SEOUL MEDIA
INSTITUTE OF TECHNOLOGY



SEOUL MEDIA INSTITUTE OF TECHNOLOGY **CONVERGENCE ART & DESIGN**

www.smit.ac.kr

Department of Convergence Art & Design



The Department of Convergence Art & Design at SMIT fosters creative professionals who lead innovation by merging artistic insight with advanced technologies. Our graduate program emphasizes hands-on, research-driven education using cutting-edge tools such as AI, AR/VR, hyper-realistic media, and the metaverse.Through interdisciplinary collaboration and real-world project-based learning, we prepare students to become agile leaders equipped for the challenges of the future.

Educational Goals & Graduate Profile

We cultivate transdisciplinary designers, art-and-technology-based artists and engineers, creative UX researchers and designers, audiovisual creators using emerging technologies, and interdisciplinary cultural planners and researchers.

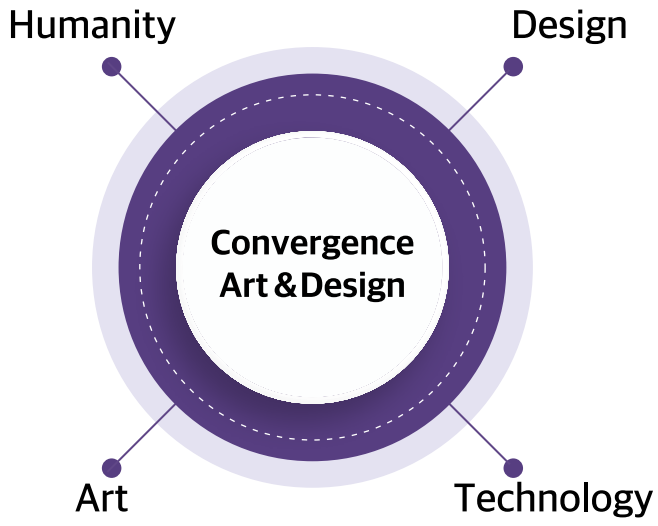
Core Areas of Education

Design
Graphic Design, Visual Design, Product Design, Motion Design, AR.VR Content Design, Interactive Design, UX/UI Design, Sound Design

Technology
Artificial Intelligence(AI), Augmented Reality(AR), Virtual Reality(VR), XR(Extended Reality), Data Visualization

Humanity
Human-Computer Interaction, Cultural Theory, Art&Visual Aesthetics, Design Aesthetics

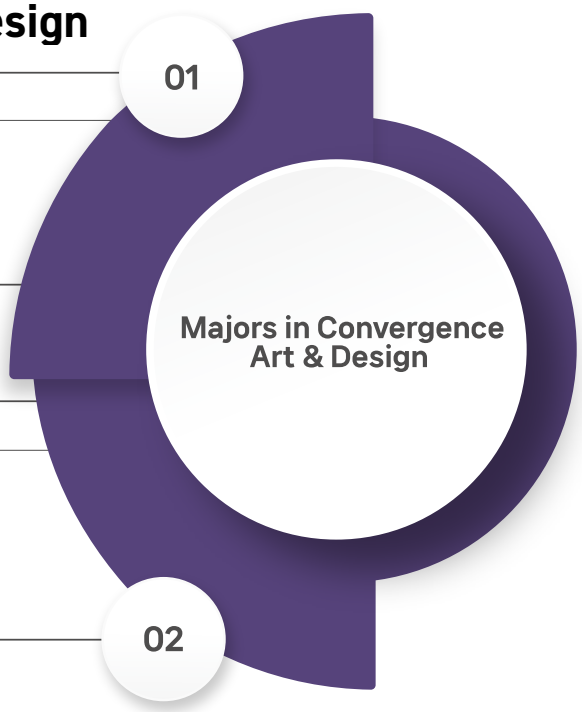
Art
Mobile Art, Robotic Art, Audiovisual, Digital Installation, Interactive Media Art, Generative Art, Sound Art



Curriculum

A specialized program that combines Humanities, Art, Design, and Technology to foster creative talents capable of applying technology with a humanistic perspective and exploring transdisciplinary practices in art and design.

Majors in Convergence Art & Design



AI Film Arts

The AI Film Arts program combines depth in visual storytelling with innovation in AI technology to cultivate the next generation of production creators equipped with the advanced storytelling skills and cutting-edge production expertise demanded by the evolving film and media industry.

Media Art & Design

The Media Art & Design program is an innovative program that cultivates artists working at the intersection of art and technology, technical directors, and designers who transcend disciplinary boundaries. Grounded in an understanding of human experience and the integration of technology, it develops creative and practical expertise in new media art and design.



Creative Innovator,

Majors
Department of Convergence Arts & Design

The Department of Convergence Arts & Design offers a forward-looking curriculum that integrates art and design. Students creatively explore advanced technologies such as AI, VR, AR, and highly immersive media through hands-on practice. Emphasizing critical thinking about human psychology and human–technology interaction, the program fosters interdisciplinary collaboration across art, technology, and the humanities while developing practical skills that meet the needs of the field.

Media Art & Design Major Grounded in an understanding of people and media, this major bridges artistic experimentation and design practice. Students use diverse media and digital technologies to design new sensory experiences. The program aims to cultivate creative professionals who work across art and technology, technical directors who lead the realization of media projects, and designers who expand the boundaries of their disciplines.

AI Film Arts Major This major explores new visual languages and production methods by integrating narrative expression with generative AI. Students develop comprehensive production skills encompassing planning, directing, image and video generation, editing, and post-production. The program aims to cultivate AI-based visual media creation professionals who can bring original stories to life and lead innovation in the visual media industry.

