



JunHee Lee

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Hoam Hall 51003, Sungkyunkwan University,

25-2, Sungkyunkwan-ro, Jongno-gu, Seoul, Republic of Korea

## OBJECTIVE

Professor of Film, Television and Multimedia

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## EDUCATION

### **Ph. D. Candidate, Culture Technology,**

Graduate School of Culture Technology, Korea Advanced Institute of Science and Technology, Korea  
Concentrations: Game Design, Interactive Technology Design

### **M.P.S. Interactive Telecommunications Program, 1994**

Tisch School of the Arts Graduate School, New York University, U.S. A.  
Concentrations: Interaction Design, Interactive Content Design  
Thesis: Not Just Another Remote

### **B.A. Computer Science, 1991**

Courant Institute of Mathematical Sciences, New York University, U.S.A.

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## EXPERIENCE

### **Professor (Tenured), 2002 ~ Present**

Department Chair, 2006 ~ 2007, 2012 ~ 2013  
Department of Film, Television and Multimedia, College of the Arts, Sungkyunkwan University  
Seoul, Korea

### **Committee Professor, 2014 ~ 2016**

Brain Korea21 Plus Project, Da Vinci Innovative Artist Resources Development Group,  
Sponsored by Ministry of Education, Korea

### **Editor in Chief, 2015 ~ 2019**

Contents+, The Journal of Korea Society of Media Arts (Listed in Korea Citation Index)

### **Director, 2009 ~ Present**

Korea Society of Media Arts ([www.kos-ma.org](http://www.kos-ma.org))

### **Board Member, 2010 ~ 2018**

Transmedia Institute ([tmi.or.kr/wp/](http://tmi.or.kr/wp/)), Seoul, Korea

### **Department Chair, 2008 ~ 2010**

Department of Image Media, Graduate School of Information and Communication,  
Sungkyunkwan University, Seoul, Korea

### **Chair, 2007 ~ 2008**

Research Center for Performing Arts and Visual Media, Sungkyunkwan University,  
Seoul, Korea

### **Chief Planning Officer, 2000 ~ 2001**

Interactive Voice Incorporated,  
Seoul, Korea

**Chief Operating Officer, 1997 ~ 1998**

Sympact Interactive Incorporated, Seoul, Korea

**Assistant Professor, 1997 ~ 2002**

Multimedia Department, Kaywon School of Art and Design, Kyunggi-do, Korea

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**ACTIVITIES****Committee Member, 2014**

Committee for Sustainable Tourism, Ministry of Culture, Sports and Tourism

**Panel Member, 2012**

Culture Technology R&D Creative Panel, Korea Creative Content Agency

**Committee Member, 2009, 2010, 2012**

Culture Technology Project Planning Committee, Korea Creative Content Agency

**Committee Member, 2010 ~ 2011**

International Exposition Yeosu Korea 2012 Exhibition Planning Committee, Korea Fisheries Infrastructure Promotion Association

**Committee Member, 2010 ~2012**

Content Advisory Committee, The National Library for Children and Young Adults

**Committee Member, 2009 ~ 2010**

Project Assessment Committee, Korea Post Information Center

**Judge, 2006 ~ 2008**

Expert Judge Committee, Korea Film Festival, Munhwa Broadcasting Corporation

**Committee Member, 2007 ~ 2009**

GDC Selection Committee, Korea Creative Content Agency

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**PUBLICATIONS**

Kim SK & Lee JH. (2019) Anatomic Anthropometry Model for Face Generation Program Based on Physiognomy, Journal of Korean Society of Media Arts, Vol. 17-4

Shi TF & Lee JH. (2018) Localization and Re-localization of the Reality TV Show- Focus on the Comparative Analysis on the Versions of <Big Brother>, Journal of Korean Society of Media Arts, Vol. 16-2

Choi YM & Lee JH. (2015) Designing an Expanded-Type Transmedia Story-World: Case Study of 'Cloud Bread', Journal of the Society of Design Studies, Vol. 28-4

Lee JH & Lee JH. (2015) A Study on ARG-Based Idol Promotion Strategy – Case of <Pathcode EXO>, Journal of Korean Society of Media Arts, Vol. 13-6

