

DELTA – Střední škola informatiky a ekonomie, s.r.o.

Ke Kamenci 151, 530 02 Pardubice

**MATURITNÍ PROJEKT**

Grafický design značky

Vetrisol, s.r.o.

**Jméno a příjmení:** Matouš Kyncl

**Třída:**  4. A

**Studijní obor:** Informační technologie 18-20-M/01

**Školní rok:**  2021/2022

**Zadání maturitního projektu z informatických předmětů**

Jméno a příjmení: Matouš Kyncl

Školní rok: 2021/2022

Třída: 4.A

Obor: Informační technologie 18-20-M/01

Téma práce: Grafický design značky

Vedoucí práce: Mgr. Richard Brun

**Způsob zpracování, cíle práce, pokyny k obsahu a rozsahu práce:**

Firma Vetrisol s.r.o. se zabývá prodejem léků. Její nejznámější produkt nese název Happy Pills. V rámci komunikačních aktivit firma vyráběla reklamní trička pro podporu svých produktů. Tento způsob propagace nebyl příliš úspěšný. Hlavním cílem bude vytvoření originální značky a grafického designu pro firmu Vetrisol s.r.o.

Výstupy grafického designu pro firmu Vetrisol s.r.o. budou obsahovat nejenom autorské logo a jednotný vizuální styl, ale i všechny položky, které jsou běžné u zakázek pro velké firmy. Grafický design bude realizován včetně webových stránek. Dále bude projekt obsahovat návrhy vizuálního vzhledu sociálních sítí. Minimálně pro Facebook, Instagram a YouTube. Všechny kanály budou založeny a naplněny základním obsahem (textovým i obrazovým). Nezbytnou součástí tohoto projektu budou minimálně 2 autorská videa ozvučená a zveřejněná na YouTube. Návrhy tiskovin pro grafický design budou vyhotoveny nejenom v elektronické podobě, ale i v provedení fyzických tisků minimálně až do formátu A3. Tyto tisky zůstanou jako ukázková kolekce v grafickém ateliéru DELTA.

## Stručný časový harmonogram (s daty a konkretizovanými úkoly):

**Září**

Konzultace s klientem. Práce na návrhu loga a JVS firmy. Práce na návrhu designu propagačních textilií a tiskovin. Výběr literatury pro textovou dokumentaci projekt

**Říjen**

Dokončení prací na návrhu loga a JVS firmy. Dokončení práce na návrhu designu propagačních textilií a tiskovin. Práce na návrhu jednoduchého webu. Vytvoření anotace textové dokumentace projektu a klíčových slov.

**Listopad**

Vytvoření a zprovoznění webu, založení sociálních sítí. Pokračování na textu dokumentace projektu.

**Prosinec**

Vytvoření scénáře pro natočení propagačních videí. Zahájení plnění obsahu webu a sociálních sítí. Pokračování na textu dokumentace projektu.

**Leden**

Natočení a uploade propagačních videí. Dokončení plnění obsahu webu a sociálních sítí. Práce na textové dokumentaci projektu.

**Únor**

Dokončení textové dokumentace projektu. Odeslání souborů pro potisk textilií a dalších propagačních předmětů do tiskárny.

Prohlašuji, že jsem maturitní projekt vypracoval samostatně, výhradně s použitím uvedené literatury.

V Pardubicích dne: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Upřímně děkuji Mgr. Richardu Brunoviza odborné vedení při zpracovávání mého maturitního projektu. Děkuji firmě Vetrisol s.r.o., za umožnění pracovat s reálnou společností a reálnými daty

# Anotace

Hlavním cílem této práce bylo vytvoření originální značky a grafického designu pro firmu Vetrisol s.r.o. Tato značka oblečení nemusí na první pohled vyvolat spojitost s firmou. Jejím úkolem je působit jako běžné značky oblečení, které lidé nakupují a jejich původ je nezajímá. Tato cesta má za účel udělat z lidí „chodící billboard“ s názvem jednoho z hlavních produktů firmy. Tímto způsobem se název produktu dostane do většího povědomí cílové skupiny.

**Klíčová slova**

branding, grafické návrhy, propagace, marketing, marketingová strategie

**Annotation**

The main goal of this work was to create an original brand and graphic design for the company Vetrisol s.r.o. At first glance, this brand of clothing may not have a connection with the company. Its job is to act like ordinary clothing brands that people buy and are not interested in their origins. The purpose of this trip is to make people a "walking billboard" with the name of one of the company's main products. In this way, the product name will become more widely known to the target group.

**Key words**

branding, graphic designs, promotion, marketing, marketing stratégy

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# Úvod

V roce 2018 můj otec nechal natisknout prototyp reklamních triček pro jeden z jeho produktů doplňků stravy, které dlouhodobě prodává. Jeho firma, kterou vlastní s jeho bratrancem, nese název Vetrisol s.r.o. a zabývá se prodejem doplňků stravy. Doplněk stravy, pro který se v roce 2018 dělal prototyp na reklamní trička nese název Happy Pills mi můj otec donesl tato reklamní trička. Trička jsem zařadil mezi ostatní a bral jsem je jako další obyčejná trička, která mi jen zabírají místo v šatníku.

Ovšem potom, co jsem si jedno z těchto triček na sebe párkrát vzal, začali se mě moji kamarádi ptát, jaký to má význam, odkud ho mám, popřípadě jestli jim ho nemohu také sehnat. Když se mě začalo ptát čím dal víc lidí, vzal jsem všechny co jsem měl a rozprodal jsem je.

Uvědomil jsem si, že tento produkt může mít budoucnost i v textilním průmyslu  
a nejen jako reklamní tričko pro doplněk stravy. Protože jsem se již tehdy zajímal o módu, začal jsem přemýšlet o novém vlastním designu, který bych mohl udělat i na jiné druhy oblečení než je obyčejné bílé reklamní tričko. Poměrně dlouhou dobu mě nenapadal žádný design a neměl jsem dostatečné prostředky na potisk a výběr textilie. Vše se změnilo když jsem začal spolupracovat s profesionální firmou Sisters Printing s.r.o., která se zabývá potiskem oděvů.

# Představení firmy Vetrisol s.r.o.

Obsah obrázku text

Popis byl vytvořen automaticky

Obrázek 1 stránka Vetrisol Zdroj [1]

Firma Vetrisol s.r.o. se specializuje na vývoj, výrobu a prodej doplňků stravy a veterinárních přípravků splňující kritéria nejvyšší kvality, účinnosti a cenové dostupnosti. Firma disponuje týmem odborníků, kteří pracují v oboru desítky let a mají zkušenosti s výrobou jak v ČR tak v zahraničí. [1]

