

OPINION

by Assoc. Prof. Ivo Nikolaev Popov, Ph.D.

Full-time lecturer at the Department of Design, New Bulgarian University, 8.2 Fine Arts

Of the materials submitted for participation in a competition for the academic position of
"Associate Professor" of the New Bulgarian University, Sofia

In higher education, 8.Arts professional field 8.2 Fine arts (design of print advertising, book
publications, and web products)

In the competition for "**Associate Professor**," announced in the State Gazette, **SG No.**
50/09.06.2023.

For the needs of the "Design" department as the only candidate who participates in Ch.

Assistant Professor **Sofroni Georgiev Varbev**, Ph.D.

New Bulgarian University

In the competition for "Associate Professor" Ch. Associate Professor Sofroni Varbev, Ph.D., has presented documents following the scientometric indicators laid down in the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation, and the requirements of the NBU—the candidate for the academic position "Associate Professor" Ch. Assistant Professor Sofroni Varbev, Ph.D., has presented scientific and creative production and materials for participation in the competition, amounting to 2105 points, with the required 570 points. With this Ch. Associate Professor Sofroni Varbev repeatedly exceeds the minimum requirements for the scientific, teaching, and/or artistic-creative activity of the candidates for the occupation of academic positions in professional fields, following Rules for Implementation of the Law on The Development of the Academic Staff In The Republic Of Bulgaria and the needs of the New Bulgarian University and meets the requirements under Art. 2b, para. 2 and 3 of the Law on evaluating the academic staff in the Republic of Bulgaria and those of the NBU for participation in the announced competition for the academic position of "Associate Professor."

Ch. Assist. Prof. Sofroni Varbev began his creative career in 1979 at the Secondary Art Education of the Secondary Art School - Kazanlak. He continued his development at the

National Academy of Arts - Sofia, where he graduated in 1986 with a master's degree in the specialty "Industrial Forms," Applied Faculty, NAA. In 1995, he defended his bachelor's degree in pedagogical competence again at the National Academy of Arts.

He successfully defended a doctoral dissertation in 2013 in professional direction 8.2. "Fine Art," New Bulgarian University, with the theme "Corporate identity in the interior."

Part-time lecturer at NBU since 2006. Full-time lecturer at New Bulgarian University since 2013 in the programs - BA "Interior Design," BA "Web Design and Graphic Advertising," MA "Spatial Design," and MA "Spatial and Product Design for Interior".

To date, he has won competitions and awards as follows:

- Winning competition for the logo of the State Commission for Energy and Water Regulation (now Energy and Water Regulatory Commission), 2007;
- Second place in the logo contest of the Ministry of Regional Development and Public Works, 2006;
- Award from the Yomiuri International Caricature Competition, Osaka, Japan, 1999;
- Award from the Yomiuri International Caricature Competition, Osaka, Japan, 1997.

For his habilitation thesis, Ch. Associate Professor Sofroni Varbev presents an extended summary containing a detailed description of the creative problem "Advertising vision of national autumn exhibitions in Plovdiv." It comprises 93 pages of total-textual and illustrative content (38 pages of text + 55 pages of illustrative material). It is divided into five main points: introduction, objects, work plan, project methodology, and detailed presentation of the creative result by year.

In his habilitation thesis, Sofroni Varbev presents the forum for artistic performance NATIONAL AUTUMN EXHIBITIONS - PLOVDIV in conceptual and historical terms, introduces the history of the event and its evolution until establishing the permanent format of an annual national performance. He describes the situation with his selection as a graphic designer of the Exhibitions from 2014 to the current year. The author's primary goal is to achieve a characteristic vision of the Exhibitions, which distinguishes them from other similar national forums, by building a specific visual identity for each year through the graphic design and overall graphic layout of all printed materials accompanying the forum.

In the extended summary, Ch. Associate Professor Sofroni Varbev, Ph.D., describes the methodology and overall process of creating the conceptual concept and graphic design of all printed materials for NATIONAL AUTUMN EXHIBITIONS - PLOVDIV. It is impressive to

maintain a uniform graphic style of presentation over the years using the same media in terms of format, technology, and materials:

- poster, 100 x 70 cm;
- luxury catalog, format 210 x 280 mm;
- cover 350 g chrome matte, book body 180 g chrome matte;
- advertising information-signal poster, folded format - 112 x 230 mm.;
- printed invitation, folded format 100 x 210 mm;
- vinyl banners, sizes 450 x 100 cm, 250 x 150 cm;
- banners for the web environment, sizes 300 x 100 px, 300 x 250 px, 300 x 130 px, 324 x 92 px, 500 x 417 px, 1200 x 628 px, etc.

All graphic materials described and presented for the competition are distinguished by remarkable design aesthetics and visual logic and demonstrate high professionalism.

The candidate's research and creative achievements are presented in an orderly and logical sequence and comprehensively cover his creative and academic activities.

Ch. Assistant Professor Sofroni Varbev, Ph.D., is active in teaching activities. There are several publications in scientific publications, as well as numerous participations in individual and collective exhibitions. He participates in five scientific conferences. He is a member of the Association of Interior Designers in Bulgaria (AIDB) and the Society of Plovdiv Artists.

The candidate's administrative commitment goes through participation as a member of the departmental council and updating bachelor's and master's programs at the Department of Design. Since 2019, he has been the Program Director of the Design Department.

As a colleague, I have direct observations on the overall professional activity of ch. Assistant Professor Sofroni Varbev, Ph.D. My assessment of him is positive, and he is a proven and established teacher and designer with great creative potential.

I think that the artistic-creative, scientific, and practical contributions of Ch. assistant professor Dr. Sofroni Varbev, his educational activities, and academic engagement in all activities of the NBU present him as a responsible teacher and active creator, deserving of the position of "associate professor" at the New Bulgarian University. By everything stated so far, I give my positive assessment and recommend choosing Ch. Assistant Professor Sofroni

Georgiev Varbev, Ph.D. to the respected Scientific Jury, for the "Associate Professor" position in higher education 8. Arts, professional direction 8.2. Fine art (print advertising design, book publications, and web products).

19.09.2023 г.

.....

/Assoc. Prof. Ivo Popov, Ph.D./