

ABSTRACT

The bachelor thesis deals with applied graphics in the educational resources and its impact on learning process. The aspects and impacts of applied graphics are analysed in the theoretical part. Secondly, there are suggested the evaluation criteria for design principles in the educational materials. Subsequently, the analysis methods are set and applied to five selected publications that have been intended for education or self-study of information and communication technologies at lower-secondary schools.

KEYWORDS

dual coding theory, textbooks, applied graphics, information visualization