

REVIEW

by Prof. Dr. Velichka Georgieva Minkova

National Academy of Arts,

regarding the acquisition of a scientific degree "doctor" in the field of higher education:

8. Arts, professional direction: 8.2. Art,

Design Department, NBU

candidate Maria Nikolaeva Milichin

scientific work submitted for review on the topic:

DESIGN METHODS IN BUILDING A WEB SPACE

Research supervisor: Prof. Dr. Elena Todorova

1. Significance of the researched problem in scientific and scientific-applied terms.

The choice of topic predetermines the research of an actual issue related to the modern design practice in the construction of the web space. The thematic area is particularly interesting, multi-layered, interdisciplinary and dynamically developing. It requires high competence from its researcher, which is convincingly demonstrated in this work. That is why Maria Milichin's dissertation work should be interpreted as a significant study that shows the state of the scientific problem today and is simultaneously registered as a generator of subsequent scientific research. The essence of the scientific achievement is based on conclusions based on in-depth research, according to which web design is seen as a progressive field, and its evolution is a consequence of multi-disciplinary cooperation between different scientific fields.

The research thesis is based on the claim that the web space is a chain of methods, compositional concepts and methods, a combination of visually appealing and interactive elements. As a system, it is based on interdisciplinary scientific theses and covers in equal force and degree the aesthetic, structural, content and functional parts of different visual-digital formats. In this regard, web design is considered by Milichin as a complex systematic approach to artistic practice using the achievements of sciences such as psychology, neurology, physics, marketing, etc.

The research practice of the author, in the direction of studying design methods, leads her to valuable analyzes concerning psychological approaches in the creative process. The resulting conclusions argue that design today goes beyond the purposeful and self-serving pursuit of aesthetics and includes the full range of website functionality. According to Maria Milichin, scientific research based on research related to the connection between the human brain and the Internet is the basis of the best design practices, and the created environment in unison with the imposed psychological criteria increases the human ability to understand space

The paper examines a system of design methods that posit the tools needed to build an effective, accessible, useful and modern web space. The researched field of visual and digital design is presented through its interaction with scientific fields and bringing out multidisciplinary functions, elements and tools forming the modern face of professional design. The performed analysis provides guidelines and predetermines the emergence of new approaches, requires changes in some methods in researching the dynamic system of the web space. Valuable scientific research, spread over related scientific fields, configures a need for a complex design approach, which conditions the existence of modern value design.

Each chapter of the dissertation presents a particular type of design methods that are effectively working approaches. Their classification is an essential point for the contribution nature of the work, because it demonstrates a systematization of their characteristics and peculiarities. It is necessary to note that for the first time in the Bulgarian scientific literature, research and detailed classification of the web space as a design area from the standpoint of the design algorithm, combining methodology and as a function of creating innovative strategies and concepts is done. The study begins with an overview of the history of visual communication, goes through a description of effective design methods in building the web space through an analysis of types of visual communication, user experience design, user interface, emotional design, design thinking. It ends with an analysis of modern design methods in the construction of the web space, with the emphasis being directed to complex, but comprehensively examined issues of the types of project design concepts, modern currents in the construction of web design - neoformism, glasmorphism, parallax effect, etc.

2. Accurate formulation of goals and objectives of the dissertation

The main goal of the dissertation is to present a system of design methods that objectify the main tools for building an effective, accessible, easy-to-use and useful web space. The formulated goal, according to Maria Milichin, is achievable by setting and solving basic tasks such as reviewing, studying and analyzing the existing literature on the subject, researching the previous attempts to create and apply different design concepts in visual and digital design. Achieving the set goals is not possible without analyzing the meaning of the existing design methods for building web space and considering the motives for creating and improving design techniques as a necessary act of modernizing, positioning and enriching the digital environment. One of the main tasks that she sets herself and correctly defends is presenting the advantage of a multidisciplinary approach in the design of current designs, as well as the need to combine diverse methods arising from different art directions and spheres of science. Using examples from history and practice to formulate universal approaches and tools for designing and implementing digital and web design.

3. Degree of knowledge of the state of the problem and correspondence of the used literature.

Maria Milichin knows the researched problem and possesses the scientific apparatus inherent to the researched field. Correctly used terms and meanings in a perfectly presented scientific text. The literature used is correctly cited in support of the overall presentation, which

in turn demonstrates the high level of knowledge of the author. The bibliography of the work presents literary sources that are consistent with the research objectives.

4. Correctness in citing a representative number of authors.

Citation of authors and their works is done correctly. The biography of the dissertation is rich and includes 152 sources of scientific information.

5. Availability of a justified and developed theoretical model of the study.

The research model is formed by the theoretical framework and research methodology. Interesting and significant is the observed approach in which several research frameworks are marked. Maria Milichin offers one of the most widely used classifications for the study of art and design, namely that of Freiling (1993). It forms three types of research projects: research into practice, research through practice and research with the aim of practice. Citing contemporary scholarly commentary, the PhD student points out that Freiling's analysis manages to cover all the possibilities of design research. The Cross Thesis (1999) is also presented, according to which classification is based on the focus of the study rather than the method. Emphasis is placed on design epistemology, design praxeology, and design phenomenology. An essential point in Milichin's research process is the idea of examining design from the perspective of how man designs. The results obtained are based on applied strategies, tactics and tools. The designed object embodies the knowledge of form, material and the context of its functioning.

