

Semiotic Engineering is one of semiotic approaches to human-computer interaction problematics. Its theory is based on a simple notion of interface being a designers deputy through which the designer communicates with users of this interface. Telling them, how to work with a program, he or she designed for them. Apart from teoretical foundation, semiotic engineering dispose also with research methods that can be used to evaluate a way an interface communicates with its users. This way it can compare with other non-semitic theories in this branch of research and thanks to its orientation to communication, it is even able to bring new points o wiew. Its theory and methods are used in this thesis as a basis for creation of a set of rules for user interface designers, that shoul serve them as guidelines for their thinking about interface. It turns out that semiotic theory is capable of bringing concrete results for praxis in the area of interaction design and it is not bound only to the academic enviroment.