

OPINION

by **Assoc. Prof. METODIY IVANOV ANGELOV**
of **Plovdiv University “Paisii Hilendarski”**

of the materials submitted for participation in a procedure
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)*

1. General presentation of the procedure and the participant

I have been appointed as a member of the Scientific Jury supervising the procedure for awarding the academic title of **Associate Professor at AMDFA** in Higher Education Field No 8. *Arts*, Professional Field No 8.2. *Fine Arts (Graphic Design)*, announced for the needs of the Department of Applied Arts at the Faculty of Fine Arts, under Order No ПД -27-051 of 24.09.2019 of the Rector of AMDFA “Prof Asen Diamandiev”, Plovdiv.

Aleksandar Vasilev Gyoshev of AMDFA “Prof Asen Diamandiev”, Plovdiv is the *only candidate* who has applied to participate in the procedure for awarding the title of Associate Professor, announced in State Gazette No 59 of 26.07.2019 and on the website of AMDFA “Prof Asen Diamandiev”.

The materials submitted on electronic media include the basic documents required for the procedure, as well as references of the candidate’s educational activities. The materials related to the artistic and creative activity and four academic articles, which are outside the dissertation thesis, are taken into consideration in the peer review, as well as the academic and project activities.

2. Short biography of the candidate

Aleksandar Vasilev Gyoshev was born in 1975 in Plovdiv, where he graduated from the Tsanko Lavrenov Secondary School of Arts. In 1996 the candidate was admitted to the course of Prof. Vladislav Paskalev at the Book Illustration and Artistic Design Department with the National Academy of Arts. He defended his master’s degree in 2001. In 2010 he was admitted as a PhD student in the Book and Print Graphics Department of the NAA, and in 2016 he defended his

dissertation thesis and was awarded a PhD degree. His professional realization is related mostly to the artistic editing and layout of books. He teaches various subjects in the specialty Graphic Design at AMDFA “Prof Asen Diamandiev”, Plovdiv.

3. General characteristics and assessment of the applicant’s activity

3.1. Artistic activity

Aleksandar Gyoshev is an artist with a distinct professional profile in the field of graphic design. His work is focused primarily on the *illustration and artistic design of books*, but he also works as a stage designer and has realized projects in several opera productions. He is an art editor, designer, and illustrator of numerous books and albums (popular science books, history albums, anniversary editions, and series), including the multi-volume edition of Chudomir’s collected works by Abagar Publishing House. This edition was awarded the Golden Lion Award for Best Publishing Project in 2013. A. Gyoshev, PhD works actively as a designer of books and albums related to the history of the City of Plovdiv. He has been awarded the Plovdiv Honorary Medal for his comprehensive activity in the field of books layout related to the history and memory of the city. He is also known as an artistic designer of textbooks and covers for children’s books.

The candidate is also the author of *stage design* and *stage posters* for a number of performances staged at the State Opera in Stara Zagora. He was nominated for the 2013 Crystal Lyre Award in the Staging Team category for the production of *The Barber of Seville*. A. Gyoshev also collaborated as a stage designer with the State Operas in Plovdiv and Ruse, with the Ivan Vazov National Library of Plovdiv, the Bulgarian Cultural Institute, and other cultural state institutions.

Aleksandar Gyoshev, PhD organized an exhibition: “The Lion – the Bulgarian National Symbol during the Renaissance” in collaboration with the Ivan Vazov National Library of Plovdiv. The exhibition visited a number of cultural institutions in the country and abroad in the period from 2014 to 2019.

He is also involved in several cultural initiatives that are part of the 2019 Plovdiv European Capital of Culture program: two graphic design projects (*Beautiful Letters* and *Plovdiv Print*), an art workshop, and the *Graphic Atelier* exhibition. The artist has also participated in a number of public space events related to the promotion of graphic design, fonts and calligraphy.

Aleksandar Gyoshev's artistic and public activities characterize him as a *highly productive creative personality who actively participates in the dissemination of artistic and aesthetic values in society*. They present him as an established author in the field of graphic design, who has a significant place in the artistic environment, not only in the City of Plovdiv, but also throughout the country. The presented illustrated materials in the field of books layout show that he is an *author with an original handwriting and an undeniably high level of professionalism*. We also find a *wide variety of genres* in his work. His interests and creative achievements in the field of stage design, as well as his promotional activities and exhibitions, reveal to us *an artist with broader professional training, aimed at the needs of different cultural and educational institutions*.

