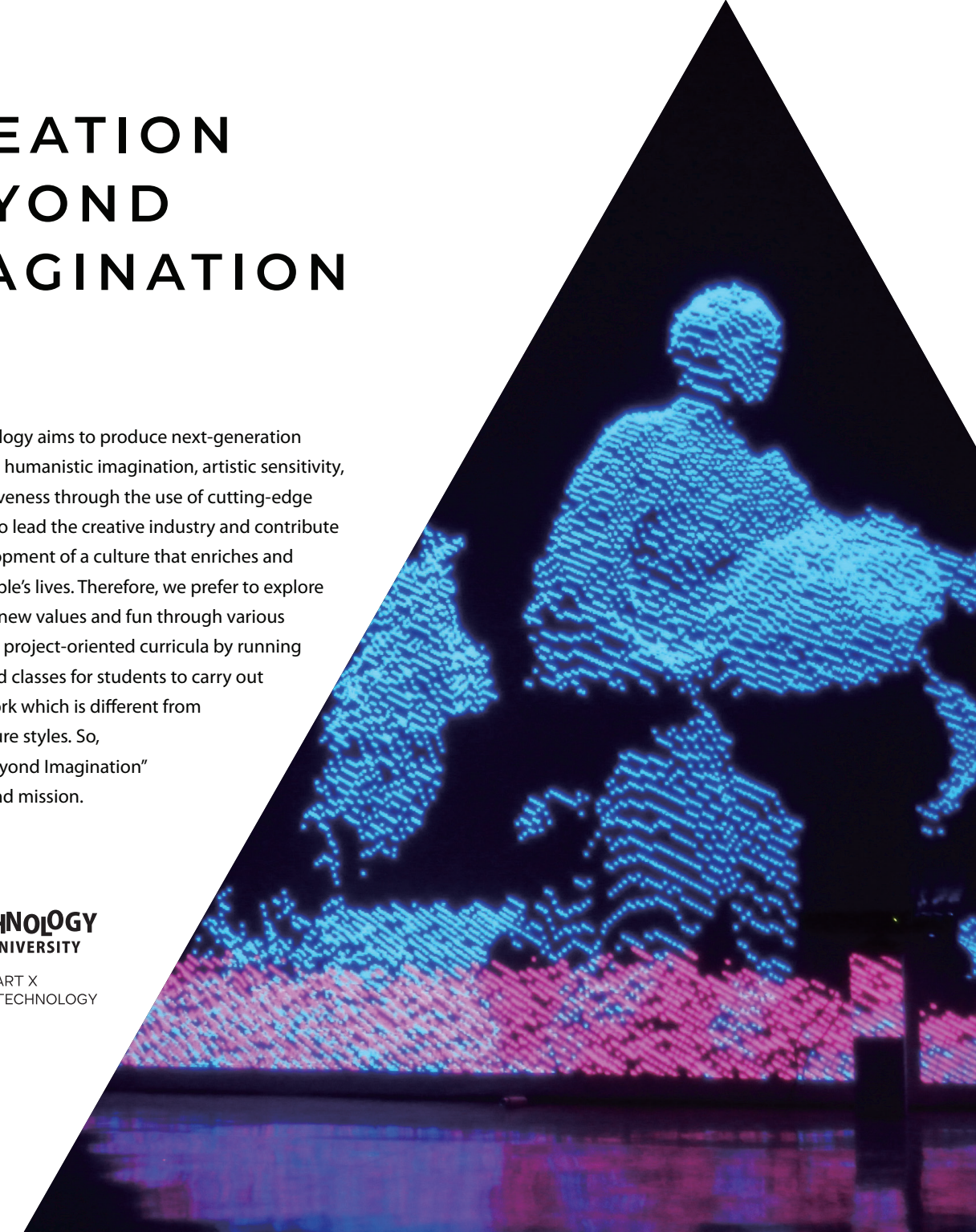


# CREATION BEYOND IMAGINATION

Art & Technology aims to produce next-generation creators with humanistic imagination, artistic sensitivity, and expressiveness through the use of cutting-edge technology to lead the creative industry and contribute to the development of a culture that enriches and delights people's lives. Therefore, we prefer to explore and pioneer new values and fun through various practical and project-oriented curricula by running project-based classes for students to carry out their own work which is different from existing lecture styles. So, "Creation, Beyond Imagination" is our goal and mission.

