DIARY OF RAJHRADICE SOLDIER

six years in Siberian captivity



- Diary of Rajhradice soldier: six years in Siberian captivity is a diary of my great-great father (born 1880)

- Notes from the First World War and captivity in Siberia between 1914 - 1920



The diary of Rajhradice soldier: Six years in Siberian captivity reflect the life in captivity on Siberia during the First World War. Blažej Homola was born in year 1880 and he was called in to the war 31.7.1914. On October 22, 1914, he was captured and reached Siberia, where he must lived for several years.

In the theoretical part of my bachelor's thesis I describe the situation during the war with the help of experts from the Czech Military History Institute and professional literature. Next I write about my target group, promotion and I also present a SWOT analysis in this part. After determining the target group I analyze the Czech book market with this topic and present a survey which I target on potential buyers. In my theoretical part I also present promotion of the book and research that I undertook as part of the creation of this project. I also mention here the communication channels on which the book will be promoted and communicate with potential buyers. In the practical part of my bachelor's thesis I describe the concept of the book, the choise of font, paper and also promotional materials. I also describe here more the web design which serve as promotion to the book. I mention here the preparation the book for the print and comunication with the printer. The last point of my practical part is the chapter about book distribution.

Keywords: Legionnaires, book design, diary, printed publication, prisoners, war



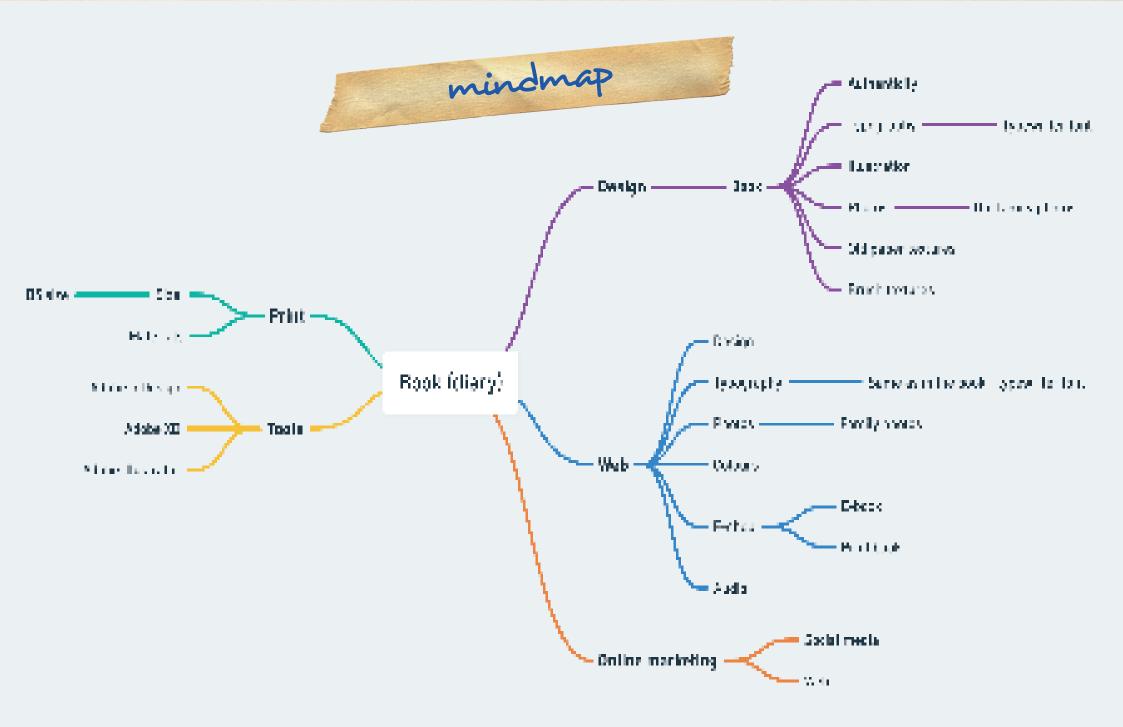
Book design

Advertising campaign

Web design

Merchendising

I solve the distribution of the book





key words for my design

Authenticity!