# Představení firmy Sisters Printing s.r.o.

![Obsah obrázku text, noviny, snímek obrazovky, účtenka

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzY2AACSkgACAAAAAzY2AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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WMsLpkA8SIrqQe5yMcZzQB0fhO9s9R0VUsrRtP+wsbSWxfGbZ04KccEYwQR1BBrNvPFmpN4m1PQ9D8O/b59PSKRppLwQxkOucElSQ3HAAPuRVrwN4fl0DSLn7RYR2E15ctO0C3k10yjAVd8kjMWbAGcYHp60mk6Te2vjzxFqNxDstb1LYQSb1O8ohDcA5GCe9AEVt4xk1HwzZ6lpGiXV3dXUzW5s9wAgkQsH8yTkKoKkbuc8YHNZ194mvr7TPEOi63o40y/g0t7hfKuhcRSxsrLkNtU5BHQqKyB4Z8UWfhi3torS5khGs3txe2NnqAtpriGSWRoysqsMfeUldy+hPak0zwdqsGr65cwaAun22oaK9tEjX/ANomaXJwJWZj8xz2LAY5agC3oHjC/wBP8NaHcajoM1to00UFuL1rhTIhYBVd4sfKhOOdxPOSBVyfU9N0zxj4k1fUIZvN0qwgBmL78RsGbZGmBgkjnk5OOmKoNpXirV/C+meFtS0WKyiiW3F5qH2tHjKRlWKogO7edoHIAGeCavan4Sv9X1DxWny20WpW1slpcMQw8yMMeVBzgNjr17UAZ2tavrV9qvhRdY8OyabFPq8UkMi3SzbRsf5ZAANjc9BuHXmpdH8QJo+peILKztjqOrXmuTC1sUfaWASPc7tg7EXuxB7AZJAq1eHxfrl/oEd14dSwgsL+Oe9mN7HIJAqsMxAHO3Jz82D/ALNUJPAV7Ffa54i0yyit/ES6q13Yzl1zcw7VHlMQeEYbhg9Dg0Adfb+IZpPE17ol1ai3lt7aO5jkEhZZkbIYjgY2sMfiDxmn+GdXbxDpA1JrcwQySyCDL7vMjViqv0GN2M49DXM/EODUprbRNS0uMWerXTHTXhkcFlS4XDDK5BKEBuOPlNdJaTnSNasPDVrYKtimnl47kTD5fLKps2Yz0IO7NAGX8QGjgh0GV5FjjTWYGZmOAoG7JJprePrn+wdQ1y00dptKtcNDO8xRrqMH55FTacKBkgk/NjsMGrXjrw4fE1jplm1kl7bJqUM11FIV2mJc7sgnkdOO9M8NeH7zRLjU9AmtRL4dZS9hLvX9yr5325XOcA5KnGMHHagC/f8AiMRatpNhawfan1FJJiVfHlQouTJgA7uSqgcfe61iXPjPWrC1h1LUfCstto8sqIZnvALmIOwVWeArwMkcbsj0qHwh4X17TBqUmptHHc21t/ZukSs4k/cJkrI2OhJK5B/uCuWvfBviLUvD8cVx4buZtZheKSa/1DXDOkrK6sxhQuVUnBwCsYAoA2NbuLazf4jTalZfb7SOyhaa180xecghbK7xyuR3FXbPxBrv/CxbqzWxh/siDSYpkX7YcoDu+bbs5JI24zwBnPOKPEnhrV9QsfHaWtnvfV7GOKyHmoPNcRFSOT8vJxzirLaVq1p4xN3BprXNre6SllJKk0a/Z3TefmDEEg7sfLnn86AKmn/EnULrw7p3iK58Lvb6NdiPzZ/tqtJFvIXcI9vzICcZyD321tRpZXXxUmEtu73VnpaNDM0gKRrJIwYKu3IJ2jLZOQAMDvjWvhXWE+BthoD2mNUhtII3t/NThldSRuzt6A966Cz0q8i+I19qbw4s5dMhgSXcOXWRyRjOehHOMUAXtbm1i2jiOg6Xa6g7E+YtzfG2CDsQRG+f0rkIviJqSeHdZ1i98OxJbaZOkEb2moGdbpy4VwhMS/dJxnBBOR2zWp8Qf+Ekns7XT/Dum3N1bXTldQmtLiGOaOLuqeY6jLdNwPAz3xWD4uvNQj+F17YxeFJ9Bhsxbi1W5ngeNiJkwuIncj3JFAHUaf4t1GLWrGx8Q6A+mRamWWyuBdLNlwu7y5FAGxiASMFhweai0TxvqGt2V1qUXhyb+zbR7iJ5IrjzJpJImZdscQXLAkYzkc54IGaR7TxB4n17Rn1bRl0my0m4+1ySG6SU3MoQqojC8hPmJy208AYpmnaF4isfhfqOmaeVsdaklunt2aReN8zMp3DIBKnr2z0oAlXxXrNrq2mwa/4Z/s+01OYQQTxX6zPHIVLBZE2jbnB+6Wok8Z6pNPezeHfDcuradYSvDNcC7WOSV04cQx4O/ByOSuSMDNcsvhHVp9Z0G/t/C11aSWOoRy3U+p62bydlwQxTMjDbzk8g+i1tWln4q8LW+o6PoejR30dzdz3NnqJu0RIDM5c+ajfN8rMfuhsjHSgDZvPGN9caodM8NaBJqV1DBHPdfargWiW4cZVCSrHzCAflxx3IqGDx7DPHp0j6dNALjUG029WaQBrGcA4BAyGBIABBH3gappZeJvDGu3eoWmn/APCRRalBD9p8qeOCVJ402FsPtUowweDkY6GmQ+DtQvPB2uxap5MOravctfKkL7ltpRt8oBjjJXYuT65oA177xU1trGp2VpplzfjTbRJpDa/M7yOSFiVcdcDJJIwCKw9KvLvTvHwm8Q+HzZ3WvjyYLtL9bkRiJCwhICKUH3m43AnPPSmW+geKv+Fd6hKm2z8T6rcfarpEmAKjcAYlkGQD5a7Qw6Hms2w8J6p/wl/h7VbXwvPp8Npcv9rl1DWDd3JVomGRl3G3JHRs8/d4oA0oviHqt3pOoarZeFHlsNMuriC6kN+qsVhdlZo1K/OcLkg7euATitC/m0/VvG3hbzIZLhJLae+tWMgCRsFQBim3JbDnB3DGTwe0Hh7w5qtj8Ptf0y6tfLvLy61CSCPzFO9ZZHMZyDgZBHU8d8VPY6DqUOveE7iW22xafpUtvdN5i/u5CsYC4zz908jI4oA65k96gkRvU1aaoZOlAGbcBhnmoob2WBP9kdKsXHOahW38yEc+tAEkWriRsNxVn7aMZJrOaxx9zrSi3Yd6ALp1Jc0w6k7cqtRrGD/DUmxBwOKAGm7uHPA4pRdTKORSgBDnNPB8zIFADUupWBzS/arkHouPpUe8wE/Lu9hS/afNGGQpQBOtzKzDeny+tW94YDFZazzK+0Dcn0q/G+6PJGDQBBcPIrcDimxlphycU52dmIxkUL8p460ARFZVb7xwKlCM6g7iKec45prEheKAAqoGS3NIo3fxEComcbcd6art0PSgCc7VPDE/jSqVk6HFQqwXr3pjbkOU70AWGjTdnNLsUn0qpJcFFy3brSxaikq7QOaALACDPNFQI+5uaKAK4GxuKaR8xJ70UUABjTFROoUZFFFAEJiEhyKuRQ7FoooAQxB3p5gBABPFFFADo4QHAWrsaFFNFFADlcbSGFRO+/oKKKAGBDJwKkC+QuOtFFAEDHc1A4PFFFACkA9aTHPWiigCRRQaKKAALShaKKAHirCPi1X03nP5CiigCvNOQwEZPvUfmSk/KfzoooAVppVHI49Qaat0e4IP+9RRQA/7Q4HTn60qyOxG/B+lFFAFhXcdQD6YNSLLJ3A/OiigCZpdqA1A1xJnjFFFAB50+O34mgXMvdV/OiigCYXG6MtjmqzXrGTy921vQCiigBjTyj7xJ+gpouJsH5+ntRRQA9b4jCjcWJ9al+1Sr15oooAU3jDtn8KUXbdxRRQAG7b+ECpRcfuwemaKKAI3uH5PAFRrdHkE8/WiigBwvC2NvSkN2/SiigBDcyD3zQXnODuAFFFAC7px0cH8KfHJMGG4gj6UUUAJdXRhwO9QLfOcbjg0UUASG8foBSNeP60UUANN1IRkP9OKXz5D/GOPaiigA82XOfMH0xTWu5l4IH1zRRQA6G5keTBYEemKsSXAiXLAnPpRRQBA12+MhePXNMa4mP3cUUUAQm6uDxjH0pVurjoFH1JoooAmFxKoy2Pwp4vGXlk4oooAnScSRllBH1qo91IrH5hj0xRRQAqXUr+gH1pfNlBP7wY/3aKKAA3EoyN4zj+7SfanAyWJ/CiigBwu32jn9KPtr854oooAjbUJF+6QRVq3uDNGWHbiiigBjST5OGAH0puZz/GB+FFFAB5k69waBdSHnpRRQA4Xbn/61H2s96KKAGtdndwalS5fHzYI9RRRQA57jCZXk0z7U3cflRRQAhu29Kb9sYjgc/SiigBPtMxUnpj3qI6gXUbdwY+9FFADTPKMZfOfQU9ZpTzuIH0oooAfHelyVB3Y65FTvcFUXAyTRRQBEbiYnG0D8aDPMBzjH1oooAVbh8/NjFSpMGjJXn8KKKAIjLJ6frUbO56Ae/NFFAFdpHViVwPXNILl9vQdeuaKKAGtdN0UHP8AvUqSyN24HvRRQAnmSj7zflUkM+5sSE5zxiiigB0srb+D8uOlVpZD1AoooAaJJNvSo2lbHNFFACiFH4Lc/WnsqgBP1oooAu20eyPcKV23HBoooAgkdkOUXIqxF9zkY3UUUAP4Woy7E9OKKKAGsTTHwRzRRQBWKqW61L5SiF8c/Kf5UUUAJb4q/FRRQBYCjFG4jof0oooAXccZo3miigBM5603AzxRRQAZ96b1NFFAFiMYFKTRRQAzvSiiigBwozRRQA00080UUAJkilyaKKAGPg9aRV+b6UUUATACgjFFFADTTR7UUUANlijuImhnjWSNhhkdchh6EGpRwMCiigCvqFjBqenT2V4jPBOhSRVdkJB9GUgg+4INR6VpVlo2mQ2GmW621rAMJGpPHc8nkknnJ5NFFAF7oM0g680UUAIRSE0UUAIelCjmiigCpp2k2WlNdGwh8o3k7XM/zs2+RsZbknHQcDirtFFABSUUUALikNFFAAKQ0UUALSUUUAJiiiigBKegoooAVjTaKKAH9qM5oooAY3Wm7RmiigBpFKBRRQAx8U1BRRQA/FAGKKKAM1vDuly+Ik12S1D6jHH5aTM7EIPZc7QecZAzjjNaIgiNwZvLXzSoQvtG4jrjPpzRRQA8rg4pO2KKKAEx60FRRRQA00ipzRRQBLjApAtFFAC7BVXU9Hstb02Sx1OHz7aQqWTey5KsGHIIPUCiigC/0AHalLCiigBhoCZoooAVjxim0UUAAooooAAKU9KKKAGtUMg4oooAoT96W3OIB+P86KKAHjk07bRRQAmwUmFoooAjcqeKailDkGiigCQLv5an+UO/SiigAGQcIOKl2iPqetFFAFeRpBL8vSpDkKKKKADOFyelRCQlvl6UUUANZt7cU9Ii3eiigCURADk0xlAUnNFFAFV3VwQw70xLUCbzE9KKKALa9ORRRRQB/9k=)

Obrázek 2 web Sisters printing Zdroj: [2]

Firma Sisters Printing s.r.o. je firma, která se zabývá potiskem na textil. Nabízí [široký sortiment reklamního textilu jako jsou například trička, mikiny, tašky, čepice, vesty, dětský textil a další za ty nejlepší ceny](https://potisk-levne.cz/index.php/kategorie-produktu/e-shop/). Zajišťuje komplexní servis včetně potisku textilu, labelu, vypárání a všití etiket, balení do sáčku a výrobu reklamního textilu na zakázku pouze od předních značkových výrobců.

