

STATEMENT

Assoc. Prof. , PhD Rusen Georgiev Doykov

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

(Type and Typography)

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

1. General Presentation of the Procedure and the Candidate

By Order No. P22-84 of 17.01.2025, issued by the Rector of the University of Plovdiv “Paisii Hilendarski” (PU), I was appointed as a member of the academic jury for the competition for the academic position **“Associate Professor” in PU**, in the field of higher education **8. Arts**, professional direction **8.2. Fine Arts (Type and Typography)**, announced for the needs of the “Aesthetic Education” Department within the Faculty of Pedagogy.

The documents for participation in the competition were submitted by **only one candidate**: Senior Assistant, PhD **Nadezhda Nedyalkova Angelova** from the University of Plovdiv “Paisii Hilendarski”, Faculty of Pedagogy, Department of Aesthetic Education.

The set of materials submitted by Senior Assistant Dr. **Nadezhda Nedyalkova Angelova** in hard copy *complies* with the Rules for the Development of the Academic Staff at PU, and includes the following documents:

- Application form to the Rector for participation in the competition;
- CV in European format;
- Diploma for higher education with a Master’s degree qualification;
- Diploma for a scientific and educational degree “Doctor”;
- List of scientific publications;
- Copies of scientific publications;
- List of citations (copies of citations);
- Compliance summary with the minimum national and additional faculty requirements;
- Summaries of the materials under Article 65 from the Academic Staff Development Rules (in Bulgarian and a foreign language);
- Self-assessment of contributions;
- Declaration of originality and authenticity of the submitted documents;
- Certificate of professional experience;
- Documents related to teaching activities;
- Documents for research activities;
- Documents related to artistic and creative activities;
- Documents in accordance with the additional faculty requirements;
- Other documents.

Senior Assistant, PhD **Nadezhda Nedyalkova Angelova** submitted 8 works, including: 1 scientific monograph, 3 articles and reports published in scientific journals indexed in world databases, and 4 articles and reports published in non-refereed peer-reviewed journals. Two publications are in English, 6 in Bulgarian. One publication is co-authored with another author, while the rest are individual works. In the field of artistic and creative activities, there are 3 completed individual projects and one participation in a collective project. Senior Assistant Dr. Angelova has participated in 5 research projects.

Senior Assistant, PhD Nadezhda Angelova was born in Plovdiv. In 2000, she graduated from the National High School of Fine Arts “Tsanko Lavrenov” – Plovdiv, with a specialization in “Mural Painting”, receiving an Award for Highest Academic Achievement of the Class. In 2010, she obtained a bachelor's degree in “Communication Design” from the University of Applied Sciences in Düsseldorf, Germany, and completed her master's degree in the same field and institution in 2014.

In 2020, she successfully defended her doctoral dissertation at the Faculty of Pedagogy, PU, in professional direction 1.3, doctoral program “Methodology of Teaching Fine Arts”, with the topic: “Teaching Type and Typography in Graphic Design in Higher Education”. Her professional journey began in 1996, and since 2007, she has worked as a freelance communication designer.

Between 2008 and 2014, she worked as a graphic designer in Germany, contributing to film studios, design offices, advertising agencies, and an architectural bureau. In 2014, she returned to Bulgaria, working as a freelance graphic designer and lecturer at the private college “Omega”. From 2014 to 2016, she was a part-time lecturer at the Academy of Music, Dance and Fine Arts – Plovdiv, teaching “Graphic Design and Photography” (Bachelor’s) and “Graphic Design” (Master’s). From 2017 to 2018, she worked there as an assistant.

In 2018, she was appointed as an assistant in the “Aesthetic Education” Department at the Faculty of Pedagogy, PU, where she has held the position of senior assistant since 2023, with teaching, organizational, and administrative responsibilities.

