

LETTER OF OPINION

by **Assoc. Prof. Alexander Vasilev Gyoshev, PhD,**

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Fine Arts, Department of Design,

regarding the materials presented by Chief assistant professor Yavor Spasov Grancharov, PhD, on participation in a competition for the academic position “**associate professor**” at Sofia University “St. Kliment Ohridski”, by Higher Education Field 8. Art, Professional Area 8.2 Fine Arts (Graphic Design), for the needs of the Faculty of Educational Studies and the Arts of SU “St. Kliment Ohridski”

In the present competition, announced on 12.12.2023 in no. 103 of the "State Gazette", there is one candidate for the academic position of “associate professor”, namely Chief assistant Yavor Spasov Grancharov, full-time lecturer at SU “St. Kliment Ohridski”. In his capacity as a participant in the competition and in accordance with the scientometric indicators laid down in the LAW ON THE DEVELOPMENT OF THE ACADEMIC STAFF IN THE REPUBLIC OF BULGARIA, Grancharov presents a complete set of documents supported by evidentiary material for his scientific, creative and teaching activities. On the basis of the documents submitted by the applicant, in accordance with the Regulations for the implementation of the, it can be confirmed the fact that Chief assistant prof. Yavor Grancharov, PhD, meets the minimum national requirements under Art. 2b, paragraph 2 and 3 of LAW ON THE DEVELOPMENT OF THE ACADEMIC STAFF IN THE REPUBLIC OF BULGARIA and those of SU “St. Kliment Ohridski” for participation in the announced competition for the academic position of “associate professor”, having submitted, correctly and on time, the necessary evidentiary materials for the purpose.

Yavor Grancharov successfully graduated from secondary special education in arts and culture at “Ilia Petrov” Secondary School of Fine Arts in 2001; in 2005, he defended his bachelor's thesis with honors in the specialty “Pedagogy of Fine Art Education”, Faculty of Educational Studies and the Arts (FESA) of SU “St. Kliment Ohridski”; in 2008 he defended his master's degree in the specialty "Pedagogy and semiotics of fine art", FESA of SU “St. Kliment Ohridski”, and in 2019 he successfully defended his doctoral dissertation on the topic "Modern trends in graphic design and its application in the creation of textbooks, teaching aids and advertising materials" in professional direction 1.3. “Pedagogy of training in... (Methodology of training in fine art)” in SU “St. Kliment Ohridski”.

The candidate actively participates in a number of artistic forums and events: National curatorial exhibition “Spirit and Matter – Inspirations”, 2024; National curatorial exhibition “Vertical and Horizontal”, 2023; Exhibition of the teachers from the Department of “Visual Arts”, FESA, SU “St. Kliment Ohridski”, 2023; National curatorial exhibition “GranichNO”, 2023; International graphic curatorial exhibition “VIBRATIONS OF STRINGS”, Bulgarian Cultural Institute – Warsaw, Poland, 2023; National Exhibition “EKO 2022”; International exhibition “ART-eco 2022”; International exhibition “Bolestrashice 2022”; International exhibition “KOOOPERATYWA 2”, Lodz, Poland, 2021, etc. Important to note are his two solo exhibitions from 2023 – “Integration in Algorithms” in the "Alma Mater" gallery of Sofia University “St. Kliment Ohridski” and the exhibition “Graphic design – visualization of ideas” in hall 12 of the University of Niš, as well as his participation in the juried exhibition of the Ninth International Triennial of Graphics in Sofia. The artistic activity witnessed by Grancharov in the current competition is respectable and significant. I am sure that, in his person, the students studying graphic design at SU “St. Kliment Ohridski”, they meet a lecturer with rich creative experience, which is of decisive importance for deepening the processes of teaching creative aspects in design and developing creative thinking.

Chief assistant professor Yavor Grancharov, PhD, is gaining professional experience not only as a lecturer, but also as a practicing graphic designer. Over the years, he actively worked on the creation of a number of printed and electronic publications: “Graphic design – modern trends, aesthetics, functionality” (2023), “ECO-art 2022 / ECO-art 2022” (2022), “The Tree of Life Today and Tomorrow” (2022), “FROM THRACE TO TROY” (2020), “Graphic transformations /Bulgarian and Dutch graphics and art book/” (2020), “DEPARTMENT OF VISUAL ARTS” (2019), “EXPERIENCES” (2020), Graphic Design of catalog “A/SYMETRIA” (2020), “Yearbook of SU “St. Kliment Ohridski” (2022, 2023) and others. The practical knowledge gained from direct personal experience in the field of electronic media and print communication is extremely valuable to any graphic design teacher who seeks to gain the confidence and build the professional skills of students in a pragmatic way. In this sense, I believe that Grancharov has all the necessary qualities to be not only a fruitful moderator of the learning process, but also a worthy professional who respects the students with his practical skills in the field of graphic design.

Chief assistant professor Yavor Grancharov, PhD, thoroughly examines various aspects of the development of graphic design in his research. There are a number of publications in scientific issues, as well as participation in scientific conferences. An important highlight in the list of publications submitted for participation in the competition is the article “Semiotics in graphic design

and visual communication”, published in 2023 in the Yearbook of SU “St. Kliment Ohridski”. I believe that the topic is significant with its interdisciplinary focus and current issues.

Conclusion: After having familiarized myself with the submitted materials for the current competition, I consider that the candidature of Yavor Grancharov is in accordance with the nature of the current competition and the specific requirements for occupying an academic position “associate professor” in the Higher Education Field 8. Art, Professional Area 8.2. Fine Arts (Graphic Design) for the needs of the Faculty of Educational Studies and the Arts at Sofia University “St. Kliment Ohridski”, published in the "State Gazette", no. 103 of December 12, 2023. The profound scientific and creative activities, which Grancharov declares through his presentation in the competition, convincingly make me think that in his person SU “St. Kliment Ohridski” will meet a worthy lecturer, scientist and visual artist, who is not only able to upgrade students' knowledge in the field of graphic design and visual communication, but also will be able to fruitfully support the development of artistic life at SU “St. Kliment Ohridski”.

I give a positive assessment and recommend to the Scientific Jury to support the candidature of Yavor Spasov Grancharov.

31.03.2024

/Assoc. Prof. Alexander Gyoshev, PhD/