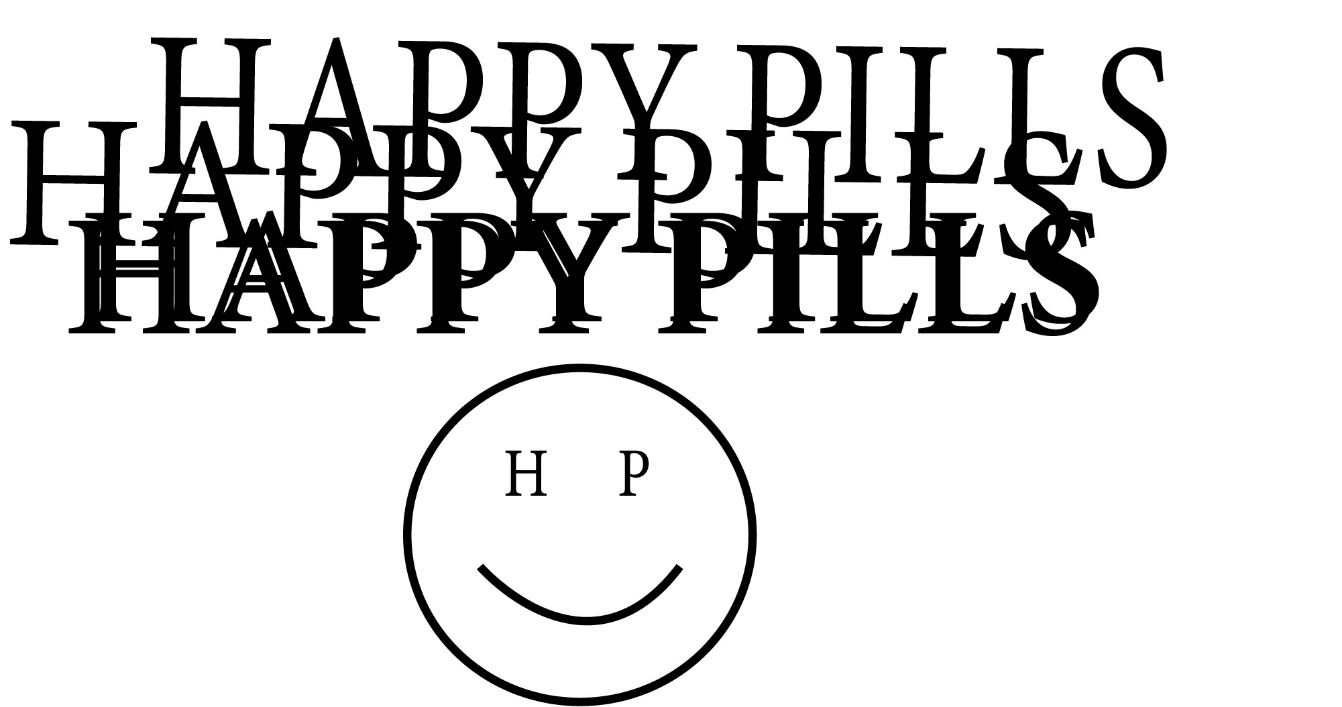
Nabízí plnobarevný, ale i jednobarevný potisk textilu metodou sítotisku již od 30 kusů. Kromě přímého tisku nabízí další  technologie**:**[rastrové separace a discharge a další efekty jako je puff, 3D efekt, imitace kůže, metalické efekty atd.](https://potisk-levne.cz/index.php/vyrobni-technologie/) [2]

# Konzultace s klientem

15. září 2021 proběhla konzultace, o mém návrhu, s klientem a spolumajitelem firmy Alešem Kynclem. Klient se na můj návrh tvářil velice kladně a jedinou podmínkou bylo, aby moje produkty obsahovaly daný název.

# Původní návrh

Původní návrh na mikiny a trička vznikl na jaře v roce 2021 (viz. fotky 1). Jednalo se o prolnuté nápisy Happy Pills na zádech a logo smajlíka vyjadřujícího pilulku který měl místo očí písmenka H a P. Návrh jsem vytvořil v Adobe Ilustrator a následně jsem jej nechal natisknout na mikiny a trička.



Obrázek 3 původní design Happy Pills Zdroj: Vlastní





Obrázek 4 Mikina Happy Pills zepředu Zdroj: Vlastní

Obrázek 5 Mikina Happy Pills zezadu Zdroj: Vlastní

![Obsah obrázku osoba, sportovní hra, exteriér, sport

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzQxAACSkgACAAAAAzQxAADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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![Obsah obrázku osoba, exteriér, stojící

Popis byl vytvořen 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![Obsah obrázku osoba, muž, stojící, černá