2. General Characteristics of the Candidate's Activities

Senior Assistant, PhD Nadezhda Angelova (in the last three years) has taught a total of 9 specialized disciplines in the “Graphic Design with Advertising” program, 7 disciplines in the “Pedagogy of Teaching Fine Arts” program (3 in the last three years and 4 before that), and 2 methodological disciplines (1 in each of the specialties) in the “Primary School Pedagogy” and “Primary School Pedagogy with a Foreign Language” programs for undergraduate regular students. The disciplines mainly focus on visual arts (professional direction 8.2) and graphic design, including “Type and Typography”, “Book Design”, “Design of Periodicals”, “Advertising Design”, “Presentation Design”, “Graphic Design”, “Computer Applications in Graphic Design”, “Portfolio and Presentation”, and others.

She actively works with graduate students, having supervised 18 successful bachelor's theses in the last three years and reviewed 3 theses for both bachelor’s and master’s degrees. Additionally, she motivates and supports students as a scientific consultant for their publications, organizes, and implements the initiative DESIGN-DIALOGUE, facilitating interaction and exchange between students from creative programs (professional direction 8.2) in the Faculty of Pedagogy and professionals from the field of design with extensive artistic and creative experience.

In the last academic year, her teaching activities covered over 900 hours of in-class and extracurricular teaching related to the competition's announced disciplines. In her teaching, Senior Assistant Dr. Nadezhda Angelova applies innovative methods based on her personal experience with educational institutions and employers in Germany, broadening students' horizons.

She applies for the announced competition for “Associate Professor” with 8 scientific publications: habilitation work – monograph (Indicator B); 3 reports, 2 of which are solo and 1 co-authored, published in scientific journals indexed in the global database (Scopus); 4 independent articles and reports published in non-refereed peer-reviewed journals (Indicator G). Three completed individual projects in the arts field and 1 participation in a collective project (Indicator G) are included. Additionally, a list of 12 citations is presented – 1 in monographs and collective volumes with scientific reviewing and the others in non-refereed scientific journals (Indicator G). A list of participation in 5 research projects is provided – 4 national and 1 international (Indicator E).

The monograph is structured into three parts, examining the artistic design of the printed book. It includes an original methodology for creating a professional design for modern books, analyzing the theoretical aspects of the book's improvement over centuries, its significance, and prospects for its development. The methods of book design by renowned authors are studied, including the work processes and quality criteria for design. The developed methodology has been experimentally tested for its applicability in professional practice and specialized education. The results confirm its effectiveness. The conclusion outlines important findings and opportunities for further development of the topic. The contributions are identified as the systematic tracking of specialized literature through clear authorial positions on systematic work models and the analysis of the perception of high-quality design.

In the publications indexed in Scopus, the candidate explores the possibilities of the competency-based approach in the educational process, as well as the methods and criteria for creating high-quality digital educational illustrations for children.

Intellectual property and copyright in aspects related to artistic and creative activities, typography, and typographic design for high readability, as well as the innovative implementation of artificial intelligence in interdisciplinary education through the arts, are addressed in the scientific publications in non-refereed peer-reviewed journals.

The projects in category “G” include 3 original products in the field of design - design and promotional materials for the book “Galactic Tales”, promotional materials for “Orange Factory”, and a campaign for “14 STEPS”, as well as participation in the exhibition “Inspiration” by lecturers from the University of Plovdiv, Department of Aesthetic Education.

The candidate has participated in 2 university and 2 national educational and research projects, as well as 1 international project.

3. Critical Remarks and Recommendations

I recommend that the candidate continues to actively work as she has been, transferring her experience and skills from her artistic practice to her teaching practice. Additionally, she should continue exploring the possibilities of artificial intelligence and its implementation as an ever-evolving tool with expanding applications in artistic and pedagogical practice.

CONCLUSION

In conclusion, considering the volume and quality of the submitted works, the significance of the topics addressed in them, as well as the pedagogical practice and artistic-creative activities, along with the other activities and competencies of the candidate, I recommend that Senior Assistant, PhD. Nadezhda Nedyalkova Angelova be awarded the academic position of “Associate Professor”. I vote “IN FAVOR”.

March, 2025

Prepared by:

(signature)

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(Assoc. Prof., PhD Rusen Doykov)