

REVIEW

by **Prof. Dr. of Arts Biser Iliev Damyanov, Plovdiv University “Paisii Hilendarski”**,

on the materials submitted for participation in the competition

for the academic position of “**Associate Professor**”

at Paisii Hilendarski University of Plovdiv

in: Field of higher education: 8. Arts

Professional Field: 8.2. Fine Arts

Academic specialty: Tipe and Typography

In the competition for the “Associate Professor” position, announced in the State Newspaper, issue 98/19.11.2024, and on the university’s website for the needs of the “Aesthetic Education” Department within the Faculty of Pedagogy, the sole applicant is Nadezhda Nedyalkova Angelova from Plovdiv University “Paisii Hilendarski”.

1. General overview of the submitted materials

By Order No. P-22-84 dated 17.01.2025, the Rector of Plovdiv University “Paisii Hilendarski” appointed me as a member of the academic jury for the competition for the academic position of “Associate Professor” in the area of higher education: 8. Arts, professional field: 8.2. Fine Arts (Type and Typography), announced for the “Aesthetic Education” Department within the Faculty of Pedagogy.

The **sole applicant** for the competition is Senior Assistant Professor Dr. **Nadezhda Nedyalkova Angelova** from Plovdiv University “Paisii Hilendarski”, Faculty of Pedagogy, “Aesthetic Education” Department.

The materials submitted by Nadezhda Angelova **comply** with the Regulations for the Development of Academic Staff at Plovdiv University and include the following documents:

- Application form addressed to the Rector for participation in the competition;
- CV in European format;
- Higher education diploma (Master's degree)

- Doctoral diploma (PhD);
- List of scientific works;
- Scientific works (copies of publications);
- List of citations (copies of citations);
- Summary report on compliance with the minimum national and additional faculty requirements;
- Summaries of materials per Article 65 of the Academic Staff Development Regulations (in Bulgarian and a foreign language);
- Self-assessment of contributions;
- Declaration of the originality and authenticity of the submitted documents;
- Proof of professional experience;
- Documents related to teaching activities;
- Research-related documents;
- Documents on artistic and creative activities;
- Documents meeting the additional faculty requirements;
- Other documents.

The candidate, Nadezhda Angelova, has submitted a total of 8 scientific works, classified as follows:

- Monograph – 1
- Articles – 7 (2 in foreign languages, indexed in global databases, and 5 in Bulgarian, with 6 authored solely by her and 1 co-authored).

In the field of artistic and creative activities, 3 independently realized projects in the arts have been presented, along with 1 participation in a collective arts project. Additionally, the candidate has participated in 5 research projects.

For the competition, the candidate has submitted a complete set of documents. The submitted materials comply with the national minimum requirements for the position of *Associate Professor*.

The publications and creative outputs relevant to the academic specialty are reviewed in this competition.

2. Brief biographical details of the candidate

Nadezhda Angelova completed her higher education in Germany, obtaining a degree as a Diplom Designer (2010) in “Communication Design” from the University of Applied Sciences Düsseldorf (HSH Düsseldorf), and later earning a Master's degree (Master of Arts, 2014) from the

same university.

Between 2008–2014, she worked as a graphic designer in Germany. In 2014, she continued her career as a freelance graphic designer in Bulgaria and began teaching at the private college “Omega”.

From 2014–2016, she worked as an adjunct lecturer in “Graphic Design and Photography” (Bachelor’s) and “Graphic Design” (Master’s) programs at AMTII, Plovdiv. She became an Assistant Professor there from 2017 to 2018.

In 2016, she was admitted as a full-time PhD student at Plovdiv University “Paisii Hilendarski”.

Since 2018, she has been an Assistant Professor in the “Aesthetic Education” Department at the university.

She defended her dissertation in 2020, acquiring the scientific degree “Doctor” in the professional field of 1.3, with a thesis entitled “Teaching Typography and Lettering in Graphic Design in Higher Education.”

From 2023, she has been a Senior Assistant Professor in the same department.