**ART&TECHNOLOGY**  
SOGANG UNIVERSITY





# ABOUT US

The Art & Technology's interdisciplinary education aims to cultivate individuals capable of envisioning and actualizing innovative novel values. The program emphasizes the creative fusion of humanistic imagination, cultural and artistic sensibility, and cutting-edge technologies, preparing individuals for a globalized world.

## PHILOSOPHY OF EDUCATION

### LEARNING BY DOING

Our education is based on project-based and self-directed learning model. This approach allows students to learn not only academic knowledges but also problem solving skills. Most projects are connected to real world problems in current creative industries, and in the process of self-directed group projects, students develop collaborative skills.

### TRANS-DISCIPLINARY EDUCATION

We provide creative trans-disciplinary educational environment that integrates humanities, art, and technology. We constantly challenge students to imagine, design and implement, and we believe during the process innovative solutions that will propel our society are being created.

### GLOBAL EDUCATION

To prepare students to compete on the world stage, our courses are offered in English. In association with various foreign universities, the department provides student exchange programs, global seminars, projects and workshops offering students opportunities to work internationally and become a global leader.





## ACADEMICS

Art & Technology education offers 'Undergraduate Programs', 'Joint Undergraduate & Graduate Programs', as well as master's and doctoral 'Graduate Programs'. Our education emphasizes a student-centered approach, placing a strong emphasis on challenging projects and collaboration in addressing real-world problems, allowing students to have an integrated academic experience that combines theory and practical application.

Furthermore, we provide a variety of resources to support the learning and creative environment, enabling our department and students to make academic contributions through innovative research projects. Each excellent program provides students with academic knowledge and diverse practical experiences through specialized faculty and the latest teaching methods.

## GRADUATE PROGRAM

In Art & Technology, the curriculum between undergraduate and graduate courses are linked. The Graduate school provides a professional education to cultivate experts in the fields of HCI, AI, XR, Future Cinema, Computational Audio Performance, Media Aesthetics, and Creative Industries.

Humanistic imagination, artistic sense, and cutting-edge media technologies are expected to become the basis of the industrial revolution in the near future. We aim to cultivate innovative talents who create new value in the creative industries through interdisciplinary research. Any humanities, arts, or engineering major who dreams of innovation through cross-disciplinary research based on creativity that promotes new innovations in media technology and arts can apply.

## UNDERGRADUATE PROGRAM

The Art & Technology Undergraduate Program is designed to foster insight and growth through a three-dimensional view of our society from various perspectives through educational curriculums and spaces where students can actively experiment together. Through critical thinking, students can discover hidden values and fun, and experience creation beyond their imagination.





## UNDERGRADUATE PROGRAM CURRICULUM

Linear Algebra & Calculus | Intro to AI Programming in Python | Intro to Creative Computing | Data & AI | Fundamentals of Programming & Problem Solving | Creative Algorithms | Network Media | Computer Graphics | Natural Language Processing | Data Structures | Advanced Web Development | Data Visualization | Game & Interactive Media | Immersive Media | Metaverse: Design & Development | Deep Learning for Music & Audio | Deep Learning & Computer Vision | Physical Computing | Foundations of Human Computer Interaction | The Art of Storytelling | Creativity & Visual Expression | Media Technologies & Arts | Visual Design | Interactive Storytelling | Foundations of Still & Moving Images | Intro to Digital Arts | Intro to Sonic Arts | UI/UX Design | Digital Fabrication | Advanced Interactive Storytelling | Cinematography & Editing | Interactive Media Arts | 3D Modeling | Sound Production | Visual Story | Visual Effects | 3D Animation | Media Aesthetics | Future Cinema | Audio Visual Performance | Creative Entrepreneurship | Creative Capstone Project I, II

## GRADUATE PROGRAM CURRICULUM

Virtual & Augmented Reality | Special Topics in Creative Technologies | Metaverse: Design & Development | Deep Learning for Music & Audio | AI & Creativity | Deep Learning & Computer Vision | Machine Learning Practice | Special Topics in AI & Creative Media I, II | Foundations of Computational Media | Physical Computing | Wearable & Multisensory Media | Interaction Design | HCI Research | Future Cinema | Transmedia Storytelling | Virtual Production | Audio Performance | Generative Audio & Visual | Special Topics in Computational Art | Special Topics in Sound Art | Media Aesthetics | Artistic Research | Creative Entrepreneurship | Project Management in Creative Industries | Creative Industry Capstone Project I, II | Master's Research | Doctoral Research I, II, III, IV



# HISTORY OF ART & TECHNOLOGY

**2010.12** Initiation of a Memorandum of Understanding (MOU) with the Entertainment Technology Center at Carnegie Mellon University, marking the beginning of preparations for innovation.