Textures (old paper and brush)

Typewriter font

Old family photos

topics of my theoretical part

History

Analysis of the Czech book market

Advertising campaign

Comunication

Design

Print

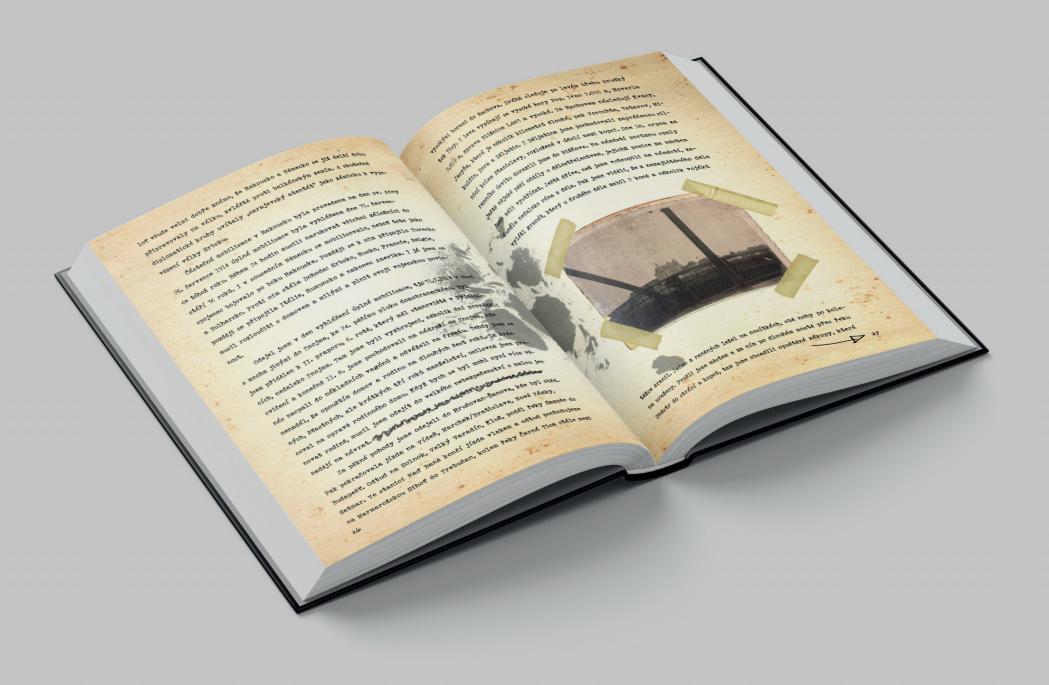
Distribution of the book

book design





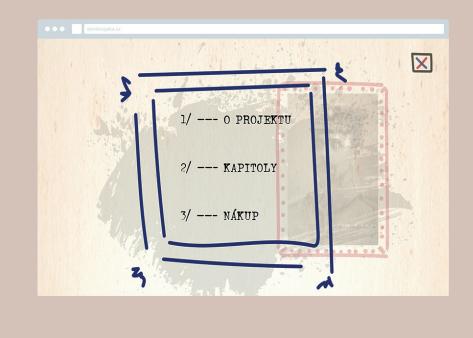


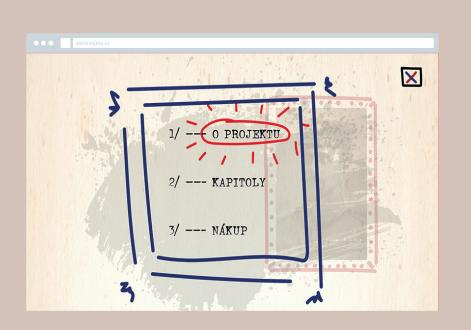


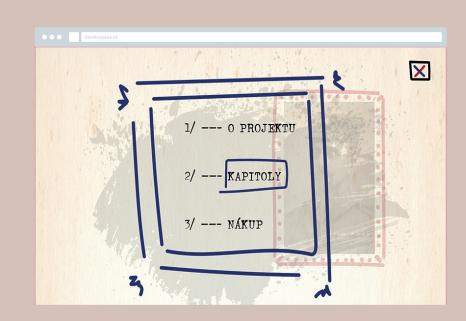




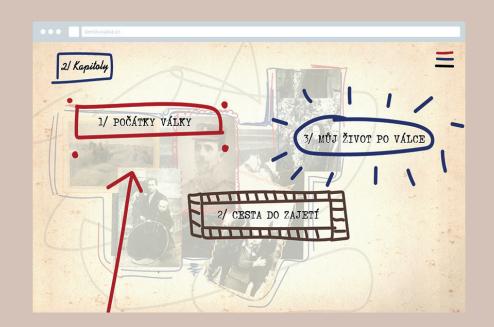






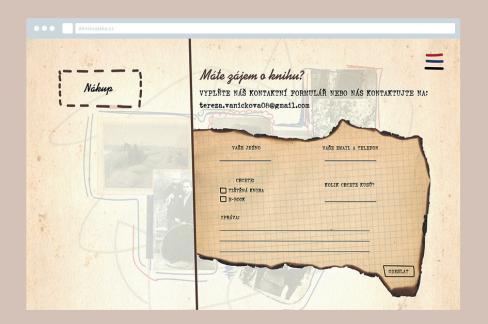






the total

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"We are getting on a long and long journey ... "

Nastupujeme na dlouhou a dalekou cestu..."





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1955 - 1

Sta an

2. 2.





30 - 40 copies - Rajhradice village

E-book

Czechoslovak legionary community

