

Graduate School of Culture Technology

URL : ct.kaist.ac.kr
Dept. Phone : +82-42-350-2902, 2903

Introduction

□ Significance of Culture Industry and Purpose of CT Establishment

In the 21st century, information technology (IT) holds great cultural value that further develops the enjoyment of society. The focus of the industry is on the immaterial aspects of life, aiming at culture. Culture industry is becoming one of the rapidly growing industries that contribute to the economic growth of Korea. The culture contents play a major role in the development of IT industry. Korea's culture industry is worth approximately 35 billion dollars, 5% of GDP (US 7.8%) with a yearly growth rate of 21% (world average growth rate 5-6%). The main goal in the 21th century is to improve the quality of people's life through the advancement of culture industry.

As the digital technology becomes more and more sophisticated, changes are spreading out, initiating collaboration among various different areas to create a new paradigm. The development of culture industry tends to rely on the technology, especially digital technology. Therefore, KAIST Graduate School of Culture Technology (GSCT) was established with the intent to emphasize the collaboration of different disciplines such as technology, liberal arts, business, and art and design. The curriculum will educate leaders with knowledges in cultural arts, liberal arts, technology and business mangement skills while develop science and technology that will open up the culture industry.

□ Characteristics of 21st Century Culture Industry

First, the world shares common culture through the development of information, communication and network technology in the globalized 21st century.

Second, the industry paradigm shifts the focus from hardware to contents through immaterization.

Third, culture and culture products are immersed in our lives available in anytime, anyplace, any situation, and in any form by being ubiquitous.

Forth, culture contents are transformed to advanced technology to catalyse the development of IT.

Through this background, the convergence among the disparate genre of digitalized culture contents brings about a new business model such as One Source Multi Use (OSMU) which produces various contents from a single source. Furthermore, digital technology based culture contents industry is newly formed with the coalition with the state of the art technology.

□ Graduate Program

Reasons for educating leaders

"21 century culture leader" is a pioneer, planner, designer, and producer who explores new cultural genre, develop new technology, and provide new business model, and present new theory and paradigm through creativity and profound knowledge in culture, science, and technology. The leaders will be educated to have excellence, flexibility, global sense, leadership and vision.

The leaders will be deployed in the culture industry and in education. The masters of science will primarily

pursue their careers in the industry and Ph.D's as professors and researchers. Especially, fostering of marketing professionals and entrepreneurs in culture industry will contribute to globalization of culture industry in Korea.

Master's Degree Program

The goal is to educate "originators" who will lead the global culture content business. The students perform the interdisciplinary research on fundamental and applied technology pertinent to CT. They plan culture contents and create content business model through projects and hands-on experiments.

Doctoral Degree Program

The students perform in-dept research and projects on fundamental and applied technology pertinent to CT. The research and industry projects will be closely connected to supply Ph.D.'s to culture industry and education as professors and researchers upon completion of the program.

Content Creation Technology

- Planning production processes of culture contents distributed in various media
- Research on scientific and artistic understanding on media
- Research on digital storytelling and communication theory

Contents Planning and Digital Culture Theory

- Artistic experiments on contents, digital aesthetics, design experiments on interface
- Development of artistic presentation by exploiting media
- Humanities and sociological approach toward digital culture

Culture Technology Management and Policy

- General understanding of culture technology and policy
- Developing culture contents business strategies