

STATEMENT

by **Metodiy Ivanov Angelov Ph.D., Associate Professor at the University of Plovdiv "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 (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 **only** applicant is **Nadezhda Nedyalkova Angelova Ph.D.** from the University of Plovdiv “Paisii Hilendarski”.

1. General Presentation of the Procedure and the Candidate

1.1. Procedure: By Order No. RD-22-84 dated 17.01.2025, issued by the Rector of the University of Plovdiv “Paisii Hilendarski”, I was appointed as a member of the academic jury for the competition for the academic position “Associate Professor” in professional direction 8.2 Fine Arts (Type and Typography) for the needs of the Department of Aesthetic Education within the Faculty of Pedagogy at the University of Plovdiv “Paisii Hilendarski”. The only applicant for the competition is Senior Assistant Prof. Nadezhda Nedyalkova Angelova Ph.D. from the University of Plovdiv “Paisii Hilendarski”. By mutual agreement and according to the decision of the academic jury at its first remote meeting on 27.01.2025, I was assigned to write a **statement**.

1.2. Submitted Materials: The applicant has submitted a complete set of required documents for conducting the competition procedure. The submitted documents **comply** with the Rules for the Development of the Academic Staff at the University of Plovdiv “Paisii Hilendarski” and **meet** the specific faculty and minimum national requirements for the position of “Associate Professor.” The scientific works submitted by N. Angelova for review include one monograph and 7 articles, 3 of which are indexed in Scopusca B Scopus.

1.3. Brief Biographical Data: Nadezhda Angelova was born on 02.11.1982 in Plovdiv. She graduated from the National School of Fine Arts “Tsanko Lavrenov” in Plovdiv. She obtained her bachelor's degree (2010) and master's degree (2014) in Communication Design at the University of Applied Sciences in Düsseldorf, Germany. From 2014 to 2017, she worked on contracts as a lecturer at private colleges and as a part-time assistant at the Academy of Music, Dance and Fine Arts “Prof. Assen Dia-

mandiev”, Plovdiv. From 2016 to 2020, she worked on her dissertation titled “Teaching Type and Typography in Graphic Design in Higher Education” in the doctoral program “Methodology of Teaching Fine Arts” at the University of Plovdiv “Paisii Hilendarski”, which she successfully defended in 2020. She was appointed assistant professor in 2018 and senior assistant professor in 2023 at the University of Plovdiv “Paisii Hilendarski”.

1.4. Personal Impressions: I know Nadezhda Angelova from my work in the Department of Aesthetic Education and the program “Graphic Design with Advertising”. She stands out with her business qualities – organization, determination, high level of responsibility, and active engagement in administrative tasks for the department and professional direction. She works effectively with students, both in teaching activities and in scientific and artistic-creative endeavors, inspiring and captivating them while earning their respect and sympathy. In her relations with colleagues, N. Angelova Ph.D. is sincere, honest, cooperative, and a strong team player – qualities necessary for collaborative work and efficiency in the “Fine Arts” sector of the department.

2. General Characterization of the Candidate's Activities

The monographic work “BOOK DESIGN. Methodology of the Layout” presented by Nadezhda Angelova is 226 pages long, of which 173 pages are the main text and 24 pages are appendices. It cites 124 literary sources, including 33 in Latin script. The work is structured as follows: Introduction, 3 chapters, Conclusion, References, and Appendix. The book’s subject matter and the issues it explores are highly relevant and originally conceived. The text is well-structured, readable, and meets technical requirements.

In the first chapter, the theoretical basis of the research and some key concepts are presented, highlighting the book as a sociocultural, historical, and aesthetic phenomenon.

The second chapter covers the essence, methodology, and results of a preliminary empirical study conducted through surveys. The detailed explanation of the sample selection and its justification, provided in the Introduction, leaves a strong impression. The chapter presents the results regarding respondents’ attitudes towards the significance, design, and relevance of books in contemporary life.

The conclusions drawn in the previous chapter are important and organically linked to the next, third chapter of the monograph. In the third chapter, Nadezhda Angelova elaborates in detail on her original methodology for book design, which, along with the survey from the second chapter, is considered one of the key contributions of this scientific work.

An essential aspect of the research is the experimental validation of the functionality and effectiveness of the developed methodology, solidifying the author's tangible contribution not only to practical creative activities in book design but also to education in this important segment of graphic design.

To summarize, given the relevance of graphic design today, the monographic work of Nadezhda Angelova Ph.D. fills a gap in contemporary Bulgarian literature in this field. It can serve

both as a creative guide for book design and as a methodological tool for educating students in the field.

Regarding the other works presented by the author, they demonstrate the same depth of thought, systematic approach, and structural organization found in the monograph. The topics of her publications, in addition to specific themes such as children’s illustrations and graphic design, address broader topics of interest to the academic community.

3. Recommendations to the Author

In point 4 of the First Chapter, I believe the content pertains more to the organization of stages and activities in the creative process of book design, as employed by certain authors, rather than “Methods of Book Design...” as currently titled. Thus, I recommend revising the title for greater accuracy. Additionally, to enhance clarity, I suggest providing more detailed information about participants in the methodology validation at the beginning of point 2 in the third chapter (p. 150).

CONCLUSION

The documents and materials submitted by **Nadezhda Nedyalkova Angelova Ph.D.** meet the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the rules for implementing ZRASRB, and the corresponding regulations of the University of Plovdiv “Paisii Hilendarski”.

The candidate **has presented** a sufficient number of scientific works published after those used in her doctoral defense and the competition for the academic position of “Senior Assistant”. Her works contain original scientific and applied contributions, some of which have been published in journals and scientific collections issued by international academic publishers. Her theoretical works have practical applications, with some directly aimed at educational activities.

Ph.D. Nadezhda Angelova’s achievements in teaching and research activities fully meet the minimum national and additional requirements of the Faculty of Pedagogy, adopted in connection with the rules for implementing ZRASRB at PU.

After reviewing the materials and scientific works presented in the competition, analyzing their significance, and evaluating the scientific, applied, and practical contributions contained within them, **I find it justified to provide a positive assessment and recommend that the Academic Jury prepare a report-proposal to the Faculty Council of the Faculty of Pedagogy to appoint Nadezhda Nedyalkova Angelova to the academic position of “Associate Professor” at the University of Plovdiv “Paisii Hilendarski” in: field of higher education 8. Arts, professional direction 8.2 Fine Arts (Type and Typography).**

15.03.2025

Prepared by:

(signature)

/ Assoc. Prof. Dr. Metodiy Angelov/