**2012.03** Admission of the first cohort of Art & Technology students.

**2012.12** Hosting of the inaugural Art & Technology Conference.

**2013.05** Establishment of the SYK Studio.

**2014.07** Selection for the "Creative Korea National Program (CK-II)" by the Ministry of Education for a period of 5 years.

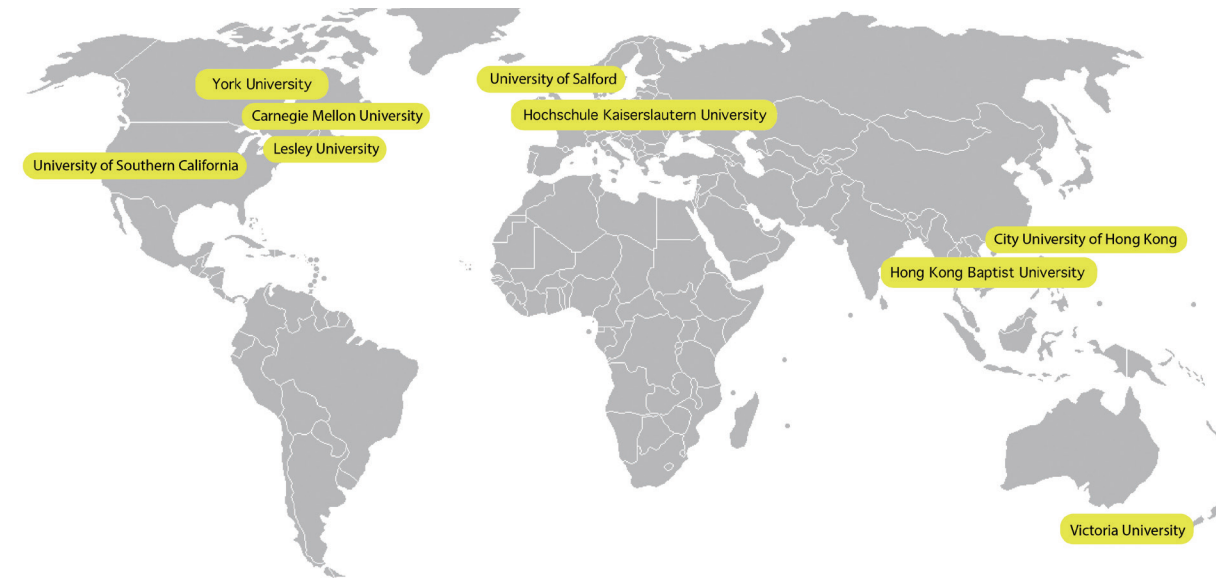
**2014.11** Opening Ceremony of the Smilegate Art & Technology Center.

**2017.02** Top ranking in the mid-term evaluation of the Creative Korea National Program (CK-II) by the Ministry of Education, also recognized as an excellent project.

**2019.03** Integration of the Department of Knowledge Convergence, Department of Communication, and Graduate School of Media into the College of Media, Arts and Science.

**2020.03** Selection for the "Professional Manpower Training for VR/ AR/ XR" under the Ministry of Trade, Industry, and Energy's Industrial Innovation Talent Growth Support (R&D) Project for a period of 5 years.

**2021.12** Production of a commemorative booklet and documentary in celebration of the 10th anniversary of Art & Technology Department.



## GLOBAL EDUCATION NETWORK







# GOVERNMENT SPONSERED PROJECTS

## 01 Creative Korea National Program

It refers to a government business which selected 77 project groups from 28 universities for five years starting from 2014 to foster the local creative economy and establish specialized foundations for creative professionals. Sogang University's Art & Technology major provides various specialized programs such as Imagination Start-Up Idea Contest, Small Creator Group, Art&Technology Conference, and runs Art & Technology center with government's financial support while carrying out the CREATIVE KOREA II National Program(CK-II) with the name of 'Global Creative Talent Development Project'.



## 03 Art+Tech Creative Startup Support Program

As part of the 'Art Korea Lab: University Arts Startup Support Project' from Ministry of Culture, Sports and Tourism, five domestic universities participated to foster art start-up teams within universities and build a foundation for art start-ups. Cultivating future innovators by combining art with cutting-edge technologies in 2023.