Nadezhda Angelova has participated in group exhibitions, performances, and installations in Bulgaria and Germany. She is a member of research and professional organizations (national and international).

3. General Overview of the Candidate's Activities

Assessment of Teaching Activities

The primary teaching role of Nadezhda Angelova is within the Faculty of Pedagogy at Plovdiv University “Paisii Hilendarski”. Additionally, she conducts student training at the Faculty of Mathematics and Informatics (FMI) of the same university.

Senior Assistant Prof. Dr. Angelova has participated in various committees for the preparation and improvement of teaching documentation. She has developed curricula and lecture courses for specialties such as “Graphic Design with Advertising” and “Pedagogy of Teaching Fine Arts”.

Throughout her teaching career, Dr. Nadezhda Angelova has led mandatory, elective, and optional courses across various specialties, delivering lectures, conducting seminars, and supervising

theses. In the “Graphic Design with Advertising” specialty, she teaches courses such as “Type and Typography”, “Book Design”, “Design of Periodicals”, “Advertising Design”, “Presentation Design”, “Portfolio and Presentation”, among others. Additionally, she teaches three courses in “Pedagogy of Teaching Fine Arts”, including courses in “Primary School Pedagogy” and “Primary School Pedagogy with a Foreign Language” for Bachelor's students.

In her teaching, Dr. Angelova applies modern pedagogical technologies, interactive methods, multimedia, and various types of demonstrations. She has supervised students' thesis work in the specialties “Graphic Design with Advertising” and “Pedagogy of Teaching Fine Arts”, guiding 18 successfully graduated Bachelor's students over the past three years. She organizes creative and artistic activities for students, including participation in exhibitions and competitions, and initiates and leads projects such as “Design Dialogue”.

Assessment of Scientific Activities

Senior Assistant Prof. Dr. Nadezhda Angelova has applied for the “Associate Professor” competition with 8 scientific publications. These include 1 monograph (Indicator B), 3 reports (2 sole-authored and 1 co-authored) published in scientific journals indexed in global databases (Scopus), and 4 sole-authored articles and reports published in non-indexed reviewed journals (Indicator G). She has completed 3 independent projects in the arts and participated in 1 collective project (Indicator G). Angelova also presented a list of 12 citations, with 1 citation appearing in monographs and collectively peer-reviewed volumes, while the rest are in non-indexed scientific journals (Indicator G). She has been involved in 5 research projects – 4 national and 1 international (Indicator E).

An outline of Dr. Angelova's academic work relevant to the competition follows.

1. On the topic of the competition, Nadezhda Angelova has published a monograph titled “Book Design. Methodology of the Layout.” (Plovdiv University Press, 2025, 226 pages). The monograph is concise, with clear and precise exposition. Directly linked to graphic design education, the book can serve as teaching material for the “Book Design” course.

The monograph is structured into three chapters (or parts), covering various aspects of the artistic design of printed books:

Part One addresses essential questions of graphic design, including previously unexplored topics in Bulgarian literature on graphic design. Notably, Chapter 1 offers a brief historical review of book design over the centuries and discusses the future of books. An engaging commentary is presented in Part 3 under the title “The Discourse on Books and Their Future”.

Chapter 4, particularly Section 4.1, reviews approaches and methods developed and applied by renowned designers such as Jan Tschichold, Indra Kupferschmidt, Walter Pamminger, Hans Peter Willberg, Friedrich Forssman, and Vasil Yonchev, who have significantly contributed to book design.

Chapter 5 delves into the aesthetic criteria for book design, discussing books that set benchmarks in this field.

Part Two features an experimental study conducted through surveys, focusing on “Surveying Opinions and Attitudes” (pages 65-93) and “Investigating Methods and Criteria for High-Quality Design” (pages 93-115). While the headings may not fully reflect the substantive research, the study itself is comprehensive.

Part Three presents an original methodology for creating professional design and layout for contemporary books. This methodology has been experimentally tested for applicability in professional practice and specialized education, yielding effective results.

