Petyo Budakov, Ph.D.

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Portfolio: http://off263.wixsite.com/mysite7-new
Password: design2017

Born: March 13, 1983 —Sofia, Bulgaria
Nationality: Bulgarian /EU

Current position

- Visiting professor at University of Applied Sciences Europe, Berlin, Germany
- Visiting professor at DEKRA Hochschule für Medien /DEKRA University of Applied Sciences, Berlin, Germany
- Associate Professor at the New Bulgarian University, Faculty of Distance, Online and Continuing Education

Areas of specialization

Information Visualization, Graphic Design and Multimedia; 3D Design; Corporate Identity and Visual Branding; Brand Management; E-learning, Blended Learning and Mobile Learning; Digitization of Knowledge.

Appointment held

2020-present	Visiting professor at University of Applied Sciences Europe, Berlin, Germany
2019-present	DEKRA Hochschule für Medien, Berlin, Germany, Visiting Professor
2010-present	New Bulgarian University, Sofia, Bulgaria, Associate Professor (visiting)
2019-2020	Zhejiang Wanli University, China, Sino-German Faculty, Visiting Professor
2018-2020	St. Petersburg Polytechnic University, Associate Professor (visiting)
2018-2020	Tallinn University, Estonia: Visiting Professor
2017-2020	Brand Academy, Hamburg, Germany:Visiting Professor
2017-2018	Higher Colleges of Technologies, UAE: Assistant Professor
2016-2017	ReDI School of Digital Integration, Berlin: Lecturer (volunteer).
2016-2017	HMKW Berlin, University of Applied Sciences, Berlin: Visiting Researcher.
2014-2017	INI-Novation GmbH, Darmstadt: eLearning Consultant (part-time)
2013-2017	Kazakh-British Technical University, Almaty, Kazakhstan:Visiting Professor.
2007-2015	Adacademy Ltd, Sofia, Bulgaria: Graphic Designer.
2001-2012	Bulgarian National Television, Sofia, Bulgaria: Motion designer.

Education

2009-2012 PhD, *Title: 3D in graphic design*. New Bulgarian University, Sofia, Bulgaria.

2005-2007 Master of Visual Arts, New Bulgarian University, Sofia, Bulgaria.

2001-2005 Bachelor of Cinema and Television, New Bulgarian University, Sofia, Bulgaria.

2012 Cambridge ESOL certificate.

2012 Personal Business Skills.

2011 European Business Competence* Licence, EBC*L, Kuratorium Wirtschaftskompetenz für Europa e.V., Paderborn (Germany).

Grants, Honors & Awards

2019 Award of Tolerance, Brain City Berlin.

2019 Ambassador of Berlin – Brain City Berlin. Berlin für Wirtschaft und Technologie.

2016 The Falling Walls, Berlin, Germany - Young Innovator of the Year 2016 – Finalist.

2016 DAAD /German Academic Exchange Service/ - awarded with a scholarship grant; Research topic: "Establishment and maintenance of E-learning Campus for the needs of the Bachelor program "Visual Communication and Graphic design". HMKW, Berlin, Germany.

2012 First place in the international design contest for creating a new brand of "Le 5 stagioni".

2010 The award of National human resource center "Best students film of the year".

2006 Certificate of outstanding achievements and praiseworthy demonstration of the talent of the Bulgarian youth in national and international Olympiads and competitions in science and arts, Sofia, President of the Republic of Bulgaria.

2006 Accepted for official member of the Union of the Bulgarian cinematography.

2005 The award of the Rector of New Bulgarian University for Contribution in visual arts.

2004 Finalist in the international students film festival Nisi Euro.

Conferences & Talks

2020   Hochschulforum Digitalisierung (HfD) Hang Out Talk "The Usability of e-learning and blended learning platforms"
https://www.youtube.com/watch?v=5K3a6RYEIKE&feature=emb_title&fbclid=IwAR0oiAOO9WwL08eX9GNL2TzypSfFW5v_b1BNLv8b0Bx8sHjMz1WHyRXgH2s

2020   Online Educational Leadership Forums "Can we empower students to be self-directed learners?"

2019   Keynote speaker of the Photo Vernissage. November 21st, DEKRA e.V. Konzernrepräsentanz, Berlin.

2019   Word Congress on Artificial Intelligence & Machine Learning, October 24-25, 2019, Valencia, Spain. Presenting research "Development of a blended learning platform for students, freelancers and entrepreneurs who operate in the Cultural and Creative Industries".

