

# FACULTY OF DESIGN - ART

---

GRAPHIC DESIGN

---

INTERIOR DESIGN

---

FASHION DESIGN

---

DIGITAL ART

---

MEDIA PRODUCTION  
AND MANAGEMENT

---

# CONTENTS

<b>4</b> VISION AND MISSION	<b>16</b> FASHION DESIGN
<b>5</b> COOPERATION	<b>20</b> DIGITAL ART
<b>6</b> GRAPHIC DESIGN	<b>24</b> MEDIA PRODUCTION & MANAGEMENT
<b>12</b> INTERIOR DESIGN	<b>28</b> STUDENT AWARDS



The Faculty of Design and Art focuses on training high-quality human resources with professional expertise, management, and leadership skills suitable for a developing economy. Training quality is always considered a top priority..

**TU PHU DUC**  
MA, Architecture  
Acting Dean  
Faculty of Design and Art

# VISION MISSION



**Educational Philosophy:**  
**The spirit of liberal arts education.**

## **Vision:**

To become an internationally accredited university of applied sciences.

## **Mission:**

Hoa Sen University has a mission to provide learners with extensive knowledge, foster their entrepreneurial spirit, the ability to succeed with their distinctiveness and a strong sense of community.

## **Core Values**

- World-class education
- Diversity embrace
- Experiential learning
- Entrepreneurial spirit
- Student experience

# EDUCATION PARTNERS



# BUSINESS PARTNERS



T A N P H A M G I A

# FUNCTION ROOM





# GRAPHIC DESIGN



THE PROGRAM SUCCESSFULLY COMPLETED  
THE AUN-QA PROGRAM ASSESSMENT.

This is a suitable field of study for young people who love application design and are passionate about creativity.

Learners will be fully equipped with graphic design, creativity, and marketing knowledge and skills. With modern facilities and specialized practice rooms such as a drawing room, design studio, and photo studio, along with experienced teaching staff, you will experience an integrated field of study with knowledge from many areas, such as photography, illustration, typography, marketing, digital graphics...

## Education program:

Training time: 04 years

Language: Vietnamese

(There are at least 6 courses in English)

Visual principles

Drawing

Art foundation

Illustration

Computer graphics software

Typography

Photography

2D animation

Layout design

Communication design

Brand Identity design

Motion Graphic

Print technique

Film editing

Visual Effects

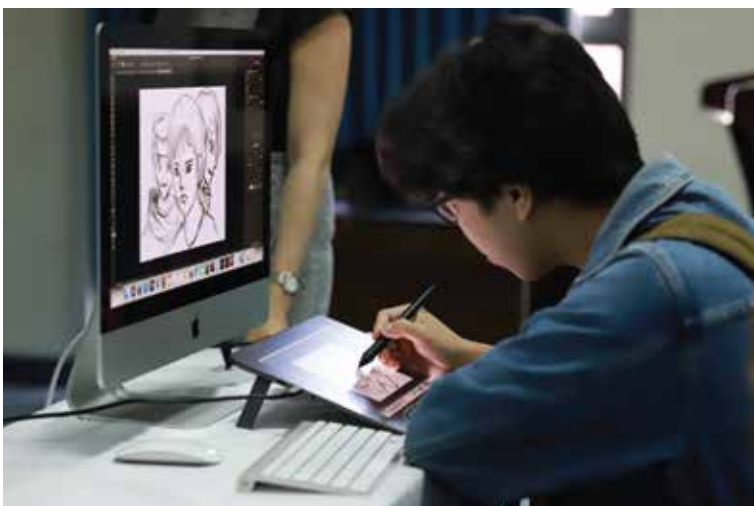
Animation

Portfolio Design

## Job Opportunities

After graduation, student will become a designer in Graphic Design for Media and Digital Graphic Design. There are opportunities to work at newspaper offices, magazines, book publishing companies, and media publishing; media advertising companies, event design, television production, animation film production, design star-up companies...





Students are educated in an open environment, promoting creativity and practicing course projects on new digital technology devices.

### EXCELLENT GRADUATION PROJECT



# EXCELLENT GRADUATION PROJECT



# INTERIOR DESIGN



THE PROGRAM SUCCESSFULLY COMPLETED  
THE AUN-QA PROGRAM ASSESSMENT.

A specialized training program in design thinking for the interior design of residential and public buildings is offered. Students will be fully equipped with modern design methods, from the idea analysis phase to developing technical drawings. This enhances their ability to express design ideas through sketches and rendering. They will clearly understand the relationship between their major and architecture, as well as other art forms, from traditional to contemporary. They will also be equipped with group design skills and the ability to practice independently. After graduation, students will have the foundational knowledge necessary to continue their studies at higher training institutions at home or abroad.