Folman's (2008) model is also presented, which offers a more holistic framework in the research area. It delineates design research between three extremes: practice, research and design studies. According to Maria Milichin, each of the presented frameworks has its own function and value, provides different aspects of the understanding of design researchers.

6. Correspondence of the chosen methodology and research methodology with the set goal and tasks of the dissertation work.

Theoretically, the research competently refers to various complex methods for solving the set goals and tasks, the main ones used being research, analysis, comparison, synthesis and systematization in their main forms - theoretical, structural, functional and argumentative. Given the nature of the researched matter, the methods of conducting a momentary study of the examples and of documentary analysis are logically included. As Maria Milichin rightly defines, the process of processing research data is posited as non-reactive, and the collection of information allows the choice of a different interpretation point of view to each topic and design approach. The obtained data are subjected to logical analysis and subsequent systematization in order to derive the main methods for creating a design algorithm.

7. Availability of own contribution in the collection and analysis of the empirical data.

The bibliography of the dissertation work, consisting of 152 titles, is a testimony to the serious research activity of the author. The scientific text proposed for review sounds professional, reasoned and credible, which is a consequence of demonstrated precision and

accuracy when working with information sources. My personal opinion is that the collection and analysis of the empirical data was carried out qualitatively, thanks to which relevant indisputable analyzes and conclusions were made.

Description of Contributions:

1. Brief description of the nature and assessment of the material credibility on which the contributions of the dissertation are based.

The dissertation work has a significant contribution character, as a scientific research in the field of web design. Undoubtedly, directing the research focus to interdisciplinary cooperation between different scientific fields of knowledge characterizes it as particularly valuable. An achievement of scientific research is the presentation of the process of building the web space as a chain of methods, compositional concepts and methods, as a complex systematic approach to artistic practice. Maria Milichin's conclusions are based on in-depth analyzes referring to scientific research and observations of creative activity, which makes the work intriguing for professionals from various scientific and creative fields.

2. Description of the applicant's contributions and their classification.

The results of the scientific research are correctly reflected in the formulated contributions of the dissertation work.

1. Based on numerous scientific and literary sources, this dissertation researches, analyzes and proves the need to apply a system of different design concepts in visual and digital design.

2. Each chapter of the doctoral thesis presents an in-depth review and analysis of a certain type of design methods, compared to their comparing characteristics from scientific fields, effectively working approaches or innovative concepts. This classifies the methodologies and allows systematization of their features and characteristics.

3. For the first time in the Bulgarian scientific literature, an in-depth study and detailed classification of the design of web space is carried out from the point of view of design algorithms, combining methodologies and as a function of creating innovative strategies and concepts.

4. The dissertation not only thoroughly analyzes design tools and approaches, but formulates and examines their functioning in the process of building visual and digital design, presenting their impact on the user community.

5. For the first time in our country, the topic of using design methods in designing a web space is presented through the interconnection of scientific fields such as psychology, medicine and social sciences and is analyzed in a literary and practical paradigm.

6. This dissertation is one of the first studies described in Bulgarian in the field of epistemology, praxeology of design and the study of the form and configuration of the final product. It could serve students and teachers of web design and graphic advertising, as well as a wider range of readers who have an interest in this field.

7. Methodologically, the present study lays a good foundation for future specific developments concerning the design of digital space, the multi-disciplinary connection of scientific fields, the effective design of 44 visual design and the functionality of modern methodology, which undoubtedly concern the construction and development of design products and the needs of target audiences

3. Evaluation of the degree of personal participation of the dissertation student in the contributions.

The dissertation is an in-depth study, which is the first in the Bulgarian scientific literature dedicated to the design of web space from the point of view of design algorithms, combining methodologies and as a function of creating innovative strategies and concepts. As a reviewer, I consider the scientific text to be an undeniable personal achievement of the author of a contributing nature.

4. Evaluation of the compliance of the abstract with the main points and contributions of the dissertation work.

The abstract fully corresponds to the structure, main points and contributions of the dissertation work.

Dissertation impacts on the external environment.

1. Evaluation of the publications on the dissertation work: number, nature of the editions in which they were published.

The presented two publications related to the topic of the dissertation work are in peer-reviewed editions.

Milichin, M. (2021). Types of web pages and their main roles in the digital space, Collection of scientific publications of the Department of Design 7/2021 – 2022, 141-153. New Bulgarian University. Sofia.

Milichin, M. (2023). Design thinking – creative process and rationality, Collection of scientific publications of the Department of Design 8/2022 – 2023, 201-213. New Bulgarian University. Sofia

Opinions, recommendations and notes.

The paper is well structured, and the presented analyzes and conclusions are well-argued and clear. Maria Milichin skilfully handles the terminology and perfectly masters the skill of presenting a complex and specific competence in a clearly formulated text.

Conclusion

The dissertation work "Design methods in the construction of web space" has indisputable qualities to be defined as original, innovative and with a strong contribution character in the field of scientific literature dedicated to web design. It fully complies with the requirements laid down in the RASRB and the Regulations for its implementation, as well as with the internal regulatory framework of the NBU.

In view of the above review, I confidently express my positive assessment and propose to the Scientific Jury to support the awarding of the scientific degree "Doctor" in the field of higher education: 8. Arts, professional direction: 8.2. Fine Art, Design Department, Maria Nikolaeva Milichin NBU.

10.02.2024

Signature:

Prof. Dr. Velichka Minkova