Popis byl vytvořen 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7HNMpBzSmgBc8U2jNFADSKMU7FLigBop2aToKSgBacDTM0oNADxxS7qbSZoAcTxXjnilEh8SXsKgBRKGA9yK9h+teOeMif8AhLL3Ix8w/kKaEbPgews9QZ28z/SkbKxseg9RXtGj3qwW8aA4C8sD3r5t02+m02+iu7clXjOeO/tXtOg67BremrdQnEg4dfQ1lUiztw80tD0x5RJGk0LZ4+bFWbO53DcevbNcnpOpfY5gLoExNXVokUqLJD9xhxjvWFj0IzVjobeVWiBU7mPvRnI+VsZNYjGb7O0UbeWzKdrehqHQvEkNxM2m6o62+oQDawc4Eg7MD3oWpMnZnSchlxyOhp8iZXJ5FQyHoUIK+xqeJg8fXp1pmd7lN/kYbR79KptqCC5aF+GP3c960JkGz3rkdfhldDPGxWSE7lx2qGrnRTVzXurG2voyzKrk8cVwnij4cafq8JaSD5scOvDD8apeFPHyXM09tI2JFlYFSeRzXff2jHcWpYHdkDp70Wa2HyRn5nzL4h+H+p6RJI0CG4t1PDKPmA+lcoQyEg5BHUGvrm80iO4g2ryVGTx1rxf4g+AhFdveaaMORukjA61vCq9mcWIwvL70Dy3caUNT3iaOQo6kMDgg0wp6V0HnNWdhd3pTg+Ki5WlJoET/AHh1qFhg0IxBp7c8igBgNKDTSMUCgCYc0hFNUkU/rQAnSloIptACmjFJmkoAUgdqaaKKAEA5pwFIBmngYoA6Twd4YfxDqfz4FtEcyEnGfYV6h4l0cy+GVsNNhKoWVcR9hXi2m6peaXdrPYztFIpzweD9RXoek/FMHamsW3P/AD0j71z1IyvdHbQqU0uWSO103wnaW2jwwS73ZF4Zj0z1FYeqaFdWUrTW8aumc/INrj6Gt2x8Z6LqEQEV5GvsxxTNR8R6ZbwszXkTDGflYE1iua+qOlqly6M5RNYupUNvNP5Zyfvpyvpj1Nb0ClbdAzMxwMlhyazdG1OLWri6uUiXy0YKjEDmtcj1rqitDzJu7E3Ub6Qim1RA8nNIKSlFAD1NO3VHnFJmgCTNBpgalBoAWlzTc0maAFpKTNKKAFopaO1ACUlLijFADcU4elGM0AYoAMUCnCnAUANxS07FG2gBKCwppppoAUmmk0pptABmlzTaWgC6VpjLT2JFNzQBGVo2U/NANADCtMPFT9qYUzQBFuzSHmnmPFG3FAEfSk7VIRTDQAlFJmigB2aN1NxRQApOaSkowaAFozik5ooAeDnpQKaKTNAEgrzn4h6I8d4NUiXMcnyyexr0QNzVHX4EufDt8jgH9wzDPYjkUCPEc54H510fg/XDouqKGOYZSFYenvXOgYNPBxgj1qmrlRk0z6OtmS7tVKcqwzWlourvp8n2Wc5iY8E9q808AeMEnhWwvpAsqDCsT94V6C6Rzx74zk1yyVmejCSaO6ikWRRyCMZBrG8UaVpFzY/aNVPl7OkyHDL9KpaJqL7vs8r4K8KT3qTxtptxqXh/dbRvKYn3MkYySMelTHRmkneJxQ1e+8OubrRdYkurSNstBOckivWvDGrRa7osGoQAqJB8y/3T3FfPWoXNwtuLb7JLC5OxpHHX/Cva/hm1vY+CbNJJlUyZY7m71vOKtoclObvqdlIq45rG1O3WS3kGOWU1rzTxuAY2Vh6g5qvO8JhLPtAUc59K5mmd0ZWVz5G8b2914e8d3bQloi0gkTacZFdb4U+JJeNYb/Ktxlj0NL8aJNHvdVtnsrhJJ4wRJs549PzrzNnyoXG1F6LXTGPNGzOH20qVR8r0PqnRfENpcwryGLDOc1FdxWt+7R4QEnJLd6+cNJ8Xaro0gEUhljH8LV1UXxYkWP8Ae2rB8c85zWbpNbHdHFU5L3jb+IHhHT106a6jVYpYgWDAda8aBJJrqPEfje/1+PyD+6gPVQeTXM4x+VawTS1POxE4yleIFQR71GVqWitDnIOhqSM5GKR1701TtNAD2FR5qZuRmoyKACnq1R06gCU800ikU06gBmKMU7bShcUAR7TShKceKQt6UAKMKKQ80cmlJoAaD60oOOlH4UUAODH8fal3O2ANx9iaaDViyBlvoUPALjP50BqeqeELX7L4bgBTaZMseOtbmaSJAluiKAFVQAB9KQ8VIC0lFANAAaM0Ud6AH4zSEUopaAI80ZoPWgDNABmk604L60oUCgBopwoxS0ALS4xQKUnNACUtGKWgBMUlOxRigBoNOBpNtAHNADwKdiminZoAaVphFPLUwmgBhplS4pNtADKKdSUAW2NNFRGQk0B6BEhoBpuaPxoGSrzSlaapp+aAI2FMapTUbCgCM02nlaTbigBu2jFOxRtNADSKbinkGm4xQABaXFIDS5oACKMUhNJmgBSKYRS5pQM0ANHvVTVgTod8B1MD4x9KvlaQorKVcZU8FT3FAjwUd/0pV61Z1JIo9SuEtxiMSEL9M1XUcH17VQCxSMkmVYqwPBHWup0rx7rGmLsLidB2auSJIbNSBlPLfpRZPcpSa2PSbf4ngujTW5jcHqp4rvtK+MelR26rO2wkYJNfPY/2WBHoaXLDtU8kTVVprc9N1zxZF4n15p9SvkgsFclIlGMj0GO9Zd34ltp7wLLdzJaQ8RRRnOB+lcP5uMAoOBTfNY5IwM1VkZczvc9Kg+K9zpQVNNV3Rf8AnoeorN1z4qeI9agaF7kQQn+GLjj61wpJPVqARnrSsiueXcleZ5WLHLOTksaTaWOXPNNDjoDRnmmQPwAKYwHOKUnFNzQBGrYPTFP60jLkU1XxwaADlT7UuaU8im9OtAC1Gy85qSkIzQAinK0Ui8NzSnAoAaRijrQeaUUALSikoBoAfTWbFGaYxwfWgBS2aAtCjvTqAAUHrSjmjGTQAYoA5p1LmgBMYrR0K2+063aw4OGkGcelZ9dN4FgE3iSIkcKhP6UmB6iBtAHoMU1hTwKQ0gI6QU6kxQAU4CgDNOxigAFLim5p4oAaVpAKeRQBQA3FIakxxTdvNADKWl20uKAEFLTgKCKAE3UbqTB9KXaaAF3CjNIIz6Uuw0ABakFO20mKAFHFBNJRQAE0zNOIpMUALijFLilxQAzFJtqTFLt9qAIdppypU2KBQIZtxTalPSozQMehp+aiWpKAAn3phNKe9RmgB3FHFMNKKAFwKXAptJQApwO9NOKDTTQAYoIoooANtGylFOFADNlKBin0lABzUF7P9l0+4uG4EUZb8qsCszxJ/wAizqP/AF7v/KgR4tI252Y92JpyDKsfQVGfuipU/wBU30poCIcjmlAxTR96pT90UxkYGKd8w6Gg0v8ADQA0sw5NIDmnHpTe1AC4zQFwaUU4daAEApR1paQUAKRRilNJQAdajeP0qUUGgCENn5TSnpg0x/v05vu0ANyVNODUj/cpooAeD81B70g60p6UANooNJQA6gU2nDrQAtNAy1K1KtACnpSClNA60AOUUtAooAKMZopRQAoXFdh8PIy2tSP2SM81yFd98NwNl4cc8c0mB3JIphPNKetNpAKBShaBTxQAgFKRS0UAM280/bxSin9qAI9ppMVKelMoAbS4paKAExRiloFACgUuKBQaAEpe1NNAoAePrS0wUooAU03bTqUUAN20bKdThQAzZSFMVMKRqAIdoo20+g0AIBTqQUtAH//Z)

Obrázek 6 Tričko Happy Pills Zdroj: vlastní

Obrázek 7 Tričko Happy Pills Zdroj: Vlastní

Obrázek 8 Tričko Happy Pills Zdroj: Vlastní

# Použité nástroje

## Adobe Lightroom

Software od Adobe Systems určený pro archivaci a úpravy [digitálních fotografií](https://cs.wikipedia.org/wiki/Digit%C3%A1ln%C3%AD_fotografie). Svými možnostmi vyhovuje potřebám profesionálních fotografů, kteří ho také hojně využívají. Lightroom zvládá mnoho funkcí a při používání je efektivní a rychlý. Jde o komplexní nástroj, s nímž profesionální fotograf zvládne úplný pracovní postup zpracování svých fotografií, takže většinou už nemusí použít žádné jiné programy. [3]

### Využití Adobe Lightroom

Obrázek 9 Mikina Happy Pills fotografie po úpravě Zdroj: Vlastní

Obrázek 10 Mikina Happy Pills fotografie před úpravou Zdroj: Vlastní

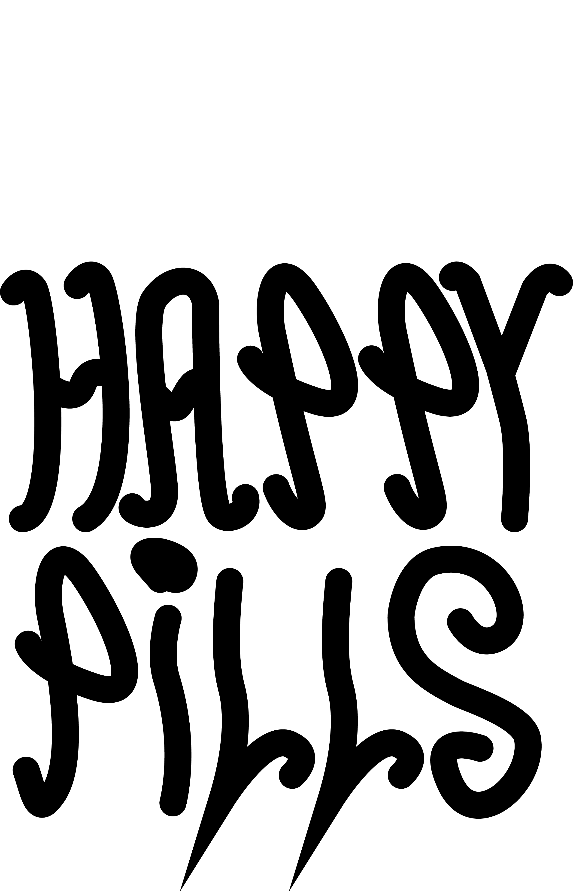
**Adobe Lightroom** jsem využil převážně na úpravu barev, světla, kontrastu, vinětace a k celkovému doladění původního vzhledu jednotlivých fotografií.

