~ 06th week: Understanding on digital contents industry.
- 07th week: First field trip.
- 09th week: Assignment substituted for midterm (PPT presentation): The presentation is to be freely written regarding issues found from class, discussion and field trip by team construction as shown in the 2 examples below.

• Discussion topic: Connected to final project by supplementing midterm project.
  - 09 ~ 14th week: Theory classes related digital contents.
  - 13th week: Second field trip.
  - 15th week: Assignment substituted for final (writing a formal academic presentation paper and final presentation)

• Topic: It is an assignment that should be personally completed by each student and each student should add and supplement details of the topic obtained from what was organized from the midterm assignment.

• Form: HWP file form will be distributed.
### 교시 배치 课时安排

수업시간 배치 课时安排

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<thead>
<tr>
<th>주간</th>
<th>수업내용 课程内容</th>
<th>수업형식 및 시간연배 课程形式及时间安排</th>
<th>시간합계 课时合算</th>
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<tr>
<td></td>
<td></td>
<td>이론 理论</td>
<td>실험 实验</td>
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<tr>
<td>1</td>
<td>Introduce Class</td>
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<td>2</td>
<td>Cultural and digital animation contents.</td>
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<td>3</td>
<td>Broadcast contents (TV drama, etc) and trend in movie contents.</td>
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<td>4</td>
<td>Trend in game contents and Korean culture.</td>
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<td>5</td>
<td>Roles of contents and display.</td>
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<td>6</td>
<td>Roles of contents in modern society.</td>
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<td>7</td>
<td>Semantic ecosystem of digital contents.</td>
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<td>8</td>
<td>Convergence, compositeness.</td>
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<td>9</td>
<td>Contents and another industries / functional basis.</td>
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<td>10</td>
<td>Finding ways for convergent materials and planning (Field trip)</td>
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<td>11</td>
<td>Mid-point review</td>
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<td>12</td>
<td>Making new media contents</td>
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<td>• To make a new media contents based on detailed majors setting.</td>
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<td></td>
<td>• Practice: New media contents can be created in two ways as documentation and demo reel (mov).</td>
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<td>13</td>
<td>※ Contents should be updated by weekly.</td>
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<tr>
<td>14</td>
<td>Final review</td>
<td>2</td>
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<tr>
<td>15</td>
<td>Express individual project to other students in class.</td>
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<td>-</td>
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<tr>
<td>16</td>
<td>Sum</td>
<td>32</td>
<td>-</td>
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### 수업내용 및 수업요구 课程内容及课程要求

#### 제 1 장 Introduce Class

본장 교학목적: Introduce Class.
본장의 주요 내용: Introduce about class activity.
본장 난점: Students need basic understanding of new media contents.
본장 중점: Lecture: What is fusion?
본장 참고문헌: Use learning materials from commercialized contents. (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Discover new media content development cases.
제 2 장 Cultural and digital animation contents.

본장 교학목적: Analyzing elements popularizing animated movies.
본장의 주요 내용: Occupational cluster in animation.
본장 난점: Sales of animation industry in different regions and employment status.
본장 중점: Prediction of changes in animation industry.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Analyzing a short animation: Watching a recent work.

제 3 장 Broadcast contents (TV drama, etc.) and trend in movie contents.

본장 교학목적: Changes in broadcast contents producing environment: Environmental changes in smart market.
본장의 주요 내용: Sharing data such as broadcasting contents related items and industry understanding
본장 난점: Linking broadcast contents to new media content ideas.
본장 중점: Understanding broadcast content.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Watching commercial animation and analyzing its materials.

제 4 장 Trend in game contents and Korean culture.

본장 교학목적: Trend in game contents.
본장의 주요 내용: Game solution and smart device.
본장 난점: To get information about game contents and trend.
본장 중점: Application of game solution to another industries.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Discussion based on the contents of documentary. (Topic will be chosen)

제 5 장 Roles of contents and display.

