

Abstract

The thesis *Magazine Raut, why is life of graphically exceptional magazines not a bed of roses?* describes in detail the magazine which was published at the beginning of the 1990s. It gives a detailed description of different elements of extraordinary layout of the magazine Raut. Its uniqueness comes not only from an unusual format of magazine but also from generous work with images and typography which broke the usual rules for magazine production. Unusualness of the magazine Raut also concern the focus of the magazine which overlaps toward national undertone. For a deeper understanding for the magazine Raut is necessary to put the magazine into a context of the 1990s that was crucial for its formation. Due to the exclusivity of the magazine Raut the press responded to it in different ways Czech and foreign and the thesis compiles media image of the magazine Raut. The thesis also includes an interview with Managing Editor and Art Director of the magazine Raut Ales Najbrt. Only five issues of the magazine Raut were published and its demise was due to several factors. The conclusion of the thesis is based on those factors and the conclusion can be generalized to apply to any other form of magazines with exceptional or unusual graphic design.