

Summary

The subject of this dissertation is the frugal form of art posters in the context of commercialization and current marketing standards. Due to the effective promotion of cultural events, exhibitions, various themes of works and their publication in digital form, it was concluded that the artistic form is still popular among creators. Subsequently, posters featuring a frugal form were addressed – in the context of their influence, opportunities of use, and current commercial trends. Next, the influence of film posters on the development of visual culture was discussed, with a distinction between commercial and artistic posters and considering frugality of form in the context of a culture of excess. Contemporary film festivals and reviews were chosen due to their homogeneous audience, which is one of the reasons why – in the context of the dissertation's subject – film and festival posters are an alternative to the norms of mass media visual culture and commercial advertising.