

SKKU
School of
Art

Department of Game Design

'25

Content

01

About
the Department

02

Education

03

Projects

04

People

05

About
the University

The **SKKU Department of Game Design** is operated in conjunction with the **SKKU Game Center Research Lab**, creating a unique ecosystem where **education, research, and industry collaboration** come together.



Make Fun
Make Creative

Our Mission

We aim to nurture next-generation leaders in the gaming industry with emphasis on **creativity, production, research ability** and **social responsibility** with emphasis on incorporating **A.I.** into design process.

Our Vision

“ Cultivating creative talent through **humanities and arts-based** Game Design curriculum and **adopting gaming culture** through **game-making** and **game-playing** in the department. ”



Creativity

based on Art and Humanity Studies

Productivity

based on AI and Hands-on Practices

Research Ability

Strong Game Research Aptitude

Responsibility

Ethical Design and Serious Games

The Department

Department of Game Design at Sungkyunkwan University
Graduate Program (MFA, MA, Ph. D)

Undergraduate Access

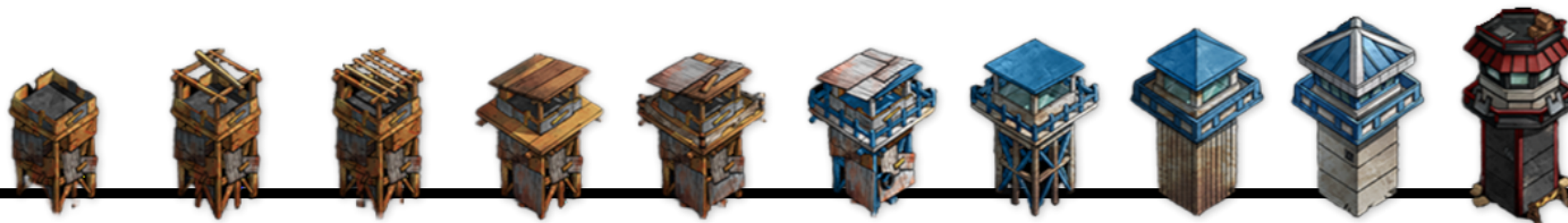
While SKKU does not offer a standalone undergraduate major in Game Design, courses are **open to students across the university**.

Many undergraduates from Film, TV and Multimedia Studies and other departments join our classes to explore game design as part of their studies.

Graduate Studies

SKKU offers both **Master's and Doctoral degree** programs in Game Design.

Graduate students pursue **advanced research and production**, combining independent scholarship—such as writing papers and presenting at conferences—with participation in in-depth collaborative projects.



Curriculum for the Department of Game Design

Games for [**Creativity**]

Introduction to Game Design, AI based Game Design, AI based Game Workshop 1, Design for Games

Games for [**Academia**]

Game Research 1, Game Research 2, Game Design Project 1, AI based Game Workshop

Games for [**Industry**]

Game Startup and Entrepreneurship, AI based Game Analytics and Business, Game BM Design,
Game Service and Marketing, Content Franchise and IP

Games for [**Change**]

Introduction to Serious Game, Science of Fun, Serious Game Workshop, Storyplaying Experience Design

Games for [**Culture**]

Designed World Research, Game Costume Design Ideation and AI, Gaming Skin Design, Fashion Gamification,
VR Game Costume Portfolio, Fashion Gamification

Commercial Game Project

NAVER WEBTOON IP Based Game Commercialization & Exhibition (G-STAR)



Based on the webtoon
<My Little Bookstore> IP
Mobile Game My Little Puzzle

To be showcased at the G-STAR
International Game Show in
November 2025
Scheduled for commercial release
in Winter 2025 / Spring 2026

White Day: Scattered Pieces, Crossing Destinies

Based on the legendary Korean horror game White Day: A Labyrinth Named School IP, this project expands the narrative and gameplay for a new generation of players.

The project highlights SKKU's commitment to connecting academic research and commercial development, transforming a classic IP into a contemporary game experience.

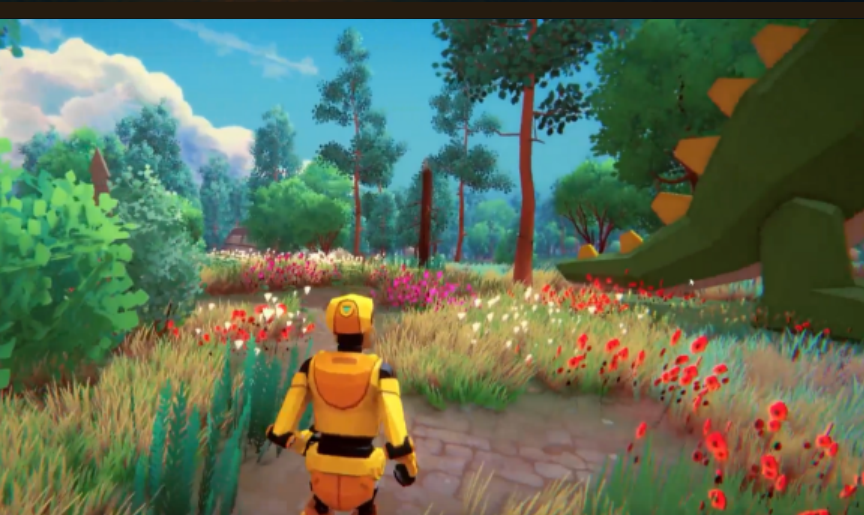


Game-Based Digital Therapeutic Technology for Adolescent Mental Health Management

