



The differences in the portfolios of graphic and digital design students in Greenwich, Vietnam

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Abstract

Designing portfolios for students majoring in graphic design, digital fine art, etc. at many Vietnamese colleges entails drafting a job application immediately following graduation. However, graphic and digital design students in Greenwich, Vietnam, will create private portfolios, which are extremely crucial. Designing a portfolio not only helps graphic and digital design students in Greenwich, Vietnam, survey the social needs of the vocational market, leading to building career aspirations, but also orients self-employment in the future. Most portfolios of graphic and digital design students in Greenwich, Vietnam, identify the strengths and weaknesses of their current skills, achieve outstanding results in competitions, and use pretty skills obtained from freelance works a. Furthermore, the ultimate purpose of creating a portfolio is to boost students' personal confidence by presenting it while they are interviewing for a new position right after graduation or approaching a new career. As a result, research, market analysis, and portfolio creation allow students to exercise professional working abilities while also laying the groundwork for confidence and originality in product design. The study's findings reveal certain disparities in the creative portfolios of graphic and digital creative students in Greenwich, Vietnam, who already possess a wealth of remarkable information, aptitude, particularly communication in a foreign language, and flexibility as global citizens.

Keywords: career aspiration, designing a portfolio, graphic and digital design, resume, skills.

1. Introduction

Students majoring in graphic and digital design at Greenwich University in Vietnam are trained according to international student standards, which require far higher knowledge and skills than local students, such as conceptual capacity and a high level of imagination. They have the imagination to develop schematics and clearly align a personal company plan for the future. They have the ability to swiftly access technology, have a high learning capacity, and can increase their knowledge. As a result, when creating a portfolio, students concentrating in graphic and digital design at the University of Greenwich in Vietnam offer more than just national student benefits through practical items and projects. Furthermore, their future career

goals are clear and their minds are prepared, resulting in a self-trading strategy, tools, and a foundation for promoting all required information to meet the industry's output standards, as well as the necessary conditions that employers look for when interviewing new graduates.

Indeed, the portfolios of students specializing in graphic and digital design at Greenwich University in Vietnam clearly illustrate their present professional qualifications, which range from decent to excellent. Their professional qualifications include clear career goals and orientation, strong communication and negotiation skills in English, effective presentations and teamwork, proficiency with information technology as demonstrated on each project, and a demonstration product presented in person. We can see that these are typical successes for graphic and digital design students from Greenwich University in Vietnam, as opposed to modern local graphic and digital arts design students.

To illustrate the distinctions, this research topic stresses to learners the superiority of students taught in Greenwich University's foreign programs over students trained locally. The training program distinguishes itself by providing a huge array of learning materials, such as books, that allow Greenwich University Vietnam students to effortlessly self-study and progress (Bodin, 1993; Shaughnessy, 2010). In particular, in order to achieve the most optimal learning goals for learners, Greenwich University popularizes links and websites on their online library with the goal of creating conditions for students to access interdisciplinary (*The Association of Photographers*) and new design orientations (*The Design Council*). At the same time, students lay the groundwork for themselves to be able to carry out multidisciplinary projects and research, which will have an impact on a plan to enhance career options in the future. As a result, the research findings aim to provide orientation and motivation for graphic and digital design students at the University of Greenwich in Vietnam who are confident from the start of their studies, as well as to develop a solid mindset after graduation, preparing them for professional practice.

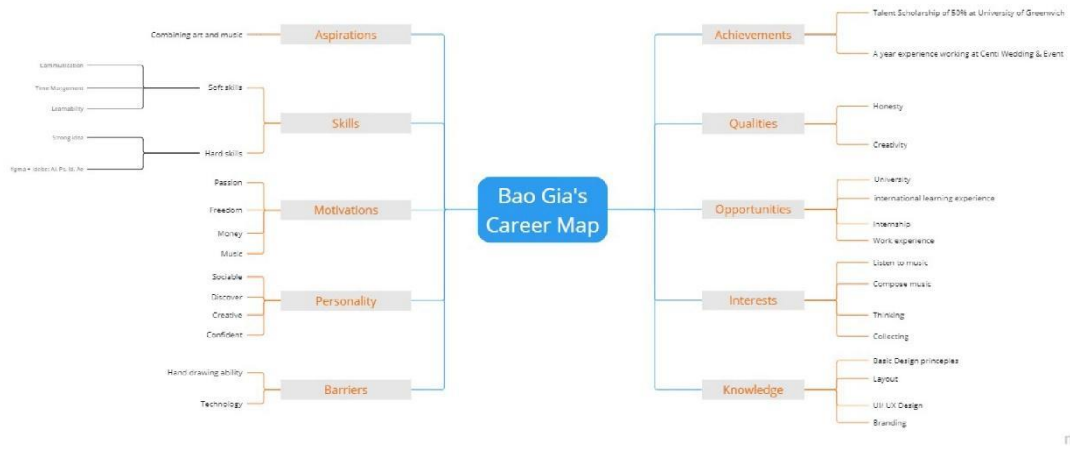
Figure 01. Nguyen Bao Gia (2023), *Personal Brand* self, University of Greenwich, Ho Chi Minh Campus

