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MINIMALISM AND FUTURISM STYLES IN FILM POSTER DESIGN

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This study examines how the synthesis of minimalism and futurism styles is applied in movie poster design. The results of the experiments show that mixing these styles in poster design is very effective in promoting films of various genres.

Key words: movie posters, minimalism, futurism, graphic design, digital design, visual communication.

INTRODUCTION

As a visual bridge between films and audiences, movie posters play a crucial role in film promotion. In today's era of overwhelming digital content, the design of movie posters must capture the viewer's attention and convey the film's core theme and emotional tone. Research indicates that, regardless of the industry system or ideology from which a film originates or its core values, educational functions, and character development, what ultimately presents itself to the audience is a form of comprehensive attraction. The movie poster plays a vital role in this process as a crucial medium through which the audience first encounters the film. This attraction fundamentally determines the film's box office performance, public recognition, and scope of dissemination [1]. Minimalism and Futurism are two key design styles in contemporary movie poster design. Minimalism emphasizes simplicity, focusing on the core elements that communicate the film's message. On the other hand, Futurism introduces dynamic forms and cutting-edge technologies to evoke a sense of innovation and excitement. This paper advocates for integrating these two styles to create visually striking posters that evoke emotional resonance, effectively capturing the essence of the film while resonating with the audience.

PURPOSE

The aim of this paper is to analyze the synthesis of minimalist and futurist styles in movie poster design, identifying how minimalist elements can emphasize the main theme of the film, while the futuristic style can create a sense of innovation and excitement, thereby attracting a diverse audience and improving movie promotion strategies.



RESULTS AND DISCUSSION

Integrating minimalism and futurism in movie poster design offers a unique opportunity to enhance visual impact and emotional resonance. One key advantage highlighted in this study is that by combining the simplicity of minimalism with the dynamic elements of futurism, designers can create posters that capture the audience's attention and foster deeper emotional connections, avoiding the homogenization of movie poster designs. This fusion allows the poster to highlight the film's essence and evoke its emotions and atmosphere in a way that resonates with the audience.

In the digital age, audience attention is increasingly divided by brief visual stimuli, making movie posters an essential marketing tool that must stand out. Minimalism achieves this by eliminating redundant elements and emphasizing core visual language, often evoking emotional responses with simple imagery and symbols. Futurism, on the other hand, stimulates curiosity and exploration through avant-garde forms and technological elements. Combining these two styles enhances visual appeal and breaks traditional design boundaries, offering a fresh and engaging visual experience. This fusion deepens emotional resonance by using innovative design to make the poster a medium connecting emotionally with the audience, increasing recognition and impact.

Moreover, as the globalization of cinema continues to grow, movie poster design faces diverse interpretations across different cultural and regional audiences. Designers must consider cultural backgrounds and psychological needs when integrating minimalism and futurism, as the same design elements may evoke drastically different responses in various regions. The global film market not only diversifies the audience but also requires posters to transcend cultural boundaries and touch many emotional dimensions. For example, some cultures may perceive minimalism's simplicity as elegant and profound, while others may interpret it as cold or lacking depth. Similarly, futurist design may evoke a sense of innovation and excitement in some areas but be seen as too advanced or difficult to comprehend elsewhere. Therefore, relying solely on one style's universality is inadequate. To ensure effectiveness, thorough user research is necessary to understand the target audience's cultural backgrounds, psychological expectations, and emotional reactions, thus enabling localized adjustments. As Guo Xiang notes in *The Research on Design Differences of Movie Posters from a Transcultural Perspective*, the globalization of the film market has led to the creation of multiple versions of movie posters to cater to demand and audience needs in different cultural contexts [3].

The *Blade Runner 2049* poster effectively integrates minimalism and futurism. As shown in Fig.1, geometric shapes and contrasting warm and cool tones separate the central character from the glowing cityscape, embodying the minimalist aesthetic and focusing on the film's core elements. The futuristic cityscape, purple lighting, and high-tech visuals create a sense of innovation and futurism. This design conveys the essence of the film's dystopian world and establishes an emotional connection with the audience through strong contrast and emotional depth. The lonely figure contrasts sharply with the expansive cityscape,



enhancing a sense of isolation, while futuristic elements emphasize the alienation brought by technology and the future. By carefully balancing minimalism and futurism, the poster resonates emotionally with viewers and effectively sets the tone for the film.

Similarly, as shown in Fig.2, the Inception poster demonstrates a subtle yet effective fusion of minimalism and futurism. The poster uses a simple color scheme and clean lines to focus on the protagonist, placing them within a distorted, surreal cityscape. Futuristic elements are manifested in the city's impossible geometric shapes, with curved and twisted streets hinting at the film's central theme—the manipulation of reality. The contrast between the calm figure and the chaotic environment stimulates curiosity and tension, aligning with the movie's themes of dreams and altered states of consciousness. The minimalist design allows the audience to focus on the movie's ambiguous nature, while the futuristic elements enhance its mystery and wonder. The poster's emotional impact comes from the balance between simplicity and complexity, mystery and clarity, highlighting the intellectual and psychological themes of the film.



Fig. 1. Poster of the Blade Runner 2049

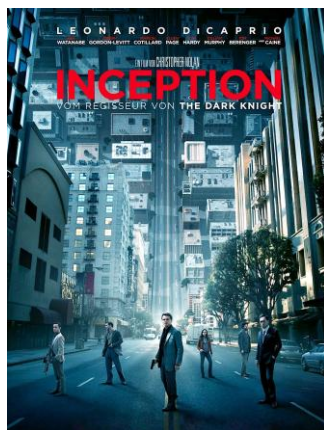


Fig. 2. Poster of the Inception

In conclusion, the fusion of minimalism and futurism in movie poster design effectively enhances visual impact and emotional resonance. This integration not only increases the poster's appeal but also helps transcend cultural differences and connect with diverse audiences. Through precise market research, designers can ensure that posters have global appeal while resonating with audiences from different cultural backgrounds, laying the foundation for successful global film promotion.



CONCLUSIONS

This study emphasizes the importance of integrating minimalism and futurism in movie poster design to create promotional materials that are both visually captivating and emotionally resonant. By combining the clarity of minimalism with the dynamic elements of futurism, designers can create posters that not only attract attention but also evoke deep emotional responses, thereby strengthening the connection between the audience and the film. The findings suggest that this fusion enhances the visual impact and emotional resonance of movie posters, making them more effective in conveying the film's theme and appealing to a diverse audience.

The successful fusion of minimalism and futurism requires careful consideration of factors such as aesthetic balance, genre appropriateness, and audience engagement. As visual design continues to evolve, designers must conduct ongoing research and testing to determine the most effective combination of these two styles for different genres and target audiences. This study paves the way for further exploration on how to optimize these styles to enhance film marketing strategies.

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ЦЗЯО Хаонань, БЕЗУГЛА Р.

МІНІМАЛІЗМ ТА ФУТУРИЗМ В ДИЗАЙНІ КІНОПЛАКАТУ

У цьому дослідженні розглядається, як синтез стилів мінімалізму та футуризму застосовано в дизайні кіноплакату. Результати експериментів показують, що змішування цих стилів у дизайні плакатів є дуже ефективним для просування фільмів різних жанрів.

Ключові слова: кінопостери, мінімалізм, футуризм, графічний дизайн, цифровий дизайн, візуальна комунікація.