

# Magdolna Pál

Associate Professor, PhD

Department of Graphic Engineering and Design

Faculty of Technical Sciences, University of Novi Sad, Serbia

**Email:** apro@uns.ac.rs | **Tel:** +381 21 485 2623 | **Address:** Trg Dositeja Obradovića 6, 21000 Novi Sad, Serbia

---

## ABOUT

---

Magdolna Pál is an Associate Professor at the Department of Graphic Engineering and Design, Faculty of Technical Sciences, University of Novi Sad. Her primary research interests include quality control in graphic processes, image processing methods applied to printed and packaging materials, and the mechanical properties of paper and coated substrates. She has co-authored over 110 scientific and professional papers, as well as two practice textbooks and a book chapter published by a renowned international publisher. She is an active reviewer for several international journals and has served as mentor for numerous Bachelor's and Master's theses.

## EDUCATION

---

- 2006 – 2014 **PhD – Graphic Engineering and Design**  
Faculty of Technical Sciences, University of Novi Sad, Serbia  
Dissertation: "Development of a model for objective control of surface damage of coated papers in the folding process"
- 2003 – 2006 **MSc (Integrated Academic Studies) – Graphic Engineering and Design**  
Faculty of Technical Sciences, University of Novi Sad, Serbia
- 2000 – 2003 **BSc – Graphic Engineering**  
Higher Education Technical School of Professional Studies, Novi Sad, Serbia

## ACADEMIC POSITIONS

---

- 2020 – present **Associate Professor**  
Department of Graphic Engineering and Design, Faculty of Technical Sciences, University of Novi Sad
- 2015 – 2020 **Assistant Professor**  
Department of Graphic Engineering and Design, Faculty of Technical Sciences, University of Novi Sad
- 2009 – 2015 **Teaching Assistant**  
Department of Graphic Engineering and Design, Faculty of Technical Sciences, University of Novi Sad
- 2007 – 2009 **Teaching Associate**  
Department of Graphic Engineering and Design, Faculty of Technical Sciences, University of Novi Sad

## TEACHING

---

Current courses: Print Finishing, Computer Image Processing (undergraduate and doctoral level).

Past courses: Graphic Packaging, Graphic Processes, Printing Techniques.

Through Erasmus+ and CEEPUS mobility programmes, she has delivered guest lectures at multiple European universities.

## RESEARCH INTERESTS

---

Quality control and image analysis in post press and packaging processes, mechanical testing of paper and coated substrates, packaging design and ergonomics, additive manufacturing (3D printing) in graphic industry, print non-uniformity and colour reproduction.

## RESEARCH PROJECTS

---

2019 – present	Innovative Scientific and Artistic Research within FTN Activities – Ministry of Science, Technological Development and Innovation of Serbia (No. 451-03-47/2023-01/200156)
2012 – present	CEEPUS CIII-RS-0704 – Research and Education in the Field of Graphic Engineering and Design
2015 – 2019	COST Action FP1405 – Active and Intelligent Fibre-Based Packaging: Innovation and Market Introduction (ActInPak)
2011 – 2019	Ministry of Science, Serbia – TP35027: Development of a Software Model for Improving Knowledge and Production in the Graphic Industry

## SELECTED PUBLICATIONS

---

### Book Chapter

- Novaković D., Kašiković N., Vladić G., Pál M.: Screen Printing. In: Printing on Polymers. Amsterdam: Elsevier Inc., 2015, pp. 247–262. ISBN 9780323374682.

### Peer-Reviewed Journal Articles (selection)

- Pál M., Cigula T., Jurič I., Banjanin B., Miketić N., Bošnjaković G., Golubović G.: Qualitative assessment on fold cracking of coated substrates: a digital image-based approach, *Nordic Pulp & Paper Research Journal*, 2026, Vol. 41(1), pp. 161-180. <https://doi.org/10.1515/npprj-2025-0034>
- Miketić N., Pinčjer I., Dedijer S., Tomić I., Pál M., Jurič I., Milić N.: Impact of shape and colour combination on visual search performance on monitor screen, *Universal Access in the Information Society*, 2025, Vol. 24, pp. 2239–2251. <https://doi.org/10.1007/s10209-025-01195-6>
- Jurič I., Zdravković S., Kašiković N., Dedijer S., Pál M., Pavlović Ž., Karlovits I.: Comparative study of different methods for the assessment of print nonuniformity and their correlation with the human visual system, *Coloration Technology*, 2024, Vol. 140(2), pp. 239 - 259. <https://doi.org/10.1111/cote.12708>
- Vladić G., Bošnjaković G., Pál M., Banjanin B., Petrović S., Kašiković N., Dimovski V.: Investigation of Factors Influencing Ergonomic Characteristics of Water Bottle Handles, *Tehnički vjesnik - Technical Gazette*, 2022, Vol. 29(5), pp. 1545-1551. <https://doi.org/10.17559/TV-20220131124334>
- Pál M., Dedijer S., Koltai L., Gregor-Svetec D., Cigula T., Pavlović Ž., Milić-Keresteš N.: "Fold cracking of coated papers: investigation on automated computer-aided visual assessment method" *Nordic Pulp & Paper Research Journal*, 2021, Vol. 36(4), pp. 626-642. <https://doi.org/10.1515/npprj-2021-0041>
- Banjanin B., Vladić G., Pál M., Baloš S., Dramićanin M., Rackov M., Knežević I.: Consistency analysis of mechanical properties of elements produced by FDM additive manufacturing technology, *Revista Materia*, 2018, Vol. 23(4) pp. <https://doi.org/10.1590/s1517-707620180004.0584>
- Pál M., Novaković D., Dedijer S., Koltai L., Jurič I., Vladić G., Kašiković N.: Image processing based quality control of coated paper folding, *Measurement*, 2017, Vol. 100, pp. 99-109. <https://doi.org/10.1016/j.measurement.2016.12.033>.
- Pál (Apró) M., Novaković D., Pál Sz., Dedijer S., Milić N.: Colour Space Selection for Entropy-based Image Segmentation of Folded Substrate Images. *Acta Polytechnica Hungarica*, 2013, Vol. 10(1), pp. 43–62. <https://doi.org/10.12700/APH.10.01.2013.1.3>.

## PROFESSIONAL ACTIVITIES

---

- 2022 – 2024 President of the Organizing Committee, International Symposium on Graphic Engineering and Design (GRID 2024)
- 2006 – present Member of the Organizing Committee, International Symposium on Graphic Engineering and Design (GRID)
- 2008 – present Member of the Technical Association of the Paper and Graphic Industry of Hungary

Reviewer for several international journals with and without impact factors.

## CERTIFICATIONS & INTERNATIONAL TRAINING

---

- 2008, 2012, 2015 EngView Package Design Software Lecturer Certification (EngView System Certification Seminars, Sofia, Bulgaria)
- 2018 Erasmus+ Teaching Mobility – Lodz University of Technology, Faculty of Material Technologies and Textile Design, Poland
- 2016 Erasmus+ Teaching Mobility – Óbuda University, Faculty of Light Industry and Environmental Engineering, Budapest, Hungary
- 2010 International Course for Specialist Teachers – Printpromotion, Chemnitz, Germany

## LANGUAGES

---

Hungarian (native) · Serbian (C2) · English (C1)