

Abstract

The aim of the thesis is to describe the development of the Prague metro's appearance and to study the application of a uniform visual style in its current environment. The theoretical section describes the history of the Prague metro and investigates the topic of visual communication and unified visual styles with a focus on information and wayfinding systems applied in public transport environments. The key topic examined in this work is the development of the visual style in Prague's metro from its opening to the present day. Preparatory studies of the metro's information and wayfinding systems and the finally applied systems are both described. This section includes a description of individual visual elements and important information about the authors of these systems, Jiří Rathouský and Rostislav Vaňek. The current visual communication style seen in Prague's metro is also described in this section. Planned and tested variants of new systems are also examined. The empirical section of the thesis investigates the currently applied visual style in Prague's metro. Elements from the graphic manual are described and adherence to a uniform visual style is analysed, including how certain elements have been applied at selected Prague metro stations.