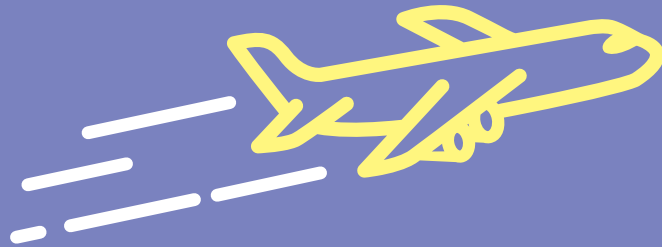


# 2025 K-Arts Winter Workshop



Korea National University of Arts | Seokgwan-dong Campus



January 20 - 23, 2025



Korea-Thailand Web Content Workshop

# Asians, Who Are We?

“Who are we?”

We share the regional and cultural identity of being Asian, yet we still seem unsure of who we are. The world is becoming smaller, as indicated by terms like global village and global citizen. We not only share and enjoy our values and synergies, but we also share in our hardships. This is an era when we need to come together and share our concerns more often.

This workshop explored the topic of “travel” with the format of “web content.” It was a short period of time, but it was an experimental effort without precedent. Faculty from Korea and Thailand held a colloquium about manhwa and webtoons, while guest speaker Jaehoon Choi spoke about what it means to be an artist. And students from both countries collaborated to complete their projects in a tight schedule. We have seen several waves of globalization in the past, but I believe the next major wave will be about content. As we engage in deeper and more numerous content collaborations, we will come to better understand who we are. Thank you to everyone who prepared for and attended the workshop.



Jungmin Lee, Professor

Department of Animation  
School of Film, TV & Multimedia  
Korea National University of Arts

# 2025 K-Arts Winter Workshop

Korea-Thailand  
Web Content Workshop

January 20 - 23, 2025

Korea National University of Arts | Seokgwan-dong Campus

Jan. 20. Mon

Day 1

13:30~

14:00~

16:00~

18:00~

Participants

Faculty Colloquium :

Introduction to Korean and Thai Comics

Self-introduction & Grouping

Welcome Party

Jan. 21. Tues

Day 2

10:30~

12:30~

13:30~

15:30~

16:00~

Expert Lecture

Lunch

Planning workshop

Group work

K-Arts Degree show

Jan. 22. Wed

Day 3

10:00~

12:30~

Cultural research

Lunch

[Afternoon] Group work

Jan. 23. Thur

Day 4

10:00~15:30

17:00~

18:00~

Group work

Final Presentation

Farewell Party

# Participants

## Korea National University of Arts

<b>B1</b>	Animation	<b>Seoyoon Kim</b>
<b>B1</b>	Animation	<b>Jihui Ryu</b>
<b>B3</b>	Animation	<b>Useok Kim</b>
<b>B3</b>	Animation	<b>Yeonsoo Shin</b>
<b>M1</b>	Animation	<b>Sungha Hwang</b>
<b>M2</b>	Animation	<b>Minru(Wenru) Lu</b>
<b>M3</b>	Animation	<b>Dongin Jang</b>

## King Mongkut's University of Technology Thonburi

<b>B1</b>	Animation	<b>Kanyanat Chuensakul</b>
<b>B3</b>	Animation	<b>Benyapa Patcharapimpisut</b>
<b>B3</b>	Animation	<b>Chanunchida Boonseng</b>
<b>B3</b>	Graphic	<b>Chakriya Chawarndanaikul</b>
<b>B3</b>	Graphic	<b>Waewprat Janethaisong</b>

## Silpakorn University

<b>B1</b>	Animation	<b>Ponnapa Chuaykong</b>
<b>B3</b>	Animation	<b>Kwankao Poommaprang</b>
	Animation	<b>Supaporn Nhookan</b>



This lecture summarized the dynamic history of Korean manhwa, from the emergence of modern manhwa to the rise of webtoons as a new form of the medium. Creators must seek an artform that reflects the spirit of their times, understand the cultural appetites and tastes of the masses, explore the manhwa format that has mass appeal, and study ways to freely express their own ideas. And creators must develop their own abilities. These elements were combined with technical advancements to allow manhwa to evolve as a new art form. Today's manhwa grew into mainstream popularity along with developments in printing technology, later evolving into what we now know as webtoons thanks to advancements in digital technology. As a result, manhwa and webtoons have gone beyond Korea to become mediums that touch the hearts of people around the world.