## Adobe Ilustrator

Nejpoužívanější a nejrozšířenější software pro vektorovou grafiku od firmy Adobe Systems. Program se skládá z několika nástrojů, palet a pracovní plochy. Umožňuje vytvářet loga, ikony, letáky, ilustrace pro tisk, web a videa. [13] Adobe Ilustrator lze definovat jako software, který byl dříve jediným softwarem, který byl vytvořen pro grafické designéry. Poprvé byl vyvinut v roce 1987 s plnohodnotným programem pro okna. Zpočátku to také dávalo sofistikované příkazy pro trasování a manipulaci s textem s vlastnostmi oddělení barev. [4]

### Obsah obrázku text, parkování Popis byl vytvořen automatickyVyužití Adobe Ilustrator

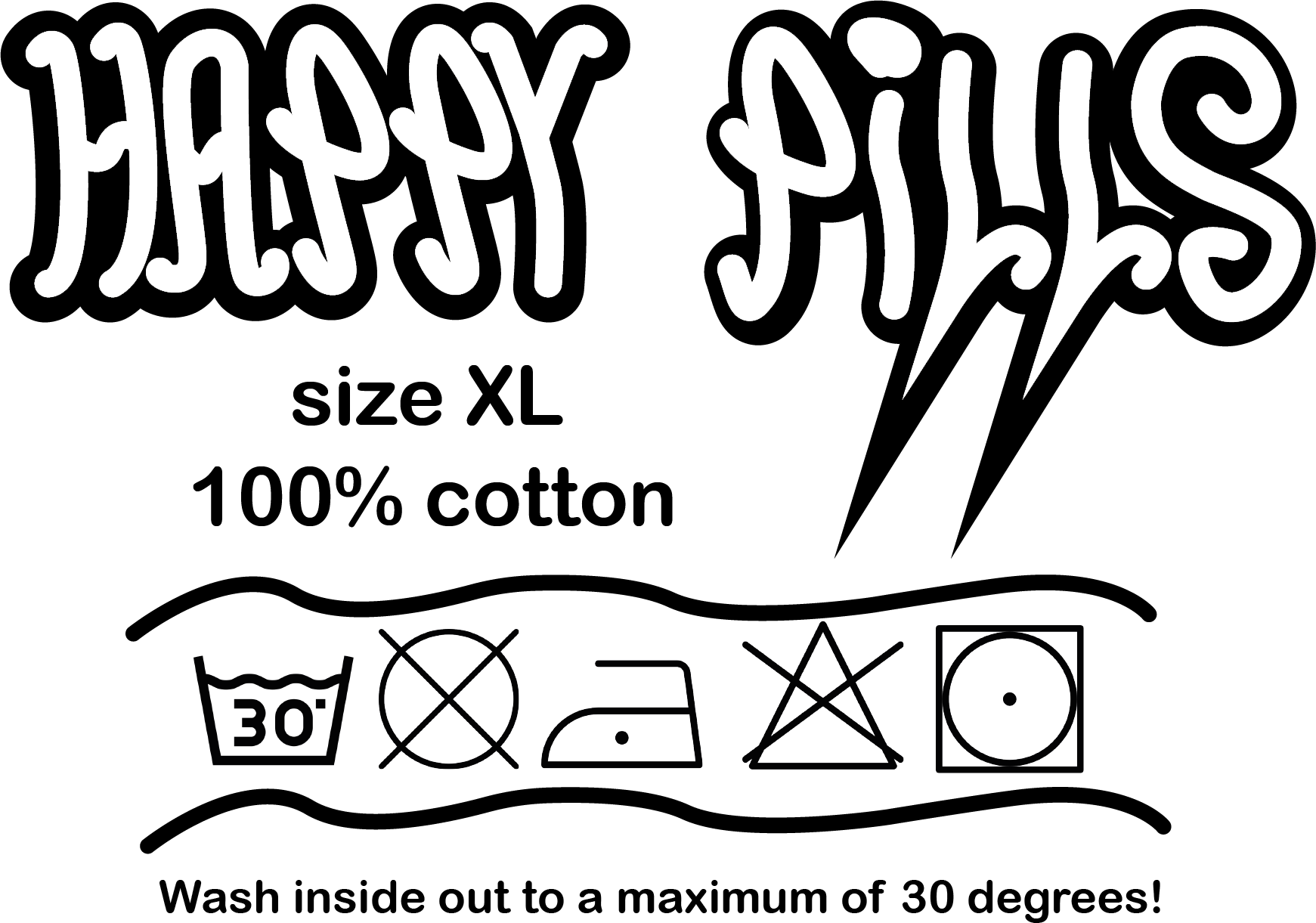
Obrázek 11 Různé pracovní varianty loga Zdroj: Vlastní

Adobe Ilustrator jsem využil na tvorbu loga a různých variant loga pro produkty. Dále jsem Adobe Ilustrátor využil pro tvorbu vizitek, cedulky pro produkty a veškerou vektorovou grafiku použitou v mém projektu. Logo bylo vytvořeno mnou bez jakékoliv předlohy. V žádném případě se nejedná o upravený již hotový font. Logo obsahuje mé vlastní písmo, které bylo vytvořeno pouze za použitím nástroje pero. Jako základní barvu loga jsem zvolil 100% černou barvu.

Obrázek 12 základní logotyp značky Happy Pills Zdroj: Vlastní



Obrázek 13 vizitka Happy Pills varianta 1 Zdroj: Vlastní



Obrázek 14 cedulka pro produkty Happy Pills Zdroj: Vlastní

Obrázek 15 vizitka Happy Pills varianta 2 Zdroj: Vlastní

## Adobe Photoshop

První verze (1.0) vyšla v [únoru](https://cs.wikipedia.org/wiki/%C3%9Anor) roku [1990](https://cs.wikipedia.org/wiki/1990) pro [Mac OS](https://cs.wikipedia.org/wiki/Mac_OS) pod záštitou firmy Adobe Systems. Původně je Photoshop dílem bratrů Thomase a Johna Knolla, kteří na vývoji začali pracovat již v roce [1987](https://cs.wikipedia.org/wiki/1987). Jedním z nejvýznamnějších bodů byl vznik verze pro [operační systém](https://cs.wikipedia.org/wiki/Opera%C4%8Dn%C3%AD_syst%C3%A9m) [Microsoft Windows](https://cs.wikipedia.org/wiki/Microsoft_Windows) v roce [1996](https://cs.wikipedia.org/wiki/1996). Adobe Photoshop je bitmapový grafický editor pro tvorbu a úpravy [bitmapové grafiky](https://cs.wikipedia.org/wiki/Rastrov%C3%A1_grafika) (např. fotografií) vytvořený firmou [Adobe Systems](https://cs.wikipedia.org/wiki/Adobe_Systems). [5]

### Obsah obrázku interiér, zeď Popis byl vytvořen automatickyVyužití Adobe Photoshop

Obrázek 16 produk focený v atelliéru Zdroj: Vlastní

Obrázek 17 výsledný produkt upravený pro web Zdroj: Vlastní

Adobe Photoshop jsem využíval pro ořez nafocených produktů, následně pro přidání nového pozadí za produkt a umístění již hotové grafiky na produkt. Dále jsem využil metodu green screenu díky kterému byl ořez fotgrafie jednodušší. Celkové výstupy byly umístěny na web a sociální sítě.

![Obsah obrázku osoba, exteriér, stojící

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzAxAACSkgACAAAAAzAxAADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Obrázek Tričko Happy Pills Zdroj: Vlastní

Obrázek 19 Tričko Happy Pills green screen Zdroj: Vlastní

## PicsArt

Jedná se o editor s více než 1000 funkcemi, který má vše, co potřebujete, aby každý váš obraz měl v sobě něco neuvěřitelného. Je vybaven nástroji pro řezání, ořezávání, strečink, klonování, přidávání textů a úpravu křivek. Navíc má plnou knihovnu uměleckých fotografických filtrů (včetně HDR), rámečky, obrázky zázemí, hranice, vysvětlivky a mnoho dalších. Všechny nástroje mají režim štětce pro finální úpravy s možností selektivního uplatňování pouze na část obrázku. PicsArt poskytuje stovky fontů pro přidávání textu k fotografiím a tvoření senzačních textových překryv. PicsArt nabízí také dynamicky se rozrůstající sadu efektů ve stylu Prisma poháněných umělou inteligencí. [6]

### Využití mobilní aplikace PicsArt

Aplikaci PicsArt jsem využíval zejména pro doladění fotografi pro mobilní telefony a specifického formátu pro sociální sítě.

