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TALKING THROUGH A PICTURE. THE RELATION BETWEEN PICTUREBOOK  
AND VISUAL LANGUAGE DEVELOPMENT.

**ABSTRACT**

This dissertation is, first of all, the description of the project „On talking through a picture”. At the same time the author proposes the thesis about the superior role of a picture book in visual education and development of visual literacy. The topic was taken on account of, observed by the author, expansion of visual culture and its influence on contemporary extraverbal communication.

The work was divided into three parts, each of them referring directly to the design process behind the described project. In the first part the author raises the design problem of the work, explaining reasons of creating the publication and analysing its relation to picture culture, new media and screen culture, communication and visual literacy. The second part is the analysis of the project’s recipient and their influence on the design process and final form of the work. In this part the author also shortly analyses contemporary situation of visual education and mechanisms of supporting child creative activity. In the third part the form and structure of the work are discussed on an example of a picture book, which is defined and described in the context of visual language development.

The work presents the role of a picture book in evolution of visual literacy of a recipient, it points also to the advantage of this medium over screen culture. Furthermore, the author stresses the role played by a picture book in development of divergent thinking and creative attitude, which add to conscious and sensitive functioning in picture culture.

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