Personal Brand Self-Assessment Study	
Inside Self	
Q1: Who are you?	
<i>Understand your true and authentic self, and discover your core values.</i>	
1. Imagination 2. Creative 3. Thoughtfulness	
Q2: What makes you stand out?	
<i>Identify your interests, talents and passions, and learn how they connect you to others.</i>	
1. Compose music 2. Listen to music 3. Thinking	
Q3: What are you good at?	
<i>Know your strengths and weakness, so you can present tangible skills to an employer. List your strengths.</i>	
Attributes 1. Imagination 2. Creative 3. Thoughtfulness	Design Skills 1. Ideation 2. Layout 3. UX/UI design
Soft Skills 1. Adobe Illustrator 2. Adobe Indesign 3. Adobe Photoshop	Experiences: A year experience working at Centi Wedding & Event
Q4: Where are you going?	
<i>Visualize your life's dream, and plan how to get there.</i>	
Vision In the near future I have a goal of becoming a professional designer	Mission 1. Find art inspirations 2. Compose music 3. Self-study to gain knowledge and practice to get better

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Source: Author Nguyen Thi Ngoc Diep.

Figure 02. Nguyen Bao Gia (2023), Career Map, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 03. Nguyen Vũ Như Ngọc (2023), Business plan, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 04. Nguyen Vũ Như Ngọc (2023), Portfolio -Page -01,02, 03, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 05. Nguyen Vũ Như Ngọc (2023), Portfolio-Page 04, University of Greenwich, Ho Chi Minh Campus



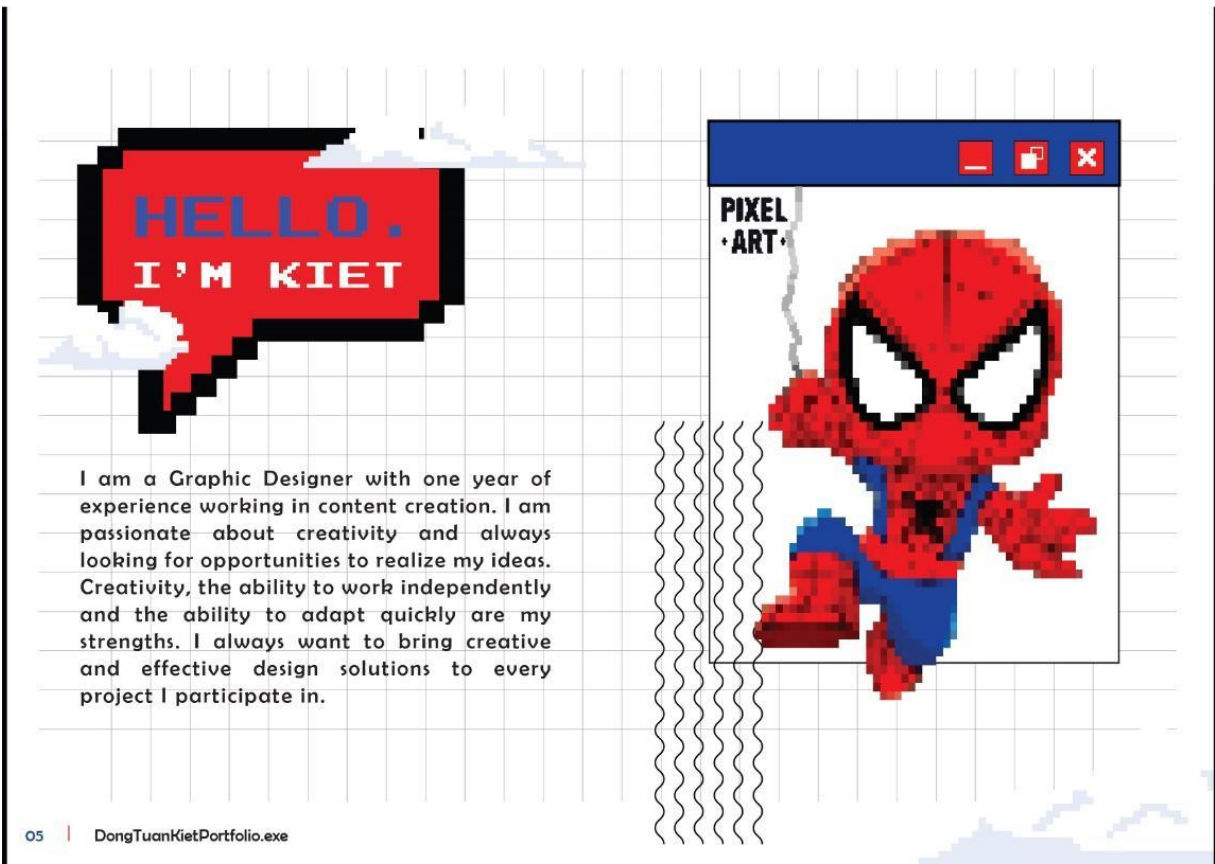
Source: Author Nguyen Thi Ngoc Diep.