본장 교학목적: Understanding about smart device, multiple displays, etc. / Link and convergence of theme parks and cultural contents.
본장의 주요 내용: Learning about smart device, multiple displays, etc. / Link and convergence of theme parks and cultural contents.
본장 난점: To get information about displays.
본장 중점: Display-related new media content idea developing.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: How to make up a document (introduction / body / conclusion).

제 6 장 Roles of contents in modern society.

본장 교학목적: Contents as communication tool.
본장의 주요 내용: Learning about contents as communication tool.
본장 난점: To get information about communication tool and trend of industry.
본장 중점: New media content idea developing with communication tool.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Learning how to make a presentation, expression method and team discussion for midterm assignment.

제 7 장 Semantic ecosystem of digital contents.

본장 교학목적: Semantic contents ecosystem including CPNT, etc.
본장의 주요 내용: Publication & Interactive contents: Watching general fairy tale contents linked smart device.
본장 난점: To get information about semantic contents with CPNT.
본장 중점: Understanding about semantic contents with CPNT, etc.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Learning how to make a presentation, expression practice and team discussion for midterm assignment.

제 8 장 Convergence, compositeness.

본장 교학목적: Attempts for association and convergence of education and contents.
본장의 주요 내용: Attempts to develop convergent and composite contents associated with sports, music, etc.
본장 난점: To get information about convergence and compositeness.
본장 중점: Try to find out the way of develop convergent and composite contents associated with sports, music, etc.
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Setting directions for topic and giving feedback.

제 9 장 Contents and another industries / functional basis.
본장 교학목적: Association and convergence of contents and another industries such as medical treatment, service, etc.
본장의 주요 내용: Contents and another industries / functional basis.
본장 난점: To get information about functional basis.
본장 중점: New media content idea developing with another industries such as medical treatment, service, etc.

본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Making efforts to exchange information on topic each student selects for working on the final project.

제 10 장 Finding ways for semantic convergence materials and planning(Field Trip).

본장 교학목적: Connecting materials based on semantic convergence and functional compositeness that has been drawn as the individual assignment within the range of output drawn from the initial team assignment and creating original ideas.
본장의 주요 내용: Learning about semantic convergence and functional compositeness.
본장 난점: To get information about semantic convergence and functional compositeness.
본장 중점: Understanding contents with semantic convergence and functional compositeness
본장 참고문헌: Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
본장 사고문제: Making efforts to exchange information on topic each student selects for working on the final project.

제 11 장 Mid-point review

본장 교학목적: Posting the final idea with PDF file on TTM site.
본장의 주요 내용: How to perform the assignment substituted for midterm and cautions
1) Check issues on the fourth industrial revolution: Unlike the first, second and third industrial revolutions brought by core technology derivation and expansion, ideas are drawn by approach on applicative level by using convergence of existing technology.
2) The assignment should be performed by a team with no more than 3 members.
3) The form of final output for midterm assignment: The main point should be organized within 5-page ppt file and be briefly presented. The topic should be carefully selected as it will be refined and connected to the final project.
4) The final output should be uploaded to TTM Site and e-class.
Students are expected to spend a minimum of 10 hours per week on projects outside of class.

Express team project to other students in class.

Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)

Try to find out the idea (Topic example below)

1) Topic example 1: Contents as communication tools: Finding an issue necessary for creating new and original cultural contents that one would seek in their own view after experiencing cultural content-related conferences, film and animation festivals, trend and technological seminars, etc.

2) Topic example 2: Finding convergent contents associated with other industrial sectors such as education and medical care (Trying to find a new contents format appropriate for the modern society) or finding other creative issues.

Making new media contents

To make a new media contents based on detailed majors setting.

Working on individual assignment through study on convergent materials.

1) Contents realization based on functions.

2) Creative thinking rules the contents.

Starting the final individual assignment and presentation / Team discussion necessary for finding the individual topic and lecturer’s feedback.

※ It is mandatory to arrange a meeting with the lecturer to find the topic outside the class hours.

1) Inferring discussion for finding topic for the individual assignment.

2) Learning how to make up a document and how to use hwp application.

Practice: New media contents can be created in two ways as documentation and demo reel (mov).

Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)

Contents should be updated by weekly.