03 Projects



The Stars - MBCT-Based Sensory
Training Game
Jointly designed with the Department
of Social Welfare



MindTrekking - MBCT-Based Trekking
Scenario Game
Jointly designed with the Department
of Social Welfare, and
the Department of Visual Media

CRC – Radiation Safety Research Based on the Metaverse

Completion of VR+AR-based
radiation hazard space simulation
and prototype demonstration

→ Developed for public education,
with ongoing production of
simulations and educational
games.



Guro Market-Based Community Revitalization Project



RISE Project: “Local Issue-Solving Initiative” – Revitalization of the Guro traditional market through children’s puppet street performances and festivals.

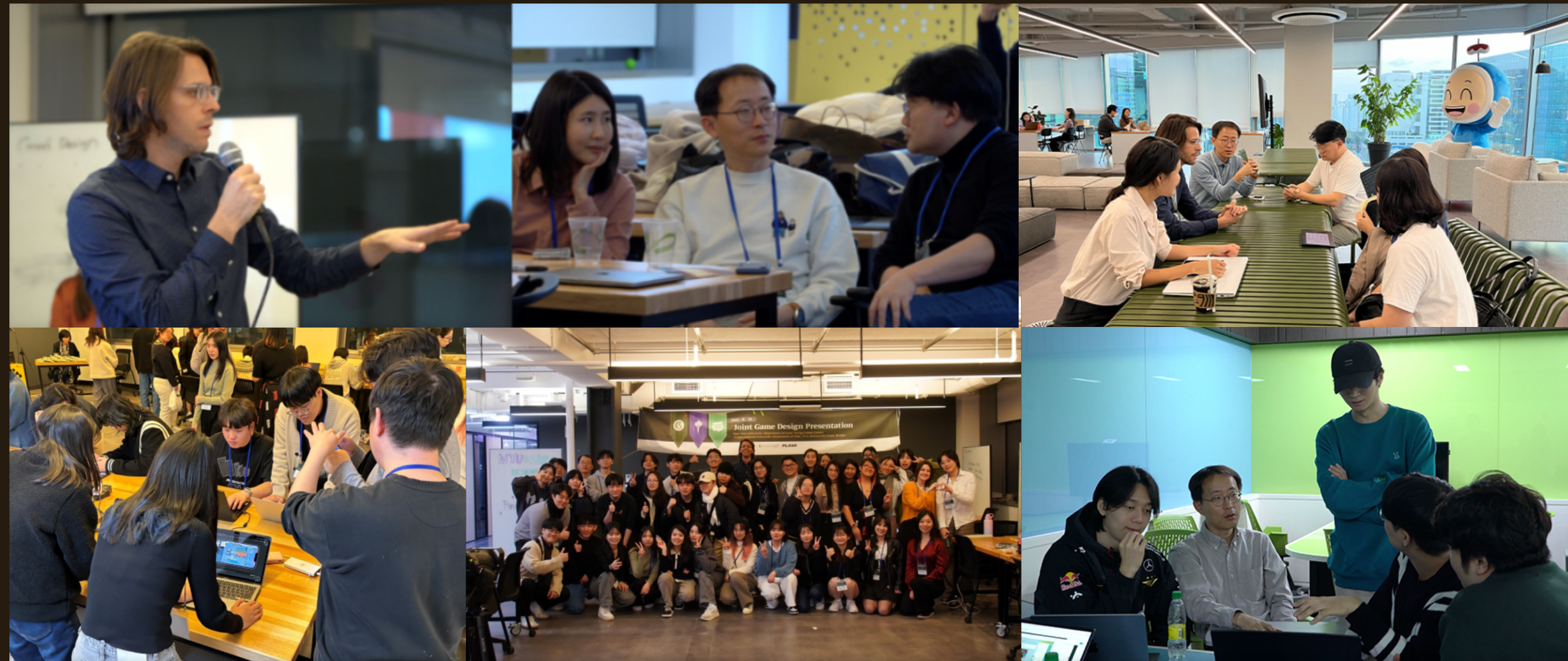
By leveraging resources from the Creative Industry Talent Development Project, the initiative also develops an escape game for children, creating an integrated content strategy.