## Education program:

Training time: 04 years

Language: Vietnamese

(There are at least 6 courses in English)

## Job Opportunities

After graduation, students can take on positions in design, construction, project management, and business in the field of interior design. They can participate in consulting on colors, materials, and decorations for cultural, social, commercial, and service events. They can also consult on lighting and landscape for interior and exterior decoration projects. In addition, students have the ability to participate in consulting and teaching specialized interior design programs.

Art History (World + VietNam)

Interior Art Composition

Architectural Basic Knowledge for  
Interior Design

Creative Thinking

Illustration Drawing

Computer softwares.

Sustainable Design

Interior materials and technology

Interior Design Principles and Theory

Architectural Construction Studies

Principle of Drawing Design

Fengshui for Interior Design

Interior Equipments

Lighting Decoration Project

Design Studio: Service and

Entertainment Interior Design

Design Studio: Office Interior Design

...



1



2



3

1. Students studying in the drawing room.
2. Public art is one of the important subjects and shows the unlimited creativity of students.
3. Students on the field trip learn about architecture and the interior of cultural activities in Lam Dong province.

EXCELLENT GRADUATION PROJECT



Interior design  
CONTINENTAL SAIGON HOTEL  
Student: Pham Ngoc Dang Chau



Hospitality Interior Design  
KAUTHARA RESORT  
Student: Tran Thi Thuy Hang



EXCELLENT GRADUATION PROJECT



# FASHION DESIGN

Through the program, graduates are guaranteed to possess all the necessary knowledge and skills of an international fashion designer. Employers who recruit Fashion Design students from Hoa Sen University have affirmed their professional working ability after graduation. This is demonstrated through their ability to design, create samples, and diversify business in the field of apparel and fashion, such as designing Men's, Women's, and Children's clothing, underwear, accessories, and traditional costumes. Not only that, students are also highly evaluated for their organizational management, production, and fashion garment business for large domestic and international fashion brands, as well as their own personal businesses.

## Job Opportunities

Graduates can excel in the field of fashion design, including Men's, Women's, Children's, Underwear, Knitted, etc. They can create fashion models, analyze and forecast fashion trends, shape fashion styles, and guide the development of fashion brands. They can also work as fashion editors, organize media events in the field of fashion, and design, manage, and conduct fashion business...

## Education program:

Training time: 04 years

Language: Vietnamese - English

From the end of Year II, students will begin to study some specialized subjects under the guidance of foreign teachers (in English).

Fashion illustration

Textile materials

History of costumes

Principles of fashion design

Computer software for Fashion design

Fashion pattern software

Fashion trends

Fashion marketing

Fashion trend research

Fashion production techniques

Draping techniques

Fashion design projects: men, women, children, ...

High-end fashion design projects

Creating various types of costumes

...





1. A dedicated sewing workshop for Fashion Design students, equipped with modern machinery and equipment for teaching and learning.

2. From the end of the second year, students start studying with foreign professors and will defend their graduation project in English with professional fashion designers.

3. The end of the course is the annual Fashion Creation show, attracting attention and high evaluations from professional fashion designers.

EXCELLENT GRADUATION PROJECT



LE CIRQUE DU FREAK  
Student: Phan Vu Khoa



GÊ  
Student: Vo Minh Tu



ACCUMULATION  
Student: Ho Tran Mai Anh

EXCELLENT GRADUATION PROJECT



# DIGITAL ART

The program is thoughtfully designed to fully prepare students with methods and practices in digital art design work, effectively combining fields of design, communication, art, commerce, and soft skills. Importantly, the program strikes a balance between a practical approach and skill development by providing a solid foundation of both theory and practice. Moreover, the program imparts standard knowledge and professional skills in the digital art design industry. This includes an internship component to enhance adaptability to the professional working environment.

## Education program:

Training time: 04 years

Language: Vietnamese

(There are at least 6 courses in English)

Art Foundation  
Digital Painting  
Basic Sculpting  
Design Thinking  
Project Management  
Character Design  
Environment Design  
Game Art Design  
Commercial Illustration  
Comic Illustration  
3D Sculpting - Zbrush  
Motion Graphics  
Animation

## Job Opportunities

After graduating from the Digital Art training program, students will become designers, who can work in the field of creative: Software game design, advertising and media, graphic design companies, event organizing, television stations, animated film production...