## Adobe After Effects

Adobe After Effects je univerzální počítačový program, pomocí kterého můžete upravovat jakékoliv video a také vytvářet vizuální efekty a animaci. Často se používá ve fázi postprodukce v kině a v televizi.Pomocí Adobe After Effects můžete vytvářet, kombinovat a stylizovat 2D vrstvy v trojrozměrném prostoru. Program Adobe After Effects provádí různé funkce v závislosti na potřebách uživatelů. [7]

## Wondershare Filmora

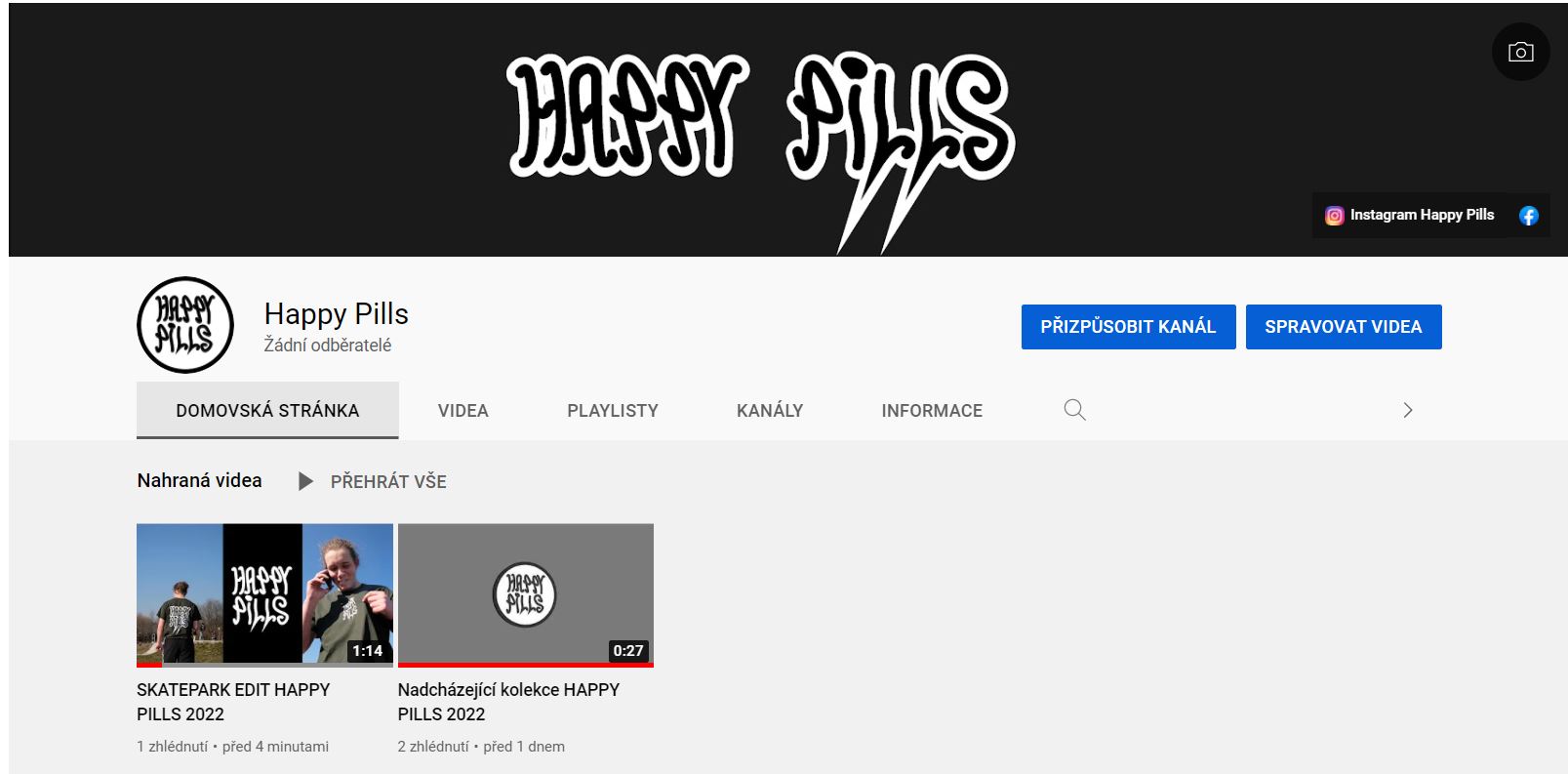
Wondershare Filmora je [produkční](https://www.ecured.cu/index.php?title=Producci%C3%B3n_de_edici%C3%B3n&action=edit&redlink=1)[software pro úpravu](https://www.ecured.cu/Software)[videa](https://www.ecured.cu/Video), který přichází s výkonnými funkcemi a plně naskládaným souborem funkcí. Filmora je solidní [aplikace](https://www.ecured.cu/Aplicaci%C3%B3n) , která vám přináší funkce a styly, které byly dosud dostupné pouze [profesionálním filmařům](https://www.ecured.cu/index.php?title=Cineastas_profesionales&action=edit&redlink=1) s určitou úrovní zkušeností a odpovídajícími aplikacemi. [8]

## Adobe Premiere Pro CC

Jedná se o software pro úpravy videa pro film, televizi a web. Kreativní nástroje, integrace s dalšími aplikacemi a službami Adobe a ohromné možnosti technologie Adobe Sensei vám pomohou vytvářet poutavá videa a filmy v jediném plynulém pracovním postupu.  Adobe Premiere Pro je přepracovaný nástupce Adobe Premiere, který byl vydán poprvé v roce 2003. [9]

### Využití wondershare Filmora a Adobe Premier CC

Tyto dva programy jsem využíval na tvorbu propagační videí, které jsem následně umístil na sociální sítě YouTube, Instagram a Facebook. Zde přikládám odkaz na můj YouTube <https://www.youtube.com/channel/UCrexiBbVWHb0m1JRXDUw7hg/featured>



Obrázek 20 YouTube Happy Pills

## Adobe InDesign

Adobe InDesign je špičkový software pro návrhy stránek a rozvržení. Vytvářejte nádherné grafické návrhy s písmy od nejlepších světových tvůrců a obrázky ze služby Adobe Stock. Rychle sdílejte obsah a zpětnou vazbu v PDF. Snadno spravujte produkci pomocí řešení Adobe Experience Manager. InDesign nabízí vše potřebné pro tvorbu a publikování knih, digitálních časopisů, elektronických knih, plakátů, interaktivních PDF a dalšího obsahu. [10]

### Využití Adobe InDesign

Adobe InDesign jsem využil pro tvorbu grafického manuálu v následujících výstřižcích je ukázka dvou stran a celý grafický manuál se nachází v příloze.

## Webnode

Webnode  je služba pro vytváření  [webových](https://neoattack.com/crear-una-pagina-web-profesional/) stránek prostřednictvím jednoduché platformy, která umožňuje přetahování různých prvků, jako jsou mimo jiné text, fotografie a videa. Je známý jako [framework systém,](https://neoattack.com/neowiki/framework/) nebo alternativa navržená tak, aby lidé, kteří neovládají programovací jazyk, mohli velmi intuitivním způsobem vytvořit webové stránky během několika hodin nebo minut. [11]

![Obsah obrázku text, bílá tabule

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzg3AACSkgACAAAAAzg3AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzIzAACSkgACAAAAAzIzAADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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## Využití Webnode

Nástroj Webnode jsem používal pro návrh budoucího webu, který je jako všechny sociální sítě laděný do černé, šedé a bílé barvy. V následující výstřižcích jsou vyobrazeny položky které web obsahuje.

Obrázek 21 logo manuál Popis konstrukce

Obrázek 22 logo manuál Ochranná zóna

Úvod: Tato stránka slouží jako úvodní, když zákazník web navštíví. V horní části se nachází panel s odkazy na sociální sítě, otevírací dobou a kontaktními údaji. Pod nápisem HAPPPY PILLS se nachází 4 trička na které běží sleva s promo kódem HP22. Pod tričky se nachází upoutávka na připravované džíny, která láká zákazníky na Instagram. Úplně ve spod jsou kontakty a odkaz na obchodní podmínky.

E-shop: Na stránce e-shop jsou vyobrazeny veškeré produkty, které jsou aktuálně v prodeji. Jsou rozděleny do 4 různých kategorií.

O nás: Zde je popsáno kdo, kdy, proč, značku vytvořil a na co se zaměřuje.

Kontakt: Zde jsou sepsány podrobněji kontaktní údaje. Dále je zde mapa, kde by byla v budoucnu umístěna kamenná prodejna.

Košík: Stránka která slouží pro běžný online košík.

