

Abstract

Development of modern visual communication in Czech, German and Austrian metropolises with a regard on accessibility

The thesis deals with the contemporary visual communication in cities. First part is dedicated to the historical development of this discipline and notes the personalities who shaped it. Next part focuses on theoretical background and graphic elements of visual communication with a focus on accessibility. The main part is devoted to a detailed examination of selected elements of visual communication: unified visual style, wayfinding systems on the surface and in the subway. These elements are examined on the example of the capitals of the Czech Republic, Germany and Austria. In conclusion, the acquired knowledge is used for analysis of wayfinding signs in the newly opened metro stations in Prague in 2015.