

Version 4. April 14, 2019

# 2019 ideec

International Design Education Expo & Conference

Hammer Theatre  
San Jose, California, USA  
August 16 through 18, 2019

**SJSU** SAN JOSE STATE  
UNIVERSITY

**GRANSHAN**

**AIGA** SF

**HAMMER**  
THEATRE CENTER

## 2019 국제 디자인 교육 엑스포 및 콘퍼런스 조직 위원회

### Host & Coordinator:

Chang Sik Kim, Professor  
College of Humanity and Arts  
San Jose State University  
San Jose, CA. USA

### Partner:

Boris Kochan, President  
Granshan Foundation  
Munich, Germany

Dawn Zidonis, Executive Director  
AIGA SF chapter  
San Francisco, CA. USA

### Venue:

Hammer Theatre , San Jose, CA. USA

### Duration:

August 16 through 18, 2019

### 행사 의미 및 참여 혜택:

디자인 학교, 교수진, 학생 및 젊은 디자이너를 위한 본 행사는 아래와 같은 의미와 혜택이 있습니다:

- 학교의 학업 교육 및 학생 활동을 국제 공동체 디자인 청중에게 알릴 수 있는 귀중한 정보를 제공합니다.
- 학생들과 교수진이 국제적 디자인 교육과 실무 방법론, 최근 경향 및 영감을 상호 교류하며 국제적 감각과 신 정보를 공유 할 수 있도록 합니다.
- 이 행사를 통하여 국제 디자인 교육 공동체 내에서 참여 학교들의 위상을 높이고 프로그램의 위상을 높이는 계기를 제공합니다.
- 최고의 전문 디자이너들의 주제발표와 케이스 스타디의 사례를 통하여 글로벌 경험과 트렌드에 영감을 얻습니다.
- 다문화 디자인 측면을 통해 디자인 교육, 디자인 연구 및 산업 간의 상징적, 역동적인 교류를 도모합니다.

## 국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC) 초대글

안녕하십니까? 산호세대학교 김창식 교수입니다. IDEEC (International Design Education Expo & Conference)행사의 조직위를 대신하여 이벤트 코디네이터 및 호스트로서 귀하의 기관에 대한 저희 국제 디자인 콘퍼런스에 초대 인사 드리며, 무료입장을 제안하고자 합니다.

앞으로 매년 개최되는 국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC)는 다양한 글로벌 파트너 디자인 기관을 통해 개발된 혁신적이고 역동적인 시각디자인 관련 교육 행사입니다. 우리의 글로벌 관점과 문화, 전문성 및 영감의 다양성은 금번 디자인 콘퍼런스를 디자인 교육 공동체에 대한 독특하고 특별한 행사입니다. 우리는 글로벌 디자인 교육 커뮤니티 및 학계에서 창의적인 디자인 사고와 철학, 전문적인 실무와 기술, 그리고 사회적 책임 등 다양한 방식으로 등사회 전반에 큰 영향을 줄 관련 다양한 주제에 관해 연구 사례를 발표하고 심층적인 토론의 장을 펼치겠습니다.

국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC)는 전문적이고 사려 깊은 방식으로 행사 관련 프로그래밍 및 혜택을 제공함으로써 전 세계 시각 커뮤니케이션 및 정보 디자인 분야에서 일하는 디자이너, 교육자 및 학생들에게 영감을 줄 것입니다. 이 행사와 입전시 그리고 소셜 네트워킹을 통해 참가자들은 전문적이고 개인적인 성장을 경험하게 될 것이며 국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC)의 디자이너와 교육자 역할에 대한 지지자는 미래의 열망을 형성하는 데 도움이 되는 욕구와 책임의 공유를 지원할 것입니다.

이번에 열릴 첫 번째 국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC)는 실리콘 밸리의 심장부인 산호세에서 2019년 8월에 개최될 예정입니다. 올해 행사는 산호세주립대학교 (San Jose State University) 캠퍼스 인근의 햄머 예술극장 (Hammer Theatre)에서 열립니다. 각 회원 세계 10여개국에서 온 15여 국제 대학의 교수진과 학생 그룹 수백 명이 참관할 예정이며, 첨단 IT글로벌 기업의 전문 업무연구원과 디자이너들이 함께 디자인 연구 및 프로젝트를 발표하고 토론을 통하여 생각을 나누고 선별된 우수 교수들과 학생들의 작품을 전시입하고 그 작품들을 모아서 귀중한 자료로서의 디자인 포트폴리오 연감으로 발행 할 예정입니다.

이 행사는 회의, 전시 및 워크숍의 세 부분으로 구성됩니다. 저희 산호세 주립대학교 디자인 대학은 그란산Granshan Foundation (비 라틴어 타이포그래피 연구 협회) 및 AIGA (미국 그래픽 아트 학회)와 파트너십을 맺어 이 흥미로운 디자인 행사를 주최하게 되었습니다. 이에 귀 대학을 비롯한 세계 각국의 국제 교육기관을 초대하여 디자인 교육의 가치와 다양성을 공유하는 의미있고 성공적인 행사에 동참하시어 뜻깊은 시간을 함께하여 주시기를 기대하면서 초대 인사말에 가능하고자 합니다.

여러분과 함께하는 IDEEC!

김창식 교수은, 산호세 주립 대학교, 2019 IDEEC 행사 조직 위원장

## 2019 국제 디자인 교육 엑스포 및 콘퍼런스 개요 (한글 개요)

### 2019 국제 디자인 교육 엑스포 및 콘퍼런스

#### 주최:

산호세캘리포니아 주립대학교  
인문 예술대학, 그래픽 디자인

#### 후원:

Granshan, AIGA, Works Gallery 및 한국콘텐츠학회

#### 기간:

2019년 8월 16일부터 18일까지(3일간)

#### 장소:

산호세 소재 햄머예술극장 및 산호세 주립대학교 디자인 대학

#### 인사말

안녕하세요, 2019 국제 디자인 교육 엑스포 및 콘퍼런스 (IDEEC) 조직 위원장 산호세 주립대학교 교수 김창식입니다. 올해 2019년 8월 저희 학교에서 주최하고 Granshan (비영리권 타이포그래피 협회) 및 AIGA (미국 그래픽디자인 협회)가 후원하는 국제 디자인 교육 엑스포 및 콘퍼런스를 개최하고자 합니다. 세계 여러 나라의 디자인 전공 대학교의 교수님들과 학생들님, 그리고 실리콘밸리의 글로벌 기업의 전문 디자이너들이 함께 참여하는 디자인 행사를 통하여 의미있는 교류의 장을 만들고자합니다.

