

ABSTRACT OF THE DISSERTATION

Doctoral candidate: Nguyen Hong Ngoc

Dissertation title: Vietnamese Graphic Design in Relation to Traditional Fine Art.

Major: Theory and History of Fine Art

Code: 62 21 01 01

Supervisor: Assoc.Prof. Dr Tran Lam Bien

Institution: Vietnam National Institute of Culture and Arts Studies

CONTENT OF THE ABSTRACT

*** Purposes and Subject of the Dissertation**

By studying Vietnamese graphic design (VGD) from 1986 to present and investigating some prominent graphic designs (with national and contemporary theme), the dissertation identifies the relationships between VGD and traditional fine art (TFA) within the recent trend of integration and globalization, which aims at developing a national style and brand in this field. The dissertation also introduces a fundamental theoretical system about VGD, which focusing on the role of TFA in recent VGD. From this points, the dissertation puts forward some suggestions for the creative use of TFA in current VGD products.

*** Research Methodology**

The research studies VGD by using inter-disciplinary method, fieldwork method as well as comparing and contrasting method. Inter-disciplinary method plays the most important role in this work, basing on the multi-disciplinary theoretical background of Fine Art, Design, Philosophy, Aesthetics, Ethnological Fine Art, Culture Studie, Semiotics, Anthropology, Language and Literature, and History etc. to analyse and develop arguments for clarifying the research object.

*** Main findings and conclusion**

1. The dissertation studies a pressing and necessary topic. With an inter-disciplinary method, the dissertation for the first time investigates VGD and creates a fundamental theory about the relationships between TFA and VGD and the roles of TFA in VGD. The dissertation intially sets up a system of principles about graphic design, defines some key terms, linguistic features and the role of graphic design in the comtemporary Vietnamese society. The characteristic that helps distinguish graphic art and graphic installation is the purpose of creative activities, which always focuses on specific goals with specific

functions to provide solutions to certain practical problems. At the same time, the dissertation also points out the elements of TFA that can be employed in contemporary VGD.

2. By examining the whole development process from late 19th and early 20th century in which VGD from 1986 to present is the case study (also analyzing, comparing and contrasting with Japanese and Chinese graphic design), the dissertation evaluates the advantages and disadvantages of contemporary VGD and points out the source of the disadvantages.

3. From the investigation and analysis in VGD from 1986 to present, the dissertation introduces the interpretation of the relationships, the roles and the extents to which TFA is used in contemporary VGD. The dissertation also proposes some solutions to the application of TFA in contemporary VGD, which contributes to the teaching and studying of graphic design in a theoretical level among the schools with graphic design artist training courses. The dissertation asserts that: ethnic and TFA elements is a wide application to graphic design; which includes: spiritual application (folk-way, simple, mundane, inviting, suggestive, funny and humorous etc.), form application (motif, color, usage, structure, material, technique etc.). Above all, there should be insight understanding about the nation's characteristics, pertaining to the taste of the creators. The extents to apply these elements also have to conform to the demand of market, with specific requirements about supply and demand in the society nowadays.

Supervisor

Doctoral Candidate

Assoc.Prof. Dr Tran Lam Bien

Nguyen Hong Ngoc