Figure 06. Dong Tuan Kiet (2023), Portfolio-Page 02,03, 04, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 07. Dong Tuan Kiet (2023), Portfolio-Page 06, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 08. Vo Ha Yen Nhi (2023), Portfolio, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep.

Figure 09. Vo Ha Yen Nhi (2023), Resume-page 01, University of Greenwich, Ho Chi Minh Campus



Source: Author Nguyen Thi Ngoc Diep

1.1 Word concept

Portfolios are designed to highlight an individual's qualities, abilities, and experiences. Students at Greenwich University in Vietnam develop their own portfolios to promote their personal ideas and products while also sharing their knowledge, talents, and expertise with their peers. Portfolios and resumes are essential tools for job seekers to find work, interview, negotiate projects, make a first impression, and build trust with employers or customers.

Career objectives and orientation for students majoring in graphic and digital design at Greenwich University in Vietnam are clearly and adequately oriented by the university and teachers from the minute they begin the program. In addition, students must identify their current personal strengths and weaknesses while incorporating specialized skill training and science, engineering, and technology into each design product and project. This provides a solid platform for students to fulfill their personal aspirations and orientations in accordance with each learner's actual circumstances by creating an aspirational business plan for the future.

Bold communication and bargaining abilities in English are required for students training in international programs to become future global citizens. However, good presentation skills and effective teamwork are important skills that learners must develop and practice extensively through projects and classroom presentation exercises in order to gain confidence when speaking eloquently in front of a crowd and become good leaders and executives in the future.

1.2 Methodology

The author of the paper examines and analyzes domestic and international training programs using instructional approaches in graphic and digital design. At the same time, examine the knowledge, abilities, and output standards that graphic and digital design students at Greenwich University Vietnam are taught in accordance with international programs that differ from the training programs for design students. Domestic graphics and digital technology through personal goods and projects presented by students in each category clearly show the distinctions and superiority of students trained in international programs.

Furthermore, the author uses interdisciplinary research methods from Fine Arts, Sociology, Information Technology, and Business Administration to analyze portfolios created by students majoring in graphic and digital design at Greenwich University in Vietnam through small projects. When students successfully complete their learning activities for each component in the portfolio, the portfolio always displays their career aspirations and personal artistic orientation, as well as business concepts, future business plans, and information technology applications.

2. Body of paper

2.1. Differences in SWOT analysis in the portfolios of graphic and digital design students at Greenwich University in Vietnam

SWOT stands for "Strengths, Weaknesses, Opportunities, Threats." Strengths include the remarkable, distinct, and unique aspects of Greenwich University Vietnam's Graphic and Digital Design major in comparison to other schools. Weaknesses impede Graphic and Digital Design students at the University of Greenwich, Vietnam, from doing well. These are the challenges that graphic and digital design students at Greenwich University Vietnam must conquer and improve swiftly in order to progress.

