

OPINION

By Prof. Dr. Emilia Panayotova, NBU

Procedure for acquisition of educational and scientific Doctor degree

Professional direction: 8.2. Fine arts

PhD in the DESIGN program

Design Department, NBU

Subject :

" Designing methods for web space construction "

Doctoral student : Maria Nikolaeva Milichin

Scientific supervisor : Prof. Dr. Elena Todorova

Assessment for compliance with the minimum national requirements and requirements of the New Bulgarian University.

The documentation presented by the candidate Maria Nikolaeva Milichin – doctoral student in the DESIGN Ph.D program at the DESIGN Department of the New Bulgarian university is compliant with the requirements of The Law for Development of the Academic Staff in the Republic of Bulgaria, as well as the Regulations for its application. It also complies with the additional requirements of the New Bulgarian University in accordance with Table 1, and with the indicators for opening a procedure for acquiring the scientific degree of Doctor in Professional direction 8.2. Fine Arts.

General notes on the dissertation

The submitted dissertation contains: introduction, conclusion, statement of contributions, applicability of results and bibliography. The dissertation has a total volume of the main part of 190 pages, and is structured in three chapters in a logical sequence. The conclusions are laid out in chapters to all individual points for a clearer logical line. The main text includes 91 images - photographic material, illustrations, diagrams and graphics that support the theoretical research. The bibliography contains a total of 152 titles .

Assessment of the habilitation work

The goals and objectives formulated in the introduction of the dissertation relate to the topic under consideration and have sufficient clarity and specificity.

In the presented dissertation work Maria Milichin emphasizes the notion that web design is transdisciplinary, requiring understanding for the creative design of visual communication. In order to understand a design project /process/, it must be analyzed from all sides: idea, originality, planning and construction of electronic files, layout , colors , styles on text , structure , graphics , images and usage of interactive features , web graphic design, interface design, web page layout, content authors and production , design of consumer experience and optimization for search engines. It explores contemporary design methods and types of concrete design concepts inspired by naturalistic real-world objects, to clean minimalist designs.

The website is an interactive space in the digital medium, focused on specific area and specific consumer group for which it was created. All websites are different, but can be grouped by their main features and functionality.

An important place in the dissertation is occupied by modern currents and ideas in the construction of web design. Maria Milichin explores in detail the various strategies and design methods used by web designers in the design of websites and mobile applications from the point of view of expediency, aesthetic choice and target group.

She analyzes the perception of forms and their meaning when creating a design project. Shape, color, composition are some of the most important elements of the design structure. Spatial relationships and messages to users and their experiences depend on their harmonious integration in the web space.

In the presented dissertation, the scientific laws of visual perception related to design, emotional design, design thinking and a clear designer's concept for successful and effective web design are extensively discussed. Different modern design concepts include different ideas and methodologies related to art: realism, minimalism , movement and animation, opart , popart , isometricity . Everything is aimed at attracting the attention of users and making it easier to find the information they are looking for. "This is achieved through the use of intuitive navigation, strong typography, appropriate color palettes, gradients, shadows, high-quality images, graphics, etc."

Milichin 's research provides an answer to the idea and the place of the multidisciplinary approach, as well as of a multitude of unresolved problems regarding the future of effective approaches and contemporary techniques founding everything on trends . "

Conclusion and suggestion

The dissertation has a high degree of authenticity and originality in view of the relatively few materials in our scientific literature on the problem of web space construction - information or other types of websites, blogs , portfolios, etc. It is a response to the idea of a multidisciplinary approach in the interaction of different scientific fields.

The dissertation is a complete and full-fledged scientific study, having both theoretical and important scientific-applied significance. It meets the highest standards of scholarly work and therefore deserves a full and completely positive evaluation.

Bearing in mind the creative, scientific research and dedicated teaching activity of Maria Nikolaeva Milichin , as well as the qualities and contribution moments in the presented dissertation, I propose with complete conviction to the colleagues of the respected Scientific Jury that she be awarded the educational and scientific degree "Doctor" in professional field 8.2 . Fine arts at the "Design" department of the NBU.

Prof. Dr. Emilia Panayotova