

STATEMENT

by **Prof. Daniela Todorova Markova, PhD** - Paisii Hilendarski University

on the materials submitted for participation in the competition

for taking the academic position of „**Associate Professor**“

in „Paisii Hilendarski” University of Plovdiv

in: area of higher education 8. Arts

professional trend 8.2. Fine Arts (Fonts and Typography).

In the competition for "Associate Professor" announced in the State Gazette, no. 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, as a candidate participates **Chief Assist. Prof. Nadezhda Nedyalkova Angelova, PhD** from the Faculty of Pedagogy of Paisii Hilendarski University.

1. General presentation of the procedure and the candidate

By order of the Rector of Plovdiv Paisii Hilendarski University (PU) - RD - 22 - 84 of 17.01.2025 I have been appointed as a member of the scientific jury of the competition for the academic position of „Associate Professor“ at PU in the field of higher education 8. Arts, professional field 8.2. Fine Arts (Fonts and Typography), announced for the needs of the Department of Aesthetic Education at the Faculty of Education.

The set of materials on electronic media is in accordance with the Regulations for the Development of the Academic Staff of PU and with the Law for the Development of the Academic Staff in the Republic of Bulgaria. It includes administrative documents; as well as documents proving the research and artistic activity of the candidate. The following documents are submitted: application form to the Rector for admission to the competition; curriculum vitae according to the European format; diploma of higher education for the Master's degree with an annex; diploma for the Doctor's degree; list of scientific works; copies of scientific works; list of citations; statement of compliance with the minimum national and additional faculty requirements; annotation of the materials (in Bulgarian and foreign languages); self-assessment of contributions; declaration of originality and authenticity of the attached documents; certificate of work experience; documents for teaching work; documents for scientific research work; documents relating to artistic activity; documents in accordance with the additional requirements of the Faculty of Education.

The candidature is provided with the legally required hours of lectures and exercises, which is evident from the reference of the academic work - classroom and extra-curricular activities. The disciplines are mainly in scientific field 8.2. Fine Arts. The candidate's work with students is active - supervision of diploma projects (18 graduates); preparation of reviews; supervision of research student work; supervision and organization of artistic activity of students, including virtual exhibitions.

2. General description of the candidate's activity

The CV of the principal Chief Assist. Prof. Nadezhda Nedyalkova Angelova, PhD demonstrates experience in the field of the announced competition. She received her artistic specialized education at the National Art high school "Tzanko Lavrenov" in Plovdiv, specialty "Mural Painting"; she completed her higher education and graduated as a designer at the University of Applied Sciences Düsseldorf, Germany, at the Department of Design, specialty "Communication Design". H. Angelova received recognition during her studies - an award for excellent grades at the National Art School "Tsanko Lavrenov", Plovdiv; a German national scholarship for excellent grades, professional achievements and outstanding social activity from the "University of Applied Sciences Düsseldorf", Germany. Her work experience includes freelance work as a designer, as well as in various design companies in Germany, including practice in the publishing house "Horizont", Plovdiv. She has worked as a designer in graphic design and prepress, image processing and retouching, book layout, storyboard, animation. Of importance is also the teaching experience as a lecturer at The Omega Private Vocational College and at the Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev" - Plovdiv, Plovdiv.

In the period 2016-2020 Nadezhda Angelova is a PhD student (full-time) at the Paisii Hilendarski Pedagogical Faculty, Department of Aesthetic Education. Education, work experience and experience in the field of graphic design, as well as teaching experience are a good basis for the professional development of the candidate.

Nadezhda Angelova has 9.6 years of general teaching experience, 1.9 years as a Chief Assist. Prof. She was appointed as Assistant Professor at the Department of Aesthetic Education in 2018. In 2020 receives a PhD (professional trend 1.3. Pedagogy of Education in...; PhD programme Methodology of Art Education) with the dissertation title "The teaching of fonts and typography in graphic design in higher education".

In the competition for Associate Professor N. Angelova participates with a total of 8 scientific works - 1 monograph developed and published after the acquisition of the scientific degree "Doctor". Methodology of Art Design. University Publishing House "Paisii Hilendarski", 2024. ISBN 978-619-281-007-8, 226 p.); 3 publications in scientific journals, refereed and indexed in world databases; 4 in non-refereed peer-reviewed journals (including in NACID). In the list of publications are presented those with which the candidate participated in the competition for the post of assistant professor, as well as those that were published for the degree of doctor. It can be seen that the issues are diverse and at the same time on the specificity of the scientific specialty. A variety of topics related to graphic design are covered. Research searches are not limited to type and typography, but discover other directions of scientific inquiry, such as intellectual property and copyright, the integration of texts and illustrative elements in a general design, the use of artificial intelligence in generating the layout of text.

The theoretical and practical developments in the monographic work and in the other works - publications and reports submitted for consideration, are directly oriented to the scientific and educational work related to the teaching of graphic design. They have scientific value and in a convincing way defend the contribution of Chief Assist. Prof. Nadezhda Nedyalkova Angelova, PhD in the professional field. The candidate's works have original scientific and applied contributions.

N. Angelova presents her research ideas closely related to her teaching activity. Her scientific interests coincide with the field of the competition. The quantitative dimensions of her scientific output for the period under consideration from the time she obtained her PhD until her current candidature for the post of Associate Professor meet the relevant administrative requirements for participation in the competition. The research output exceeds the minimum national requirements (525 points of the current minimum national requirements for the post of Associate Professor; 85 points of the additional requirements of the FP). The citations are 11 - 1 in a monograph and 10 in non-refereed journals.

The artistic and creative activity of the candidate confirms his activity: mainly these are participations in group exhibitions - of the PF teachers, exhibitions organized by the DPH, etc. It should be noted that the role of the candidate in some of the exhibitions, in addition to being a participant, is also organizational - joint work on the concept and implementation of the exhibitions.

My personal impressions of the Chief Assist. Prof. Nadezhda Angelova, PhD are related to collaborative work, and I would note her responsibility, initiative, collegiality, active auditory and extracurricular work with students and graduates. The conclusion emerges of a teacher with analytical qualities and depth in research. Confirmation of her academic commitment and professional attitude to work, organizational skills and competencies is her activity in terms of administrative work - participation in committees for the preparation of accreditation documents, work as co-coordinator of the specialty "GDR", etc.

3. Critical comments and recommendations

The contributions presented in the author's abstract are more akin to summaries of the papers; they could have been more succinct and to the point.

CONCLUSION

The materials submitted for review meet the requirements of the Act for the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the Act and the relevant Regulations of Paisii Hilendarski Plovdiv University. In the present competition, the scientific and teaching qualification of the head Chief Assist. Prof. Nadezhda Angelova, PhD is demonstrated and well defended.

After familiarization with the materials and scientific works presented in the competition, analysis of their significance and scientific, scientific and applied contributions contained in them, I find it justified **to give my positive assessment and to recommend the Scientific Jury to make a report-proposal to the Faculty council of the Pedagogical Faculty for electing Chief Assist. Prof. Nadezhda Angelova, PhD for the academic position of Associate Professor in PU "Paisii Hilendarski" in: Area of higher education 8. Art, professional field trend 8.2. Fine Arts (Lettering and Typography).**

6.03.2025.

Prepared by: (signature)

Prof. Daniela Todorova Markova, PhD