

OPINION

by Assoc. Prof. Christina Georgieva Savova, Ph.D.

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

of the materials submitted for participation in a competition for the academic position
"Professor" of the New Bulgarian University, Sofia
in the field of higher education 8. Arts
professional field 8.2 Fine arts

In the competition for "**Professor**" announced in the State Gazette, **SG 08 / 28.01.2022** for the needs of the Department of Design as the only candidate is participating **Assoc. Prof. Elena Georgieva Todorova, Ph.D.**, New Bulgarian University.

I. Research (creative) activity and results

Assoc. Prof. Elena Todorova, Ph.D., began her career in 1976, majoring in Jewelry at the School of Applied Arts, and continued her development at the National Academy of Arts. In 1989, she graduated with a degree in Silicate Forms. She has been a lecturer at the New Bulgarian University since 2001. She has been a full-time associate professor since 2006 in the programs "Fashion" and "Web Design and Graphic Advertising." She successfully defended his doctoral dissertation in 2018 on "Symbol and functionality in coin design." There are over 30 awards in national competitions of the BNB for commemorative coins, numerous participations, and exhibitions in the country and abroad.

For habilitation work, Assoc. Prof. Elena Todorova, Ph.D., presents a summary of her creative activity, including some of her coin design projects. It contains texts with descriptions of the creative process, creation of conceptual solutions, compositional principles, and proportional relations in the design of coins, shape, size, and scale. In addition to the significant theoretical justifications, Elena Todorova presents several original examples of coins from her design practice with high artistic values.

Elena Todorova is known for her design of numismatic models in artistic circles, which is a distinctive feature of her work. She is the winner of many awards and prizes related to the jubilee coinage.

Assoc. Prof. Todorova presents a leading creative event in the field of art - the author's exhibition "JEWELRY" in 2018. Along with it are presented numerous participations in exhibitions dedicated to various topics. She is the author of twelve author's publications dedicated devoted series.

The candidate's presented research and creative performances comprehensively cover her creative activity, awards, distinctions, seminars, lectures, and organizing and participating in projects. The list is presented in a coherent and logical sequence.

The materials presented by Assoc. Prof. Dr. Elena Todorova and her research, creative and academic activities meet the mandatory and specific conditions and scientometric criteria for holding the academic position of "professor," according to the requirements of Law on the evaluation of the academic staff in the Republic of Bulgaria.

II. Teaching and learning activities

Assoc. Prof. Elena Todorova, Ph.D., is very active in her teaching activities, involving students in many projects and encouraging their participation in various creative events and projects. She has been actively teaching in the programs at NBU since 2001, and since 2006 she has been a full-time associate professor. She successfully manages national projects, workshops, creative workshops, and competitions such as the participation of students from BA "Fashion" and MA "Fashion and Business Strategies" in the National Student Festival of Arts, SWU, and the jewelry design competition "Inspiration from INVOKE."

III. Administrative and public activity

Assoc. Prof. Dr. Elena Todorova is the founder of the specialty "Web Design and Graphic Advertising" at NBU, which started in 2018/19 and has enrolled 117 students. Her administrative committee goes through her growth as a Head of departmental Design with a vision for the development of the department to more modern teaching and learning. Connected to this, she participates as a member of the departmental and program council at

the Department of Design, the Faculty Council of the Bulgarian Academy of Sciences, and the Academic Council.

The public activity of the candidate should include its assistance and participation in the buildup of modern accessories in Bulgaria. These are evidenced by her involvement in exhibitions dedicated to this topic.

IV. Personal impressions of the candidate

I can express my personal, highly favorable impressions of Assoc. Prof. Dr. Elena Todorova is an erudite colleague - teacher, designer, and talented artist. Her artistic touch is highly recognizable, especially characteristic, a creative and continually creative. An artist who burns with a bright flame and a teacher who burns for his students. Extremely positive person.

V. Opinions, recommendations, and notes on the activity and achievements of the candidate

I have no critical remarks on the overall performance of the candidate. I recommend she continue her teaching and creative work in the same professional spirit and with the same inspiring enthusiasm.

CONCLUSION

In conclusion, I express my **positive opinion** about the contributions to the creativity and research activities of Assoc. Prof. Elena Todorova, Ph.D., and her teaching activities correspond to the field and the professional direction of the announced competition. I recommend the esteemed members of the scientific jury to unanimously support and vote positively for the election of **Assoc. Prof. Dr. Elena Georgieva Todorova, Ph.D.** to the academic rank of "**Professor**" in the professional field **8.2. Fine arts.**

31.05.2022 г.

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/Assoc. Prof. Christina Savova, Ph.D./