## 02 Professional Manpower Training VR / AR / XR

Professional Manpower Training for VR-AR is a five-year project from 2020 as part of the Ministry of Trade, Industry and Energy's R&D project. It aims to foster convergence practical professionals to secure global competitiveness by leading the core abilities of VR/AR high-tech industries and industrial applications. Sogang University conducts the business of government, organizing business board as VR/AR application service field.



## 04 Integration of Real and Virtual Art Gallery Storage R&D

A project from 2023 to 2025 for the development of an open digital storage system and integrated management system for the preservation of collected works, linking real and virtual spaces for the National Museum of Modern and Contemporary Art (MMCA) of Korea.



# EXTRA CURRICULUMS

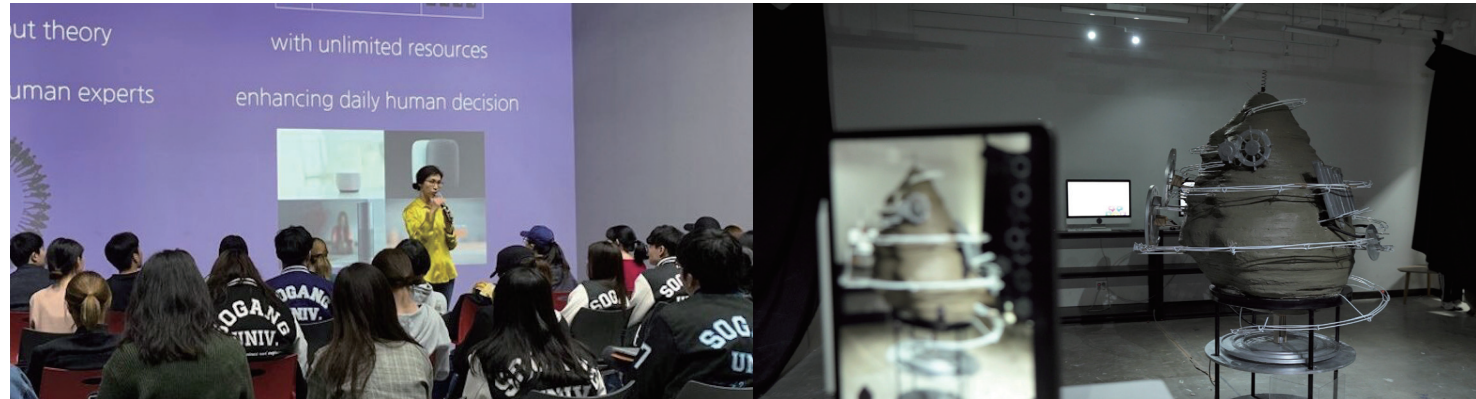
## 01 ATC

ATC (Art & Technology Conference) is an imaginative festival. Every year students design, create, and run the event by themselves. It is a core Art & Technology extra curriculum to build creativity and self-directedness.



