

Tutor's evaluation of the studies and final thesis: **A design framework for Vietnamese modern propaganda. Understanding how belief could be shaped through the audience's information processing, and how the design could become a visual communication tool to raise awareness in young Vietnamese** written by PhD student Le Trieu Hoang Anh.

From the beginning of her studies, Trieu Hoang Anh has been a very hardworking and conscientious student. Besides completing most of her theoretical subjects in her introductory semesters, she also strongly demonstrated her pedagogical skills.

In graphic design, she uses a visual language that draws the attention of the young generation. Her short educative films for children were screened at the international film festival Bratislava - Biennial of Animation.

This proves a solid foundation for her theoretical dissertation. The topic of her work is very relevant to the current times.

After a hundred years, humanity is being decimated again by a pandemic. While the older generation is hypochondriacally meticulous to abide by all regulations, young people do not feel threatened by the pandemic or any other dangers.

The challenge is to give adolescents useful information and advice, without making them feel patronized. What visual language should be used to get the message across? Will it be effective enough to warn them, or will it have the exact opposite effect, and make them act even more reckless?

The author finds the answers to all these questions thanks to objective statistical research and its mathematical-comparative processing.

In terms of content, the presented work fulfilled its goals. From a formal point of view, the submitted work meets the criteria too.

The chapters of the text are logically structured, and the language is engaging and understandable. In the first draft, in the chapter about the History of Visual Propaganda, I was missing more illustrations. The author iterated her work and integrated this feedback.

Thanks to the chapter about the use and understanding of the word propaganda itself in time and geographical space, or in the religious environment - especially the older reader quickly loses the antipathy to this expression, gained from the times of totalitarianism. The author not only remains faithful to the traditional printed form of spreading enlightenment but also deals with the poetics of new media.

I recommend the submitted work for defence.

In Bratislava on April 14th, 2022.


professor Ondrej Slivka ArtD.