Odkaz na web: <https://happypillsstudio.webnode.cz/e-shop/>

Obsah obrázku text, snímek obrazovky, monitor, obrazovka

Popis byl vytvořen automaticky

Obrázek 23 Web (Úvod) Happy Pills

Obsah obrázku text, monitor, snímek obrazovky, černá

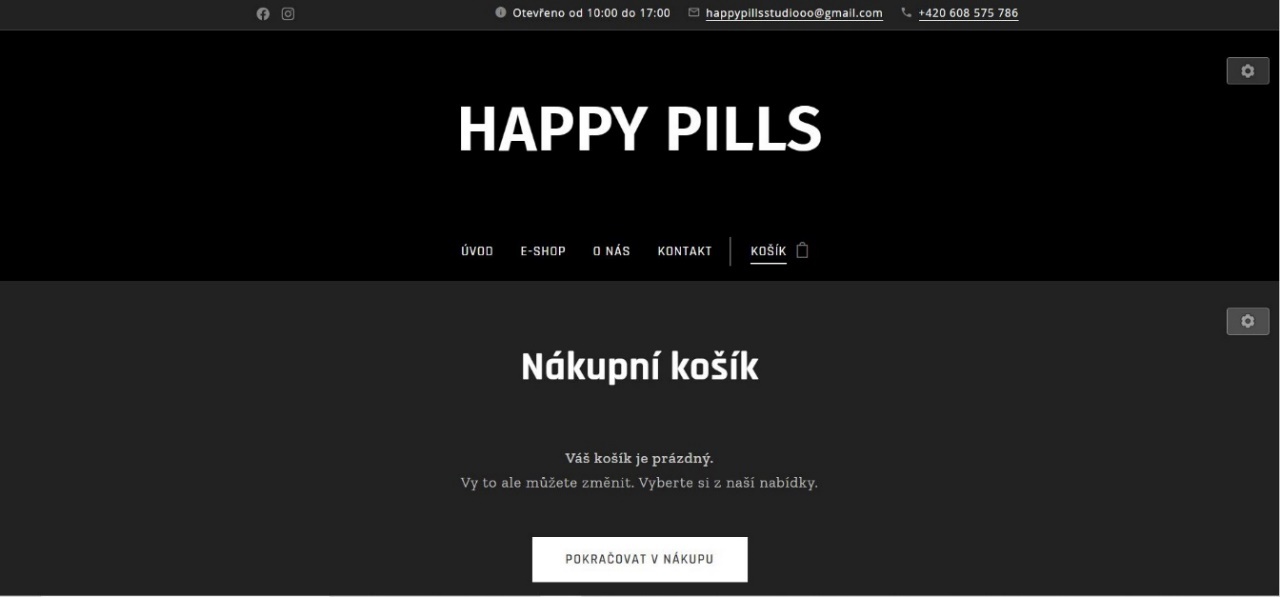
Popis byl vytvořen automaticky

Obrázek 24 Web (Produkty)

Obsah obrázku text

Popis byl vytvořen automaticky

Obrázek 25 Web (O nás)



![Obsah obrázku mapa

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzg4AACSkgACAAAAAzg4AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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26 Web (Kontakty)

Obrázek 27 Web (Košík)

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## Využití Freepik

Freepik jsem využíval pro tvorbu mokapů, které jsou vyobrazeny v grafickém manuálu a složí jako náhled firemního auta a hrníčku.



Obrázek 28 mokap na hrnek Happy Pills

Obrázek 29 mokap na auto Happy Pills

# Sociální sítě

Sociální sítě považuji za nezbytnou součást svého projektu. Dle mého názoru by měla každá značka oblečení mít v dnešní době minimálně Instagram, jelikož dokážou přivolat větší spektrum zákazníků než ze svého okolí ve kterém mají pobočku. Sociální sítě pro svou značku Happy Pills jsem zvolil Instagram, Facebook a You Tube.

## Instagram

Instagram využívám jako hlavní sociální síť pro svou značku jelikož se jedná o platformu pro převážně lidi od 14 do 30 let. V tomto věkovém rozmezí je má cílová skupina značky. Na Instagramu jsou umístěny téměř všechny fotky a videa, které jsem doposud vytvořil. Zde přikládám odkaz na Instagram: <https://www.instagram.com/___happy_pills/>

## Facebook

Facebook je druhou nejdůležitější sociální sítí pro moji značku. V dnešní době se na ni sice nevyskytuje tolik uživatelů, kteří jsou má cílová skupina, ale stále na ni mohu nalákat nové zákazníky kteří Instagram nemají nebo na mou značku na Instagramu ještě nenarazili. Facebook obsahuje stejný obsah jako Instagram, jelikož Instagram spadá pod Facebook obsahuje funkci která umožňuje přidat příspěvek zároveň jak na Instagram tak na Facebook zároveň. Viz. Následující fotografie. Na Facebooku mé značky je na rozdíl od Instagramu úvodní fotografie a možnosti jak nás může zákazník kontaktovat jsou také trochu jiné. Zde přikládám odkaz na Facebook: <https://www.facebook.com/happypillsstudio>

Obsah obrázku text, snímek obrazovky, mobilní telefon, telefon

Popis byl vytvořen automaticky

Obrázek 30 funkce Instagramu Zdroj: Vlastní

## YouTube

YouTube využívám pro propagaci videí které jsou umístěny na Instagram. Cílem YouTube mé značky je umístit má videa na další platformu než je jen Instagram a Facebook. V budoucnu bude také YouTube fungovat pro videa s delším obsahem a formátem 16:9, která nejsou pro Instagram a Facebook tolik vhodná.

# Cílová skupina [13]

Cílová skupina, slangově cílovka, je okruh lidí/[zákazníků](https://www.rascasone.com/cs/blog/co-je-crm-system-vyuziti), které byste se měli snažit oslovit a zaměřit na ně svou [propagaci](https://www.rascasone.com/cs/blog/monetizace-propagace-mobilnich-aplikaci)či vizuální podobu značky nebo produktu. Definice a vymezení cílové skupiny by tak mělo zásadně ovlivnit způsoby komunikace i podobu webu, reklam a textů.

## Základní otázky pro určení cílové skupiny včetně odpovědí vztahujících se k módní značce Happy Pills

Z webu [13] jsem vybral otázky 1až 9, které jsou nejčastěji pokládány cílové skupině.

### Komu je produkt/služba určen?

Naše produkty jsou určeny převážně lidem od 14 do 30 let, kteří se zajímají o oblečení, které je pohodlné a má streatwearový vzhled.

### Kdo produkt/službu ocení?

Zákazník, který si dopřává pohodlné a designové oblečení.

### Jak vypadá typický člen skupiny, kolik je mu let, kde žije, jaký je jeho příjem?

Vše je podrobně popsáno na následující straně o personě značky Happy Pills.

### Jaké jsou zájmy skupiny?

Starají se jak vypadají, chodí ven mezi lidi.

### Proč by skupina měla produkt chtít, co jim přinese (přidaná hodnota)?

Kvalitnější a originálnější produkt než v celosvětových obchodech s rychlou módou, který nebude vlastnit tolik lidí.

### Koho skupina vnímá jako vzor a koho naopak neuznává?

Uznává především kreativní tvůrce módy, nikoli řetězce s rychlou módou, kteří kopírují designy známých firem.

### Jaký styl vyjadřování cílová skupina používá?

Vyjadřují se hovorovou češtinou v běžné komunikaci i na sociálních sítích.

### Kde se představitelé cílovky vyskytují (online i off-line)?

Online se vyskytují na Instagramu, seznamu, YouTube. Na Facebooku se vyskytují jen pokud chtějí dohledat nadcházející událost, tudíž úplně minimálně. Off-line se vyskytují převážně venku například na sportovištích nebo na procházce s přáteli. Dále navštěvují různé kulturní akce typu: diskotéky, hudební festivaly, kina nebo sportovní akce.

### Jakým médiím / sociálním sítím věnují představitelé pozornost?

Věnují se hlavně Instagramu, kde získávají přehled o aktuálním dění z účtů: THE MAG, Refresher nebo žlutý vykřičník. Internetové noviny sledují pouze ty, které nabízí Seznam, např. Novinky.cz. Dále jsou téměř každodenní posluchači podcastů např. Brocast, Standa show nebo U kulatého stolu.

# Persona

## Co je to persona

Pojmem persona se rozumí fiktivní profil osoby, která představuje ideálního uživatele produktu či služby a příjemce marketingového sdělení.

Na rozdíl od [cílové skupiny](https://www.mioweb.cz/slovnicek/cilova-skupina/) je mnohem konkrétnější, součástí bývá i fotografie. Cílem vytváření person je maximální porozumění problémům a chování zákazníků, aby bylo možné nabídnout jim skutečně to, co potřebují. [14]

## Proč je persona důležitou součástí marketingu

Pro marketéra je persona pomůckou, díky které naplánuje marketingovou strategii  „na míru“, což zvyšuje její šance na úspěch.  Jako nástroj se ale využívá v různých fázích a postupech, souvisejících s podnikáním v online prostředí.

Typickým příkladem může být i [tvorba webových stránek](https://www.mioweb.cz/), které by měly odpovídat očekávání publika. V tomto případě může persona pomoci při výběru vhodného tónu komunikace nebo jako podklad pro [copywriting](https://www.mioweb.cz/slovnicek/copywriting/). Ostatně, právě kontent se od určení cílové skupiny, resp. person, přímo odvíjí. [14]

## Persona pro značku HAPPY PILLS

Jméno: Pavel Novák

Pohlaví: Muž

Věk: 19 let

Příjem: 3000 – 4 500 Kč měsíčně

Práce: Pracuje ve společnosti McDonald ‘s

Stav: Nezadaný

Bydliště: 15minut od centra Prahy v panelovém domě v Holešovicích

Děti: nemá

Trávení volného času: Pavel svůj volný čas tráví převážně ježděním na Freestyle koloběžce ve skateparku a nebo na brigádě v Holešovickém McDonaldu.

**Obyčejný den:**

Všední den: Pavel stává v 7:00, od 8:00 až do 13:30 je ve škole. Kolem 14té hodiny jde na metro a jede do skateparku Gutovka ve Strašnicích. Zde bývá zhruba do 18:00 nebo do 20:00 hodin. Čas ve skateparku se liší podle toho, jestli má Pavel brigádu nebo povinnosti do školy. Poté, pokud má v daný den brigádu, nastoupí opět na metro a jede do Holešovic do Mcdonaldu. Mezi 20:00 až 23:00 se vrací domů. Doma si většinou otevře počítač, na kterém dělá různé aktivity, například: dívá se na seriály v angličtině na platformě Netflix, kouká se na Tik tok, kde má učet s více než 2tísícemi sledujícími, kam přidává skejtová videa minimálně třikrát týdně. Také hraje počítačové hry, a nebo se kouká na skejtová videa.