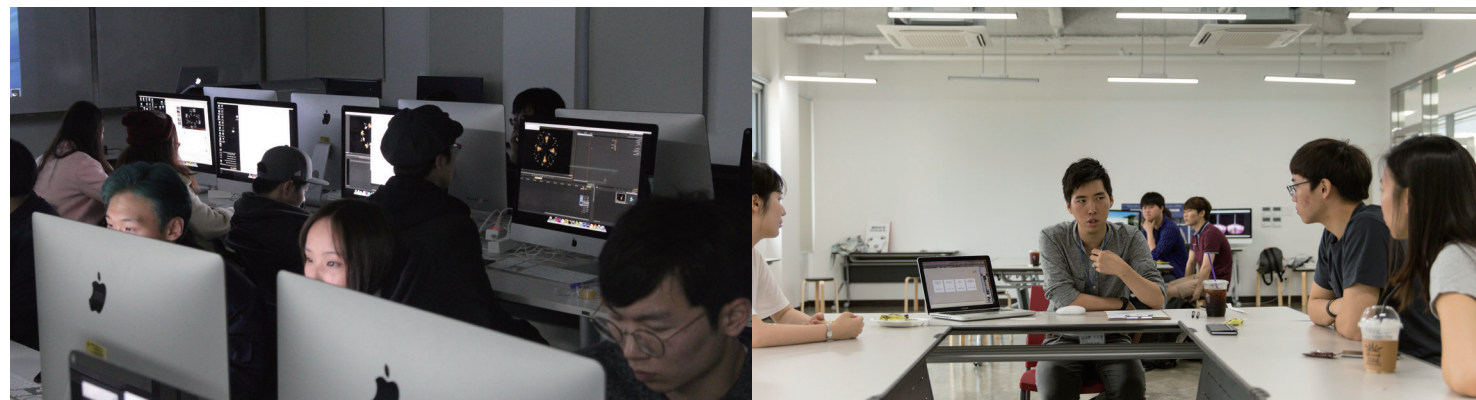
## 02 IS

IS (Imagination Seminar) is a program that experts from various fields and students can discuss various topics. Renewing perspectives, exploring practical applications and staying informed about trends in diverse domains can be achieved.



## 03 CC

CC (Crash Course) is a short-term education program designed to address the swift changes in major technologies and issues within the field of art & technology. Students have the opportunity to engage in short-term educational programs.



## 04 SYK Global Project

SYK (Shin Youngkyun) Global Project is a student overseas tour program that has been started from 2012 (1st year) to provide opportunities for students to explore the wide world and grow up as global leaders.

## 05 SCG

SCG (Small Creators Group) is an activity support program that recruits three-to-five project groups to support a year of creative activities and share achievements such as exhibitions, performances, and presentations.

## 06 OSM

OSM (On-Site Mentoring) is meeting senior graduate mentors and professional mentors and different interests to students. The topics contain such as IT development · service planning · design · advertising · start-up · overseas study, etc.

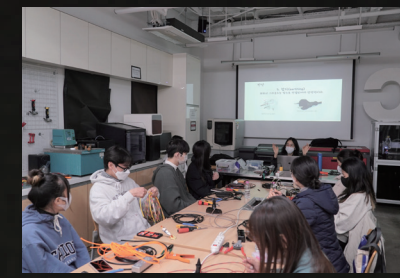




# FACILITIES

The educational programs at Art & Technology provide students with the opportunity to take on challenges and navigate potential failures. The inclusion of spaces dedicated to various media experiments and creations, coupled with access to high-tech equipment, empowers students. This environment cultivates a mindset of resilience and innovation, preparing Art & Technology students to embrace challenges and emerge as future leaders in creative fields.

Immersive Hall



Fabrication Lab



Sound Studio



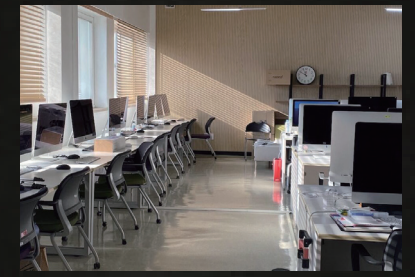
Computer Lab



Art Studio



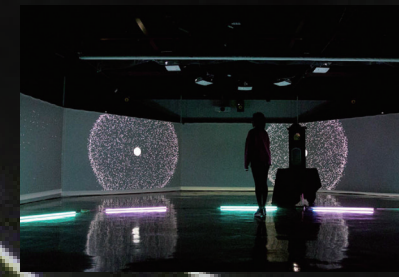
Project Studio



Digital & Lee W. H. & Smilegate Studio  
(Undergraduate laboratory)



Future Lab  
(Graduate Laboratory)



SVK Studio



XR Studio



# EDUCATIONAL OUTCOMES

The Art & Technology Department at Sogang University was established in 2012 with an initial quota of 30 students. As of 2023, the undergraduate program annually selects about an average of 60 students, while the graduate program admits around 12 students each year on average.

From 2012 to June 2023, the undergraduate program has maintained an average early admission competition rate of 21.55:1, securing the top rank within the university. For the graduate program, since its launch in 2016 until June 2023, the average admission competition rate has been 3.97:1, attracting outstanding talents. Moreover, the competition among students double-majoring in the Art & Technology program has been on the rise, resulting in an environment where an average of 30 double-major students study together annually.

From 2012 to June 2023, 75.65% of the courses offered were conducted in English, 37 students (8.95% of the total number of enrolled students As of June 2023 statistics) from 16 countries, including the United States, France, Spain, Japan, India, Germany, Russia, Denmark, Belarus, Vietnam, Kazakhstan, are studying here, and every semester, exchange students of various nationalities join them to create a multicultural environment.