## Faculty Colloquium

The faculty colloquium was one of the programs presented at the 2025 K-Arts Winter Workshop. The faculty from both countries introduced the state of web content in their respective nations with the aim of improving their mutual understanding of each other's culture and education while also inspiring the creative aspirations of the students.



## State of the Korean Manhwa and Webtoon Industries

Speaker OH Sang-a (Dongguk University and K-Arts)

This presentation introduced students majoring in subjects related to manhwa and animation to the state of and trends in the Korean manhwa and webtoon industries. Toward this end, we look at current trends with a focus on studies provided by the Korea Creative Content Agency's 2024 Cartoon Industry White Paper. Korea's webtoon industry has seen steady growth since 2019 to the present. Educational institutions with webtoon-related programs include 69 universities and 26 high schools as of 2024. Webtoon platforms like Naver, Kakao, Ridi, Lezhin, Topco, and Toomics are expanding. In particular, Naver Webtoon's exports to the United States have grown by 38 fold over 9 years since their initial launch. Instatoons have also emerged as an offshoot of webtoons, using the powerful communicative qualities of social media to spread webtoons worldwide. These topics help students to accurately grasp the state of the manhwa and webtoon fields while also offering them the chance to plan their own futures.



## Shaping the Thai Webtoon Landscape

Speaker Dr. Wisit Supangkaratana  
Dr. Martsamrit Pasupa (KMUTT)

The Media Arts Faculty of KMUTT (King Mongkut's University of Technology Thonburi) is composed of three majors: animation, graphic design, and film and moving image. Graduates have gone onto active careers as professional webtoon artists and in content control and development teams. Thai webtoons can trace their origins to 2014 with influence from the Korean webtoon format. Since then, webtoons have enjoyed ongoing explosive popularity. In 2018, platforms have become more diversified as Thailand's local content is on the rise. Since 2021, the webtoon industry has matured with increasing global recognition. Line Webtoon is seen by over 3.5 million users per month as of March 2022. Line Webtoon's paying userbase has grown by 30% between 2020 and 2021. Currently, there are increasingly more webtoons that are inspired by Thailand's unique culture. KMUTT graduates currently working in webtoon-related industries have the following advice for the students from Korea and Thailand: (1) Impressive characters are the key to storytelling. When readers emotionally connect to your character, they will connect with your story. (2) Innovation is not simply about making something new but about making something meaningful that resonates with the reader within a diverse culture. (3) The future of webtoons lies in the harmony of artistic vision and technical excellence.



This presentation from ICT: SU (Fundamentals of Art, Faculty of Information and Communication Technology, Silpakorn University) discussed the current state of Thai webtoons and ways that they can advance. The growth of platforms for Thai webtoons can be traced to Line Webtoon launched in 2014. It has reached the milestone of 3.5 million monthly users and 172 million monthly views, with paying users increasing year by year. Thai webtoon support programs are expanding the spaces where Thai artists can publish their works. At Line Webtoon, over 100 Thai creators are active as popular authors. Thai webtoons are reaching many nations including Indonesia, the United States, China, and Japan. In particular, works that reflect Thai cultural assets are garnering recognition. Thai history, patterns, and clothing influenced by Thai-Neromit, combining artistic style and culture, show off the unique aspects of Thai webtoons. This presentation proposed strengthening the competitiveness of Thai webtoons and competing in global markets for the future while also retaining Thailand's original qualities, expanding webtoons into other diverse media such as films, dramas, and games, expanding global fan bases, and building up a worldwide reputation.