Final review

How to perform the substituting assignment and cautions

Supplementing the midterm assignment and linking it to the final project: How to perform the assignment and cautions: A detailed topic should be drawn which is connected to the final output presented by the team on the midterm assignment.

Check ability for artistic Imagination, Composition, Persuasion, Expression.

Each student should perform the assignment personally and the final output should be in the form of academic paper and visual output (as new media contents) for presentation.

Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)

Understanding for artistic Imagination, Composition, Persuasion,
Expression

五、 실험 및 실습내용 实验及实习内容

1 주차: Exercise in a computer equipped classroom.
2-5 주차: Collecting personal competency information in TTM site / Self Introduce, Role Model & Ability, Track & Major Research and understand the trends in how the specific majors and competencies work in the field.

6-9 주차: Update the results of each week for student, and share information on detailed majors and trends.

10-15 주차: It should be improved the portfolio through instructor guides based on the characteristics of each student.
   · PDF: Portfolio creation for document submission or presentation.
   · MOV (Demo Reel): Produced for verifying the competence of the detailed majors through video submission.

16 주차: Check presentation ability
   · Artistic Imagination, Composition, Persuasion, Expression

六、평가방식 및 요구 评价方式及要求

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<tr>
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<th>Attendance</th>
<th>Attitude</th>
<th>Discussion</th>
<th>Assignments</th>
<th>Presentation</th>
<th>Midterm Exam</th>
<th>Final Exam</th>
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<td>Evaluation Rate</td>
<td>20</td>
<td>15</td>
<td>(15)</td>
<td>10</td>
<td>(10)</td>
<td>15(25)</td>
<td>15(30)</td>
<td>100</td>
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Qualitative Analysis
1 Attendance: Attendance and class participation.
2 Attitude(Preparation): learning activity in the class.
3 Discussion: Share the specific information on a given topic.

Quantitative Analysis
4 Assignments(Report): Field Trip Report(Online bulletin board at Unit in TTM site)
5 Presentation: Announce the specific information.
6 Midterm Exams: Students announce to create an individual project.
7 Final Exams: Link to same project as Midterm to develop more.

七、추천 교재 및 참고서적 推荐教材及参考书本

- Title: Sight, Sound, Motion Applied Media Aesthetics (POD books)
- Author: Zettl, Herbert
- Published: 2012
- Publisher: THOMSON
- ISBN: 9780495802969
※ Use learning materials from commercialized contents (Animation, Live action, games, fairy tales books and more)
중남재 경 정 법 대 학
학 사 과 정 수 업 진 도 계 획 표
中南财经政法大学
学士课程教学进度计划表

(2018 학년도 제 1 학기)
(2017 年第一学期)

학 원 学 院: 한중뉴미디어학원 韩中新媒体学院
강연교사 讲课教授: Pak, Hongsik
학과명칭 课程名称: Digital Film Making
학과번호 课程代号:
과정유형 课程类型: Major
총 교 시 总 课 时: 16