Víkend: Pavel o víkendu vstává kolem 10té hodiny, poté jede na výlet s rodinou nebo s kamarády, například do skateparku mimo Prahu nebo tráví čas na brigádě. Pokud Pavel nemá brigádu nebo někam nejede, tak tráví čas po skateparcích v Praze nebo chodí na zábavy v centru Prahy se svou partou.

Jak komunikuje: Pavel pro komunikaci používá převážně Instagram, kde přidává skejtová videa stejně jako na tik toku. Na Instagramu ho sleduje bezmála 1500 lidí. Další sociální síť, kterou používá, je Snapchat na které si s kamarády posílají zábavná videa a fotky. Televizi Pavel vůbec nesleduje. Informace o aktuálním dění ve světě získává hlavně z Instagram účtů, které sleduje jako například: The Mag, Refresher, žlutý vykřičník nebo CNN Prima news. Dále získává informace ze Seznamu, který používá pro vyhledávání, takže když vidí něco zajímavého, tak se podívá na Seznam zprávy nebo na Novinky.

Potřeby a problémy: Pavlovy potřeby, mimo základní potřeby člověka jeho věku, jsou mít pohodlné streetwearové oblečení, ve kterém se mu bude ve skateparku dobře jezdit. Lidé, kteří dělají extrémní sporty ve skateparcích, se chtějí hlavně zdokonalovat a naučit se spoustu nových triků a posouvat se dál. Také ale berou velký důraz na svůj styl a jak u toho vypadají.

Řešení problému: Naše značka se zabývá hlavně prodejem oblečení ve streetwearovém odvětví, tudíž můžeme Pavlu nabídnout pestrou nabídku z naší první kolekce, ve které se bude cítit jak stylově, tak pohodlně.

# Konkurenční firmy

## **HUSTLE VALUE**

HUSTLE VALUE je značka založená roku 2018. Jedná se o pražskou značku, která se zabývá prodejem oblečení a doplňků. Tato značka je propagována českými rapery a umělci, tudíž její známost je veliká. Značka je výjimečná také svými prsteny, které si můžete objednat na zakázku a dát si na ně vlastní datum. Také mají vysoce kvalitní bavlnu u svých produktů s oblečením. Jejich produkty ale nevycházejí vůbec pravidelně. Na Instagramu vždy po pár příspěvcích s fotkami nových produktů oznámí datum, kdy kolekce vyjde. Poté, co nová kolekce vyjde, se na webu nic neděje dokud nejsou produkty téměř vyprodány. Od poslední kolekce oblečení staré půl roku a kolekce šperků staré 2 měsíce nic nevyšlo a ani nebyla oznámena kolekce nová.

Obrázek 31 logo Hustle Value Zdroj: [15]

## **SKEDDA**

SKEDDAje značka založená roku 2017. Zakladatelé jsou dva kamarádi Adam Bača a Dominik Skywalker. Jméno Skywalker je nejspíš myšleno jako pseudonym, ale reálné příjmení se mi nepodařilo dohledat. Pseudonym Skywalker byl použit i u seriózních internetových rozhovorů. Značka se zabývá prodejem oblečení a doplňků. Jedná se převážně o recesi na ostatní značky či firmy. Viz fotky.

Obrázek logo Skedda Zdroj: [16]



Obrázek kolekce Skedders Zdroj: [17]



Obrázek bílé tričko Skedders Zdroj: [17]

Obrázek detai trička Skedders Zdroj: [17]

Obsah obrázku čelenka, čepice

Popis byl vytvořen automatickyZde je ukázka kolekce SKEDDERS z června roku 2021. Značka skedda vyrobila trička, mikiny a kšiltovky, které byly inspirovány značkou New Era, která se zabývá prodejem baseballového oblečení. Značka SKEDDA zde použila upravené logo značky New Era, které používá pro označení svých baseballových sortimentů. Viz. Fotky.

Obrázek kšiltovk New Era Zdroj: [18]

![Obsah obrázku text

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzY4AACSkgACAAAAAzY4AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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kolekce od značky SKEDDA, u které je nejvíce zřetelné na první pohled že se jedná o parodii na konkrétní značku je kolekce HOOD GEAR.

Obrázek kolekce Hood Gear Zdroj: [17]

![Obsah obrázku text, letadlo, vzducholoď, doprava

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDyRXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAaAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hdG91xaEgS3luY2wAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzc0AACSkgACAAAAAzc0AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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oXNX/wDAGX/4mj/hDvE//Quav/4Ay/8AxNHtKf8AMg9nPsZO6jdWt/wh3if/AKFzV/8AwBl/+Jo/4Q7xP/0Lmr/+AMv/AMTR7Sn/ADIPZz7GTuo3Vrf8Id4n/wChc1f/AMAZf/iaP+EO8T/9C5q//gDL/wDE0e0p/wAyD2c+xk7qN1a3/CHeJ/8AoXNX/wDAGX/4mj/hDvE//Quav/4Ay/8AxNHtKf8AMg9nPsZO6jdWt/wh3if/AKFzV/8AwBl/+Jo/4Q7xP/0Lmr/+AMv/AMTR7Sn/ADIPZz7GTuo3Vrf8Id4n/wChc1f/AMAZf/iaP+EO8T/9C5q//gDL/wDE0e0p/wAyD2c+xu/CQ5+KWkf9tv8A0S9fS9fPHwu8Na7p/wASdLub/RdRtbePzt8s1pIiLmFwMkjA5IFfQ9fN5q066s+n6s9zL01Sd+/+QUUUV5R6IUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAf/2Q==)

U této kolekce je na první pohled jasné, že se značka SKEDDA inspirovala výrobcem pneumatik GOOD YEAR. Písmo je zde požito úplně stejné. Pouze zde vyměnili nápis GOOD YEAR za HOOD GEAR a logo boty s křídlem změnili na pistol s křídlem. Značka SKEDDA zde použila i jejich ikonickou vzducholoď, kterou použila jak na voňavku do auta, tak na mikiny a trička.

Obrázek Vzducholoď Good Year Zdroj:[19]

# Tvorba scénářů pro dvě propagační videa

## Video 1 scénář

### Parametry

Formát: 4:3 pro Instagram

Délka: min 15 sekund, max 30 sekund

Místo: Prostředí ulice v Chrudimi

Velikost fotografií: Primárně celek a polo celek, občasně detaily na menší loga

### Popis

První video bude animováno z propagačních fotografií produktů. Použité fotografie budou exponovány v různých městských exteriérech. Při editaci videa budu používat přechodové video efekty. Ve zvukové postprodukci použiji hudební podkres bez komentáře. V úvodní části plánuji použít intro 3D loga Happy Pills s prolnutím do černé obrazovky, následně naváže grafika produktové značky Happy Pills a datum vydání následné kolekce. Výsledek bude umístěný na Instagram story, Instagram Reels, FB stránku a YouTube pro firmy.

### Záměr

Propagace starších produktů se starým designem. Dále bude video určeno k propagaci chystaných produktů na následující kolekci.

## Video 2 scénář

### Parametry

Formát 4:3 pro Instagram

Délka: min 30 sekund, max minuta

Místo: Skatepark Chrudim

Velikost záběru: Primárně celek, na konci velký detail na logo na tričku

### Popis

Druhé video se bude odehrávat ve Skateparku v Chrudimi, kdy moji dva kamarádi budou mít na sobě vytištěné produkty značky Happy Pills a budou synchronizovaně provádět triky na Freestyle koloběžce. Video bude doprovázeno hudbou se zpěvem. Video bude začínat Intrem 3D loga Happy Pills a prolnutím do černé obrazovky s datumem vydání následné kolekce. Výsledek bude umístěný na Instagram story, Instagram Reel, FB stránku a YouTube pro firmy.

### Záměr

Propagace 3 hotových natištěných triček. Černé, béžové a zelené varianty.

# Závěr

Hlavním cílem této práce bylo vytvoření originální značky a grafického designu pro firmu Vetrisol s.r.o. Vytvořil jsem nové autorské logo, jednotný vizuální styl a všechny položky, které jsou běžné u zakázek pro velké firmy. Grafický design byl realizován včetně webových stránek. Dále projekt obsahuje návrhy vizuálního vzhledu sociálních sítí Facebook, YouTube, Instagram. Díky maturitnímu projektu jsem si zlepšil své dovednosti v grafických programech Adobe. Naučil jsem se lépe pracovat se službou Webnode. Dále jsem si zlepšil základní dovednosti v oblasti vytváření sociálních sítí a naučil jsem se ovládat další funkce které umožňují jejich propagaci, a které jsem doposud neznal.

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