2018   EIT Digital Innovation Day, Berlin, Germany. Participation with a report.

2018   World Usability Day, Tallinn, Estonia, Participation with a report (https://www.youtube.com/watch?v=dkpVh2ii3po)

2018   Keeping the Promise, Higher Colleges of Technology's Annual Conference. Participation with a report, Dubai, UAE

2017   Moderator and participant at the 4th International Expo on Computer Science and Animation. September 26-27, Berlin, Germany.

2017   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2017   Academy Day at Cisco Live 2017, Participation with a report at Cisco live "Student Day with ReDI School", 23.02.2017, Berlin, Germany.

2017   Participation in the conference "Building the Bulgarian Higher Ed Community", with a report. "DAAD - change by exchange", 13.02.2017, New Bulgarian University, Sofia, Bulgaria.

2016   Scholar finalist at Falling Walls Lab Finale and the Falling Walls Conference in Berlin, Germany; Topic: Breaking the wall of social carelessness, Berlin, Germany.

2016   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2016   DAAD seminar: Global Employability – International Mobility as a Chance to Access the Worldwide Labor Market; Audimax of Humboldt Universitet zu Berlin, Berlin, Germany.

2016   EduLab Symposium Design-Lehre: Debatte, Praxis und Innovation, Hochschule für Technik und Wirtschaft (HTW) Berlin, Germany.

2015   Academic participant at KreNI – creative industries conference, Nis, Serbia.

2015   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2014   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2013   Participation in the international seminar "The modern signs in the contemporary design", Kazakh British Technical University.

2013   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2013   Conducting a seminar "Brand development", participating with a research. New Bulgarian University, Sofia.

2012   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

2011   Being part of the organization and participate with a report in the science conference "The power of the visual graphic symbol", Hotel City Sofia.

2011   Winter Design Camp, W+D 2017, New Bulgarian University, Sofia, Bulgaria.

Teaching

Course: ITIL and DevOps, University of Applied Sciences Europe (UE), Berlin, Germany

Students from the Digital Business and Data Science program will become familiar with two different methods for development and implementation: ITIL and DevOps. They will learn the advantages and disadvantages of these two approaches as well as being able to evaluate them. Both methods will be analysed and assessed on the basis of various practical examples and case studies.

Course: Content Management, DEKRA Hochschule für Medien, Berlin, Germany.

Content Management is a course in which students practice using a web content management systems (CMS), like Wordpress and Wix.com to develop information for the public. In this course, students will become familiar with some of the most popular CMS platform, but the main focus will be placed on how to collect, organize and publish an appropriate content as well as adding blogs and forums to it. Furthermore, the course would give valuable insights of data journalism – how the collected data could be effectively visualized by using some modern digital tools. The course will conclude with an individual project in which students plan the format and style of a web platform.

Course: Photography (Fotografie und Gestaltung), DEKRA Hochschule für Medien, Berlin, Germany

In this course, the students get familiar with tons of trips and tricks for different aspects of photography, from technical to creative, from planning to execution, and from the shot to mastering their portfolio. The course makes a review of fundamentals like composition, lighting and exposure and encourages the learners to get immersed into the exciting world of the postproduction process. It is designed for students enrolled into the Bachelor program of Journalism and PR who want to obtain a solid understanding of the digital workflow and postproduction process by using Adobe Photoshop.

Course: Audiovisuelle Dynamik (3D), DEKRA Hochschule für Medien, Berlin, Germany

In the course 0235 Audiovisuelle Dynamik, students will learn to design stunning visual effects as well as powerful 3D scenes and animations. By using the latest versions of two powerful software, such as Adobe After Effects (AE) and 3D Studio Max, the students will get familiar with some basics but fundamental tools for designing realistic effects, e.g. work with compositions, create and animate text, build custom transitions, creating visual effects, modelling, materials, lighting, cameras, animation and renderings. Students will receive hands-on training that addresses real world production issues. However, students should be informed that AE and 3Ds are extensive programs because there is so much that they can create with it. The course starts from the beginning, showing around the programs and teaching students how to produce realistic visual effects and 3D animations. It aims to provide experience of 3D media practices and applications. The course is suitable for students who aim to master a career in fields involving multimedia design, motion and graphics design, creative advertising and digital art.