Opportunities are external variables that have a positive impact on graphic and digital design students at the University of Greenwich, Vietnam, allowing them to develop and fulfill their career goals, implement business strategies, and pursue their particular artistic path. Threats are existing and future circumstances that have the potential to negatively affect graphic and digital design students at the University of Greenwich in Vietnam.

From that SWOT analysis, graphic and digital design students at Greenwich University, Vietnam, can clearly see their current capabilities in terms of good moral qualities, outstanding professional skills, the ability to acquire and apply techniques quickly and effectively, a vision of market needs, and existing career aspirations... For students and challenges, vocational skills are still weak and lacking compared to employers' expectations, and since then, through many forms of innovation and different market approaches, graphic design students and the Engineering University of Greenwich Vietnam confidently write down the specific advantages of each individual portfolio. At the same time, shortcomings remain on the list, and solutions are offered to be done as soon as possible so that participants can confidently engage in interviews or successfully complete the job assigned by the investor. In essence, SWOT is an excellent analysis tool, but it has not been prioritized by students and lecturers teaching graphic design or digital art in the country for thorough personal analysis. Employers benefit from the portfolio because it clearly demonstrates the student's talents, work passion, and predictions, as well as individual flaws that can be approved for training and improvement.

As a result, the superiority of graphic and digital design students at Greenwich University in Vietnam is in their ability to apply analysis methodologies and assess the findings of internal or external factors in order to develop career plans and identify potential personal internship opportunities. Students must explore their aspirations and career paths in groups while creating a portfolio, which includes interviews, marketing information, and data collection and comparison. Students clearly exhibited their personal professional skills by creating mind maps and analyzing their own skills and abilities to assist future work or self-employment. From there, students create a business plan outlining their personal development and career goals, including possible clients, market needs, and special items for the predicted personal brand.

2.2. Differences in aspirations, visions, and future business strategies in the portfolios of graphic and digital design students at the University of Greenwich, Vietnam

Graphic and digital design students at Greenwich University in Vietnam identified personal talents and artistic objectives that must be developed and achieved in order to further their careers. From there, students develop a practical and feasible business plan as well as a personal artistic direction, transitioning from a paper board to a practical approach when there is sufficient economic potential as outlined in the plan.

The fundamental purpose of graphic and digital design students' portfolios at the University of Greenwich in Vietnam is to clearly demonstrate business competence and strategy, as well as to concisely express the corporate structure, legal framework, and laws required to build a business plan. Students could exhibit small business models in each portfolio that express their unique vision and goals through market demands, market access techniques, unique selling characteristics, and rivals - USP products in local or regional competition... A student's business plan can be a concise, preliminary outline that specifies how to calculate the cost of creative work items, self-employment, and discovering unique products to represent the company. Legal corridor, understanding of tax and value-added, insurance and public liability, as well as a sufficient cash flow forecast to develop and

maintain activities in the early years. Based on that draft business plan, the student might transform the company into a professional artistic and creative agency. At the same time, they declare a mission with a unique selling point in which they can compare and clarify business ideas, goals, service prices, and market needs by interviewing business management experts and analyzing cash flows to provide high results for self-generating costs and cash flows.

However, graphic design or digital art design students are trained in accordance with local and national programs, with a concentration on professional knowledge and abilities rather than commercial strategies. Each portfolio's design items or projects effectively demonstrate the design competencies and skills required for various career opportunities. As a result, graphic and digital design students at Greenwich University in Vietnam will develop a business plan that clarifies their ideas, goals, services, prices, market needs, community obligations, costs, unique copyright legislation, license insurance, etc. Candidates graduating from the Graphic and Digital Design program at Greenwich University in Vietnam benefit from remarkable career aspirations, future work orientation, and strong ambition.

2.3. The abundance of design products demonstrates the skills in the portfolios of graphic and digital design students at the University of Greenwich in Vietnam

The portfolio is a personal profile design product that includes a CV to help students studying graphic and digital design, graphic design, or digital art design prepare for future job interviews or self-employment. A portfolio can be defined as an investment portfolio that simultaneously serves as a marketing piece for contacting employers. An individual new graduate's or designer's portfolio is a personal statement that includes a variety of design products that demonstrate technical proficiency in both 2D and digital design methodologies. However, the portfolio can be printed or turned into a variety of electronic communication formats and shared with employers via social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and blogging.

