

OPINION

by Prof. Dr. Laura Ivanova Dimitrova
for the award of the scientific degree "Doctor"
scientific field 8. Arts
professional direction 8.2. Art

NEW BULGARIAN UNIVERSITY

Master's Faculty

Design Department

PhD program "Design"

Dissertation:

"DESIGN METHODS IN BUILDING A WEB SPACE"

on

Maria Nikolaeva Milichin

Research supervisor: Prof. Dr. Elena Todorova

The dissertation contains: introduction, three chapters, conclusion, statement of contributions and applicability of results, bibliography.

The dissertation has a total volume of 190 pages. It also includes a total of 91 images supporting the theoretical research.

The bibliography of the dissertation totals 152 titles.

The abstract meets the requirements and correctly reflects the content of the dissertation.

The dissertation is characterized by a good writing style and correct use of specific terminology.

The object and subject of research are properly defined.

Specific and achievable goals and tasks are set.

The preferred research methods correspond to the nature of the dissertation.

A dissertation examines the use of design methods to build a web space and emphasizes the need for a " multidisciplinary approach, including scientific, effective and contemporary practices influenced by various artistic trends".

The first chapter of the dissertation entitled "Scientific design methods in the construction of web space" is dedicated to the history of visual communication and its influence

on design design; study of the application of Gestalt principles in the design of web space, the perception of form and its importance in building design projects; exploring optical illusions in design, presenting scientific theories that relate to the visual sense.

In **the second chapter**, effective design methods in the construction of web space are presented.

The third chapter is dedicated to modern design methods in building a web space.

"Scientific Design Methods in the Construction of Web Space" is an original author's work with a contribution to the theory and practice of contemporary visual arts.

In the course of the research, the PhD student came to the conclusions that web space design methods are related to the process of communication between "design and the user" in all areas of modernity, and successful design is based on scientific knowledge.

It emphasizes "digital vision" and its semantics in the context of user "needs, self-awareness, reactions and activities" and "social interactions" and emphasizes the importance of "web design design methods" as a factor in "preserving community, and from here to "community interests, identity, opportunities for personal and professional development".

Noting that "innovative design methods build a bridge between tradition and the future", the doctoral student points out that they also provide an opportunity for "experiments and creativity", contributing to the emergence of new ideas.

As contributions to the dissertation I consider:

- the research and analysis of different design approaches in visual and digital design;
- the classification and systematization of different design methods, directions and innovative concepts in web design;
- the detailed classification of web space design methods where a combination of different approaches is applied;
- the study of different design approaches in the process of building visual and digital design and their impact on users;

- for the first time in Bulgaria, the design methods in web space design are presented as a result of the interaction of scientific fields such as psychology, medicine and social sciences.

The dissertation could serve as a basis for future developments in the same and related scientific fields.

Maria Milichin has made the following scientific publications related to the topic of the dissertation in specialized publications in the field of arts:

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

Finally, I would like to add that the list of artistic performances in which Maria Milichin participated is impressive and includes more than 40 exhibitions, realized artistic projects, reviews, master classes, etc.

The author has also presented a solo exhibition "Children's clothes" in the Boris Hristov Museum, Sofia in November 2021.

Conclusion

I believe that the dissertation work on the topic "Scientific design methods in the construction of web space", the abstract and the publications on the topic of the dissertation meet the requirements of the Law on RASRB and the requirements of the NBU.

I give a general positive assessment and I strongly suggest that Maria Nikolaeva Milichyn be awarded the National Academy of Sciences " **Doctor** " in professional direction 8. 2. Fine art.

21.02. 2023 Prof. Dr. Laura Dimitrova