Course: Content Management System (CMS), DEKRA Hochschule für Medien, Berlin, Germany

Content Management System is a course in which students practice using a web CMS (like Wordpress and Wix.com) to develop information for the public. In this course, students will become familiar with some of the most popular CMS platform, but the main focus will be

placed on the Wix.com – a design-driven CMS platform may install and configure a web CMS; create, format, and link pages within it; add blogs and forums to it; set permissions for visitors. The course will conclude with an individual project in which students plan the format and style of a web CMS executed in Wix.

Course: Entrepreneurship for creative freelancers and start-ups. Online. CreatINNES Academy

This training program is designed to meet the most pressing needs of entrepreneursw who are active into the cultural and creative industry (CCI). Creative entrepreneurs need to develop an effective mix of creative and business skills, which often shifts across different stages of their careers and company life cycles. CCI entrepreneurs' dual role as an artists and entrepreneurs requires, at the same time, creativity skills related to imagination, divergent thinking, and intuition, as well as entrepreneurial skills and capacities in business planning, presentation, communication, management, and marketing.

Course: Market and Trend Research. Regular Course, Zhejiang Wanli University, China. Sino-German Faculty

In this course, the students will learn about basic concepts, goals, exercises, methods and instruments of market and trend research. This includes an overview of qualitative and quantitative methods of survey technology in market-, trend-, communications- and social sciences. Students will learn about creating questionnaires and then focus on data evaluation and interpretation as well as doing reports and finally present the results of market and trend research.

Course: Basic of Scientific Research. Regular Course, Zhejiang Wanli University, China. Sino-German Faculty

The basic academic knowledge combined with the targeted, well-structured knowledge acquisition methods form the basis for the methodical competence necessary in order to be able to successfully compose academic papers. A number of topics such as the basic theoretical principles of communication, social and communication competence, self-management, the analysis and decision-making ability, the definition and objectives of a project, and aspects of team management will be discussed and expanded upon by means of exercises and simulation games.

Course: Graphic Design Technics. Regular Course, Peter the Great St. Petersburg Polytechnic University, Russia, Department "Design"

This course enables an in-depth knowledge of commercial practises within the Graphic Design industry. Students are taught high-level digital production and pre-press skills, enabling them to see a project through from initial concept to tangible outcome. Subjects covered include: design, typography; photo imaging; computing; multimedia; interface design; marketing; advertising; art history; drawing and illustration.

Course: Information Visualization. Regular Course, Tallinn University, Estonia

The goal of the course is to develop knowledge on the fundamental principles of perception, and symbolization, as well as on the design practices and tools that can be used to create informative graphics using information visualization systems and tools. The course also includes an overview of the most common spatial analysis methods as well as a selection of advanced visualization paradigms.

Course: Digital Photography. Regular Course, Tallinn University, Estonia

In this course, the students get familiar with tons of trips and tricks for different aspects of photography, from technical to creative, from planning to execution, and from the shot to

mastering their portfolio. The course makes a review of fundamentals like composition, lighting and exposure and encourages the learners to get immersed into the exciting world of the postproduction process. It is designed for beginners to intermediate photographers who want to obtain a solid understanding of the digital workflow and postproduction process by using Adobe Photoshop. During these private sessions, students learn how to edit their photos as a professional, apply sizing, cropping, retouching masks, colors and layering your projects.

Course: Pictograms Design, Part I. Regular course, Brand Academy, Hamburg. German-Sino Cooperation Program: Visual Communication Design, Since 2018

This course is designed to introduce students to the fundamentals of pictograms and icons as a keystone of nonverbal and multicultural communication. The lectures interpreted pictograms as a rational language of conceiving, visualizing, organizing and presenting. One of the main learning outcomes is to introduce the students with the history and theory of the icons and pictograms. Students are taught to do a thorough research as well as interpreting their findings. Another goal of the course is to enable the students to create concept of pictograms that reflects the exact needs of their target audience. Students will obtain different techniques for assessing the effectiveness of their pictograms.

