

The following diploma work come from the discipline of semiotics. Classic semiotics is depicted here only marginally. It concentrates more on its specific sphere, which is named product semantics. This is such a field of semiotics, which deals with the meaning of products. At first, we must provide an overview about everything that product semantics includes and in which relation it is to design and graphics. This is described in theoretical part, in which it is mostly extracted from texts in English, because my topic is in Czech language sphere new. In the case of this work web pages are comprehended as products. We deal here thus with an analysis of web pages from the product semantics perspectives. For this purpose I have chosen three web pages, which I have studied from the perspective of classic semiotics, from the perspective of web semiotics, from the perspective of usability and from the perspective of consistence. After this I answer the questions given in the text and I show the mistakes web pages do. At the end I answer on the basis of evaluation of consistence whether the hypothesis of this work is truthful or mistaken.