

Abstract:

This diploma thesis focuses on the visual presentation of the Department of Physical Education Faculty of Education of the Charles University. Its aim is to analyse the current situation in the unified visual style of the department and propose improvement through a new graphic manual.

The theoretical part contains information about the Department and its functioning, about cooperation with the university sports club and about the presentation of the department at various events. The theoretical part explains the background issues of the corporate identity and corporate image and shows how the selected departments at the Charles University in Prague and other Czech universities visually present themselves.

The practical part analyses students, graduates, teachers' and the management's opinion of the work and visual appearance of the Department of Physical Education. And the key points of the presentation of the department in the graphic manual are summed and presented here.

The knowledge acquired from this thesis and its output are primarily intended for employees of the department and people who will help with the graphical presentation of the department. Secondly, other departments that are planning to create their own visual style can get inspired by this work's models.