The monograph concludes with a well-crafted appendix showcasing Dr. Angelova's skills as a designer.

2. Beyond the monograph, the candidate has submitted 7 scientific articles and conference reports, published in journals and collections, with 2 articles in foreign languages and 1 co-authored piece. All publications align with the competition's theme.

The publications indexed in Scopus explore the integration of the competency approach in arts education and methods and criteria for creating high-quality digital educational illustrations for children.

Articles published in non-indexed reviewed journals focus on three themes: intellectual property and copyright in creative disciplines, type and typographic design for improved readability, and innovative applications of artificial intelligence in interdisciplinary arts education.

3. Dr. Angelova has presented her independent projects and university project contributions. Her portfolio includes 3 design projects: promotional materials and designs for the book “Galactic Tales”, advertising materials for “Orange Factory”, and an advertising campaign for “14 STEPS”. Additionally, she has participated in the exhibition “Inspiration” by faculty members of the “Aesthetic Education” Department at Plovdiv University.

She has also contributed to 2 university and 2 national educational and research projects, as well as 1 international project. Dr. Angelova's work has been presented at national seminars and

international scientific conferences. Supporting documentation highlights her active engagement in teaching, research, and creative activities.

Contributions and Citations

The number of scientific publications, their themes, and the quality of the scientific text fully meet the requirements of the competition. The monograph and articles are written in a good academic style, with clear presentation and logical structuring of the issues discussed.

The contributions of the works by Assoc. Prof. Dr. Nadezhda Angelova are of scientific and applied nature and are her own original achievements. The main contributions of her theoretical research can be summarized as follows:

A thorough study of key issues in the field of graphic design has been conducted.

Theoretical and methodological frameworks in the field of graphic design education in higher education have been developed.

An effective methodology for teaching the design of printed books has been created.

In summary, I believe that the work of Dr. Nadezhda Angelova significantly contributes to the development of the theory of graphic design education. In addition to its theoretical importance, it has practical applications in teaching fine arts, particularly graphic design.

The provided citation report shows that Angelova's works have been cited in a significant number of scientific publications. Personally, I have not encountered any negative references to the candidate's works. There is no evidence of plagiarism in her academic output.

4. Evaluation of the Candidate's Personal Contributions

All materials presented by the candidate and relevant to the scope of the competition are original, indicating that the contributions mentioned above are her personal achievements.

5. Personal Impressions

I know Senior Assistant Prof. Dr. Nadezhda Angelova personally as both an educator and a designer. She is a competent, responsible, and experienced teacher who applies diverse interactive teaching methods, successfully motivates students, and evaluates them objectively. She is self-critical and meticulous in her scientific research, with pronounced intellectual interests. Nadezhda Angelova possesses not only design expertise but also a broad artistic culture and profound knowledge in education key factors for a modern and effective teaching style in the arts field.

CONCLUSION

The documents and materials submitted by the candidate, Nadezhda Angelova, meet the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (LDASRB), the Regulations for the Implementation of the LDASRB, and the Criteria and Regulations for awarding academic degrees and positions at Plovdiv University "Paisii Hilendarski". The candidate's materials contain scientific and applied-science results that contribute to the field of graphic design and its education. The publications have theoretical significance and practical applicability, with much of the work directly geared toward university teaching. They demonstrate the necessary scientific competence in fine arts and, specifically, in graphic design. The candidate's achievements in research and teaching activities fully correspond to the specific requirements for the position of "Associate Professor" at Plovdiv University, Faculty of Pedagogy.

For all these reasons, I give a **positive** evaluation and recommend the Academic Jury to prepare a report to the Faculty Council of the Faculty of Pedagogy for the appointment of Senior Assistant Prof. Dr. Nadezhda Angelova to the academic position of "Associate Professor" at Plovdiv University "Paisii Hilendarski", in the Professional field 8.2. Fine Arts, academic specialty: Type and Typography.

Signed:

6.03.2025

Reviewer: Prof. Dr. of Arts Biser Damyanov