이번 행사는 다음과 같은 세 가지 부분으로 구성되었습니다.

#### 1. 콘퍼런스

IDEEC 콘퍼런스는 첨단 아이티 산업의 메카인 실리콘밸리의 중심에 위치한 500석 규모의 예술극장인 햄머 공연장과 산호세주립대학교 캠퍼스에서 3일간 진행될 예정입니다. 시각디자인, 타이포그래피, 정보디자인, UI & UX 디자인, 애니메이션, 디자인 매니지먼트와 문화, 그리고 일러스트레이션 분야의 전문 디자이너들과 우수 교육자들이 8번의 키노트 강연, 17회의 주제 강연, 그리고 2회의 라운드 테이블 토론회로 시각디자인 전반에 걸쳐 심도있고 다양한 관점의 연구 프로젝트 사례와 논점을 중심으로 한 발표와 토론을 통하여 함께 실무디자인과 디자인 교육에 대하여 공유하고 나누는 뜻 깊은 시간이 될 것입니다.

사전 등록을 통하여 콘퍼런스에 초대받은 전문디자이너들 그리고 대학교의 교수님들과 학생들은 **참가비(\$300 상당)가 무료**입니다. 주최측이 이번 행사의 효과를 극대화하고 보다 많은 교육계에 도움을 주고자 대규모의 행사를 무료로 진행하기로 하였습니다. 단 2019년 5월 30일전까지 사전 등록을 마쳐야합니다. (등록방법은 추후 4월 중순에 고지할 예정입니다.)

#### 2. 워크샵

워크샵은 아래와 같은 4가지 주제로 진행되며 각각의 워크샵은 해당 분야의 전문가들이 강연과 시범 실습을 통하여 소그룹 활동을 중심으로 약 3~4시간동안 진행됩니다. 워크샵 결과를 본 행사의 웹사이트를 통하여 온라인으로 발표할 예정입니다. 각각의 워크샵 세션은 25명 정원이며 간략한 이론 수업과 실습으로 진행됩니다. 각 세션은 1인당 \$100의 참가비를 지불해야하며, 교육후 수료증을 수여받게 됩니다.

- Typography 타이포그래피
- Information and UX design 인포메이션 디자인과 인터페이스 / 사용자 경험 디자인
- Animation & Motion Graphics 영상 애니메이션 디자인
- Poster design 포스터 디자인
- Samsung Special Designer Wrokshop 삼성전자 특별 디자이너 워크샵

#### 3. 전시회

전시회 (전시회 도록 발간 포함)는 다음 두 가지의 형식으로 진행됩니다. 전시회와 도록 출간에 참가하고자 희망하는시는 분들은 컨퍼런스에 참여 여부와 관계없이 작품 화일과 출품원서만 제출하시면 참여가 가능합니다.

첫 번째는 각 참여 대학교의 소개(커리큘럼, 교육 목표, 교과 과정, 그리고 특성화 사례 등)와 주요 케이스 스터디의 사례를 부스에 전시하는 교육박람회 (EXPO) 포맷입니다. 이 경우 참가비는 \$500입니다. 주최 측에서 디스플레이 대형 프린트를 지원하며, 정해진 부스 디자인을 제공합니다. 더불어 전시회 도록에 4페이지에 전시한 패널의 같은 내용을 게재하고 출간할 예정입니다. 참가한 학교 측은 2권의 책을 받으실 수 있습니다.

다음 두 번째는 개인 학생들과 교수들의 작품을 갤러리에 전시하는 형식입니다. 이른바 포트폴리오 작품 발표 형식입니다. 이때 참가비는 1인당 작품 1점씩이며, 참가비는 \$100입니다. 이 비용은 작품의 전시용 출력 및 전시 도록 제작비용으로 사용될 예정입니다. 전시회 도록에 1페이지 분량으로 출품한 개인의 프로필과 작품 이미지를 게재하고 출간할 예정입니다. 참가한 개인은 1권의 책을 받으실 수 있습니다. **출품은 학교별로 일괄 취합하여** 하여주시면 감사하겠습니다. **요강과 방식에 관련한 사항은 4월 15일에 별도 공지하겠습니다.**

## IDEEC (International Design Education Expo & Conference) 2019

### IDEEC Program & Activities

Over the course of the event, there will be several activities as below:

#### Conference at Hammer Theatre

- Opening reception
- Keynote speech (8)
- Lecture/Presentation (17)
- Round table discussion (2)
- Special performance (1)
- Closing reception
- Award ceremony
- Exhibition

#### Student Workshops

- at SJSU Art & Design Building  
Workshops Topics
- Typography
  - Information and UX /UI design
  - Animation & Motion Graphics
  - Poster design

#### Faculty & Student Work Exhibition

- Portfolio exhibition
- Portfolio book publication
- Award ceremony

### Fees

Over the course of the event, there will be several activities as below:

#### Conference Registration Fee:

- Early bird:  
Each invited school and organization will have **30 free of charge admission.** (offer ends 05/30/2019)

Student Workshop Registration Fees  
\$100 per each student per session  
(limited to 25 seats per session)

Bring your school's best faculty and student portfolios to present at the gallery.

#### Participation (submission) Fee:

- School booth EXPO exhibition: \$500.00
- Individual work exhibition: \$100
- Submission deadline: 05/15/2019
- File format: JPG or PDF
- Resolution and colors: 300 dpi CMYK
- Size: B2 for the exhibition and 4"x6" for the portfolio book
- Submit the file to chang.kim@sjsu.edu through WeTransfer.com

Submission form and more detail information will be announced on April 15, 2019

Benefit: each submitter will get one copy of the exhibition portfolio book

### Accommodation

Although IDEEC office will provide the recommended local hotels information. However, attendees and schools are responsible for arranging the accommodation on their own.

### Transportation

Individual or group of visitors are responsible to arrange their own plan for the transportation such as Airline, Tram, bus, rental car, and Uber / Lyft.

