

LETTER OF OPINION

by **Professor Boris Serginov, PhD**, New Bulgarian University

for the award of an academic position “**Associate Professor**”, Scientific field 8.2. Fine arts with habilitation work on the topic: **1.** “Graphic design – modern trends, aesthetics, functionality”. **2.** The series of 18 digital prints created for the independent exhibition “Integration in Algorithms”, “Contemporary 2, 3, 4” and other projects, presented by Yavor Grancharov, PhD, full-time lecturer, Chief assistant professor at the Department of Visual Arts, Faculty of Educational Studies and the Arts (FESA), SU “St. Kliment Ohridski”

Evaluation of the qualities of the habilitation work, the extended summary and the presented works and documents

Relevance and significance of the habilitation thesis developed and presented in the extended summary and attached documents

The significance of the chosen topic in a scientific and scientific-applied sense is related to the imperative research and redefinition of the graphic design and its limits in contemporary culture and art. Today, the question of the effectiveness of graphic design and its place in the system of art stands with the highest weight in the composition and continuity of the global creative and informational process in the area of fine art and design, as a field of creative expression and scientific research in this type of arts. The proposals for thesis and abstract examine the transformations of graphic design, its role and place in the art system, in order to carry out a series of theoretical analyzes and draw conclusions, as well as to create a variety of creative solutions.

Thematic scope and parameters of the habilitation work

The candidate presents creativity and original work as a graphic designer, artist and lecturer in the field of graphic and 3D design, providing a series of works created during his appointment as Chief Assistant Professor in the Department of Visual Arts, Faculty of Educational Studies and the Arts (FESA), SU “St. Kliment Ohridski” in 2020 and until now. The works submitted for habilitation are grouped according to their artistic features and objectives, and demonstrate the skills and competences of the author within the field of study, showing serious creative and scientific achievements in the area of graphics and 3D design, during the last 4 years. In all works submitted for habilitation, graphic design is contained as an essential element of Grancharov's work, with specific visual details and textures applied,

with the aim of comprehensively enriching the functionality of the visualization and facilitating the clarity, accessibility and perception of the idea of the author. In this sense, the correct application of graphic design aims to highlight specific aspects of the work that would otherwise be overlooked.

The habilitation work is presented in three parts:

- Activity and implementation in the field of graphic design
- Creative performances
- Teaching activity

Activity and realization in the field of graphic design

In the “Graphic Design” section, real design works related to the professional competence of the author at the Department of Visual Arts and projects for the needs of FESA are attached. The realized concrete works of graphic design closely correspond to the teaching and practical activity of the author and are the result of his creative achievements in the reporting area. This section also presents works of graphic design with different functions, nature and volume: book and digital editions, a large range of advertising materials.

– *Depth and comprehensiveness of the study of theoretical sources*

– *Proving with new means essential aspects of already existing theories, hypotheses, etc.*

The selected topic of given for opinion creative work and extended summary is “Graphic design – modern trends, aesthetics, functionality” at the Department of “Visual Arts”, Faculty of Educational Studies and the Arts (FESA), SU “St. Kliment Ohridski”, Sofia.

This work traces, studies and analyzes the processes of integration and connection of different types of graphic expression in the field of design, in particular graphic design, according to a pre-planned scientific method characteristic of visual arts and design, new interpretations and definitions are proposed. Work on graphic design, promotional products and accessories shows correctness in the selection of topics, processing and analysis of empirical data. Creative material was collected and analyzed, on which the contributions of Yavor Grancharov are built.

The main method of the creative process is the practical one, which includes work methods and a comparative perspective: review, interpretation – explanation. Several creative, conceptual, aesthetic, analytical and evaluative lines are synthesized here.

Creative and applied contributions of the habilitation work

In the first theoretical part of the habilitation work, a precise and profound analysis of graphic design and its role and place in the system of arts is made. This is also the first profound text in Bulgarian scientific literature, examining the chronology of graphic design as an

indivisible and primordial whole of the aesthetic and cultural paradigm. It analyzes and conclusively proves the interaction between design, graphics, artistic style and image.

Systematic research and creativity on graphic design and its relationship with the academic environment from such a point of view have not been done so far within the Bulgarian academic and University community, and are rare and exceptional even in the foreign academic environment. In the presentation of an interdisciplinary view on the selected issue, one of the main, important points that the present work manages to illuminate perfectly.

In this sense, the scientific and creative activity of the candidate is based, as we found above, on a syncretic approach to the problem, combining, in my opinion, cultural, conceptual, typically creative, design and other points of view and methods.

The work on the theme shows that the approach and the scientific-research and creative method are well-founded and help to solve and achieve the goals and propositions that the work presented for opinion and an extended summary set for itself.

Grancharov's work enriches the understanding of fine art, science of art and design with concepts, examining them in a creative, scientific, conceptual and aesthetic plan, exploring and excellently presenting a complex and multidisciplinary problems.

The design work and the extended summary contain both basic and additional qualitative experiments and analysis of the results achieved, as well as conducted creative experiments that have basic practical and theoretical value. Documents regarding the methods used are also attached. The picture of the materials and creativity presented for opinion is brilliantly complemented by documents focused on the subject of the habilitation thesis, publications and historical studies.

Conclusion

I appreciate the scientific qualities and contributions of the design work and the extended summary, the research and creative work of **Yavor Grancharov**, PhD, its public, social, scientific and historical significance, the author's personal contribution and the practical usefulness and relevance of the presented creative problems. I propose to the respected members of the Scientific Jury to give their consent to the awarding of academic position "Associate Professor" of Yavor Grancharov.

10.04.2024

Opinion:

Prof. B. Serginov, PhD