



## **Applicant Dang Tram Anh**

**Intended major: Graphic Design (Honors Program)**

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My life has practically been shaped by my amazing mom. She brought me up single-handedly from the time I was two months old, and seeing the dedication she had as a parent taught me a few things or two about ethic, self-reliance, and gratitude. These virtues have in fact directed me throughout life.

My childhood was filled with memories of the lively, vibrant cartoons my mother presented to me on my birthdays. I was always amazed at how much the characters possessed classy lines, how the scenery looked so nicely proportioned, and how much could be communicated so imaginatively, all just being through images. Those were when both my appreciation for arts and enthusiasm for design started rising.

As I grew older, I grew more curious and found myself eager to explore several career paths that are creative in nature. Along the way, I learned that there are many different ways that you can become creative in a working career, aside from traditional types of creativity, like painting or drawing. The very first time I became aware of graphic design, I was completely captivated by how new and exciting it all was. Though I had only my mother's old computer, which was too weak to run design softwares, I did not let that drawback get the better of me. I began learning to design myself through Canva, primarily by following helpful tutorials that I found on YouTube. Over the years, my perception of design has evolved and I now see it not just as a way of creating visual eye-catchers, but also as a significant tool for conveying feelings, conveying messages, and expressing individuality. There is such a wonderful feeling when a product is ultimately designed, and all the details fit so perfectly together to represent exactly what I have seen in mind. For me, whenever I can draw or design, it is a valuable moment to know more about myself and to see how much I have grown.



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Therefore, with this wonderful determination to study design in the correct manner, I used most of my time trying to look for Vietnamese universities offering Graphic Design programs. After a thorough search, I was amazed by Van Lang University, especially because of its "Learning by doing" philosophy. I believe it is more important than ever to be a global citizen. I want to be aware of global design trends and constantly hone my thinking abilities. I plan on doing so by actively engaging in the university's motivating events, competitions, and practical internships. I believe that these experiences are invaluable because they provide me with more substance than just what is contained or has been read from books. They are important for building helpful soft skills, achieving priceless real-world experience, and even in starting to build connections for my future career, which will provide many chances to be present for me.

To my best knowledge, what is even more impressive is that Van Lang University has just been one of the world's top 101-150 for Design based on QS World University Rankings. This accomplishment truly speaks highly of how qualified the school is and how visionary its approach method is. In addition, I view the university's modern facilities as a key strength for individual and group working projects. Considering all this, I strongly feel that Van Lang University is an ideal study setting to hone myself as a skilled professional graphic designer, a person who not just can produce creative ideas but can also transform them into practical, real products.

My involvement as a designer in a small project named "Meo 8 Ngon" organized by me and my close friends to support orphaned children at Binh An temple, has really awakened my sympathy and encouraged me to do even more for deprived people. Also, by designing keychains for this project, I got to learn about the day-to-day work of a designer firsthand, and this not only taught





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me about how stressful the actual working environment can be, but it also reaffirmed my passion in this field. Seeing others enjoy the keychains that I created and learning that 50% of the earnings went to charity made me extremely happy. For that aim, here at Van Lang University, not only do I want to be an excellent student academically but I also aim to make a genuine, positive impact on society. I am really enthusiastic to be a part of the university's various programs, whereby I could work together with peers on learning endeavors that benefit the wider community, more specifically those pertaining to non-profit ventures. Besides, I truly think it is an absolute necessity to learn another language such as English. Because it is an amazing tool for me to access worldwide information conveniently, build worldwide connections, and even present Vietnam's rich culture to more individuals.

I always envision my career as a graphic designer in the future to be a really exciting but challenging experience. In university, my primary goal is to have a strong foundation in design. To me, personally, it is not just a matter of learning the softwares but learning the ideas behind design thinking. Having achieved this milestone, I am actually looking forward to exploring other areas such as branding, packaging, magazine design, UI/UX, and illustration. What means a lot to me is being involved in projects that serve the community through design in communicating positive messages. I am not entirely certain what the future holds, but my big vision is to be an excellent and ethical designer. I desire that my designs are breathtaking, yet also that they contribute meaningfully and positively to society.

This scholarship, to me, is not only about the grant. It is a worthwhile opportunity to actually submerge myself in an upper-level academic environment, learning from successful people, and incrementally working my way towards my goals.



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Thank you for your time reviewing my personal statement. I truly appreciate your consideration.

Sincerely,

Dang Tram Anh

Word count: 990 words