Major Features

Innovative Art & Design Integration:
A leading curriculum that merges art and design.
Creative Use of Advanced Technologies:
Hands-on exploration of AI, VR/AR, and hyper-immersive media.
Human-Centered Critical Thinking:
Emphasis on understanding human psychology and human–technology interaction.
Interdisciplinary Collaboration:
An integrated approach across art, technology, and the humanities.
Practice-Oriented Education:
Practical training aligned with industry needs in the fields of art and design.



FACULTY

Beyond Boundaries: Innovating Art&Design through Technology

SMIT shapes the future through the convergence of art, design, and advanced technology.The Department of Convergence Art & Design supports students not only in adapting to changes in digital media and technology, but in leading and innovating them.



Professor Hyun ju Kim

Ph.D. Coursework Completed -Digital Culture, Communication, Seoul National University
Syracuse University MFA(Computer Art)

Research Areas :
New Media Art, Media Aesthetics, Computational Experimental Film, CG Motion Graphics & VFX

Contact : hjkim@smit.ac.kr
02-6953-3174
lab.ex-media.org



Professor Ju-Hwan Lee

Yonsei University, Ph.D. in Psychology
(Cognitive Engineering, Human-Computer Interaction)
Yonsei University, M.A. in Psychology, Seoul, Korea

Research Areas :
Multisensory User Interfaces, UX Research,
Design Psychology, Human-Computer Interaction (HCI)

Contact : jhlee@smit.ac.kr
02-6953-3159
www.interactionlab.kr



Professor JiYoon Chun

Sogang University School of Media, Ph.D.in Art Technology
School of Visual Arts, MFA (Design), NewYork,NY
Columbia College Chicago, BFA(Photography, Advertising Arts), Chicago, IL.

Research Areas :
Art Technology, Design Aesthetics, AI & AR Content, Mobile Art, Interactive Media Art,
Cultural Arts Education Content

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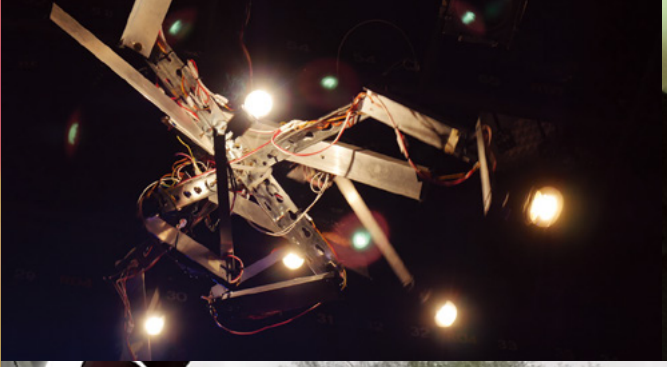
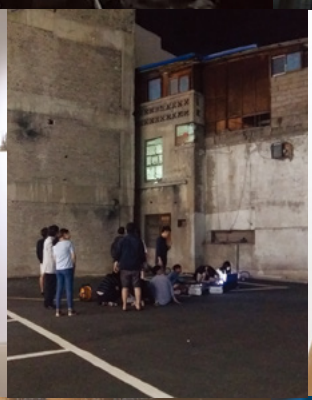
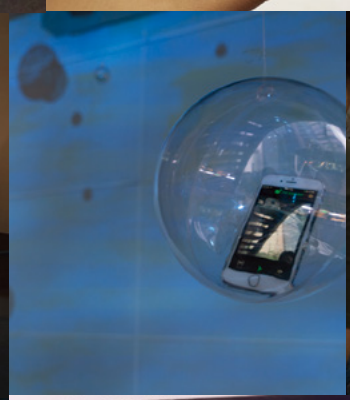












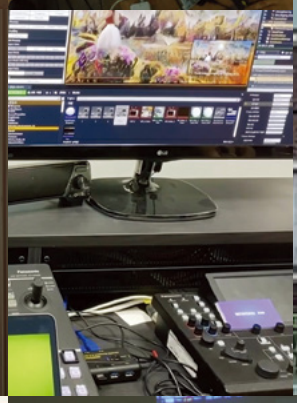





Isaac Lee





SOMEWHERE


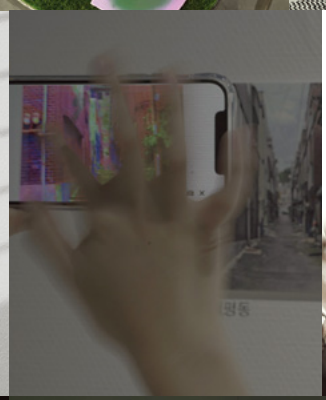
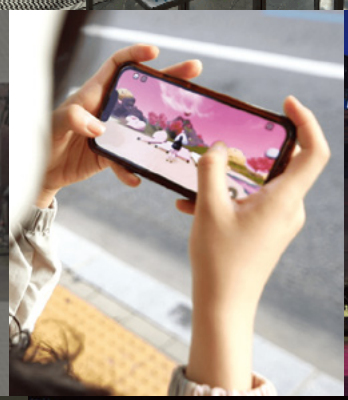


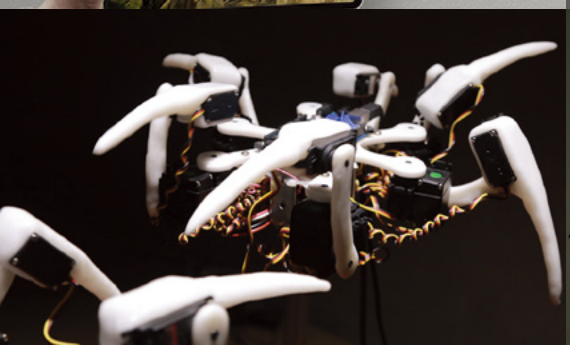


watch out

The Future
Green





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