Course: Pictograms Design, Part II. Regular course, Brand Academy, Hamburg. German-Sino Cooperation Program: Visual Communication Design, Since 2018. Peter the Great St. Petersburg Polytechnic University, Russia, Department "Design"

This hands-on course keeps an appropriate balance between theory and practice by introducing the students with a variety of case studies. Problem solving (the design process) is also an integral to this course. Another goal is for the student to understand the formal elements of the signage system and its application in the advertising and corporate identity. This course would enable the students to obtain advance skills in Adobe Illustrator and Adobe Photoshop by gathering some new techniques and inventive approaches of pictogram design. The cornerstone of the teaching method is to help students to develop their critical thinking skills as well as creating a positive learning environment by respecting and promoting intellectual diversity. The utilized pedagogy approach aims to encourage peer-to-peer interaction (team work on projects). The grading is based on the requirements outlined by the course syllabus.

Course: Social Media for Entrepreneurs, New Bulgarian University, Department "Media and Communication Management". Since 2017 up to now

Trailer: https://vimeo.com/191246612

This interdisciplinary course is designed for students interested to create a social networking in order to promote different business activities. It aims to deliver the most appropriate approaches that are applicable for any social platform. It highlights the processes of research and development, design, prototype and collecting customer's feedback. Based on the algorithms of Facebook, LinkedIn and Instagram, this course explores several strategies for designing effective content as well as designing engaging posts. It provides to the learners some proven practices of exploring and analyzing the effectiveness of their work. This hands-on course investigates "Socialbee" as a social networking platform, which is co-created by me. "Socialbee" is an innovative and independent social networking site that connects volunteers and social projects on a global scale. Based on the latest web technology, the platform offers a user friendly experience.

Course: Sell your idea, Regular course, ReDI School of Digital Integration, Berlin, Germany, Since 2016 till 2017, Autumn semester

This course explores the interactivity and narrative of digital presentations through the creation of multimedia projects /in Power Point and Prezi. It examines both: digital and analog presentations as a powerful tool for seeing, exploring, expressing the students' portfolio and professional background. It is designed to support the learners into applying for jobs, attending on interviews, delivering a pitch in front of investors and etc.

Course: Destination Branding, Online course, New Bulgarian University, Haifa, Joint undergraduate program with Tiltan College, Israel; Since 2010 till 2017, Spring semester

This course is focused on the management of the destination and provides an understanding of the skills and issues involved in this evolving aspect of tourism management and tourism logo design. It also, looks at the relationship of tourism to cultural heritage and history, natural resources and environment, marketing and sales, communication strategies and entrepreneurship. The hands-on sessions are designed to build a solid understanding of the core principles of the destination characterization, development and positioning of cultural touristic products and services, marketing strategies, marketing mix, social campaigns and the entrepreneurship education – an important factor for the successful creation of tourism start-ups.

Course: Visual communication graphics - Part I, VACB700, Regular course, New Bulgarian University, Sofia, Bulgaria. Since 2009 till 2014, Autumn and Spring semesters

Course: Designing a corporate brand identity, Kazakh-British Technical University, Department "Brand Management", Almaty, Kazakhstan. Since 2014 till 2017, Spring semester. Author of the course
Trailer: https://www.youtube.com/watch?v=NfKc8WB02D0

This course explains the definition of the corporate brand identity through three different themes: coherence, symbolism and positioning. The topics define the coherence as a logical relation between all brands' elements which participate in the corporate design. However, the course is designed to explore several practices for creating a consistency of the visual style, tone of voice and etc. which shape the visual brand equity in general. It highlights the symbolism as an essential approach that tries to communicate the main corporate values with the potential customers as well as presenting the brand philosophy through a complex system of signs and visual motifs. This course aims to encourage the students to create corporate identity systems as patterns that navigate the consistent and cohesive usage of the company's trademark in promotional campaigns, video commercials, advertising publications and etc.

The core essence of the course follows the famous Seth Godin's line: "A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another".

The units also consider brand personality as a powerful tool that effectively communicates the main company message by provoking strong desires and aspirations.

