

OPINION

by Assoc. Prof Kalina Hristova Hristova, full time lecturer at the
Department of Fine Arts, New Bulgarian University
of the materials submitted for participation in competition
for awarding the academic position of **Associate Professor**
Academy of Music, Dance and Fine Arts “Prof Asen Diamandiev”
in Higher Education Field No 8. Arts,
Professional Field No 8.2. Fine Arts (Graphic Design)

In the competition for "Associate Professor", announced in the State Gazette, issue 59 of 26.07.2019, and on the website of AMDFA “Prof Asen Diamandiev”, for the needs of the Department of Applied Arts at the Faculty of Fine Arts, the candidate is Senior Assistant Dr Aleksandar Vasilev Gyoshev, from the Department of Applied Arts, AMDFA “Prof Asen Diamandiev”.

1. General presentation of the procedure and the participant

The competition is duly announced in the State Gazette No 59 of 26.07.2019, and on the web site of AMDFA “Prof Asen Diamandiev”, it is in compliance with the required by the law number of lectures and exercises in graphic design and illustration. The only candidate in it is Senior Assistant Dr Aleksandar Vasilev Gyoshev.

Aleksandar Gyoshev acquired his Master’s degree in 2002 at National Academy of Art, Sofia, in the Book Illustration and Artistic Design Department, with leading professor Vladislav Paskalev.

In 2010, the candidate was admitted as a PhD student in the Book and Print Graphics Department of the NAA and studied the artistic characteristics of the Bulgarian national symbol under the guidance of Prof. Kiril Gogov. In 2016 he successfully defended his dissertation thesis.

Dr Aleksandar Gyoshev is a full-time professor of graphic design, illustration and colour science at AMDFA “Prof Asen Diamandiev”, Plovdiv. He works with the State Opera - Stara Zagora on projects related to graphic design of books and artistic design of visual environment, and set design for opera productions. He worked as a set designer for the Plovdiv State Opera and the Rousse State Opera. He has curatorial projects and exhibitions in cooperation with National Library “Ivan Vazov” - Plovdiv, Bulgarian Cultural Institute,

Regional State Archives Directorate - Plovdiv, Regional History Museum - Plovdiv, Regional Ethnographic Museum - Plovdiv, Library for Foreign Literature Moscow.

Senior Assistant Aleksandar Gyoshev is a member of the Union of Plovdiv Artists and Pro Libris Foundation.

2. General characteristics of the applicant's activity

The professional realization of the applicant is related to the artistic editing and layout of the book. Aleksandar Gyoshev is artist of many collections on historical, cultural and artistic topics, textbooks and teaching aids, books, historical chronicles, etc.

I would like to draw your attention to some aspects of the applicant's work that I consider to be significant arguments in support of his application. Aleksandar Gyoshev actively participates in the promotion of the Bulgarian traditions in graphic design. He assisted in the organization and the exposition of *Together within Bulgarian Cyrillic* in Plovdiv in May 2018. Our alphabet is at the heart of our national identity, which is why, but also for purely aesthetic reasons, in 2014 was prepared a manifesto for the initiative *For the Bulgarian Cyrillic*. I believe that the activities of Dr Aleksandar Gyoshev, such as the calligraphy workshops organized at the National High School of Art "Tsanko Lavrenov", Plovdiv in 2018, are aimed precisely at promoting these font designs that declare graphic, proportional, aesthetic and visual harmonic excellence of the Bulgarian Cyrillic alphabet. I welcome his efforts to engage our younger colleagues in typography and calligraphy. The textbook *Beautiful Letters* developed by him, as well as his participation in the exhibitions *Together within Bulgarian Cyrillic*, started in May 2018, they are dedicated to the Bulgarian school of font arts, and the work of the artist and researcher Prof Vasil Yonchev, support his creative and research interests and achievements.

The complete overview of the scientific and artistic work of Aleksandar Gyoshev allows me to conclude that he works in different scientific fields, but manages to supplement a number of theoretical and applied aspects of the methodical and pedagogical training in graphic design and illustration with his scientific articles, teaching aids and forms of extracurricular training, such as organized workshops and calligraphy classes.

I have no critical comments on the overall presentation of the applicant, but as a recommendation I would emphasize the need for more in-depth independent scientific research that would build on his studies included in the dissertation thesis, or meet the applicant's scientific interests. Such publication would be beneficial for both the artistic work

of the colleague, and for the students in the department and the specialty in which Senior Assistant Aleksandar Gyoshev teaches.

Conclusion

In conclusion, I would like to express my positive opinion that the contributions outlined in the creative work and research activity of the Assistant Professor Dr Aleksandar Vasilev Gyoshev, as well as his teaching activity, correspond to the field and professional direction of the announced competition, and I urge the honourable members of the scientific jury to support his application and to propose to the Scientific Council of the Faculty of Fine Arts of AMDFA “Prof Asen Diamandiev”, Aleksandar Gyoshev to be elected Assistant Professor at AMDFA “Prof Asen Diamandiev”, in professional field 8.2. Fine Arts (Graphic Design).

14.11.2019 г.

Prepared by:

(Assoc. Prof K. Hristova, PhD)