Global Partnership Project

NYU × SKKU
× NAVER WEBTOON

Through a joint competition program with NYU Game Center, outstanding student projects were selected for further development. Building on this collaboration, SKKU established a Sister Class with NYU to foster continuous exchange of curriculum, faculty, and student projects.

As a result, selected concepts are now being developed into commercial titles in partnership with NAVER WEBTOON, bridging academic creativity with real-world industry application.



Ctrl + Alt + Game : Rebooting Imagination



May 28, 2025: Sungkyunkwan
University Humanities & Social
Sciences Campus, Small Theater B3,
Business School

May 30, 2025: Sungkyunkwan
University (Pangyo Campus)

In collaboration with the global
Serious Game NGO Games for Change,
world-renowned game designers and
leading scholars were invited to share
insights such as “What kinds of
creativity and imagination shape the
games they make?”

Ctrl + Alt + Game : Rebooting Imagination

Susanna Pollack – President of Games for Change (Games for Good, XR for Change, G4C Student Challenge – strategies for social impact through games)

Lindsay Grace – Professor, University of Miami School of Communication (Doing Things with Games, Social Impact through Design – impact game design and research)

Eric Zimmerman – Professor, NYU Game Center (Rules of Play, The Game Design Reader – game design and interactive storytelling)

Jesper Juul – Researcher, MIT Game Lab & Professor, Royal Danish Academy (Half-Real, The Art of Failure – game narrative and player experience)

Takashi Tokita – Producer, Square Enix (Final Fantasy IV, Chrono Trigger, Parasite Eve – JRPG narrative design and role-playing game system design)



Faculty



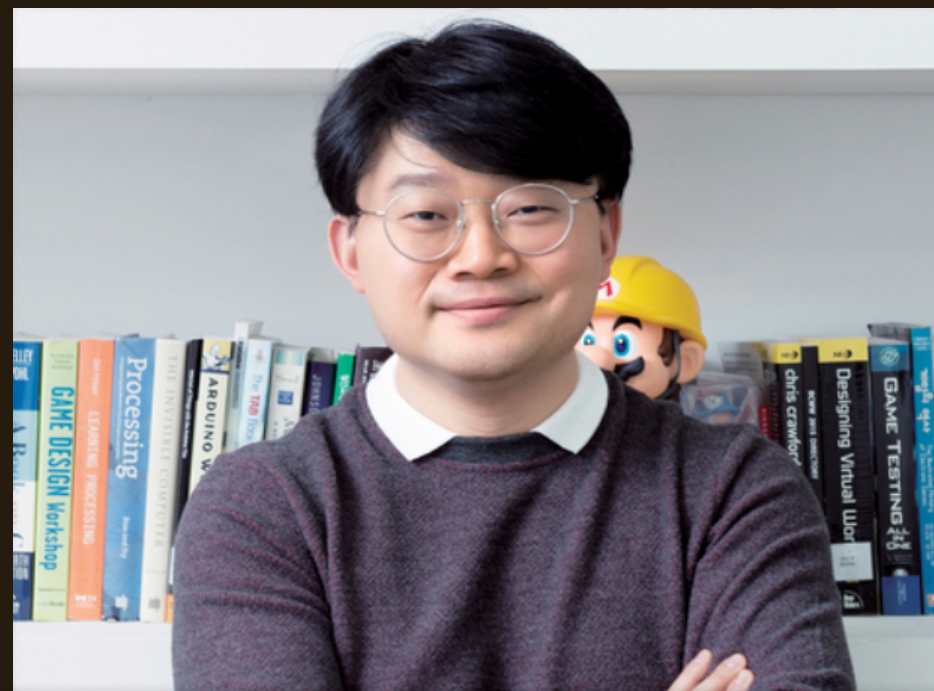
Jaejun Lee

**Department Chair,
Associate Professor**

Interactive Content Design

E. leejaejun@skku.edu

Game Design, Interactive Content
Design, Artificial Intelligence, AR, VR



Jun Hee Lee

Professor

Interactive Design

E. junheeleee@skku.edu

Game Design, New Media
Storytelling, Media Interaction
Design, Broadcasting Content
Design



Peter Lee

Adjunct Professor

Game Design

E. mice3nyc@skku.edu

Serious Games, Game Design,
Applied Game Development,
Game Concept Studies



Myungkyu Lee

Adjunct Professor

**Game Programming &
Systems Design**

E. mugi0723@skku.edu

Game Programming,
Artificial Intelligence in Games,
Interactive Systems

SAMSUNG

Sungkyunkwan Universtiy



Founded in 1398 as the highest educational institution of the Joseon Dynasty, Sungkyunkwan University (SKKU) has grown into a world-class research university recognized in the QS World University Rankings.

In partnership with **Samsung** Group, SKKU nurtures convergence-oriented talent across its Seoul campus (Humanities and Social Sciences) and Suwon campus (Natural Sciences), **combining tradition with cutting-edge research infrastructure.**

SKKU
School of
Art

Department of **Game Design**

Thank you.

'25