

## **Abstract**

The diploma thesis focuses on the leading Czech graphic studio Najbrt, its history, art work and media image. Its aim is to provide a comprehensive overview of its development from its foundation to the present day, and then to examine the studio's representation in the most read Czech print media through quantitative and qualitative content analysis. In the theoretical part, in addition to a historical summary of Studio Najbrt, the value of visual communication and a brief outline of the history of graphic design are presented. Furthermore, the individual components of a complex visual style, on the preparation and processing of which Studio Najbrt primarily focuses, are described. The theoretical basis for media representation of reality and its effects on the recipient are also presented, approached from a social constructivist perspective. The practical part contains the results of the analysis and presents how the selected media report on Studio Najbrt, what topics are most frequently mentioned in its context and how much space and attention is given to selected aspects of the studio or its works.