

STATEMENT

by Prof. Kirilka Simeonova Tagareva, PhD– Paisii Hilendarski University of Plovdiv

on the materials submitted for participation in the competition
for the academic position of **Associate Professor**
at Plovdiv University "Paisii Hilendarski"

field of higher education 8. Arts

Professional field: 8.2. Fine Arts (Font and Typography)

In the competition for "Associate Professor", announced in the State Newspaper, issue 98 of 19.11.2024, and on the Internet page of Plovdiv University "Paisii Hilendarski" for the needs of the Department of Aesthetic Education at the Faculty of Pedagogy, the candidate is Senior Assistant Professor Dr. Nadezhda Nedyalkova Angelova from Plovdiv University "Paisii Hilendarski"

1. General Presentation of the Procedure and the Candidate

The procedure for conducting the competition has been followed and complies with the regulatory documents. The materials submitted by the candidate for participation in the competition have been prepared accurately, in accordance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for the Application of the Law on the Development of the Academic Staff in the Republic of Bulgaria, and the Rules for the Development of the Academic Staff at Paisii Hilendarski University of Plovdiv.

The only candidate in the competition is Senior Assistant Professor Dr. Nadezhda Nedyalkova Angelova from Plovdiv University "Paisii Hilendarski", Department of Aesthetic Education. She holds a Ph.D. in Professional Field 1.3 "Pedagogy of Fine Arts Education" since 2020, with a defended dissertation on "Teaching Type and Typography in Graphic Design in Higher Education."

Since 2018, she has been an assistant professor, and since 2023, she has been a senior assistant professor at Paisii Hilendarski University of Plovdiv, Department of Aesthetic Education.

2. General Characteristics of the Candidate's Activity

Dr. Nadezhda Angelova participates in the competition for associate professor with 8 publications on the topic of the competition. Among the presented publications are: 1 monograph; 3 articles published in refereed journals and indexed in world-renowned databases of scientific infor-

mation; 4 articles published in non-refereed journals with scientific peer review or in edited collective volumes. One of the articles, published in refereed journals and indexed in world-renowned databases of scientific information, is co-authored. All other publications are independent works of Dr. Nadezhda Angelova. Dr. Angelova has produced 3 short original works in the arts and participated in a collective work – the group exhibition "Inspiration" of faculty members from the Department of Aesthetic Education at Paisii Hilendarski University of Plovdiv. Her publication activity and creative endeavors in the arts are sufficient to qualify her for the position of associate professor.

The main habilitation work presented by Senior Assistant Professor Dr. N. Angelova is: *Book Design. Methodology of the Layout*. University Publishing House "Paisii Hilendarski," 2024. ISBN 978-619-281-007-8, 226 pages. The work represents an independent scientific study that achieves results distinguishing it from conventional knowledge about the artistic design of printed books. It presents an original methodology for creating high-quality professional design for contemporary books. The first part of the monograph is dedicated to the development of the book's appearance over the centuries, its significance, and the future prospects. The second part presents an empirical study of the attitudes of the reading and design audience regarding the significance of books and contemporary printed book design in Bulgaria. The third part focuses on the developed original methodology for artistic design of printed books in a commercial form. The empirical result of the methodology's application in the professional work of book designers and in specialized education has been proven. The analysis criteria of the obtained results are general and genre-specific, oriented towards the elements of design and the elements of the book. Other criteria include: overall concept of the book, idea, stylistic construction, distinctive composition, expressive typography, and impressive images and decorations. The habilitation work demonstrates excellent knowledge of the subject matter by Dr. Angelova, skillful use of contemporary methodology, and courage in exploring new approaches in the design of contemporary books.

One contribution to the scientific work of Senior Assistant Professor Dr. N. Angelova is the development of basic criteria and indicators for typographic design of text with high readability. The basic rules and regularities are systematized in three areas related to increasing text readability: micro-typography, macro-typography, and perception. Seven criteria and seventeen indicators are developed in the form of a checklist, which can determine the readability level of the text. The ranking scale allows the checklist to be used as a precise tool for controlling and evaluating the typographic quality of regular text.

The topic of creating educational illustrations for children is examined in two publications by Dr. Angelova. An analysis of results from work with students who create a series of digital educational illustrations as visual aids in visualizing mathematical content in primary education is presented. The results of the applied methodology are analyzed based on overall stylistic, compositional, anatomical, proportional, perspective, and color construction.

In two publications, the issue of education in the field of intellectual property and copyright in specialties with artistic and creative orientation is studied.

The integration of forms and techniques from art in didactic and methodological terms in different educational areas is an innovative approach presented in Dr. Angelova's article titled "Interdisciplinary Education through Arts and the Use of Artificial Intelligence for Achieving Quality Educational Outcomes."

One collective publication discusses the topic of the competency-based approach in arts education through project activities.

Evaluation of the Candidate's Personal Contribution

Senior Assistant Professor Dr. N. Angelova has provided a self-assessment of the contributions in her works presented for review. I agree with the defined contributions in the field of fine arts. I believe that the formulated contributions and obtained results are a personal achievement of Dr. Nadezhda Angelova.

3. Critical Remarks and Recommendations

I have no critical remarks. I recommend that Senior Assistant Professor Dr. Nadezhda Nedyalkova Angelova continue her research and teaching activities in the field of fine arts.

During my work on this opinion, I did not find any texts that could be defined as plagiarism, nor have I received any reports of such.

CONCLUSION

The documents and materials submitted by Senior Assistant Professor Nadezhda Nedyalkova Angelova PhD, meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its application, and the Rules for the Development of the Academic Staff at Paisii Hilendarski University of Plovdiv. After reviewing the materials and scientific works presented in the competition, analyzing their significance and the scientific, scientific-applied, and applied contributions contained therein, I find it justified to give my **positive assessment** and to recommend the Scientific Jury to prepare a report-proposal to the Faculty Council of the Faculty of Education for the selection of the Chief Assistant Professor Dr. Nadezhda Nedyalko-

va Angelova to the academic position of Associate Professor at the Pedagogical University “Paisii Hilendarski” in the following field of higher education 8. Arts, professional field 8.2. Fine Arts (Font and Typography).

14.03.2025 г.

Signature:

Plovdiv

(Prof. Kirilka Tagareva, PhD)