A DTU Talkshow on the Latest Graphic Design Techniques and How to Study and Practice Them

On August 30th, Mr. Nguyen Tri Phuong Dong, a famous graphic designer, held a meeting on "The Latest Graphic Design Techniques, How to Study and Practice Them", with lecturers and students of Graphic Design attending. Mr. Dong is the first Vietnamese graphic designer to have proudly won the American Graphic Design Awards from Graphic Design USA, one of the five leading graphic design magazines. He currently resides in Texas, is pursuing a career in graphic design and teaching inspirational online courses.

Mr. Nguyen Tri Phuong Dong

Mr. Dong talked about key concepts, such as overall uniformity, proportions in design, hand-illustration and professionalism and how to start a career in graphic design. *"A designer can be influenced by their idol or by some other special person,"* he explained, *"but, when working, a graphic designer should always call on their own unique talent to create something different."* He stressed the importance of creativity, the role of networking with the professional community

and understanding client needs, which are the key rules that every graphic designer should follow in order to establish a successful career.

DTU Graphic Design students at work

Students were excited to exchange ideas and participate in short creative exercises. Working directly with Mr. Dong, students confided their concerns about the creation of their own brand, how to assert themselves, and how to express their ideas and emotions. Mr. Dong, who has been a graphic designer for many years, gave this heartfelt advice. *"One of the most important factors in the creation of fine work is creative inspiration. I regularly seek new inspiration by reading a book, meeting new friends and visiting distant places, in order to stimulate my emotions. You should also think passionately and realize meticulously, because graphic design skill does not appear from thin air, only continual practice brings lasting success."*

(Media Center)