

SUMMARY OF NEW CONCLUSIONS OF THE DISSERTATION

Doctoral candidate: Dang Minh Vu

Dissertation title: *The Art of Graphic Design in Fashion Advertising in Vietnam (2005-2025)*

Major: Theory and history of fine arts

Code: 9210101

Scientific supervisor: Assoc. Prof., PhD. Nguyen Van Duong

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

NEW CONCLUSIONS OF THE DISSERTATION

- The dissertation contributes to enriching the theoretical foundation and conceptual framework for the study of the art of graphic design in fashion advertising within the Vietnamese cultural context, integrating perspectives from applied arts, cultural industries, and marketing.

- The study identifies the characteristics and artistic values of fashion-advertising graphic design in Vietnam during the 2005-2025 period, as well as emerging trends in contemporary fashion-advertising graphic design in Vietnam. It serves as a reference for students and lecturers in graphic design, advertising designers, and policymakers involved in brand development.

The core issues, concerning the thematic content of fashion advertising, modes of artistic expression, defining characteristics, artistic values, and developmental trends of fashion advertising graphic design, are systematically examined, moving from general overview to in-depth analysis.

Based on surveys, analyses, and comparative studies of representative advertising samples from Vietnamese fashion brands, the research demonstrates that contemporary fashion advertising-graphic design is no longer merely a tool for product promotion, but has evolved into a form of artistic creation that integrates visual aesthetics, creative concepts, and brand strategy.

A significant original contribution of the dissertation lies in the identification and systematization of the distinctive artistic elements inherent in fashion-advertising graphic design. With regard to development trends, the study reveals that contemporary fashion-advertising graphic design is evolving along multiple parallel trajectories.

The dissertation demonstrates that the art of graphic design in fashion designing is a distinctive creative field that embodies not only academic value through the systematization and enrichment of theoretical frameworks, but also practical value by providing scientific foundations and methodological approaches for creative practice, education, and brand strategy development.

The art of graphic design in fashion advertising not only reflects innovation in design thinking but also contributes to shaping the aesthetic value system of contemporary society.

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