**21.55:1**

From 2012 to 2022, the average competition rate for early admission to the undergraduate program has been 21.55:1, maintaining the highest rank within Sogang University. (As of June 2023 statistics)

**3.97:1**

From 2016 to 2023, the average graduate school admission competition rate has been 3.97:1, attracting excellent talents. (As of June 2023 statistics)

**74.65%**

From 2012 to 2023, undergraduate courses conducted in English have been maintained at an average of 74.65%

**8.95%**

Creating a multicultural environment, 37 students, accounting for 8.95% of the total enrollment as of June 2023 statistics, from 16 countries including the United States, France, Spain, Japan, India, Germany, Russia, Denmark, Belarus, Vietnam, and Kazakhstan, along with numerous foreign exchange students each semester, contribute to the diversity of our educational environment.



# ENTREPRENEURIAL CULTURE

From 2012 to June 2023, within the Art & Technology department, a total of 26 companies have been established through spin-offs. There are 11 Web & Application service companies, 5 design and art creation studios, 4 game service studios, 2 AR (Augmented Reality)/VR (Virtual Reality)/MR (Mixed Reality) companies, 2 advertising and media service company, 1 art and exhibition service company, and 1 creative education service company. Additionally, many prospective entrepreneurial ideas are growing.

**11** 11 Web & Application service companies

Including the Arrive Upon Awakening (눈뜨면 도착)

**05** 5 design and art creation studios

including the Studio BiBi

**04** 4 game service studios

including the Hoochoo Game Studios

**03** 2 advertising and media service company and 1 art and exhibition service company

Including the Quantum Pirates

**02** 2 AR /VR /MR companies

including the ALAM

**01** 1 creative education service company

including the Triangle and Square (세모가 네모)



# CAREER PATHWAYS

Art & Technology graduates provide new values and experiences in various fields of art & technology and become developers, planners, designers, writers, and activists who create new things. People work in various industries and fields, but they all have something in common as frontiers in that they are responsible for pioneering and creating experimental productions in the field.

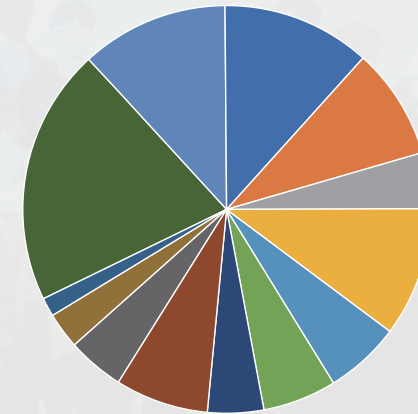
The employment rate has also been the highest in the university from 2012 to 2020 (as of March 2023 statistics), with 51 graduates pursuing Master's and Doctoral degrees at prestigious institutions including Sogang University, Carnegie Mellon, University of Michigan, University of Washington, Indiana University, University of Illinois, Georgia Tech, Columbia University, California College of the Arts, Pratt Institute, SVA, RCA, Imperial College London, Central Saint Martins, KTH Royal Institute of Technology, Karlsruhe Institute of Technology, Tsinghua University, University of Hong Kong, KAIST, Seoul National University, Yonsei University, Ewha Womans University, Korea National University of Arts, Pusan National University, among others.

**92.3%**

From 2012 to 2020, the average employment rate was 92.3%. (Based on internal statistics as of March 2023)

**1ST**

Maintaining the highest employment rate among the 23 departments at Sogang University. (Based on internal statistics as of March 2023)



- AI DEVELOPMENT
- VR/AR UNITY DEVELOPMENT
- EXHIBITION AND EVENT PLANNING
- MOBILITY SERVICE PLANNING
- ENTREPRENEURSHIP AS WRITERS AND FREELANCERS
- ANIMATORS
- INTERNATIONAL GRADUATE STUDIES
- GAME DEVELOPMENT
- ADVERTISING/MARKETING PLANNING & PRODUCTION
- SERVICE PLATFORM PLANNING
- BROADCASTING MEDIA ENTERTAINMENT PLANNING & PRODUCTION
- GRAPHIC DESIGNERS
- DOMESTIC GRADUATE STUDIES

In December 2022, we collected data on the career paths of graduates. Upon analyzing the data, we observed a variety of career choices, including web/app development, AI development, game development, VR/AR Unity development, advertising/marketing planning & production, exhibition and event planning, service platform planning, mobility service planning, broadcasting media entertainment planning & production, entrepreneurship as writers and freelancers, graphic designers, animators, and pursuing domestic and international graduate studies.



<http://CREATIVE.sogang.ac.kr/>



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