기 본 정 보
基本内容
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<tr>
<th>강연교사</th>
<th>Pak, Hongsik</th>
<th>직위</th>
<th>Professor</th>
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<td>MFA</td>
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<td>(전공,학년)</td>
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| 주간 | 수업내용 배정 (요점 기재) | 수업형식 및 수단 | 수업 외 숙제 또는 지도 안배 | 집행 상황
<p>| 학사일정 | (課程內容安排 (記載要点)) | | | |
| 平日 | | | | |
| | -Introduce Class  | Lectures &amp; Exercise | Exercise in a computer equipped classroom | |
| | · Pre-training for safety in class activity.  | 4 | | |
| | · Lecture: What is fusion? | | | |
| 1 | -Cultural and digital animation contents.  | 4 | | |
| | · Analyzing elements popularizing animated movies.  | | | |
| | · Occupational cluster in animation.  | | | |
| | · Sales of animation industry in different regions and employment status.  | | | |
| | · Prediction of changes in animation industry.  | | | |
| | · Discussion (discussion and presentation).  | | | |
| | · Analyzing a short animation: Watching a recent work. | | | |
| 2 | -Broadcast contents (TV drama, etc) and trend in movie contents.  | Lectures &amp; Research | | |
| | · Changes in broadcast contents producing environment: Environmental changes in smart market.  | | | |
| | · Discussion (discussion and presentation).  | | | |
| | · Watching commercial animation and analyzing its materials. | | | |
| 3 | -Trend in game contents and Korean culture.  | | | |
| | · Trend in game contents.  | | | |
| | · Game solution and smart device.  | | | |
| | · Application of game solution to another industries.  | | | |
| | · Discussion (discussion and presentation): Discussion based on the contents of documentary (Topic will be chosen). | | | |
| 4 | | | | |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Topics</th>
<th>Lectures &amp; review</th>
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<tbody>
<tr>
<td>5</td>
<td>· Speaking of apple’s innovation, Air bnb, Kakaotaxi.</td>
<td>· Roles of contents and display.</td>
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<td>· Smart device, multiple displays, etc. / Link and convergence of theme parks and</td>
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<td>cultural contents.</td>
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<td>· Discussion (discussion and presentation).</td>
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<td>· How to make up a document (introduction / body / conclusion).</td>
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<td>· Grasping digital contents in one's own view.</td>
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<td>· Grasping cultural contents in the time's view.</td>
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<td>6</td>
<td>· Roles of contents in modern society.</td>
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<td>· Contents as communication tool.</td>
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<td>· Discussion (discussion and presentation).</td>
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<td>7</td>
<td>· Semantic ecosystem of digital contents.</td>
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<td>· Semantic contents ecosystem including CPNT, etc.</td>
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<td>· Publication &amp; Interactive contents: Watching general fairy tale</td>
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<td>contents linked smart device.</td>
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<td>8</td>
<td>· Convergence, compositeness.</td>
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<td>· Attempts for association and convergence of education and contents</td>
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<td>· Attempts to develop convergent and composite contents associated</td>
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<td>with sports, music, etc.</td>
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<td></td>
<td>· Discussion (discussion and presentation).</td>
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<td>· Setting directions for topic and giving feedback.</td>
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<td>· Understanding direction and trend in smart-relevant industries.</td>
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<td>· After the assignment of reading books, having discussion on and</td>
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<td>giving an online presentation regarding contents in one's own view.</td>
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| 9  | Contents and another industries / functional basis.  
   | · Association and convergence of contents and other industries such as medical treatment, service, etc.  
   | · Discussion (discussion and presentation).  
   | · Making efforts to exchange information on topic each student selects for working on the final project. | 4 |  
| 10 | Finding ways for convergent materials and planning.  
   | · Connecting materials based on semantic convergence and functional compositeness that has been drawn as the individual assignment within the range of output drawn from the initial team assignment and creating original ideas.  
   | · Discussion (discussion and presentation).  
   | · Making efforts to exchange information on topic each student selects for working on the final project. | 4 |  
| 11 | **Mid-point review**  
   | -Selecting presentation topic for team's midterm assignment (and topic for individual assignment as well). | 4 | Mid-term review & PT  
| 12 | **Making new media contents**  
   | · To make a new media contents based on detailed majors setting.  
   | · Practice: New media contents can be created in two ways as documentation and demo reel (mov).  
   | ※ Contents should be updated by weekly. | 4 | Lectures & contents development  
| 13 | -Starting the final individual assignment and presentation / Team discussion necessary for finding the individual topic and lecturer's feedback.  
   | ※ It is mandatory to arrange a meeting with the lecturer to find the topic outside the class hours. | 4 |  
| 15 | | 4 |  

| 16 | Final Review  
   - Express individual project to other students in class.  
   - Organize contents of portfolio as documentation and demo reel (mov / H.264)  
   - Check manipulation ability  
     -- Attendance & Planning.  
     -- Skills & Manipulation.  
     -- Knowledge & Communication.  
     -- Work Flow Control & Establishment of DB Structures. | 4 | Final Review & PT  
Check presentation ability  
- Artistic Persuasion, expression. |