

REPORT

By

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For filling the academic post of Professor, scientific field 8.2. Fine Arts, with a detailed summary on the topic: „AUTHOR’S COIN DESIGN“

Presented by Assoc. Prof. Dr. Elena Todorova, lecturer on the staff of the NBU

I. Estimation of qualities of the summary and the presented creative works and documents.

- *Actuality and significance of the works presented in the detailed summary and the documents attached.*

The significance of the theme chosen in scientific and scientific-applicable respect has to do with the necessary research and redefinition of coin design and its limits in contemporary culture and arts. Nowadays the problem of coin design efficiency is of particular importance within the context and continuity of the global creative and information process within the sphere of fine arts and monetary signs as symbols in these types of arts. In earlier stages of our civilization’s development other challenges have come to the fore, meanwhile solved – the coin creation process, the metal treatment process, the process of distribution and the manner of coins’ safekeeping. The problem of art and design efficiency of coin creation is additionally complicated by the super production of various coins all over the world, the multitude of different typologies and designer solutions, the boom of coin design and the advancement of artificial intellect platforms in three-dimensional printing, etc. The work and summary proposed for a report research the transformations of coin design as a consequence of establishing and advancing of virtual and digital medium as a tool and as a field of action, in order to realize a number of theoretical analyses and draw conclusions, as well as creating a host of creative solutions. Elena Todorova writes: „During the last two millennia coins have been an integral part of humanity’s existence. During this long period they acquired many more functions than just the purely economic need for money. Their design reflects the cultural features of historic epochs. Through the images on both sides of these small objects one can trace all important historic events for the peoples who used them. One can see the images of great rulers changing the course of world history, remarkable architectural creations, state symbols, even mythological scenes have been depicted, etc. The statement of the famous Bulgarian sculpturer Lyubomir Prahov has often been cited „Coins are pocket monuments, helping us tracing human history “.

- *Thoroughness and comprehensiveness of research on theoretical sources*
- *Proving by new means of essential features of existing theories, hypotheses, etc.*

The theme proposed for reporting of the creative work and detailed summary is „Coin Design“ at the Design Department at the NBU”. This work and the summary researches and analyses the processes of integration and connection of various expression arts in the sphere of design, or more specifically, coin design in a pre-appointed scientific method typical of fine arts and design, thereby proposing new treatments and definitions. The work on coin design shows correct choice of themes, treatment and analysis of empirical data. The collected and analyzed creative material for the contributions of Assoc. Prof. Elena Todorova is verisimilar.

The basic method of the creative process is practical, comprising methods of work and a comparison recourse: survey, interpretation – translation. Several lines are synthesized here – creative, conceptual, esthetic, analytical and estimating.

II. Contributions of dissertation research

Creative and applicable contributions of the detailed summary and the designer work

- Establishing the practical application of creative work in the field of coin design in public and creative media and communications.
- Establishing a formula for efficiency measurement of coin design.
- Model configuration for coin design.
- Drawing a morphic- syntactic lexical formula for coin design.

So far, no systematic research and creation on the coin design and its connection to the academic medium of a similar viewpoint have been made within the Bulgarian academic and university community; they are rare and an exception even in academic communities overseas. One of the basic important moments that this work is excellent at illuminating is to propose an interdisciplinary view on the theme chosen.

In this context, the scientific and creative work of the applicant is based, as was stated above, on a syncretic approach to the problems, combining, in my opinion, culturological, conceptual, typically creative, designer and other viewpoints and methods.

The work on the theme shows that the approach and the scientific research and creation method are of importance and assist in solving and achieving the aims and tasks, set by the work and detailed summary to be reported.

The work of Assoc. Prof. Dr. Elena Todorova enriches with concepts the understanding of fine arts, art science and design researching them in creative, scientific, conceptual and esthetic prospects. She is excellent at researching and presenting complex and multi-disciplinary problems.

The designer work and the detailed summary contain both basic and additional experiments of quality, as well as an analysis of the results achieved, and also creative experiments that have been carried out, possessing basic practical and theoretic value. Documents concerning the methods applied are attached hereto. The creative results are also presented. The whole amount of materials and creations proposed for this report is remarkably supplemented by documents concerning the thesis theme, as well as publications and historic research.

III. Conclusion

I highly estimate the scientific qualities and contributions of the designer work and the detailed summary, the research and creative work of Elena Todorova, its public, social, scientific and historic importance, the author's personal contribution and the practical usefulness and actuality of the creative problems thus presented. I propose to the respected members of the scientific jury to agree to confer the academic post of „Professor” to Assoc. Prof. Dr. Elena Todorova.

Dated: 26.05.2022

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Prof. Dr. B. Serginov