## DAY 2 Expert Lecture

**Topic:**  
**The Process of Making Stories and  
the Nature of the Journey**

**JaeHoon Choi graduated from the Animation Department at K'ARTS. He is currently working as a manhwa artist, art director, animation director, illustrator, and music video creative director. He was invited to present this special lecture in which he introduces us to his creative world as well as the various challenges, joys, and opportunities we may find in the creative process so that students may discover ways to grow as creators. Students from Korea and Thailand were able to hear about the past and present career of a graduate currently working actively in the field and thereby reflect on their own selves while also planning the direction of their own futures.**



**Speaker JaeHoon Choi**

- 2010 Complete course in Animation, School of Film, TV & Multimedia, Korea National University of Arts
- 2016 『Process of Molding』 & 『GOD in DREAM 1』, publication of comic book.
- 2016 『Illion : MV [ MIRACLE ]』, Noda Yojiro x Iwai Shunji x JaeHoon Choi, comics & Art director
- 2017 『FUNCTION AND EFFICIENCY』, Group Exhibition, gallery UnOfficialPreview, Seoul
- 2017 [Neo Seoul], Gallery Palais de Seoul, Seoul
- 2018 Kahn Parade 2018, <Biting Kahns>, [Collection of memory debris.] Post Territory Ujeongguk,, Seoul
- 2018 『NCT - [NCTmentary]』, Animation & Art director
- 2018 『SPECTRUM OBJECT』, Group Exhibition, gallery ERD, Seoul
- 2018 『Comic Symbols Exhibition: The Eye of the Whirlpool』, Group Exhibition, gallery meme, Seoul
- 2018 BTS-RM, MV 『FOREVER RAIN』, Animation & Art director
- 2019 『NEO SEOUL : TIMEOUT』, Group Exhibition, gallery d/p, Seoul
- 2019 『D MUSEUM : i draw』, Group Exhibition, DMUSEUM, Seoul
- 2019 『Korean and Belgian comics "Inner eye"』, Group Exhibition, Belgian Cultural Center of Korea, Brussels
- 2019 『How can』, publication of picture book.
- 2019 『MONTBLANC - 'StarWalker』, global campaign Animation & Art director
- 2020 『NeoTakKoo』, Group Exhibition, Boan1942 artspace, Seoul
- 2021 『Son.D : Book of Sondergut』, Group Exhibition, Songeun ArtSpace, Seoul
- 2022 『ANIMAL-In the middle of a story』, Group Exhibition, lee eugean gallery, Seoul
- 2022 『World Heritage Festival to highlight rich history of Andong』, Group Exhibition, Andong
- 2023 『ID=OG=( )』, Group Exhibition, space RAD, Seoul
- 2024 『Exhuma』, Movie concept artist
- 2024 『Egg Will Walk: The Friendly Plant Room』, JaeHoon Choi x Yoo YongJin , gallery of, Seoul

# Web Content Workshop

Theme: Travel

Students from Korea and Thailand formed teams and created a manhwa or webtoon around the theme of “travel.” Each team was made up of 3 to 4 students of different nationalities and academic years. During the orientation session on the first day, the students introduced themselves by talking about their interests and their work. On the second day, they listened to the expert lecture, formed ideas for their manhwa or webtoon style, and made a storyboard. On the third day, each team visualized their story and created their projects. On the fourth and final day, they presented their finished projects and shared feedback about each other’s work. While it was challenging to complete these projects in the short period of just four days, the members of each team worked together to achieve good results.





## Team A

(ICT:SU) Supaporn Nhookan  
(K-ARTS) Jihui Ryu, Useok Kim  
(KMUTT) Waewprat Janethaisong

### Title

**Tour Guide: From Thailand to Seoul**

### Format

**Pamphlet Comics, Paper Books, GIFs**

### Genre

**Romance**

### Short description

We created a travel pamphlet using the manhwa format.

The Korean protagonist travels to Thailand and places various symbols and souvenirs of Thailand in their backpack one by one across a four-panel comic strip.



