

LETTER OF OPINION

by Assoc prof. Dobrin Yordanov Atanasov, PhD,

member of a scientific jury on the procedure for occupation of the academic position “**associate professor**”

in Higher Education Field 8. Art,

Professional Area 8.2. Fine Arts (Graphic Design)

The competition was announced for the needs of the “Visual Arts” Department, Faculty of Educational Studies and the Arts of the Sofia University “St. Kliment Ohridski” published in the State Gazette, no. 103 /12.12. 2023.

The competition procedure is in full compliance with the requirements of the regulatory framework for the occupation of academic positions. One candidate appeared – Chief Assistant Prof. Yavor Spasov Grancharov, PhD.

From the documentation provided, it can be seen that the candidate has impressive training in the field of the current competition and considerable teaching experience. The presented scientometric data meet the necessary requirements.

I. General data about the candidate

Education:

2001 – “Ilia Petrov” Secondary School of Fine Arts, Sofia (currently “Iliya Petrov” National School of Fine Arts);

2005 – Bachelor of Fine Arts Pedagogy, Sofia University “St. Kliment Ohridski”;

2007 – master's degree in “Pedagogy and Semiotics of Fine art”, SU “St. Kliment Ohridski”;

2008 – 2012 – full-time doctoral student at the Fine Arts Department, Faculty of Primary and Pre-school Education (FPPE), SU “St. Kliment Ohridski”;

2019 – PhD in “Methodology of Fine Arts Education”, Department of “Visual Arts”, Faculty of Educational Studies and the Arts (FESA), SU “St. Kliment Ohridski”.

Professional Development:

From 2002 to the present, he works as a freelancer in the field of graphic design and advertising;

2012 – 2017 – part-time lecturer at SU “St. Kl. Ohridski”, FPPE (currently FESA), Department of “Visual Arts”.

2017 – 2020 – Assistant in “Graphic Design” and “Graphic Design Software” at SU “St. Kl. Ohridski”, FESA, Department of “Visual Arts”.

2020 – Senior Assistant in “Graphic Design”, “Graphic Design and Visual Communication” and “Graphic Design Software” in the Department of Visual Arts, Faculty of Educational Studies and the Arts (FESA), SU “St. Kliment Ohridski”.

Author appearances and realizations:

Participant in a large number of exhibitions, symposia and projects in the country and abroad. He is a participant in 19 scientific projects. In parallel, he is the author of the design of an impressive amount of book and electronic publications, including catalogs, magazines, scientific collections, textbooks, calendars, etc.

II. Data on the habilitation thesis

The presented habilitation thesis is called “Graphic Design – modern trends, aesthetics, functionality” and contains visual evidence of the candidate's contributions and of his author's creative approach, both in the field of graphic design and his public realization as an artist. The work is developed in 80 pages and includes three main sections: Activity and implementation in the field of graphic design; Creative performances; Teaching activity.

The first section entitled “Graphic Design Activity and Realization” includes author's visions and products related to the graphic layout of book and online publications; design of advertising, visual materials and souvenirs; Web design. The implementations presented in the section are tied to the candidate's professional commitment to the “Visual Arts” Department of the Faculty of Educational Studies and the Arts of Sofia University. They cover a range of Department and Faculty-related publication designs, including Faculty catalogs, scholarly collections, and journals; branding visions for promotional products, performance posters, etc. The current look of the FESA website is also included here.

The second section reflects the candidate's artistic pursuits in the field of digital printing (including 3D printing) which he realizes in a number of artistic performances. The works presented in this section demonstrate the impeccable command of technology, and conceptually point to issues that are relevant for our time, specifically related to the increasingly large-scale technologization of the human life.

The third section covers authored presentation materials created by the candidate for the purposes of graphic design training. As stated in the habilitation work,

“...They represent detailed structured visual resources, primarily aimed at forming new knowledge among students for working with specialized software for design and pre-printing, creating advertising and corporate design, applying the basic elements and principles of graphic design according to modern trends.”

III. Teaching work

From the materials presented, as well as on the basis of my personal impressions, I can say with conviction that Chief Assistant Prof. Yavor Grancharov has very good teaching qualities, exceptional competence and motivation for working with students. His serious attitude to the teaching activity is best seen from the author's the author's study materials, presented in the third section of the habilitation work.

IV. Contributions

The candidate has indicated a detailed reference to the contribution nature of the implementations included in the competition for the assistant professor of “Graphic Design”. Their scope mainly follows the logic laid down in the habilitation work. Due to its volume, listing all specific contributions here is not appropriate, but I fully acknowledge them.

Conclusion

Given all that has been said about the candidate and his undeniably significant achievements in the area of graphic design and graphic design teaching, I confidently propose to the respected Scientific Jury to elect Yavor Spasov Grancharov to the academic position of “associate professor” in the Department of Higher Education 8. Art, Professional Area 8.2. Fine Arts (Graphic design) for the needs of the Department of Visual Arts of Faculty of Educational Studies and the Arts, Sofia University “St. Kliment Ohridski”.

8.04.2024

Member of a scientific jury:

/Assoc. prof. Dobrin Atanasov, PhD/