

Opinion

by Prof. Dr. Yordan Simeonov Eftimov, New Bulgarian University

on the participant in the contest for the “associate professor” academic position, field of higher education number 8. Arts, professional direction 8.2. Fine art (poster, graphic and book design, calligraphy).

In the “associate professor” contest, announced in the Dyrzhaven vestnik, no. 65/12.08.2022 regarding the needs of the “Fine Arts” department, as the only candidate, Damyan Krasimirov Damyanov, PhD, chief assistant professor at New Bulgarian University, has submitted documents for participation.

I. Brief biographical data of the candidate

Damyan Damyanov was born on April 5, 1982 in Sliven. He graduated from Dimitar Dobrovich High School of Arts in his hometown and majored in “Poster and Visual Communication” at the National Academy of Arts in Sofia in 2006. He was an assistant professor at the Department of Poster and Visual Communication at the National Academy of Arts.

He works in the field of book design (with more than 1000 published covers), poster, illustration, postage stamps, calligraphy. Along with this, he is the author of articles on poster art and graphic design.

He worked as the head artist of the major publishing house “Ciela”.

In October 2019, he defended his dissertation on the topic “Typographic poster. Semantic and formal connections and transformations between text and image in poster art at the end of the 20th and the beginning of the 21st century” with research supervisor Assoc. Prof. Kalina Hristova.

As an artist, he is the winner of numerous awards: the prize from the “Great Masters of the Japanese Poster” exhibition-competition (2012), the second prize in the “Font” section of the First Biennale of Bulgarian Graphic Design (2008), the winner of the “Konstantin Konstantinov” national award for contribution to children's book publishing in the category “Illustrator” (2017), the winner of the national award “Hristo G. Danov” in the section “Artist or book design and layout” (2021).

II. General presentation of the procedure and the candidate (assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University)

In the contest for „assistant professor“, chief assistant professor Damyan Damyanov has submitted documents that are in accordance with the scientometric indicators set out in the Regulation Act on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for its Implementation and the requirements of the National Bank of Ukraine as follows: The candidate for the academic position “associate professor” chief assistant professor Damyan Damyanov, with the required 570 points, presented a scientific-creative production and materials for participation in the contest amounting to a total of 1391 points. They exceed the minimum national requirements and the requirements of the NBU by 821 points. This gives me reason to claim that the candidate chief assistant professor Damyan Damyanov, Ph.D., meets the requirements under Art. 2b, paragraph 2 and 3 of the ZRASRB and those of the NBU for participation in the announced contest for the academic position of “associate professor”.

III. General characteristics of the applicant's activity. Research (creative) activity and results

Chief assistant professor Damyan Damyanov has an impressive creative activity, an extraordinary number of completed projects in various fields such as graphics, book design, posters and visual communication, as well as a long-standing teaching activity in the two leading Bulgarian higher education institutions in the field of visual arts.

His dissertation examines the role of lettering in the poster and the identification of typography as a separate, specific poster language. This is the search that Damian Damyanov fulfills masterfully. The appearance and development of the font part of the poster in a diachronic plan are also examined in the dissertation work. Special attention is paid to the typographic poster, which developed as an independent branch of poster art. The author describes and analyzes the individual methods by which poster artists use typography as a means of expression. The work of several key poster art artists such as Philippe Appellois, Saul Bass, Ji Lee, Niklaus Troxler, Uwe Loesch, the artists of the Swiss School, etc. is explored in detail. In the last part of the dissertation, in a manner characteristic of many artistic creators since the Romanticism, Damyan Damyanov gives examples from amidst his own work, and in particular – the author's typographical project “Under the tongue”.

IV. Learning and teaching activity

Damyan Damyanov has provided lectures and exercises on the following courses:

Calligraphy;

Font;

Layout of a Printed Work;

Font and Calligraphy;

Poster – Cultural;

Applied Graphics: Historical Aspects;

Pictography;
Printed Graphics;
Poster and Advertising Design;
Advertising Graphics;
Graphic Layout;
Genres in Poster Art.

V. Personal impressions of the candidate

I have known Damyan Damyanov for many years as an artist and book designer, as well as a colleague at NBU. A professional with great self-rigor and ambition, a beloved teacher and a responsive colleague.

VI. Opinions, recommendations and notes on the activity and achievements of the candidate

I have no critical remarks about the general presentation of the candidate – Damyan Krasimirov Damyanov, Ph.D.

CONCLUSION

All in all, I would like to express my entirely positive opinion about the creativity and research activity of chief assistant professor Dr. Damyan Damyanov, as well as his teaching activities, which correspond to the field and professional direction of the announced contest. I call on the respected members of the scientific jury to support his candidacy and for him to be elected as an “associate professor” in professional field 8.2. Fine art (poster, graphic and book design, calligraphy).

Respectfully,

December 5, 2022

/Assoc. Dr. Yordan Eftimov/