## Team B

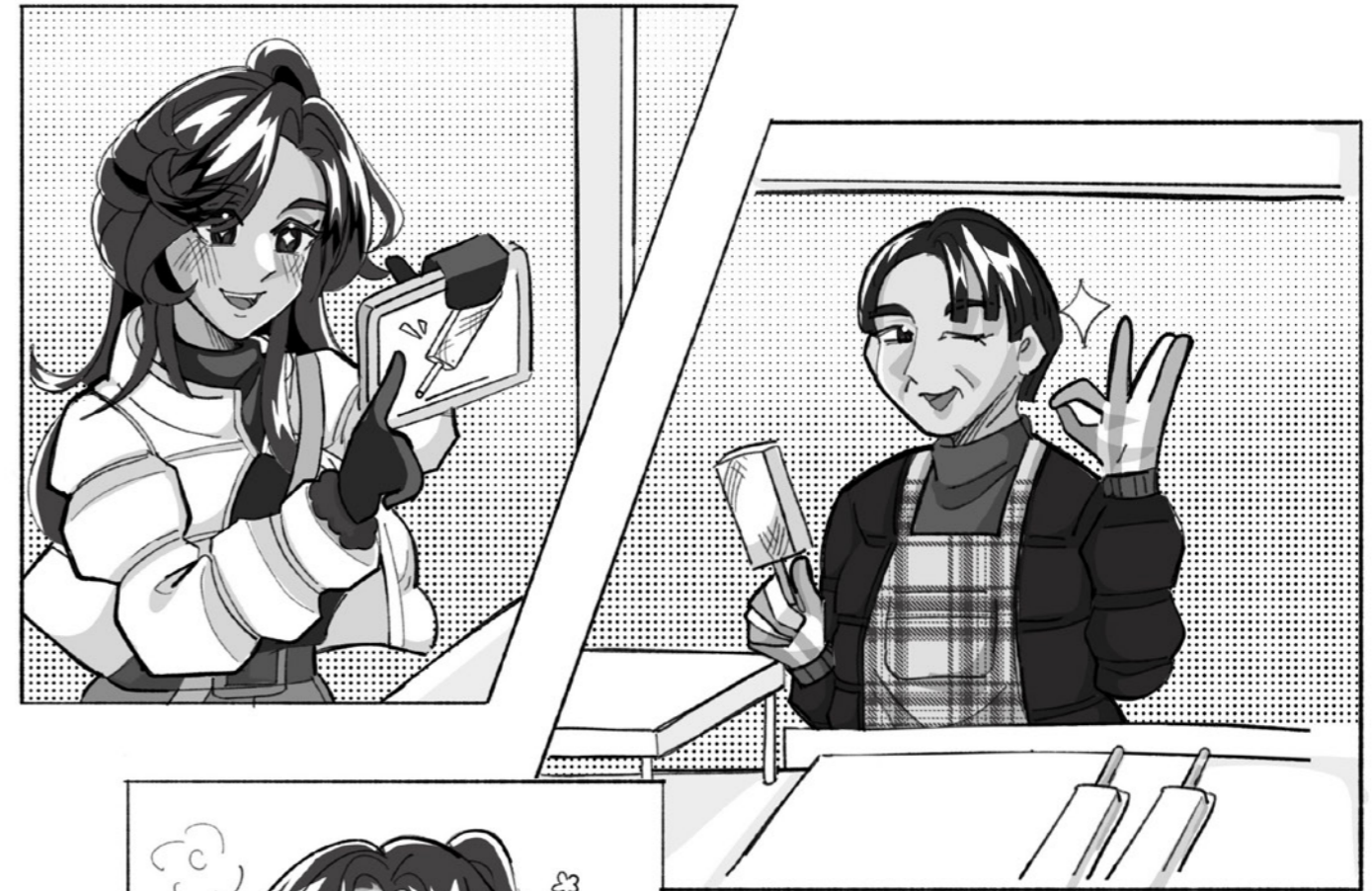
(K-ARTS) Sungha Hwang  
(KMUTT) Kanyanat Chuensakul, Benyapa Patcharapimpisut

**Title**  
The Snack that Betrayed Me

**Format**  
Comic strip

**Genre**  
Comedy

**Short description**  
The protagonist is a girl from Thailand who was very interested in Korea but only experienced Korean culture through the Internet. Then she finally visits Korea and tries the food for the first time. But unlike her imagination, it has a completely different taste. Three students each drew the character in their own style within their respective panels in a multi-panel comic strip format for a unique and unified feel.