### Support Us (sponsorship):

Although IDEEC event is the free of charge event, we still need financial aid for the operating expenses. Thus, we appreciate your financial contribution as sponsors and/or partners to make this event successful.

### Sponsorship Benefits

1. Introduce your brand to 500+ people
2. Verbal recognition on main stage in front of 500+ creative audiences
3. Logo inclusion on promotional emails, the website and app, signage, and on-screen in general sessions
4. Integration on IDEEC's social media
5. Color AD in the conference program
6. Distribute gift package
- 7A. Brand exposure 8' x 4' exhibit stand
- 7B. Brand exposure 8' x 2' exhibit stand

### Levels of contribution:

- Diamond: \$5,000 (1~7A)
- Platinum: \$4,000 (1~7A)
- Gold: \$3,000 (1~7B)
- Silver \$2,000 (1~6B)
- Bronze \$1,000 (1~6)

## IDEEC 2019 Potential Conference Speakers & Workshop Leaders

Country	School & Design C.O.	Speakers
China	CAFA (Central Academy of Fine Arts)	Prof. Xiao Yong & Liu Zhao ( <a href="#">confirmed</a> )
	Nanjing Arts University	Prof. Fang Cao ( <a href="#">in discussion</a> )
	Shanghai Institution of Visual Art	Prof. Gu, ChuanXi and Prof. Chen, Ron
Ecuador	UTE Universidad Tecnológica Equinoccial	Prof. Christopher Scott ( <a href="#">confirmed</a> )
Germany	AUAS (Augsburg University of Applied Sciences)	Prof. Michael Stoll
	Granshan Foundation	Boris Kochan ( <a href="#">confirmed</a> )
Hong Kong	HKDI (Hong Kong Design Institute)	Prof. Keith Tam and Prof. Sannie Ho ( <a href="#">in discussion</a> )
Japan	Nihon University	Prof. Nakajima Akiteru and Kasai Noriyuki ( <a href="#">confirmed</a> )
	Tokyo Polytechnic University	Prof. Hiroki Taniguchi and Yonguk Lee ( <a href="#">confirmed</a> )
Korea	Hongik University	Prof. Don Ryun Chang / Byung-hak Ahn ( <a href="#">in discussion</a> )
	PaTi (Paju Typography Institute)	Prof. Sangsoo Ahn ( <a href="#">in discussion</a> )
	SADI (Samsung Art and Design Institute)	Prof. Tony Sung Sik Lee ( <a href="#">confirmed</a> )
	Hansung University	Prof. Ji Hyun Kim ( <a href="#">in discussion</a> )
	The Korea Contents Association	Ryu Jae Soo, President ( <a href="#">confirmed</a> )
New Zealand	Massey University	Prof. Brian Lucid
Malaysia	First City University College	Prof. Siow Yinyoong and Debbie Gan ( <a href="#">in discussion</a> )
Mexico	COCO School México	Prof. Eric Olivares Lira ( <a href="#">confirmed</a> )
Poland	Uniwersytet Śląski w Katowicach	Prof. Stefan Lechwar ( <a href="#">in discussion</a> )
	Warsaw School of Information Technology	Prof. Anna Kłos
Switzerland	St.Gallen School of design (GBS St.Gallen)	Prof. Roland Stieger ( <a href="#">in discussion</a> )
USA	San Jose State University	Prof. Chang Kim ( <a href="#">confirmed</a> )
	San Jose State University	Prof. Yoon Jung Han (Borders Project)
	Carnegie Mellon University	Prof. Kyuha Shim ( <a href="#">confirmed</a> )
	AIGA San Francisco	Dawn Zidonis, Executive Director ( <a href="#">confirmed</a> )
	CCA (California College of Arts)	Prof. David Asari ( <a href="#">confirmed</a> )
	Academy of Art University (Director)	Prof. Phil Hamlett
	San Francisco State University	Prof. Joshua Singer
	Apple	Mike Tam ( <a href="#">confirmed</a> )
	CCA & www.martinvenezky.com	Prof. Martin Venezky
	Nimble Collective (Animation)	Rex Grignon
	Dubberly Design Office (Information Design)	Hugh Dubberly ( <a href="#">confirmed</a> )
	Facebook (UI /UX Product Design)	Yanling Wang ( <a href="#">confirmed</a> )
	Google	To be announced (TBA) ( <a href="#">in discussion</a> )
	Studio Hinrichs (Brand design)	Kit Hinrichs ( <a href="#">confirmed</a> )
	Pixa Animation	TBA
Imaginary Forces	Karin Fong	
Independent story board artist	Jeff Biancalana ( <a href="#">confirmed</a> )	