Kim SK & Lee JH. (2014) Analysis on Physiognomial Characters of Villains Appeared in Disney Animated Film, Journal of Korean Society of Media Arts, Vol. 13-4

Lee JH. (2014) Discourse of the Emergent Storytelling through Game's Formal Elements in Film, <The Experiment>, Journal of Korean Society of Media Arts, Vol. 12-4

Choi YM & Lee JH. (2014) Classification of the Secondary World for Fantasy Films, Journal of Korean Society of Media Arts, Vol. 12-3

Chung DU & Lee JH. (2014) Linguistic Attribute of Game Player's Behavior, Journal of Korean Society

of Media Arts, Vol. 12-1

Shin JS & Lee JH. (2014) Type Analysis for the Duality of Time in Games, Journal of Korean Society of Media Arts, Vol. 12-1

Kim MO & Lee JH. (2013) A Comparative Study on the Violent Tendency of Cyberspace and Millennial Zombie Cinema, Journal of Korean Society of Media Arts, Vol. 11-4

Lee JH. (2013) Storytelling Ecosystem Model Based on Expanded-Type Transmedia Storytelling, Journal of Korean Society of Media Arts, Vol. 11-3

Lee JH. (2011) Interpretation of Emergent Game Storytelling Structure through MDA Framework, International Association of Societies of Design Research, Vol. 24-4

Shin WS. & Lee JH. (2011) Interaction Design of Mash-up Content Production for Radio & Audio DMB, International Association of Societies of Design Research, Vol. 24-4

Lee JH. (2010) A Study on the Dynamics of Game Systems through Characteristics Model, Journal of Korean Society of Media Arts, Vol. 8-1

Ahn K. J., Shin J. S. & Lee JH., (2010) Study for Iterative Design Process Making Big Game, "Size Game", Journal of Korean Society of Media Arts, Vol. 8-2

Lee JH. (2010) Design Methodology for Big Games, Journal of the Society of Design Studies, Vol. 23-3

Lee JH. (2010) Designing Games with 'Boundary' as Formal Element, Journal of Korean Game Society, Vol. 10-2

Lee JH. (2010) Shouting Theater: Vocal Interaction Patterns for Interactive Movies, Journal of Korean Society of Basic Design and Art, Vol. 11-3

Lee JH. (2008) Analysis of Fun Based Online Services using Software Honeycomb, Journal of Korean Society of Basic Design and Art, Vol. 9-1

Lee JH. (2006) Game Storytelling Analyzed through Montage Technique Borrowed from Film - Case Study of Game "World of Warcraft", Journal of the Society of Design Studies, Vol. 19-1

Lee JH. (2003) Structural Design of Interactive Storytelling, Journal of the Society of Design Studies, Vol. 16-4

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## Book Chapters

Lee JH. (2015) Creativity of Games p21-37, *Convergent Art and Creativity*, Sang Publication, Seoul

Lee JH. (2015) Expansion of Games p121-138, *Theory and Practice of Convergent Art*, Sang Publication, Seoul

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## PRESENTATIONS

Esser A & Lee JH. (2018) Transnational Conglomeration and Cooperation in TV Format production: The Europe-Asia Connexion, The 12th Biennial Crossroads in Cultural Studies Conference, Vol. 1-1

Lee JH. (2015) Collaborative Play: An Aspect of Collective Montage, *Japan-Korea Joint International Conference on Arts Studies - The Theory and Reality of The Convergence in Arts*, p 62-6 Seoul, Korea

Lee JH. (2015) Collective Montage: Collaborative and Creative Behaviors of Game Players, *Korea-Singapore Joint International Conference on Arts and Design Interdisciplinary Studies*, p 16-19 Seoul, Korea

Lee JH. (2014) Undesigned layer Activities in Games, *Art, Culture & Creativity and Interdisciplinary Research*, p 81-83 Hiroshima, Japan

Lee JH. (2014) A Survey of Creative Behaviors, Montage and lay for Games, *Interdisciplinary Art Conference for New Value Creativity*, p 133-139 Seoul, Korea

Lee JH. (2010) Interpretation of Emergent Game Storytelling through MDA Framework, International Association of Societies of Design Research

