

OPINION

by Assoc. Prof Regina Vanchova Dalkalacheva, PhD,
member of the Scientific Jury on the procedure for awarding the academic title of
Associate Professor in the Higher Education Field No 8. Arts,
Professional Field No 8.2. Fine Arts (Graphic Design),
Academy of Music, Dance and Fine Arts “Prof Asen Diamandiev”, Plovdiv.
The procedure was announced in State Gazette No 59/26.07.2019

The competition procedure fully complies with the requirements of the state and university statutory documents regarding the awarding of academic titles.

At the first jury meeting, the statutory requirements for meeting attendance and participation in absentia were met, and reviewers as well as jury members were selected to draw up reviews.

One candidate, Sen. Asst. Aleksandar Vasilev Gyoshev, PhD, took part in the procedure for the awarding of the academic title of Associate Professor in Professional Field No 8.2. Fine Arts (Graphic Design), Higher Education Field No 8. Arts.

The competition was announced for the needs of the Department of Applied Arts of the Faculty of Fine Arts with the Academy of Music, Dance and Fine Arts “Prof Asen Diamandiev”, Plovdiv.

Aleksandar Gyoshev acquired his Master’s degree in the Book Illustration and Artistic Design major at the National Academy of Art, Sofia.

In 2016 he successfully defended his dissertation thesis with the NAA and acquired a PhD degree.

He teaches graphic design and illustration at AMDFA “Prof Asen Diamandiev”, Plovdiv.

A. Gyoshev has won several prestigious national awards: The 2013 Golden Lion award of the Bulgarian Book Association for the series *Chudomir/Collected Works* and the 2014 Plovdiv City Honorary Badge, for overall activity in the field of artistic design and pre-production of books related to the City of Plovdiv.

He has published a number of scientific publications in dedicated editions. He is a member of the Union of Plovdiv Artists.

The information provided, the complete documentation, and the supporting documents show that the applicant undoubtedly meets the minimum requirements for the scientometric indicators provided for in the Law on the development of the academic staff.

In this procedure, Aleksandar Gyoshev, participates with his professional artistic projects in the field of graphic and book design (in particular: design of popular science editions and albums; cover design of library series and covers of separate book editions; developments in the territory of informational illustration; posters with functional orientation in the field of visual communication), which correctly meet the thematic definition of the competition procedure and determine a wide and relatively diverse field of professional realization and artistic achievements.

The presented popular book and album editions give a clear indication of the indisputable qualities of A. Gyoshev as a book designer and of his outstanding contributions and achievements in this field (most notably: “The Unification of Bulgaria 1885”, “100 Years of Independent Bulgaria”, “Philippopolis”, “The Great Europeans”). He possesses a wide range of expressive book layout means, and in particular the extremely complex specifics of the popular science books, which allows him to successfully outline the visual identity of each individual book edition in accordance with its thematic and functional orientation, and the peculiarities of the aimed readers target group. The artist’s impressive variety of different types of visual information images and several levels of information texts are organized in a comprehensive and legible compositional structure that provides the reader with direct access to the information levels, while providing opportunities for various visual solutions, rhythm, dynamics, and emphasis in the development of the overall book composition in the full volume of the edition. In the book design, the candidate builds an aesthetically pleasing and correctly functional typographic picture, realized by grading fonts with legible outline, which testifies to his professional understanding and preference for the correct Bulgarian version of the Cyrillic alphabet.

The aesthetic integrity and stylistic unity of the individual books editions, which A. Gyoshev realizes through the clear conceptual unification of the very different source and mandatory illustrative and textual elements, can be emphasized as a notable contribution.

The visual metaphor used in the design of the “Chudomir/Collected Works” (six volumes) library series, featuring the author’s original watercolour drawings (Chudomir’s) in an entirely new, authorial discourse of the artist (A. Gyoshev), from which meaningful messages come with a humorous context.

The presented collection of posters provides evidence that the candidate has design achievements in the field of advertising information applied graphics. Each of the posters possesses and radiates a recognizable and visually attractive synthetic imagery that simultaneously contains a multitude of information levels that are well-graded and organized in a rich multilayer composition.

As an achievement, I would also like to mention the 47 black and white informational illustrations developed for the book “The Great Europeans”, in which individual portrait features are summarized and brought to the level of a character image for a particular person.

Conclusion

In its entirety, the work submitted for participation in the competition shows that the candidate A. Gyoshev possesses and demonstrates high professional skills and indisputable artistic achievements in the field of graphic and book design.

Considering this and all of the above, I strongly suggest that the honourable scientific jury award Aleksandar Vasilev Gyoshev with the academic title of Associate Professor in Higher Education Field No 8. Arts, Professional Field No 8.2. Fine Arts (Graphic Design) for the needs of the Department of Applied Arts, Faculty of Fine Arts, Academy of Music, Dance and Fine Arts of “Prof Asen Diamandiev”, Plovdiv.

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Sofia

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