Course: Service Innovation and Design, Regular course in English, Department

"Multimedia Technology", MA "Design Thinking and Business Innovations". Kazakh-British Technical University, Almaty, Kazakhstan. Since 2014 till 2017, Autumn semester

This course considers how companies in the creative industries have moved from business models where value came from physical goods, tangible things, to models where value comes from intangible things such as service solutions, knowledge and relationships. Consequently, the meaning of value and the value creation process are rapidly shifting from a supplier company-centric view to customer experiences and joint value co-creation. The course explores how value co-creation engage customers in the process of both defining and creating value. The topics consider service innovation as an essential approach that helps the managers /entreprenuers in the creative industries to anticipate changes in customers' needs and behavior, and in the consequent competence to improve service solutions and create new value propositions. The course aims to give some valuable insights to the students of how to effectively involve the customers at every stage of the service development process.

Course: 3D Graphics and Animation, Part I, VACB 702, Regular course in English, Department "Cinema, advertising and Show business", New Bulgarian University, Sofia, Bulgaria. Since 2007 till 2016, Autumn semester.
Iversity GmbH, Berlin, Germany – distance learning
Trailer: https://www.youtube.com/watch?v=z6vaz8A-tdg

The course is designed to explore the usage of the 3D graphic and its application in the interior design.

Course 3D Graphics and Animation, Part II, VACB 802, Regular course in English, Department "Cinema, advertising and Show business", New Bulgarian University, Sofia, Bulgaria. Since 2007 till 2017, Spring semesters

The course is designed to investigate the high-realistic visualizations of the 3D graphic and its usage in the interior design.

Course: Graphic Design Techniques, Regular course in English, Department "Multimedia Technology", Kazakh-British Technical University, Almaty, Kazakhstan. Since 2014 till 2017, Autumn semester. Author of the course

This course is intended to assist the student who has identified graphic design or a related field as a probable career. Emphasis will be on typography, photography, illustration, and layout. Problem solving (the design process) will also be integral to this course. The goal is for the student to understand the formal elements of graphic design and advertising design. This is also a foundation course in the techniques of typographic design, page layout, and assorted types of graphic design.

The course introduces the vocabulary, structure, and design techniques of typography and graphic design. The exploration of problem solving processes including research, experimentation, refinement and professional presentation techniques will be covered.

Course: Script writing, Regular course in English, Department "Multimedia

Technology", Kazakh-British Technical University, Almaty, Kazakhstan. Since 2013 till 2017

Autumn semester. Author of the course. This course is designed to introduce students to the fundamentals of developing and writing original scripts for film, television and multimedia. The course emphasizes proper script formats, theme, story, plot, dialogue, character arc, and the process of developing and writing a script. The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in film and television, learn and apply correct script form, and creatively engage in the various stages of original scriptwriting. The assignments will include the writing of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.

Course: Fundamentals of Film Making, Regular course in English, Department "Multimedia Technology", Kazakh-British Technical University, Almaty, Kazakhstan. Since 2013 till 2017, Autumn semester

Author of the course. In the course, students will learn camera techniques, directing and basic production and make several very short films and/or simple exercises in the digital format. This hands-on course teaches students to work both independently and collaboratively in a creative environment that simulates professional film making. Courses cover the basics of producing and how the industry works for independent films and the major studios, TV and cable networks as well as commercials, industrials, Web based productions and other moving image industries.

Course: 2d to 3d conversion and Digital Video Production, Regular course in English, Department "Multimedia Technology", Kazakh-British Technical University, Almaty, Kazakhstan. Since 2013 till 2017, Spring semester. Author of the course

The main aim of this course is to introduce students to stereoscopy and its practical implementation in photography and videography. It also aims to give them practical skills for high quality 2d to 3d converting. It also involves a series of lectures and practical sessions designed to familiarize the student with the theory, practice and implementation of a range of software skills and methodologies in the areas of image manipulation, audio and video editing, shooting and compositing. background.

Course: Digital Technology in the modern Advertising, CASB 139, Online course in English, Department "Cinema, advertising and Show business", New Bulgarian University, Sofia, Bulgaria; Since 2010 till 2016, Autumn and Spring semesters

Projects

2018   Partner of the ERASMUS+ project "CreatiNNES". The overall goal of CreatINNES is to introduce an innovative approach in creating new training programme for CCIs based on in-depth analysis of the industry needs for skills. The training programmes will be developed by co-creation in creative labs and will use digital technologies such as open online course and learning platform for educators and students, freelancers and entrepreneurs, and will encompass blended and industry-based learning.

2017   Chairman of the international jury EUROPETOUR, coordinated by the German Association Culture & Work (Kultur und Arbeit e. V.), a non-profit organization specialized in creating business opportunities for cultural tourism in rural areas.