**Team C**

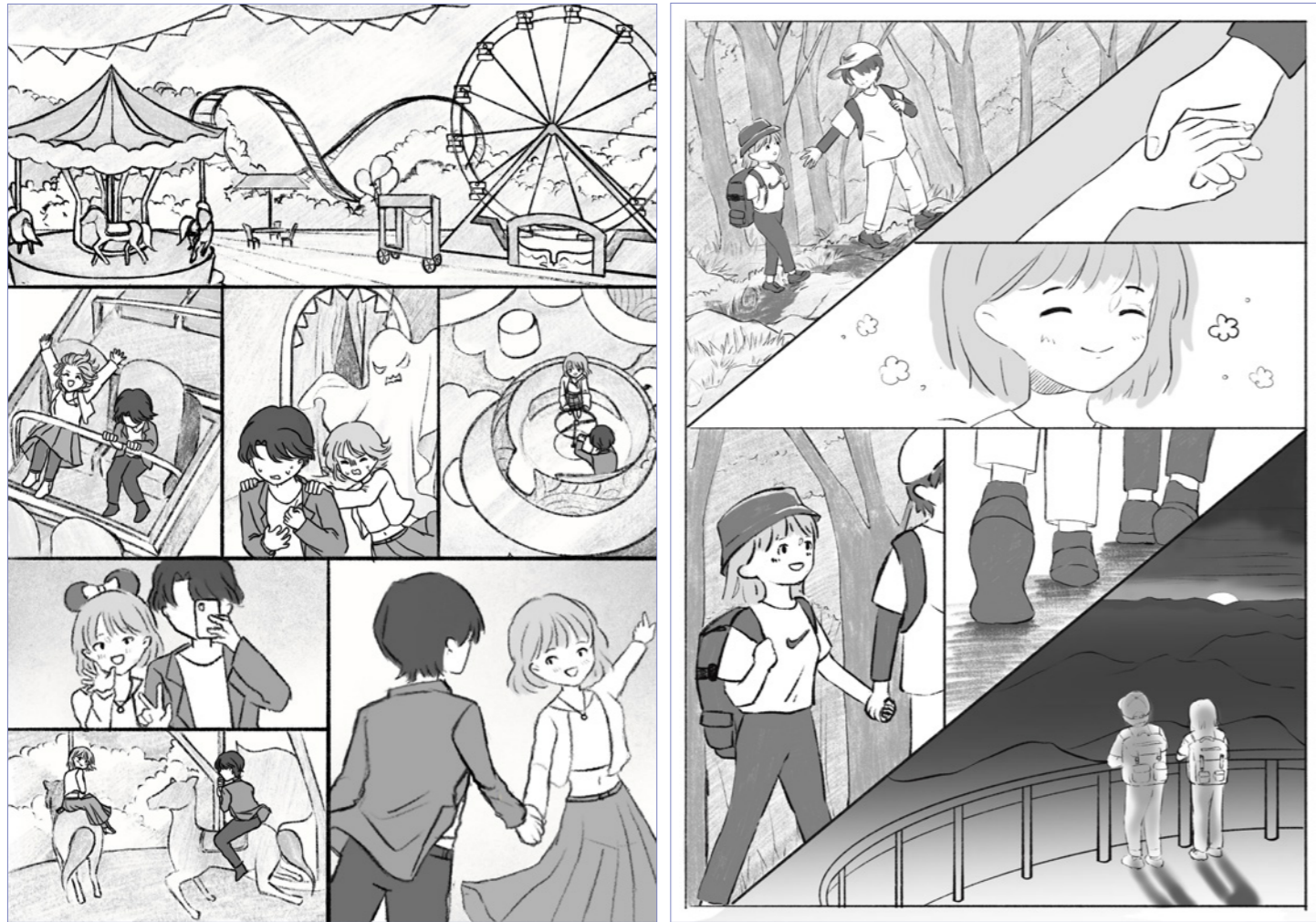
(K-ARTS) Dongin Jang, Minru (Wenru) Lu  
 (ICT:SU) Ponnapa Chuaykong  
 (KMUTT) Chanunchida Boonseng

**Title**  
 Long Travel

**Format**  
 Cartoon

**Genre**  
 Drama

**Short description**  
 We portrayed the happy journey of a young woman in a multi-panel comic strip. The beginning shows her happy moments with her boyfriend in a full and varied montage, while the ending shows the empty space after their breakup, delicately expressing her feeling of loss.