3.2. Academic and applied science activity

Mr. Gyoshev's academic interests are focused on the arts history and theory. In his studies and articles he is drawn by aesthetic and communicative issues, as well as by issues related to the history of modern art. His academic works are of the nature of art studies, in which Mr. Gyoshev thoroughly examines the issues of symbols in art and visual communication, not only from an aesthetic, but also from a psychological point of view. He uses accurate and clear, rich language, and makes analytical conclusions and meaningful summaries. The texts show that the author has a clear *position* on the issues under consideration, which he argues with *adequate arguments*. The articles give grounds to the conclusion that Aleksandar Gyoshev, PhD *has a broad artistic culture and is able to thoroughly analyze and enter into various semantic fields, as well as to present clearly his conclusions and ideas*. The articles submitted by the candidate have been published in university editions.

3.3. Educational and academic activity of the candidate

The total lecture load of Sen. Asst. Aleksandar Gyoshev, PhD for the previous 2018/2019 academic year is 148 real time hours in 6 courses of studies. With the practical exercises and the related lectures, the tutor took a total of 1021 academic hours. This speaks of academic overload, which shows *the trust of the academic management to him as a tutor*, and is likely due to A. Gyoshev's *willingness to respond to the training needs of the educational institution, as well as his adaptability and ability to develop teaching programs and deliver lectures and exercises in the respective subjects*.

3.4. Contributions

The main contributions that can be distinguished are, first and foremost, related to his artistic activity – especially the layout and artistic editing of books, as well as opera posters. Mr. Gyoshev’s artistic and aesthetic concepts have been realized and integrated in numerous print editions from different publishing houses. The author has scenographic projects actually integrated in his artistic practice. In terms of his academic work, A. Gyoshev has made theoretical contributions regarding the clarification of some theoretical and aesthetic phenomena in the field of the history of modern art and fonts. Initiatives related to his public and educational activities in society may be highlighted as social contributions.

The contributions mentioned *are* **the applicant’s own achievement and his own merit**.

In terms of the qualitative indicators for the awarding of the academic title of Associated Professor, Sen. Asst. Aleksandar Gyoshev, PhD fulfills the minimum national requirements and in some respects even exceeds them.

4. Remarks and recommendations

I have no critical comments on the candidate. My recommendation is that he creates an educational aid related to the editing and layout of books and the use of computer applications in the process.

CONCLUSION

The artistic activity of Sen. Asst. Aleksandar Gyoshev, PhD, his academic activity, and his multidirectional involvement in the educational process present to us a creative personality with a reflective approach to his own work, with a broad artistic culture, analytical thought, strive to explain in detail the aesthetic nature of artistic phenomena, and to share his knowledge with others – all of these are essential qualities that will contribute to his tutoring activities.

After a thorough review of the documents and materials submitted by Aleksandar Gyoshev, PhD, I do consider that they **meet** all the requirements of the Development of the Academic Staff in the Republic of Bulgaria Act (DASRBA), the Regulations for the implementation of the DASRBA, and the relevant Rules and Regulations of AMDFA “Prof Asen Diamandiev”. The candidate submitted a considerable number of works of art, as well as a sufficient number of academic works, published after the materials used in the defense of the PhD degree. The

candidate's works have original academic and artistic contributions. The scientific, artistic and academic qualifications of Aleksandar Gyoshev, PhD are **undisputed**.

After familiarizing myself with the materials presented in the competition procedure and the analysis of their importance, as well as the artistic and academic contributions they contain, I find it justifiable to give my **positive** assessment and to recommend to the Scientific Jury to submit a report proposal to the Faculty Council of the Faculty of Fine Arts to award **Sen. Asst. Aleksandar Gyoshev, PhD** with the title of **Associate Professor** at AMDFA "Prof. Asen Diamandiev" in Professional Field No 8.2. Fine Arts (Specialty – Graphic Design).

14.11.2019

Prepared by:

(Assoc. Prof. Metodiy Angelov, PhD)