

SUMMARY OF NEW CONCLUSIONS OF THE DISSERTATION

Doctoral candidate: Đoàn Thị Kim Dung

Dissertation title: *The Art of Designing Electronic Information Portals in the Field of Higher Education in Vietnam*

Major: Theory and history of fine arts

Code: 9210101

Scientific supervisor: Assoc. Prof. Dr. Triệu Thế Hùng - Dr Mai Thị Thùy Hương

Institution: Vietnam Institute of Culture, Arts, Sports and Tourism

New conclusions of the dissertation

- This dissertation represents a comprehensive, interdisciplinary, and pioneering effort to survey, analyze, interpret, and propose artistic approaches for a form of applied art that remains relatively new yet increasingly significant in modern society: the design of electronic information portals in the field of higher education.

- Electronic information portals in education in general, and in higher education in particular, are not merely channels for delivering academic information.

- Through an extensive review of both domestic and international theoretical frameworks, the dissertation affirms that the art of electronic information portal design is an important developmental branch within the ecosystem of applied arts, closely connected to the evolution of communication graphics, interactive design, and user experience (UX) design.

- The dissertation clearly identifies five dominant design styles currently shaping the visual landscape of higher education electronic information portals.

- Field surveys of three representative electronic information portals from Vietnamese higher education institutions, combined with comparative analysis of other portals, reveal that although positive changes in web design awareness have emerged, most portals remain influenced by a purely technical mindset, lacking artistic elements and paying insufficient attention to symbolic depth, institutional identity, and users' emotional experience.

- The entire research process allows the dissertation to verify and confirm all proposed research hypotheses.

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