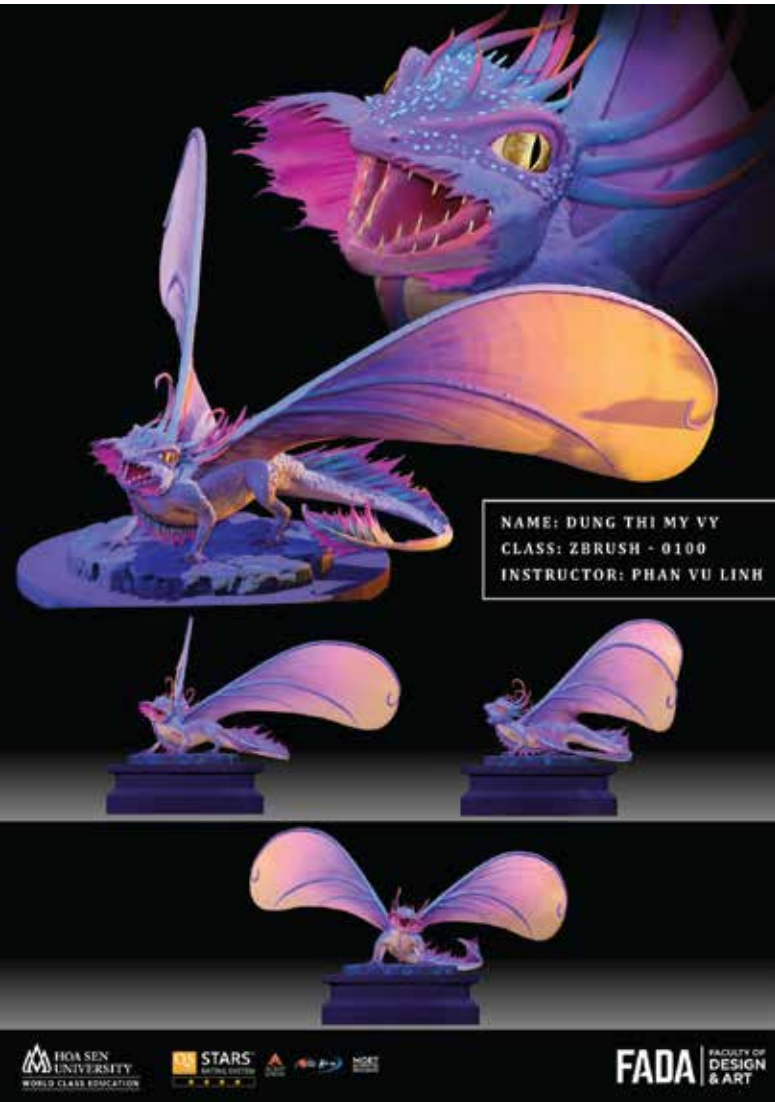
Students are taught subjects that combine the technical expression of fine arts skills, combined with technology to create products applicable to the Digital Art industry.



# STUDENT WORKS



Phan Nguyễn Hà Phương - ĐH Hoa Sen

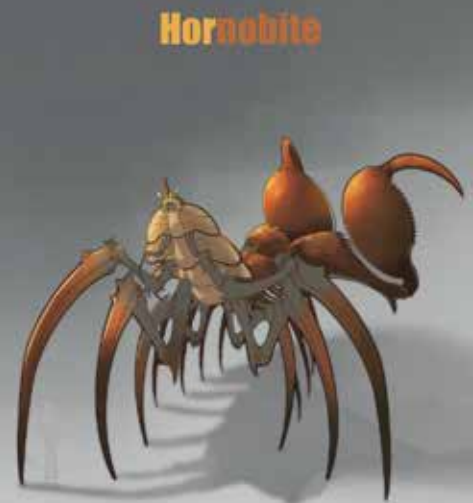


NAME: DUNG THI MY VY  
CLASS: ZBRUSH - 0100  
INSTRUCTOR: PHAN VU LINH



Name: Tran Chi Nguyen  
ID: 22011107  
Instructor: Le Xuan Giang  
Class, Zbrush - 0200

STUDENT WORKS



**Education program:**

Training time: 04 years

Language: Vietnamese

(There are at least 6 courses in English)