## IDEEC (International Design Education Expo & Conference) 2019

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### Itinerary

<b>Day 1 (August 16 Friday, 2019)</b>	<b>Day 2 (August 17 Saturday, 2019)</b>	<b>Day 3 (August 18 Sunday, 2019)</b>
<b>09:00</b> Checking & setup for workshop	<b>09:00</b> Checking & setup	<b>09:00</b> Checking & setup
<b>09:30</b> Workshop at SJSU campus	<b>09:30</b> Registration/Venue opens	<b>09:30</b> Registration/Venue opens
<b>11:00</b> Coffee break	<b>10:00</b> Announcement	<b>10:00</b> Announcement
<b>11:20</b> Workshop continues	<b>10:20</b> Keynote Speech #3	<b>10:20</b> Keynote Speech #6
<b>13:00</b> Lunch break	<b>11:00</b> Lecture/Presentation #2	<b>11:00</b> Lecture/Presentation #10
<b>14:30</b> Checking & setup for conference	<b>11:25</b> Lecture/Presentation #3	<b>11:25</b> Lecture/Presentation #11
<b>15:00</b> Staff Rehearsal at Hammer	<b>12:00</b> Lunch break	<b>12:00</b> Lunch break
<b>16:00</b> Registration/Venue opens	<b>13:30</b> Roundtable discussion #1	<b>13:30</b> Roundtable discussion #2
<b>16:30</b> Welcome Message	<b>14:20</b> Lecture/Presentation #4	<b>14:20</b> Lecture/Presentation #12
<b>16:40</b> Opening remarks	<b>14:45</b> Coffee break	<b>14:45</b> Coffee break
<b>16:50</b> VIP Introduction	<b>15:05</b> Keynote Speech #4	<b>15:05</b> Keynote Speech #7
<b>17:00</b> Special remarks	<b>15:45</b> Lecture/Presentation #5	<b>15:45</b> Lecture/Presentation #13
<b>17:10</b> Keynote Speech #1	<b>16:10</b> Lecture/Presentation #6	<b>16:10</b> Lecture/Presentation #14
<b>17:50</b> Lecture/Presentation #1	<b>16:35</b> Coffee break	<b>16:35</b> Coffee break
<b>18:30</b> Coffee break	<b>16:55</b> Lecture/Presentation #7	<b>16:55</b> Lecture/Presentation #15
<b>18:50</b> Keynote Speech #2	<b>17:20</b> Keynote Speech #5	<b>17:20</b> LKeynote Speech #8
<b>19:30</b> Exhibition Opening Reception	<b>17:45</b> Lecture/Presentation #8	<b>17:45</b> Lecture/Presentation #16
<b>20:00</b> Opening night reception on Terrace	<b>18:10</b> Lecture/Presentation #9	<b>18:10</b> Lecture/Presentation #17
<b>20:40</b> Reception ends	<b>18:35</b> Coffee break	<b>18:35</b> Coffee break
<b>21:00</b> Audiences clear the building	<b>18:50</b> Exhibition award announcement	<b>18:30</b> Closing Event Performance
	<b>19:10</b> Day 2 closing remark	<b>19:00</b> Day 3 closing remark
	<b>19:30</b> Audiences clear the building	<b>19:30</b> Audiences clear the building
		<b>20:00</b> Closing reception and party in Downtown

## IDEEC (International Design Education Expo & Conference) 2019

### IDEEC Host



Graphic Design Program  
Department of Design  
San Jose State University  
One Washington Square  
San Jose, CA 95192-0225, USA  
Email: Chang.Kim@sjsu.edu  
Web site: [www.sjsu.edu/design/](http://www.sjsu.edu/design/)

### SJSU Hosting Committee:

Shannon Miller  
Dean of College of Humanities and Arts

Connie Hwang  
Chair of Design Department

Chang Sik Kim  
IDEEC Event Coordinator, Graphic Design

Randall Sexton  
Advisor, Graphic Design

Diane Lee  
Conference Moderator, Graphic Design

Yoon Han  
Special project coordinator, Graphic Design

### About SJSU and Graphic Design Program

<http://www.sjsu.edu/design/>

Located on 154 acres within the center of San José, SJSU offers the excitement of studying at a large, metropolitan campus filled with various cultural groups. In spite of the university's large size, the students will receive personal attention from faculty members in the university's seven colleges.

The Design Department offers 5 areas of focus: Design Studies; Animation/Illustration; Graphic Design; Industrial Design; Interior Design. The Department strives to maintain and develop comprehensive curricula that provide current, innovative, undergraduate training in the practice and theory of design in a broad spectrum of fields and specializations.

The Graphic Design program's unique location within the heart of Silicon Valley, draws upon the creative setting for molding its intuitive pedagogy. SJSU's Graphic Design program has been an integral part of Northern California Public University's design education since the mid-1960s. In 2008, Business Week included the Design program as among the 65 best in the world. The Graphic Design department boasts important partnerships and sponsored programs with nearby corporations such as Adobe Systems, Apple Computers, Sony, CISCO, Samsung Electronics, Hewlett-Packard, Electronic Arts, Intel, and DreamWorks.



## IDEEC (International Design Education Expo & Conference) 2019

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### IDEEC Partners



GRANSHAN Foundation e.V.  
Hirschgartenallee 25  
80639 München, Germany  
Web site: [www.granshan.com](http://www.granshan.com)  
email: [granshan@granshan.com](mailto:granshan@granshan.com)

### About Granshan

GRANSHAN is the hub for global visual identity. They celebrate non-Latin typefaces and typography, design and communication that enable communities to develop culture and enterprises in a balance between local, regional, and global. In 2008 the Armenian Ministry of Culture founded a national type competition. When the typographic society Munich (tgm) visited Armenia in 2009 a new organisation was born: since 2010 both institutions organize the type contest successfully together. In 2012 the first GRANSHAN Conference took place in Yerevan (UNESCO World Book Capital 2012) with guests and speakers from all over the world. Every year the winning entries of the competition are documented and international presented in an exhibition (e.g. in Alexandria, Moscow, Munich, St. Petersburg).



AIGA San Francisco 2017  
The Professional Association for Design  
130 Sutter St, Ste 600, SF, CA, 94104  
<http://aigasf.org>  
+1 415 626 6008

AIGA San Francisco, the professional association for design, is an organization with cross-disciplinary interests that deals with social, ethical and professional challenges. It is the largest professional association for the design community representing San Francisco, Silicon Valley, North and East Bay and the greater Bay Area. Our community comes from all disciplines, backgrounds and levels of experience. Whether you're interested in attending, contributing or volunteering, take a moment to browse some of our projects below and see why we're your resource for all things design.



The Korea Contents Association  
76Bunan-gil, 62 Daehak-ro  
Yoosung-gu, Daejeon, Korea  
<http://www.koreacontents.or.kr>

The Korea Contents Association aims to contribute to the development of the country's contents-related academic and industrial development through the convergence of the capabilities of experts and businesses and the reinforcement of collaboration between universities and businesses in the era of ubiquitous technology. 2010 marks the Association's 10th anniversary. It has grown as about 5,000 plus-member organization that publishes academic journals both in Korean and English.



