

STATEMENT
From
Assoc. Prof. Dr. Kamen Todorov Tsvetkov

Regarding the materials submitted in connection with a competition for the loan of the academic position "associate professor" in scientific field 8. "Arts", professional direction 8.2. "Fine art" (poster, graphic layout of the book, calligraphy) at the New Bulgarian University. Reason for presenting the opinion - participation in the composition of a scientific jury, according to the order of the Rector of the New Bulgarian University dated 05.10.2022

- 1. Competition data:** In the announced competition for the academic position of "docent" in professional direction 8.2. "Fine art" (poster, graphic book layout, calligraphy) one candidate participated - assistant professor Damian Damyanov. The competition announcement was published in the Official Gazette, No. 65 of August 12, 2022. The procedure is in accordance with the requirements of the state and the university normative documents regarding the occupation of academic positions. The submitted materials for participation in the competition for borrowing the academic position "docent" cover the minimum national scientometric criteria and meet the requirements set out in the Academic Development Act composition in the Republic of Bulgaria. Damyan Damyanov acquired the scientific and educational degree "doctor", defending a dissertation on the topic: "Typographic poster. Meaningful and brand connections and transformations between text and image in the art of the poster at the end of the 20th and the beginning of the 21st century". In the period 2007-2015, he held the academic position of assistant in the department "Poster and Visual Communication" at the National Academy of Arts. Since 2016 until now he is an assistant in the "Visual Arts" department at New Bulgarian University. Artistic-creative and scientific-research activity: Materials submitted by Damyan Damyanov for participation in the contest present an author with a significant number of realizations, as well as with a seamless creative potential. The candidate works mostly in the field of book design - with over a thousand realized book covers, as well as in the field of illustration, posters, the postage stamp and calligraphy. Cover design is a complex creative process that aims to convey through graphic symbols not

only the content of the work, but also so as to create a certain suggestion. Damyan Damyanov's approach when creating the cover of a given work is dictated by his views on its nature and role. As he himself defines it, the cover is "...a work of art inspired by the author's text and should dress it up visually through the use of appropriate means of expression'. The complex combination between the cover as a work of art on the one hand and the attractive presentation of the publication aimed at attracting the reader's attention is the basis on which the author builds the conceptual constructions about the artistic book layout. In a number of his works, including the covers of the books "To say almost the same", "The art of loving", "The power of the myth", Damyan Damyanov uses the symbol as the most laconic pictorial form charged with certain information and unlocking in the mind of the perceiver a range associations. I find the minimalist approach used by the author c the attached examples, to demonstrate high professionalism and artistic mastery. The typographic nature in the solutions of many of the covers created by Damian Damyanov, reveal the wide range of graphic possibilities that own the letters in the book body design. A similar approach treats the letters not only as signs of speech but also as an image loaded with visual a message. The candidate's scientific interests are evidenced by numerous articles, published in a number of specialized publications in the field of arts.

Learning activity: The candidate has the necessary academic and classroom employment. Like university teacher Damian Damyanov:

- develops and updates the thematic content of the courses "Font and calligraphy", "Means and technologies in the illustration', 'Font - Part 1' and 'Font - Part 2' to module "Graphics and Illustration" and "Poster and Advertising Design" module.
- provides authored learning materials through its platform Moodle NBU courses "Font 1 part", "Calligraphy", "Font and calligraphy'.
- leads projects with the participation of students, among which "Letters from at home", "Letters out", etc.
- participates in committees, prepares reviews, supervises graduate students. In 2017 and 2018, within the framework of the editions of the "VarnaLit" festival, Damian Damyanov gives a series of lectures and leads workshops. Also leads and workshop "How to make a cover", held at the Metropolitan Library in 2020. Such forms of exchange of knowledge and

skills undoubtedly enrich the process of training and especially that in the field of fine arts.

A number of materials are attached to the submitted materials for participation in the competition awards and nominations for such, including the national award "Hristo G. Danov" for 2021 of the Ministry of Culture (in the category "Art of the book about the books"), National Award "Konstantin Konstantinov" – 2017 for contribution to book publishing (in the Illustrator category) which is proof for the undisputed qualities of the award-winning implementations, as well as for the creative potential of the author.

In conclusion:

The materials submitted for participation in the competition, as well as the undisputed ones qualities of the candidate as an author and teacher give me reason to I suggested to the respected scientific jury to award Damian Damyanov, assistant professor the academic position "associate professor" in scientific field 8 "Arts", professional direction 8.2 "Fine art" (poster, graphic layout of the book, calligraphy). I will vote with conviction "FOR".

30. 11 2022

Associate Professor Dr. Kamen Tsvetkov