

The first part of the theoretical work was devoted to the general characteristics of society. It helped to understand the characteristics to the community whose members live in the common area. Unrelated by kinships are connected by a specific genius loci and can create stronger relationships than family. The research led to further dissertations about the city. It is a special place for residents because it allows local identification, which is an irreplaceable force for development. Correlations between individuals, informal groups and formal organizations creates social networks with which we identify the most at the height of the city. Its description and characterization was crucial in the development of poster designs for the districts of Jaworzno. In addition to the characteristics of the city, the concept of the district was discussed. Most often it constitutes a separate area, coherent in terms of geography, ethnography or history. It can often be distinguished, for example, by the characteristic buildings or the social or ethnic group that inhabits it. Often such divisions are created spontaneously and were converted by the authorities into administrative districts.

The rule according to which the city was divided into districts is also important in this case. On the official website of the Jaworzno Town Office, and at any official document, the districts of Jaworzno have not been clearly and specifically listed. For the purposes of this design work, the author used the division according to electoral commissions, which lists 17 units.

The next chapter has been divided into three sections.

The first describes Jaworzno both geographically and historically. The geographical location is very specific. Jaworzno is currently part of the Silesian Voivodeship, but until 1975 it was part of the Kraków province. It was always associated with Małopolska, what confirms earliest documents saying about location. The oldest written source mentioned Jaworzno is Privily Wisław from Kościelec - bishop of Kraków - from 1238.

The second subsection devoted to education in Jaworzno explains why its proximity to the Kraków region was such an important element. Thanks to the city's specificity, it was possible to avoid Germanisation and the existence of a Polish school during the entire world wars period was possible. The continuity of Polish education in this area, with the Polish language lecture, has been going on for almost 200 years. A rich description of education in Jaworzno explains why the letter is a common ground and a great inspiration in poster designs.

The last part of the second chapter is the descriptions of individual districts. The short characteristics of each of them indicate designations that served as inspiration for composing 18 unique works. The descriptions have been enriched with illustrative material, both historical and contemporary. In the author's work, some features are more sharpened by the subjective reception of places.

The above elements are collected and presented by the author in their projects.

Poster designs that make up the doctoral thesis are a series of 18 works under the name „typo-city”. To create them, the previously described city identity was used, resulting from the visual and historical characteristics of individual districts. The projects presented in the form of verbal „puns” are a subjective portrait of the city, built on the basis of personal experiences, emotions and historical and cartographic knowledge. The picture is not determined by architectural forms, but also by events and phenomena that take place there once or occur cyclically. Thanks to



this, projects are identical with the districts and images describing them. Through appropriate selection of graphic means of expression, the identity of districts, their originality and uniqueness in the context of the city of Jaworzno was emphasized.

The first seven posters concern districts that were included in the urban project titled „Jaworzno – the city of seven markets”. Thanks to the formal typographic procedures used, the works accentuate the individuality of both the place and its graphic, original interpretation.

Each of the posters is unique and introduces a specific visual-literal value into the city space. It is the basis for starting a conversation over a wider plane of shaping the identity of a place, by referring to local communities that form districts and which make up one organism. The target group of the „typo-city” project is the inhabitants of Jaworzno and its districts.

*Jaworzno (typo-city)*