## IDEEC (International Design Education Expo & Conference) 2019

### IDEEC Venue



101 Paseo de San Antonio  
(between 2nd and 3rd Street)  
Downtown San Jose, CA, USA  
(408) 924-8501  
Web site: [www.hammertheatre.com](http://www.hammertheatre.com)  
email: [hammertheatre@sjsu.edu](mailto:hammertheatre@sjsu.edu)

### About The Hammer

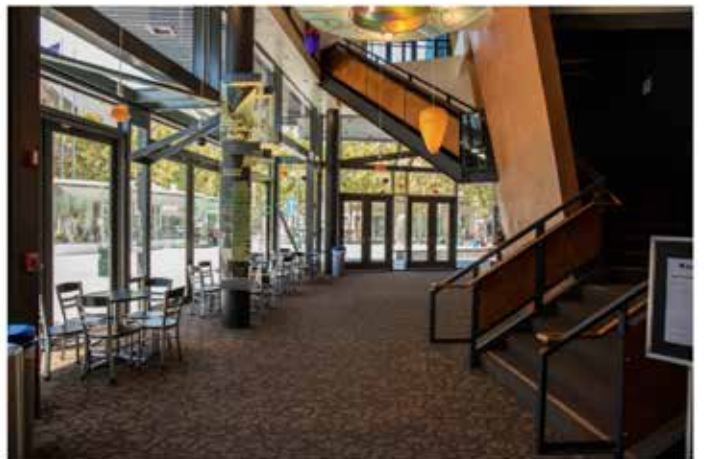
The Hammer Theatre, named after former San José Mayor Susan Hammer and her husband Phil Hammer, a San José Rep Board Trustee, was completed in 1997 via a collaboration between the San José Redevelopment Agency and San José Repertory Theatre Company. This distinctive theatre offered theatrical productions for over seven years for San Jose and Bay area patrons and to national acclaim.

In March 2016, San José State University reopened the Hammer Theatre as a distinctive, high-quality performance venue in the heart of downtown San José. The theatre serves San Jose's community and the university through high-quality programming expressive of the unique characteristics and diverse cultures that comprise Silicon Valley.

The Hammer Theatre is being revived with the heart of downtown San Jose in mind. The theatre serves as a melting pot where diverse individuals will come together to experience the city's community through art, entertainment, and technology. Because it is located in such a significant and vital location, the theatre does not only serve as a meaningful building for the arts and entertainment community of San Jose, but as a representation of the city itself.



## IDEEC (International Design Education Expo & Conference) 2019



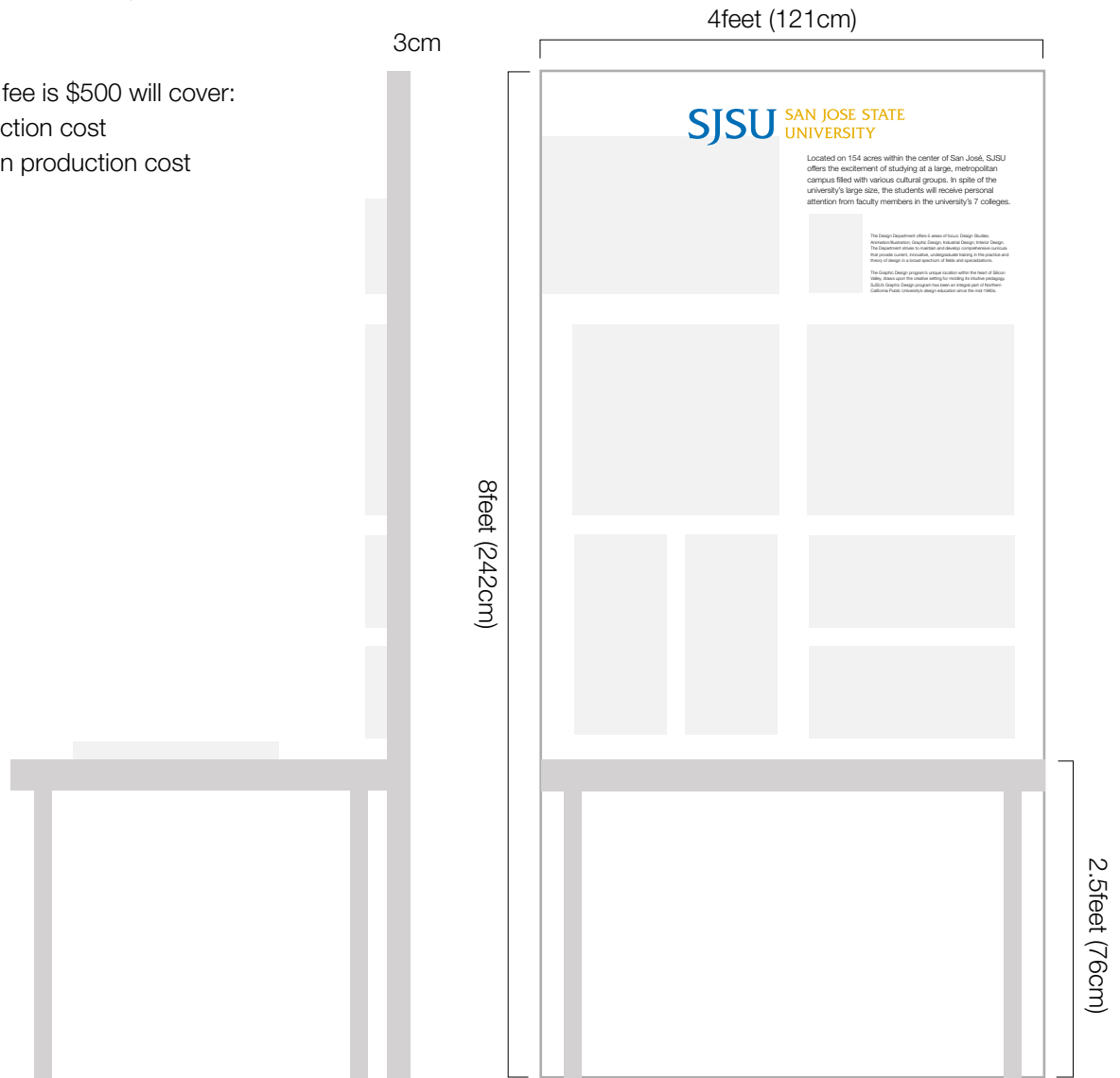
## IDEEC School Expo

### School Expo (Information & Showcase) Booth

Each school sets up a booth that displays promotional information like the illustration below. More detail format (template file) will be given later. IDEEC will print them out and display.

The participation fee is \$500 will cover:

- Print and production cost
- Book publication production cost



Side view of the display booth

Front view of the display booth

## IDEEC Portfolio Exhibition

### Faculty & Student Work Exhibition at Hammer Gallery

#### Portfolio Exhibition

Each entrant (faculty or student) submit his or her work to the exhibition. IDEEC will group the work together by each school when displaying at the gallery.

