

ANOTATION

This thesis examines a discourse of photography and poster, with the aim to join these two phenomena into a single summary theory and create their general characteristics. The work searches for intersections between photography and graphic design/poster and applies them in the theory of poster creation. In the didactic part, the theoretical principles are introduced into teaching art classes at primary schools. The same approach is applied in the artwork itself.

Keywords: Photography, grafic design, poster, photo poster, new media, typography