2015   Researcher at CENTRIC "Development of vocational training programs for GIS stakeholder".

2015	Academic participant of EU funded project "№BG051PO001-3.3.06.-0060-C0001 "Expansion of the skills and qualifications of PhD students and young scientists in interdisciplinary areas", co funded by Operational Programme "Human Resources Development "2007-2013" (CCI: 2007BG051PO001). The participation includes conducting of seminars, workshops and conferences mainly focused on the interdisciplinary academic field.
2014	Academic participant of the European project "Development of the academic quality of the online-distance learning programs in the Faculty of Distance learning at New Bulgarian University".The project is funded by Operational Program "Human Resources Development". The participation includes devising an online multimedia book. BG051PO001-4.3.04 – 0037.
2013	Academic participant in the international project "Grow Mobile". The main goal of Grow Mobile is the development of customized services (mobile applications and integrated destination management platforms) to facilitate easy access to cultural heritage sites, provide better information for tourists about leisure activities in a region and offer smart solutions for travelling in rural areas in four regions in Bulgaria, Croatia and Germany. The participation involved conducting a research and creating a design of the mobile application, set up its promotional campaign among the potential users.
2012	Participant in the international co-academic project of new brand development of the Italian pizza "Le 5 Stagioni".

Main responsibilities

- Course director of the online-distance learning program "Graphic Design in English".
- Author of the program and designer of the curriculum of the online-distance learning program "Graphic Design in English".
- To teach regular courses and support the development and implementation of the Faculty's strategy for its collaborative provision in relation to both local and overseas provision, in conjunction with the Dean and Heads of Department "Cinema, Advertising and Show business".
- To act as a point of contact for all the Faculty's local and overseas collaborative partners of New Bulgarian University and to bring forward to relevant Faculty and University committees proposals for new programs or changes to existing programs or other matters relating to Faculty collaborative arrangements.
- To seek to identify and resolve problems related to the Faculty's collaborative provision in liaison with partner institutions and, as appropriate, Faculty management or central departments or University committees.
- To liaise with other central departments to ensure that standards assurance and quality management activities are achieved in a coordinated and effective manner.
- To support the annual course review process, participate in the review of program submissions, and ensure that effective and appropriate follow-up action is taken to address issues identified.
- To liaise with University course directors who have responsibility for outcenter provision.

Languages

- Bulgarian (mother tongue), English (C2), German (B2)

Referees

- Prof. Dr. Klaus-Dieter Schulz, Rektor, HMKW Hochschule fur Medien, Kommunikation und Wirtschaft, University of Applied Sciences, Ackerstraße 76, 13355 Berlin, Germany, k.schulz@hmkw.de;

- Prof. Lyudmil Christov, Chairman of the Department "Cinema, advertising and Show business"; Email: lchristov@nbu.bg, Mobile: +359 888 971 226;

- Iskander K. Beissembetov, Rector of Kazakh British Technical University; Contact for confirmation: Mrs. Victoria Abylova. Email: Ms. Victoria Abylova: victoria.abylova@gmail.com, Digital Academy, Kazakh-British Technical University, 050000 Almaty, Kazakhstan, 59 Tole bi Street, office 433, phone: +7 727 272 44 64, internal phone 421;

- Dr. h.c. Wolfgang Kniejski, Managing Director of INI-Novation GmbH, Germany. Email: kniejski@ini-novation.com; Mobile: +49 160 96665764

- Assoc. Prof. Dr. Anton A. Naumov, Principal Researcher, Peter the Great St. Petersburg Polytechnic University, phone/fax +7(812)2944222, anton.naumov@spbstu.ru

- Prof. Dr. Stefan Waller, Academic Director Sino-German Cooperation Program, Brand Academy, Fon + 86 159.1915.6698, stefan.waller@brand-acad.de

APPENDIX 1
Complete List of Publications

(a) Publications in peer review journals

Budakov, P. (2017) *3D Rendered images and their application in the interior design*, Science Journal: Springer Encyclopedia of Computer Graphics and Games, Status: Submitted.