The flat entry sizes can be ranged from A3 / B3 (minimum) to A1 / B1 (maximum.) IDEEC will arrange the display layout according to the preferred format given by the participating school.

Any other 3D form of entry should be visually presented on a flat poster format due to the constraint of the exhibition method. However, the book format entry is acceptable.

#### Award Certificates

On the 2nd day of the IDEEC conference, we will announce the awards to recognize their excellent achievement.

- Grand prize (1)
- Gold Prize (3)
- Silver Prize (3)
- Bronze Prize (3)
- Honorable mention (10)

#### Exhibition space dimension reference

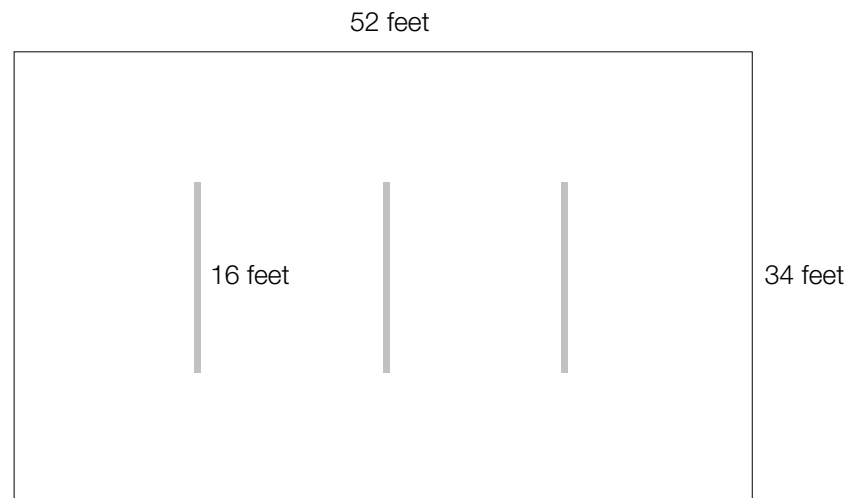
##### Walls (184 prints on walls)

B2 size: 30 prints x 2 rows x 2 walls (52 feet wall) = 120 prints

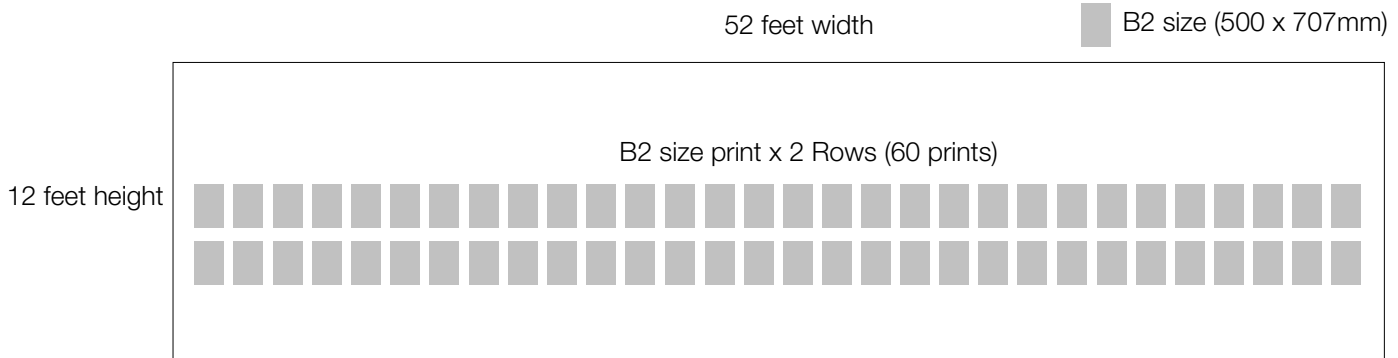
B2 size: 18 prints x 2 rows x 2 walls (34 feet wall) = 64 prints

##### Partition (96 prints on partition panels)

B2 size: 8 prints x 2 rows x 2 sides x 3 panels (16 feet) = 96 prints



Top view (floor) of the exhibition space



Side view of the exhibition space wall

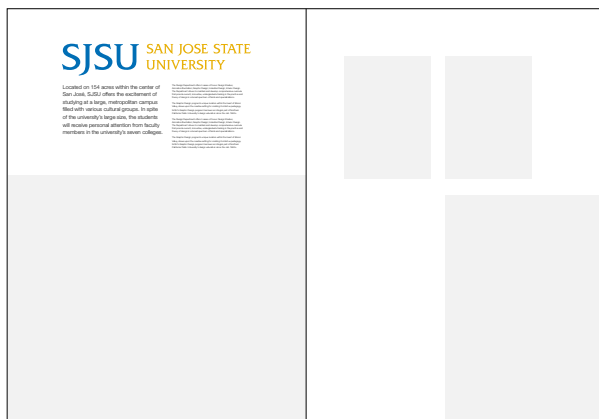
## IDEEC Exhibition Portfolio Book

### Faculty & Student Work Exhibition

- Portfolio Exhibition
- Award certificates

Each entry will be published in the exhibition portfolio book and the entrant will get one copy of the published book during the event.

150mm x 210mm  
300 pages  
Perfect-bound  
double-sided  
4 color CMYK print  
500 limited copies



**School Intro & Showcase (2 pages per school)**



**Exhibition book cover**



**Individual entry page (1 page per person)**



## Potentially Participating Schools

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### USA

SJSU (San Jose State University) (confirmed)  
www.sjsu.edu/design  
Prof. Chang Sik Kim

San Francisco State University  
www.sjsu.edu/design  
Prof.

CCA (California College of Arts)  
www.cca.edu  
Prof.

University of Washington  
www.washington.edu  
Prof. Chris Obzuko & Prof. Karen Chang

Kansas City Art Institute  
http://kcai.edu  
Prof. Michael Kidwell

College for Creative Studies  
www.collegeforcreativestudies.edu  
Prof. Sooshin Choi

MASSART (Massachusetts College of Art and Design)  
www.massart.edu  
Prof. Elizabeth Resnick

### China

CAFA (Central Academy of Fine Arts in Beijing) (confirmed)  
www.cafa.edu.cn  
Prof. Xiao Yong and Liu Zaho

Shanghai Institution of Visual Art (in discussion)  
www.siva.edu.cn  
Prof. Gu, ChuanXi and Prof. Chen, Ron

Donghua University (confirmed)  
www.english.dhu.edu.cn  
Prof. Yu, Ji Hong and Prof. Yu, Ying

Shanghai University of Engineering Science (in discussion)  
en.sues.edu.c  
Prof. Wu, Ahsung and Prof. Kim, Jong-gi

Yuncheng University, Shanxi  
Prof Gang Chunming  
minipig66@126.com

Nanjing University  
www.nju.edu.cn/EN/  
Prof.

