

The thesis „Typography of the monthly magazine *Žena a móda* (1949–1995)“ deals with the graphical appearance of this magazine and describes the changes in its typography. Magazine ran from January 1949 to July 1995, when it was cancelled because of financial difficulties. The aim of this thesis is to divide the years of *Žena a móda*’s existence into periods, depending on its specific graphical appearance.

This bachelor thesis outlines the historical context, technical conditions and the influence the Marxism-Leninism had on the graphic design. Moreover, the basic vocabulary of typographical terms is included. The thesis analyses the graphical appearance of the magazine periodically, with the focus on physical qualities, typesetting, typeface, headlines, front pages or advertisement.

Furthermore, the graphical appearance of the world’s most famous magazines is outlined briefly towards the end of the thesis, as well as the magazine’s competition after 1989. The pictures are added to some of the chapters.

Keywords

Typography, graphic design, fashion, magazine, design, typesetting, typeface, front page, paragraph, headline, illustration, photography