

OPINION

By Prof. Dr. Emilia Panayotova, NBU

for the procedure for award of Education and Science Degree Doctor in the

Professional field: 8.2. Fine art.

Doctoral Programme "Design"

"Design" Department NBU

Subject:

"DESIGN PROJECT -
MODERN DESIGN TECHNIQUES
IN FASHION"

PhD student: Nikolay Krasimirov Pachev

Scientific supervisor: prof. Dr. Elena Todorova

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

The documentation, presented by the candidate Nikolay Krasimirov Pachev - PhD student of self-study in the Doctoral Program "Design" at the Department of Design at New Bulgarian University is in compliance with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria and the Regulations for its application. It meets the additional requirements of New Bulgarian University according to Table 1 and the indicators for opening a procedure for defence of scientific degree "doctor" in professional field 8.2. Fine art.

Evaluation of habilitational work

The presented dissertation contains: introduction, five chapters and conclusion, a reference to the contributions, as well as an application supporting the ideas examined in scientific work.

Emphasis is placed on the understanding that the fashion design is a system of techniques - manipulative apparatuses to stimulate creative thinking, design concept development processes and design referencing. Three main aspects are examined:

- Structure and essence of the portfolio
- Fashion as a natural part of applied art.
- Creating and ensuring a sustainable process in consistent professional solutions in the system of work in design in different subjective circumstances.

The presented dissertation analyses contemporary techniques that are relevant in the design of fashion design. Nikolay Pachev uses the classic portfolio structure in the form set in the Fashion program at NBU. As evidence, he used examples of student experiments from the period of his teaching in fashion and styling in the Department of Design's Master's programs. Developed views are supported also by included examples of art, of popular and conceptual fashion, examples of personal creativity and experience.

He derived the idea as the main principal goal of the design project, which is considered as a system of techniques "subject to subjective factors such as talent, conditioning and general culture".

"The fashion project can be seen as a methodical system that builds a structure. The meaning in this structure is in the question asked. This is evidenced by analysing the terms in their philosophical context as they are embedded in the current of structuralism in order to adapt them to a fashion project.

Fashion design is a complex system that combines the creative potential of art, design, technology and technology, dominant cultural approaches, and subcultural diversity. This implies the possibility of applying certain creative approaches in the field of fashion design. The degree of synthesis of these approaches allows for their adaptation to the field of art and fashion design, which finds its application in the implementation of the fashion project. "The methodological system in the form of

a structure of questions helps to find more original answers, respectively it is a more sustainable model of idea finding. This is again evidenced by the vast amount of original concepts in the evidential examples, which appear to be different answers to quite standardly formulated questions."

For the design process it is important to follow a certain strategy, on the basis of which the successful completion of the project can be expected with a higher degree of probability

When working in fashion design, the following strategies can be distinguished:

- linear strategies, where the sequence of the individual stages of design is strictly defined and follows predefined criteria
- adaptive design strategy, where, unlike other design strategies, only the first element is determined at the beginning of the design process and the other elements are added depending on the need and the compliance of the project objectives.
- design strategy in which the different stages of the project activity are carried out in parallel and simultaneously. The implementation of this strategy is conditioned by the need for design to be carried out with the same dynamics.

"Fashion design is a system of techniques - manipulative apparatuses to stimulate creative thinking, design concept development processes and design"

The main principles underlying sustainable design are environmental friendliness of materials and production, energy efficiency, quality and the possibility of continuous exploitation of manufactured products.

In the analysis of fashion design - from the idea to the final product - aesthetic, social and cultural analysis of the impacts is included, and also the analysis of individual issues related to the aesthetics of the portfolio

and its commitment to the idea that "fashion is primarily a way of thinking and building an idea."

Conclusion and proposal

The dissertation represents a complete scientific study, having both theoretical and important practical significance. I propose to the distinguished members of the scientific jury to give their consent for the award of Education and Science Degree Doctor to Nikolay Krasimirov Pachev in Doctoral Program "Design", Department "Design", professional field 8.2. "Fine art".

Prof. Dr. Emilia Panayotova