# MEDIA PRODUCTION & MANAGEMENT

Communication skills

Vietnamese language usage skills

Communication and society

Overview of audio-visual communication

Appreciation of audio-visual art

Process of producing audio-visual communication products

Content, audio-visual communication means

Introduction to image and sound language

Audio-video techniques

Introduction to Event Management

Communication project management

Integrated Marketing Communication Management

Strategy and tactics of communication media

Audience taste research

Business of communication products

System of technical equipment for production and distribution of audio-video

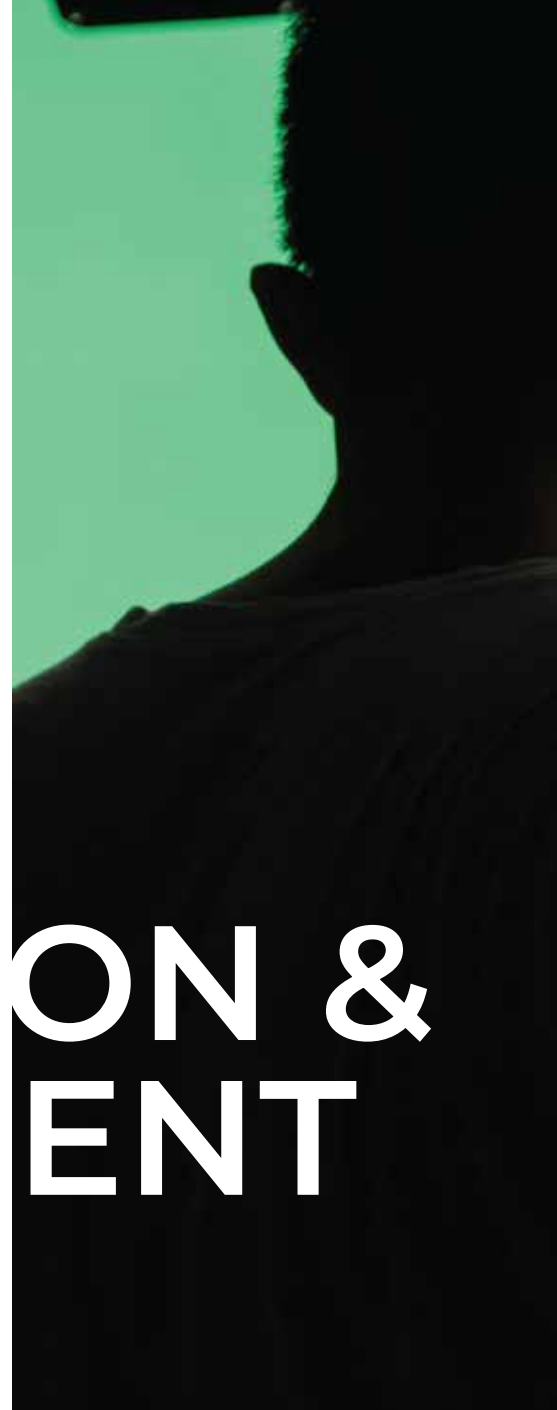
Editing for cinema and television

Directorship, filming operations

Production of entertainment programs, drama, advertising TVC, and new media

Production of radio entertainment programs, documentaries

...







It is a pioneering field in training on production, content creation, and business of audiovisual media products in the context of the booming media industry in Vietnam. Students will learn an overview and in-depth about cinema, television, radio, advertising, and social media genres, thereby mastering the process of creating, producing, and trading audiovisual media products.

### Job Opportunities

Graduates can effectively handle production coordination positions and manage media products such as films, television programs, broadcasting, digital media, advertising, and other audiovisual media products. They can also become business specialists, sponsors, and marketers for movies, advertising, and copyright content programs at state or private media agencies such as press offices, television stations, film companies, media companies, and advertising.