# Team D

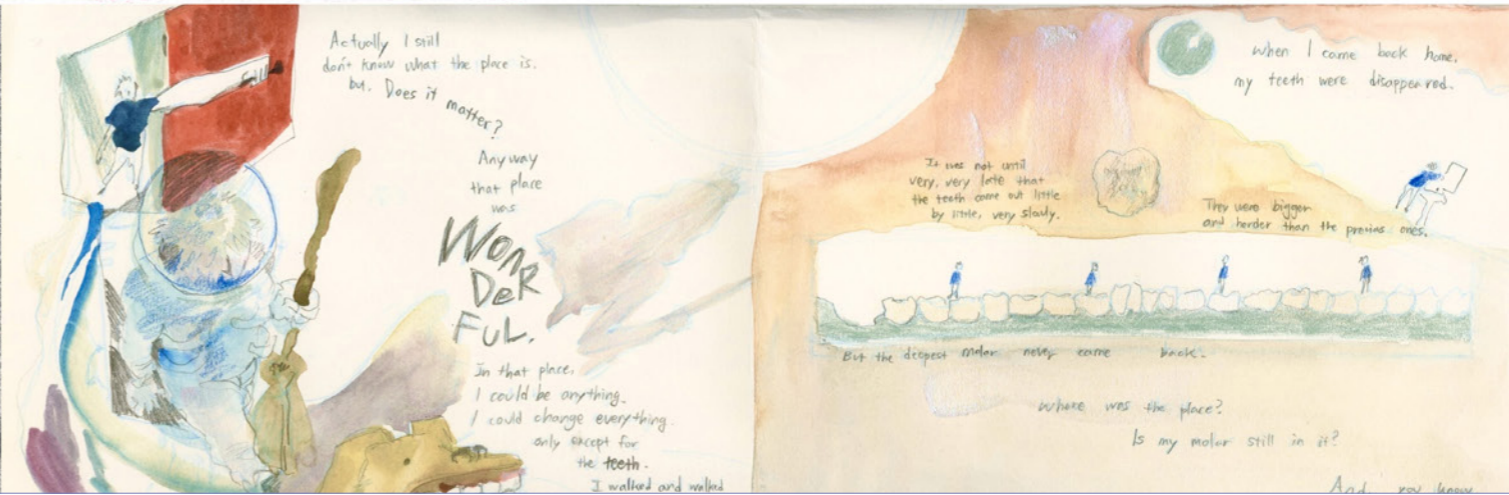
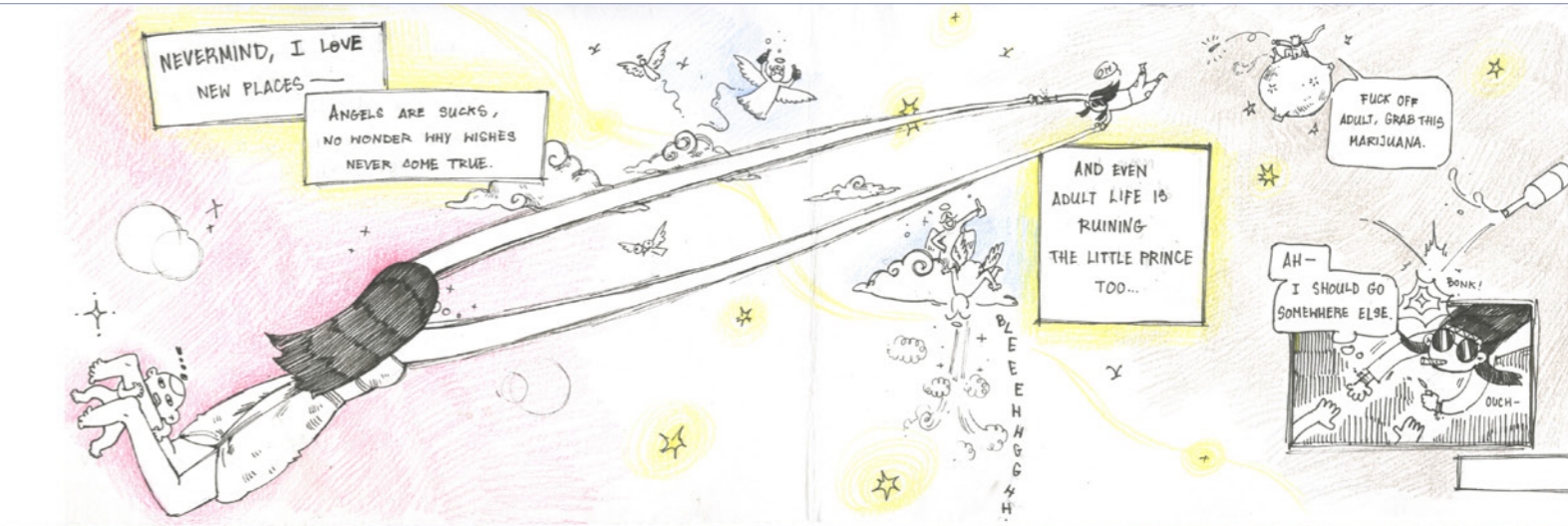
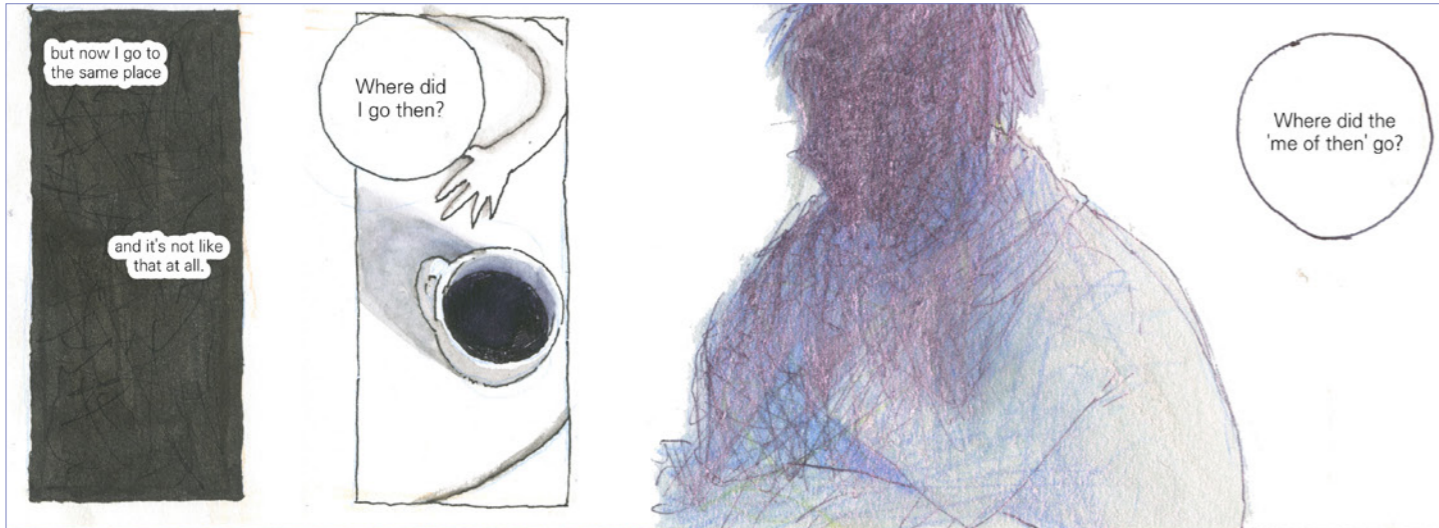
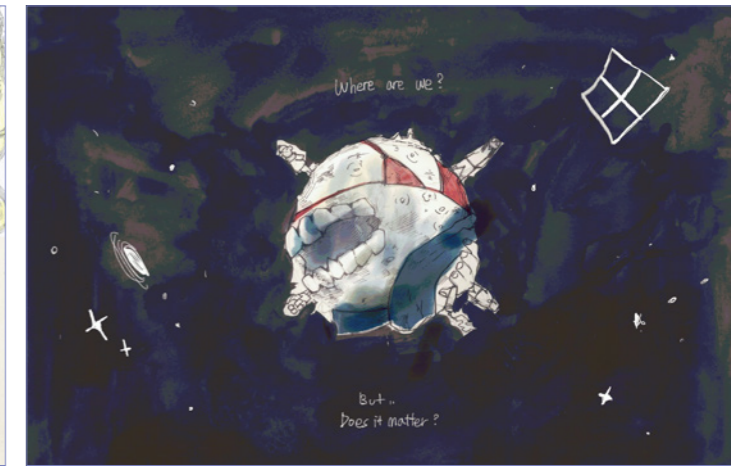
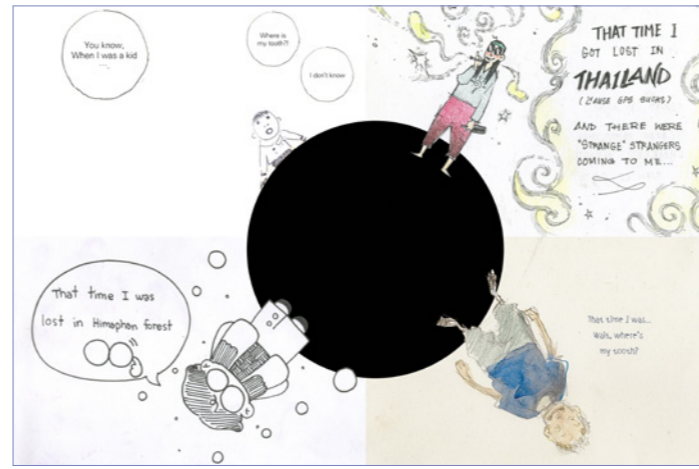
(ICT:SU) Kwankao Poommaprang  
 (K-ARTS) Seoyoon Kim, Yeonsoo Shin  
 (KMUTT) Chakriya Chawarndanaikul

