

annotation:

Hubáčková B.: Signs in the streets - Comparison of Danish and Czech city design. (Graduation theses) Prague 2006 - Charles University, Faculty of Education, department of art.

Signs in the streets - Comparison of Danish and Czech city design is a desk study which is concerned with history and forms of visual communication in public area and its position in the early 21st century. The target of these graduation theses was compare the position and level of visual communication in Denmark and in the Czech Republic. Information and orientation systems are incorrect in both countries but the errors come from different reasons. The big differences were noted at the level of processing of advertising which is at an even higher level in Denmark due to of stability and tradition of craft.

keywords:

street development, graphic design, visual communication, design, orientation system, advertising, poster, graffiti.