

ABSTRACT

This paper attempts to define picturebook guide genre as an aesthetic, as well as educational medium which presents its readers with various different cultures and customs. Moreover, these books aim to entertain its readers but at the same time, implicitly educate them on topics of different cultures, humanity or even morality, presented in a light-hearted, yet by no means, ridiculous manner. Miroslav Šašek, the father of the genre, is thoroughly discussed and compared with his contemporary, Vladimír Fuka. Lastly, Šašek's successors who arguably aim to finish his multiculturally vivid work are presented.

Keywords: picturebook, illustration, arts education, picturebook guide, visual literacy