**Title**  
 That Time I Got Lost In...

**Format**  
 Collage Comics

**Genre**  
 Mystery, Adventure

**Short description**  
 Under the topic of "Travel", our four team members each made their own story and joined them together in an omniverse format. Part 1 is a story about youth and yearning for the past. Part 2 is about getting lost in Thailand. Part 3 is about getting lost and wandering in a forest. Part 4 is a story about losing something without knowing what it is. Travel can be about happy experiences but also about wandering while being lost. We used the manhwa format to enhance the diverse and unique qualities of each of our student members.



# 2025 K-Arts Winter Workshop

## CAMPUS Asia Plus |

### Asian Animation Education Network: Establishment and Management

Korea-Thailand Web Content Workshop

Date: January 20 - 23, 2025

Venue: Korea National University of Arts | Seokgwan-dong Campus

## Korea National University of Arts

LEE Jungmin | Professor

KWAK Youngjin | Professor

PARK Jongshin | Professor and Course Director, Department of Animation

JANG Eunyoung | Lecturer

LEE Kyunghwa | CAMPUS Asia Coordinator

OH Sang-a | CAMPUS Asia Coordinator

KIM Gojin | Technician

YUN Soonjae | Technician

CHO Jungyeon | Department TA

LEE Juhyun | Event assistant

KIM Junghan | Event assistant

## King Mongkut's University of Technology Thonburi

Wisit SUPANGKARATANA | Chairperson of Bachelor of Fine Arts Program in Media Arts

Martsamrit PASUPA | Head of Media Arts International Affairs

Chakrapipat ASSAWABOONYALERT | Lecturer

Duangdao TULAPHITAK | Lecturer

## Silpakorn University

Nathaporn KARNJANAPOOMI | Dean, Faculty of Information and Communication Technology (ICT)

Panas CHANPUM | Assistant Dean in Academic Service

Supaporn NHOOKAN | Lecturer

## Booklet

Editing | Kyunghwa Lee

Texts | Eunyoung Jang

Translation | Bum Lee

Photography | Juhyun Lee, Junghan Kim,

Kyunghwa Lee, Sang-a Oh

Design | The Object

## Webpage

Texts | Kyunghwa Lee

Photography | Juhyun Lee, Junghan Kim

Cinematography | Cheolseung Yeom

Editing and Publishing | Juhyun Lee