

## **ABSTRACT**

The bachelor's thesis focuses on the interweaving of applied and fine arts, specifically on the combination of painting and graphic design. In the artistic environment, this interweaving is frequent and varied. The theoretical part of work deals more deeply with different approaches, how we can look at disciplines such as art and graphic design or design in general. It examines the interrelationships between them and compares their similarities and differences. Finally, this section provides an insight into the numerous historical contexts in which interweaving took place. The artistic part is conceived as a dynamic and creative process, focused on experiments with collages, painting and posters, with the poster playing a key role here. This section also charts the development, transformations and principles that led to the formation of the modern poster concept as we know it today. My intentions, procedures and outputs of my original artwork can be found here. This section also refers to the authors who have been a major inspiration for my thesis and their works, in which we can find various possibilities of interweaving painting and graphic design. Here I focus on this issue in more detail on specific examples of individual works. The didactic part of the work presents a proposal for a didactic series, which is based on my original artwork and focuses on the connection of applied and fine arts in teaching. The student's final work is illustrated here, supplemented by a final reflection on the art assignment. Overall, this work provides a comprehensive view of the interweaving of selected artistic disciplines, practical experimentation with their combination and their use in pedagogical practice.

## **KEYWORDS**

Artwork, graphic design, art interweaving, pedagogy, poster

