This bachelor thesis deals with principles of gamification, its application in education and its implementation in learning web applications. The aim of the theoretical part is to define the employment of this principle in education, analyze gamification elements and mechanisms, and their use in existing learning web applications available on the market. On the grounds of findings from the theoretical part of this thesis, I will attempt to design and implement a prototype of a learning web application incorporating gamification features, which will be focused on English learning.