## ACADEMIC EVENTS



1. EOS Event - End Of Semester Screening, End-of-semester movie screening.

2. Autumn Meeting Event.

3. Behind the scenes of the MV "Thank you for saying no" - Hakoota Dung Ha ft Ai Phuong.

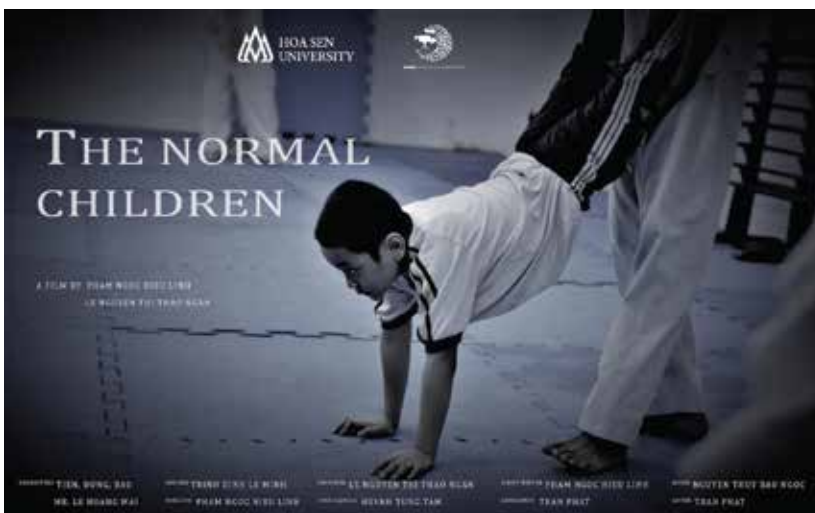
4. Minitalks with the team making the movie "Close your eyes and see the summer".

5. Collaborating with Blue Production to organize a workshop with the theme of ASEAN diversity through cinematic art.

## EXCELLENT GRADUATION PROJECT



Short film  
**Grandma's home**  
 Student: Nguyen Hoang Bao Anh



Documentaries  
**Normal children**  
 Student: Le Nguyen Thi Thao Ngan  
 & Pham Ngoc Hieu Linh



TVC Series  
**The journey of experience**  
 Student: Ngo Cao Nguyen & Le Hoang Phuc



Short film  
**Grow soil**  
 Student: Diep Phuong Uyen



Animation  
**Mystical Kingdom**  
 Student: Tran Thi Hanh Nguyen

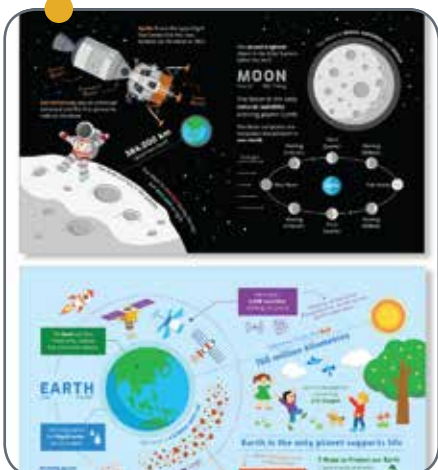
# STUDENT'S AWARDS



## THAI TRUNG TIN (Tin Thai) -

Fashion Design major was chosen as the COSTUME DESIGNER for Miss Thuy Dung, representative of Vietnam to participate in Miss International 2017 ("TIEN DUNG") and National Costume for Miss Le Hang at the Miss Universe contest.

**NGUYEN HUYNH BAO YEN** - Graphic Design major won the PEOPLE'S CHOICE AWARD in the competition for young talents organized by ELLE VN magazine with the Book illustration project: AMAZING FACTS ABOUT THE SPINNING PLANETS.



## HO THI THU THAO

- Interior Design major Achieved LOA THANH AWARD 2018 with the category BEST GRADUATION PROJECT  
- ARROW CLUB

## NGUYEN PHUONG QUYEN

- Interior Design major won THE HONOR AWARD in the competition for young talents organized by ELLE VN magazine with the project PHU SA VILLAGE RESORT

**NGUYEN NGUYEN LE TRUNG HAI** - Media Production & Management major.  
Top 5 outstanding projects in the field of **CJ short film project**



The film *Grandma's Home* by student **NGUYEN HOANG BAO ANH** won the **JOGIA FILM STUDENT AWARD** at the 13th Jogja - NETPAC International film festival in Indonesia.



**SPECIAL AWARD** by the Jury and the **BEST ACTRESS** Award at the FY (Forever Young) Short Film Festival II - 2019 goes to the film "HUYEN HOAC" by the student group **NGUYEN LE TRUNG HAI, VO DINH ANH DUY, VO CONG CHI HIEU, TRUONG ĐUC MINH** - major in Media Production and Management.



The Third prize - Best short film Award at the second Forever Young (FY) Short Film Festival 2019 goes to the film *LIVING COFFIN* by the student group **DINH HO BAO AN, TRUONG THI NHU THAO, VO CAM VY, NGUYEN HUYNH MINH THU, NGUYEN TRONG NGHIA**.

**FADA** | FACULTY OF  
DESIGN  
& ART



ROOM 603, CAO THANG BRANCH  
93 CAO THANG, WARD 1, DISTRICT 3, HCMC  
TEL: (028) 7309 1991 EXT 11.400 - 175.63  
[www.hoasen.edu.vn/tknt/](http://www.hoasen.edu.vn/tknt/)