Shin Y. & Lee JH. (2010) Storytelling Design Modeling by Monomyth Analysis of TV Drama Narrative, International Association of Societies of Design Research

Park S., Kim M.K. & Lee JH. (2010) Case Analysis of Public Performance Interactive Art from Game Design Perspective, International Association of Societies of Design Research

Lee JH. (2007) Game Design Issue: Game Developers Conference 2007, Korea Culture Content Agency

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## EXHIBITIONS

Lee JH. (2018) 'GOM', Flow of Light, Jung-Dong Little Theatre

Lee JH. (2012) 'Ah, It's Warm', Media Prism Exhibition, Korea Society of Media Arts, Seoul Square, Seoul

Lee JH. (2012) 'Let's Go Seaside', Korea Fisheries Infrastructure Promotion Association, Chunggye Square, Seoul

Lee JH. (2010) OMMRPG, Come Out & Play Festival 2010, Brooklyn, New York.

Lee JH. (2009) Korean Laser-Ball Game, Interesting Games Festival 2009, Bristol U.K.

Lee JH. (2008) Size Game, Come Out & Play Festival 2008, New York, U.S.A.

Lee JH. (2007) OMMRPG, Come Out & Play Festival 2007, Amsterdam Netherlands.

Lee JH. (2005) The Other Side of 'What Dragon', Exchange Exhibition of Korea-Egypt, Egypt

Lee JH. (2005) Feel Wheel, HCI 2004 Design/Art Exhibition, Daegu EXCO

Lee JH. (2004) Will You Do the Fandango? Today and Tomorrow of Korean Culture of Craft Design, Ryoshin Art School Exhibition Hall, China

Lee JH. (2004) What Dragon! Seoul International Character Fair, COEX

Lee JH. (2004) Things that Don't Work as We Plan, One Two, Three, Pun & Fun Exhibition, Seoul International Design Plaza

Lee JH. (2004) Infinite Rotational Holohedry, 56<sup>th</sup> Member Exhibition of Association of Industrial Artists, Seoul International Design Plaza

Lee JH. (2004) The Other Side III, HCI 2004 Design/Art Exhibition, Phoenix Park Convention Center

Lee JH. (2003) Emoticons R' Us, Emoticon Festival 2003, Seoul International Design Plaza

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## PROJECTS

2016 Development of Interactive 4D-Experience Rider Software, Simuline Inc.

2014 Development of 4D-Experience Software-Hardware System for Full-Immersion Education System, ETRI

2012 Korea Creative Content Agency 'CT Outlook 2012'

2010 Games & the Future of Learning, World-Class Expert Invitational Education Series, Ministry of Culture, Tourism and Sports

2006 Sprint Repeater Web GUI, Altron Inc.

2005 Fried Screen Film Festival, Boundary of Forest

2005 Princess, Site Localization, Walt Disney Korea

2004 Tigger the Rescuer, Web Game for Walt Disney Korea

2004 Mickey's Fireworks, Mobile Game for Walt Disney International

2003 Monsters, Inc. Mobile Game for Walt Disney International

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## GRANTS

(Approx. US\$180,000) 2015-2016 Global Education Program Development Project, Korea Creative Content Agency

(Approx. US\$25,000) 2013 National Research Fund

(Approx. US\$3, 500,000, US\$38, 000 per researcher) 2012 2013 Brain Korea 21 Plus Project

(Approx. US\$1,500,000, US\$18,000 per researcher) 2013 Brain Korea 21 Plus Project

(Approx. US\$25,000) 2013 National Research Fund

(Approx. US\$4,000,000, US\$13,000 per researcher) 2012 Leading University Support Program for Industrial-Academia Cooperation

(Approx. US\$200,000) 2012 'Let's Go Seaside', Korea Fisheries Infrastructure Promotion Association

(Approx. US\$25,000) 2012 National Research Fund

(Approx. US\$13,000) 2011 Sungkyun Research Fund

(Approx. US\$50,000) 2010 Games & the Future of Learning, World-Class Expert Invitational Education Series, Ministry of Culture, Tourism and Sports

(Approx. US\$10,000) 2007 Sungkyun Research Fund

(Approx. US\$12,000) 2006 Support Grant for Creative Labor Education Program, Ministry of Culture

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## REFERENCES

Available upon request