Budakov, P. (2017) *Establishment and maintenance of E-learning Campus for the needs of the Bachelor programme "Visual Communication and Graphic design*, language: English, Original research:

- Science Journal of Department "Cinema, advertising and show business", New Bulgarian University, Sofia (2017), Status: Accepted
- SCOOP International Journal of Arts, Humanities and Social Sciences, (2017), Volume 3, Status: Submitted
- Submitted at the 3rd International Workshop on Arts, Humanities and Social Sciences, September 9-10, 2017-Istanbul, Turkey, Status: Accepted

Budakov, P. (2016) *The city logo of Düsseldorf - an essential element of the local destination branding,* Stop Motion, Science Annual Journal in honor of Prof. Lyudmil Christov, New Bulgarian University, Sofia, 152–163, language: English, Original research, Status: Published

Budakov, P. (2016) *Development of a logo assessment matrix for designing football club corporate identity*, language: English, New Bulgarian University Scholar Electronic Repository, Sofia, ISSN: 1994-036X, Original research, Status: Published

Budakov, P. (2016) *The club emblem - a foundation tool for increasing the recognition and popularity of the football club*, Science Journal of Department "Cinema, advertising and show business", 49–72, New Bulgarian University, Sofia, language: Bulgarian, Original research, Status: Published

Budakov, P. (2015) *Development of the principles of the contemporary destination logo design*, Science Journal "№BG051PO001-3.3.06.-0060-C0001 "Expansion of the skills and qualifications of PhD students and young scientists in interdisciplinary areas ", co funded by Operational Programme "Human Resources Development "2007-2013" (CCI: 2007BG051PO001), Volume 2, 157-170 & New Bulgarian University Scholar Electronic Repository, Sofia**,**
http://eprints.nbu.bg/cgi/users/home?screen=EPrint%3A%3AView&eprintid=2316
language: English, Original research, Status: Published

Budakov, P. (2015) *Brand Visual Identity Coefficient in Social Networking Websites*, Science Journal: Expansion of the skills and qualifications of PhD students and young scientists in interdisciplinary areas", co funded by Operational Programme "Human Resources Development 2007-2013" (CCI: 2007BG051PO001), "№BG051PO001-3.3.06.-0060-C0001, Volume 3, 162-176, Sofia, language: Bulgarian, Original research, Status: Published

Budakov, P. (2015) *Influence of the three-dimensional television images and hologram in the ambient advertisement*, New Bulgarian University Scholar Electronic Repository, Sofia, Bulgaria, language: Bulgarian, ID Code: 2692**,** Review article, Status: Published
http://eprints.nbu.bg/2692/

(b) Specialist books

Budakov, P. (2015) *The application of 3D in the cinema and TV*, monograph book, Tara Publishing, ISBN 978-954-9723-20-5, Sofia, Bulgaria, language: Bulgarian, Original research, Status: Published

(c) Conference Proceedings and Papers

Budakov, P. (2017). *Student Day with ReDI School,* Paper presented at the Academy Day at Cisco Live 2017, Berlin, Germany, language: English, Review article, REDI Year Book, Status: In print

Budakov, P. (2017). *DAAD - change by exchange,* Proceedings of the Conference: Building the Bulgarian Higher Ed Community, New Bulgarian University, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Accepted

Budakov, P. (2015, April) *Exploring the effect of virtual simulations and learning games on the student engagement*, Sign Café, 2015 (4), p. 12 – 35, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2014, November) *Adaptive E-learning approach – challenges and perspectives,* Sign Café, 2014, (11), p. 83 – 110, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2014, April) *Design of 3D virtual space,* Sign Café, 2014, (4), p. 119 – 127, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2014, January) *Course management systems support and clouds for graphic design students,* Sign Café, 2014, (01), p. 95 – 119, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2013, June) *Bluetooth marketing*, Sign Café, 2013 (6), p. 85 – 93, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2013, August) *3D in the cinema*, Sign Café, 2013 (8), p. 35 – 43, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2013, April) *The Impact of e-learning in Visual arts education,* Sign Café, 2013 (4), p. 21 – 47, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2012, November), *E-learning vs Blended learning*, Sign Café, 2012 (11), p. 45 – 68, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2012, September), *The implementation of the 3D logo*, Sign Café, 2012 (9), p. 81 – 89, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

Budakov, P. (2011, October) *3D virtual book*, Sign Café, 2011 (10), p. 125 – 133, Sofia, Bulgaria, language: Bulgarian, Review article, Status: Published

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Last updated: March 01, 2018