### Taiwan

Tainan University of Technology (in discussion)  
www.tut.edu.tw  
Prof. Chung Sui Lan

National University of Tainan (in discussion)  
Graduate Institute of Animation Media Design  
www.nutn.edu.tw Prof. Fan Juwan

Asia University Taiwan  
Prof Lu Huiping  
huiping.lu2008@gmail.com

National Tainan University Taiwan  
Prof Janaka Rajapakse  
janakaraja@gmail.com

National Yunlin Technology University (Taiwan)  
Prof Chen Guang Dah  
chengd@yuntech.edu.tw

### Korea

SNUST (Seoul National Univ. of Science & Technology)  
https://en.seoultech.ac.kr (in discussion)  
Prof. Woo Hyuk Park and Andy Seung-bae Park

Hongik University (confirmed)  
http://en.hongik.ac.kr/index.do  
Prof. Don Ryun Chang and Hyunsuk Kim, Byung-hak Ahn

## IDEEC (International Design Education Expo & Conference) 2019

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SADI (Samsung Art and Design Institute) (**confirmed**)  
<https://www.sadi.net/web/eng/home>  
Prof. Sung-sik Lee and Hyun-mee Kim

Hansung University (**in discussion**)  
<https://www.hansung.ac.kr/web/english/home>  
Prof. Jee Hyun Kim

Seoul Women University (**in discussion**)  
<https://www.swu.ac.kr/englishindex.do>  
Prof. Jae Joon Han, Byung-gul Min

Hanbat University (**confirmed**)  
<http://new.hanbat.ac.kr/html/en/>  
Prof. Hwang-woo Rho

Sangmyung University  
<https://www.smu.ac.kr/mbs/smueng/>  
Prof. Yoohong Won

PaTi (Paju Typography Institute)  
<http://www.pati.kr>  
Prof. Sang-soo Ahn

Incheon University (**in discussion**)  
<http://www.pati.kr>

Dongkook University (**in discussion**)  
<http://www.pati.kr>

University of Seoul  
<http://www.uos.ac.kr/en/main.do>

Pukyong National University, Daeyeon Campus  
<http://cms.pknu.ac.kr/visual/main.do>

Pusan National University  
<http://www.pusan.ac.kr/eng/Main.do>

### Japan

Musassino Art University

[www.t-kougei.ac.jp](http://www.t-kougei.ac.jp)  
Prof. Kenya Hara

Tokyo Polytechnic University (**confirmed**)  
[www.t-kougei.ac.jp](http://www.t-kougei.ac.jp)  
Prof. Hiroki Taniguchi and Prof. Yong-uk Lee

Nihon University (**in discussion**)  
<http://www.nihon-u.ac.jp/en/>  
Prof. Nakajima Akiteru and Prof. Noriyuki Kasasi

Osaka University of Arts  
<http://www.osaka-geidai.ac.jp/geidai/english/>  
Prof. Yoshimaru Takahashi and Keizo Matsui

Nagoya Sojo University Faculty of Art  
<https://www.sojo-u.ac.jp>Massey University  
Prof. Aki Morino

### Singapore

Singapore Polytechnic University (**in discussion**)  
<https://www.sp.edu.sg>  
Prof. David Tan

### Hong Kong

HKDI (Hong Kong Design Institute) (**in discussion**)  
[www.hkdi.edu.hk](http://www.hkdi.edu.hk)  
Prof. Keith Tam and Prof. Sannie Ho

### Malaysia

First City University College (**confirmed**)  
<https://firstcity.edu.my>  
Prof. Siow Yinyoong and Debbie Gan

National Putra University (UPM)  
Dr Yazah Raschid  
yazahraschid@yahoo.com

The National University of Malaysia (UKM)  
Dr Mazlan Mohd  
designaar@gmail.com

## IDEEC (International Design Education Expo & Conference) 2019

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Sultan Idris Education University  
Dr Mohd Zahuri Khairani  
mzahuri@gmail.com

Raffles College KL  
Fiyon Neau  
fiyon@raffles.edu.my

### Indonesia

Binus University, Jakarta  
Prof Hanny Wijayah  
hwijaya@binus.edu

### Spain

ERAM Crossmedia College (Girona University) (confirmed)  
<https://www.eram.cat/en>  
Prof. Muguel and Prof. Lia Vilahur

### Germany

Augsburg University of Applied Sciences (in discussion)  
<https://www.hs-augsburg.de/en/>  
Prof. Michael Stoll

### Sweden

Berghs School of Communication  
[www.berghs.se](http://www.berghs.se)

### Switzerland

Gewerbliche Berufs- und Weiterbildungszentrum St.Gallen  
[www.gbssg.ch](http://www.gbssg.ch) (in discussion)  
Prof. Kathrin Lettner and Roland Stieger

Basel School of Design  
<https://www.fhnw.ch/de> <http://thebaselschoolofdesign.ch>  
Prof. Michael Renner

### UK

University of Reading  
<http://www.reading.ac.uk>  
Prof. Gerry Leonidas and Fiona Ross

University of Westminster (in discussion)  
<https://www.westminster.ac.uk>  
Prof. Hans Dieter Reichert

### Poland

Uniwersytet Śląski w Katowicach (confirmed)  
<http://english.us.edu.pl>  
Prof. Stefan Lechwar and Tomasz Kipka

### Armenia

American University of Armenia  
<https://aua.am>  
Prof. Ruben Malayan

### Ecuador

UTE Universidad Tecnológica Equinoccial (confirmed)  
<https://www.ute.edu.ec>  
Prof. Christopher Scott

### Mexico

COCO School México (confirmed)  
Escuela Europea para la Comunicación y las Artes Visuales  
<http://cocoschool.mx> Prof. Eric Olivares Lira

