

ABSTRACT

The bachelor thesis has the character of reflection design in terms of cultural, historical and theoretical. It deals with a design as specific bringing together science, technology and fine arts in relation to human culture and indicates the position of design in art education for pupils from 12 years. Based on the analysis of the design is elaborated suggestion of educational work together with the author's own creation. The result and benefit of the thesis is a) division of the design into two basic tendencies in the 20th century b) a set of didactic's procedures geared to dealing with the design on the border of art and media education c) creation of the author, as the design of storage space, d) reflection of relation photographs and design based on the author's own photographs.

KEY WORDS

design, applied arts, history, historical development of design, culture, photography, art education, advertisement

