This work deals with issue of using technologies enabling information multiplication in communication.

The first theoretical part outlines history of development of technologies and means enabling information multiplikation. It further delineates first of all problems of communication in art communication in context with present development of utilizing multiplication technologies of information. Questions of making use of at present most modern technology, the internet, as means of artistic expression are being solved here.

The second part is worked out as defence of the practical part. The issue of personal internet presentation as the author's portfolio is solved here in greater detail.

The thirt part is aimed at pedagogical exploitation of the topic of multiplication in education school practice. A project in concrete version is presented in this part titled „Multiplication as communication" means for primary, secondary and art schools.

First of all personal experience stands and approaches based on professional literature, are the basic implements for creating this work.