Graphic and digital design students at Greenwich University in Vietnam must create a portfolio in order to prepare to be strong and confident when participating in interviews and selection for relevant employment from businesses. As a result, the portfolio must have a clear table of contents, with the categories and titles in each layout styled and clearly displayed to make a strong impression on the design. Product design slides should describe several layouts; each project should have a unique layout that maximizes efficiency in terms of lines, colors, grid systems, design highlights, spacing, and diverse and rich typography to showcase the design title. The authors (Clarke, 2011; Taylor, 2013) provide guide materials that allow students to refer to many more effective portfolio designs and presentations while attaining harmony in the arrangement. From there, incorporate them into personal portfolio designs to make an impression on visitors or recruiters. Therefore, there are a variety of project and design product genres in Greenwich students's portfolios that have a focus on teamwork, such as logo design, mascot design, packaging design, magazine design, branding design, cartoon or game character design, web design, post-processing techniques, art direction projects, film projects, etc. It all demonstrates that students have invested in presentation formats, as well as the layout of each design page and technological abilities, as evidenced by each design output. They have proved their competence and professional design capacity by meeting the needs of clients and reacting to a diverse range of job opportunities.

Furthermore, graphic and digital design students at Greenwich University in Vietnam can effectively approach companies by using well-researched, evaluated, and professionally produced CVs and cover letters. A career has a clear and focused vision and work direction. As can be observed, the portfolio of graphic and digital design students at Greenwich

University in Vietnam is a personal marketing product that employs a variety of ways to thoroughly reach clients and employers by providing the best through intelligent concepts for each presented design product. Reaching out can take various forms, including print and digital media such as Facebook, Instagram, Twitter, Behance, LinkedIn, and blogging. This also proved the technique. Graphic design students must now possess soft skills as well as the ability to employ crucial technology by leveraging and utilizing social and professional networks. This is about students deciding on the best platform to sell their employees' and job seekers' information in a clear, timely, and successful manner amid the present Fourth Industrial Revolution.

2.4. Excellence in self-research ability, teamwork, and presentation ability using foreign languages

The goods in the portfolios of graphic and digital design students at Greenwich University in Vietnam demonstrate a very high level of self-study and research through business strategies and personal artistic direction in their work, particularly soft skills and technology, which are used in a variety of design projects. Furthermore, students can self-research and learn about a wide range of themes from numerous civilizations around the world, as well as conventional ones. Reading and understanding various languages, as well as applying them in the research and analytical process, allows students to explore and create appealing and diversified ideas for a wide range of well-known firms worldwide.

However, students practice many soft skills during their school studies, such as teamwork and the attitude of cooperation, through projects that include discussions and ideas. Students of Graphic and Digital Design at Greenwich University in Vietnam are well equipped for presentations, including interviews and customer presentations through printing. The products and content provided on each portfolio page are carefully selected and laid out, with a focus on harmony and detail balance.

Competency profiles for graphic and digital design students at Greenwich University in Vietnam are developed and provided in English. This might be the first step toward 'Preparing for Success', which is required for becoming a global citizen capable of working anywhere on the globe. They are clearly acknowledged before interviewing or submitting a CV to a company. The first step is to create a complete portfolio and conduct interviews in English to specifically demonstrate current and future personal work plans, present many thoughts, work orientation, think about the work process, and develop professional and soft skills relevant to real life.

3. Conclusion

The study found that graphic and digital design students at Greenwich University in Vietnam outperform their peers at national universities in terms of professional qualifications, career goals, English communication and negotiation skills, effective presentation and teamwork, and IT proficiency. All are included in the student's own portfolio. Further, initially, they had a clear learning goal and a strong mentality upon entering an international learning environment, as well as orientation throughout their studies. They demonstrated that they have already created a unique design style for each individual in order to fulfill professional goals and, more importantly, to realize future plans. As a result, we can see that the research findings act as a learning motivator for students to understand the benefits of the training major, as well as the necessary information, hard skills, and soft skills that they will need as soon as they enter the sector. So students should develop and cultivate these talents to

generate a strong foundation of confidence to go on internships and attend the real workplace soon after graduation.

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