CETYS Universidad Campus Ensenada (confirmed)  
<https://www.cetys.mx/en/ensenada-campus/>  
Prof. Diana Robinson

### New Zealand

Massey University  
<https://www.massey.ac.nz>  
Prof. Brian Lucid



## Information

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### Recommended hotels & accommodation

Hyatt Place San Jose/Downtown

Almaden Blvd San Jose CA

Room, 2 Double Beds, 366 square feet (sleeps 4 guests) Price: \$309 (Free Cancellation)

Hilton San Jose

Almaden Blvd San Jose CA

Room, 2 Double Beds, 450 square feet (sleeps 4 guests) Price: \$295

### General Information about California USA

<https://www.visittheusa.com/state/california>

<https://www.tripsavvy.com/dos-and-donts-for-united-states-travel-3301021>

<https://www.visittheusa.com/info/us-travel-information>

From its celebrated coastline to its broad heartland and granite Sierra peaks, California offers a lifetime of vacations in one Golden State. In a place this big and diverse, there is truly something for everyone—and plenty left over to keep you coming back. Sunny beaches and surfers in the waves, dazzling cities filled with culture and entertainment, jaw-dropping parklands and vistas worthy of any bucket list—California has incomparable star quality. Enjoy a kid's wish list of iconic theme parks, or indulge in some of the best food and wine experiences in the world. Whether seen from a five-star hotel balcony or through tent flaps, California is truly golden.

### San Francisco

Golden Gate Bridge, Alcatraz, America's largest Chinatown, cable cars, Victorian houses, mecca of cultural, ethnic and sexuality.

### San Jose

Near San Francisco but with a distinct identity, home of the Winchester Mystery House, and the center of Silicon Valley, which is home to many technology companies.

### Climate

The state's climate varies from temperate at the coast to the brutal winters of the mountains to one of the world's hottest regions in the deserts. Rainfall is more common in the northern part of the state than in the south, and snow is rare except in the mountains.

### Average Weather in August in San Jose, California

Daily high temperatures are around 82°F, rarely falling below 75°F or exceeding 91°F. The highest daily average high temperature is 82°F on August 24. Daily low temperatures are around 60°F, rarely falling below 56°F or exceeding 64°F.

## Information

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### People

California is a very diverse state with many ethnic groups. California has large populations of people of varied backgrounds such as Mexican, Salvadoran, Guatemalan, Armenian, Iranian, Irish, Jewish, Chinese, Russian, Filipino, Eastern Indian, Korean, Japanese, Vietnamese, Cambodian, Thai, and Hmong. California also has large populations of African Americans and Native Americans.

### Access by plane

Like most American cities, most cities in California have an international airport. The major international airport is the San Francisco International Airport (SFO). SFO has many flights to Europe and is an important gateway to and from Asia, given its relatively close proximity to the continent.

### VISA & Entry

Depending on the issuer of your passport, a visa may be required for entry into the United States. Please check Visa Waiver Program (VWP) whether your country may apply or not.

### Language

The California Constitution states that English is the official language of the state of California, Californian English is the main language and Spanish is the de facto second language. The state is highly influenced by Spanish culture, as California was one part of the Spanish empire until 1821, and then to Mexico for a short while after until ceded to the USA in 1848. Store and street signs are sometimes written in both English and Spanish in major metropolitan areas, and "Spanglish" (a mixture of English and Spanish) is often used and heard throughout the state.

### Currency

The currency in USA is the Dollar (\$).

Denominations for coins are 1¢, 5¢, 10¢, 25¢. For Banknotes are \$1, \$5, \$10, \$20, \$50, \$100

### Electricity

The standard voltage in USA is 110 volts.

Visitors from countries using 220 volts may need a multi-voltage adaptor to convert to 110 volts.

### Shopping

California sales tax varies from 8.5% in rural areas to as high as 10.0% in certain cities. The State Board of Equalization maintains up-to-date charts of sales taxes for all California cities and counties. Sales tax is charged on all goods but not services. It is not included in prices (with the exception of gasoline) and is normally calculated and charged at the cashier. California retail receipts always show a "subtotal," then the amount of sales tax, then the real "total" obtained by adding the two.

### Food and Eatery

Like most U.S. states, California sales tax is not refundable for tourists from out-of-state. Regardless, because sales tax is charged only at the final point of sale (unlike a value-added tax which is levied on

## Information

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every producer in the chain), California prices (even after tax is accounted for) are often still very affordable for tourists visiting from countries that charge high import tariffs and VAT for the same goods. The culinary style known as Californian Cuisine is noted for its use of fresh often local ingredients and imaginative fusion of several styles.

### Drink

The legal drinking and purchasing age of alcoholic beverages is 21. Under age drinking is taken very seriously so if you are in a club or bar and appear to be under 30 you should be ready to present identification showing your age. However, California is one of the 17 states that doesn't penalize a minor for consuming alcohol if he/she is discovered to have been drinking alcohol through his/her reporting a medical emergency for another under age drinker. California is known for its fine wines and gourmet beers. Napa, Sonoma and Mendocino are premier wine districts north of San Francisco.

### Smoking

Smoking is prohibited by law in indoor public areas. Please refrain from smoking in all venues at all times. Non-smoking areas include the meeting rooms, exhibition area and registration areas, restrooms and within 10 meters from the main entrances and exits of all venues of the Congress. Smoking Area: Exterior of the venue / KDJ Convention Center 4F balcony

### Respect

California is filled with a very diverse group of people. Northern and Southern California have extremely different cultures, while the rural areas in the Central Valley and Eastern portions of the state differ even more significantly. Like much of the US, sensitive topics include immigration, race, gay rights, and politics. Know that California is predominantly highly progressive, and views that could be interpreted as bigoted are not widely tolerated.

### Local Transportation: Uber and Lyft

Uber and Lyft are the most cost effective and convenient transportation service in town.

### Stay Safe

Due to California's proximity to the International Boundary with Mexico, visitors should be cautious while in areas near the border. Know where you are at all times, follow good safety procedures and use common sense when making decisions. Do not pick-up hitch hikers. Keep valuables, including spare change, out of sight and lock your vehicle. Avoid traveling in well-marked but unofficial "trails." Report all suspicious person and behaviors to U.S Border patrol, California Highway Patrol or other law enforcement agency