Abstract in English:

This bachelor thesis deals with the Most Beautiful Czech Book Contest press evaluations between 1966 and 1990, also regarding the overall quality of Czechoslovak book design, typography and polygraphy. Summarization of the historical development is carried out by analyzing relevant specialized and nonspecialized periodicals. The work is divided into theoretical and historical context of the issue, the analysis itself and a brief biographical introduction to Oldřich Hlavsa, Milan Hegar, Jiří Rathouský and Adolf Hoffmeister, the four masters of Czechoslovak book design and typography.