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POSTER DESIGN AGAINST MODERN SOCIAL PRESSURE

CHUBOTINA Irina[1], NIE Jiawei[1,2]

[1] Kyiv National University of Technologies and Design, Kyiv, Ukraine
[2] Kyiv Institute at Qilu University of Technology, Jinan, People`s Republic of China
iri-s83@outlook.com, niejiawei01@126.com

Through theoretical analysis and practical cases, this paper analyzes the selection and combination principles of color, image, text and other elements in poster design, as well as how to use these elements to build visual narrative and promote social cognition and understanding of pressure issues.

Key words: pressure, poster design, fast-paced society, visual storytelling, contemporary social phenomena, graphic design.

INTRODUCTION

With the acceleration of social development, the pace of modern life is accelerating day by day, accompanied by the increasing psychological pressure. These pressures not only affect the physical and mental health of individuals, but also may have a negative impact on social harmony and economic development. Therefore, it is particularly important to raise public awareness of the problem of stress and advocate healthy coping methods. As an intuitive and efficient visual communication tool, posters can quickly attract public attention and convey profound social information. Poster is a way to convey and express specific information through visual image media, and this process is essentially the process of symbol design. Posters are often displayed in places such as buses or airports to promote tourist attractions [1]. The design of this poster is inspired by a deep insight into the pressures of modern society and a keen grasp of modern design trends. We aim to convey the complex emotions behind the pressure through simple and powerful visual language, while incorporating innovative elements of modern design, so that the poster has both visual impact and psychological resonance of the audience.

PURPOSE

The purpose of this modern social stress poster is to guide the public to face up to the widespread social phenomenon of stress and encourage them to actively find ways to deal with it. Through the simple and powerful visual language and the clever use of modern trends, we hope that the poster will become a "decompression outlet" for the viewer's mind and inspire them to think about how to find inner peace and relaxation in the fast-paced life.

RESULTS AND DISCUSSION

Poster design plays a critical role in communicating messages related to modern social pressures, reflecting the complex dynamics of today's society. With the rise of social media, mental health awareness, and societal expectations, posters serve as powerful tools to raise awareness, challenge stereotypes, and

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inspire change. In the era of new economic development, poster, as a surviving means of advertising, its color application has always been a hot topic of concern . Illustration posters are considered to be part of a large number of commercial posters [2]. A well-designed poster can capture attention, provoke thought, and foster empathy, making it a medium to reflect the pressures of modern society.By combining compelling visuals, thought-provoking text, and relevant symbolism, poster design can both reflect and influence public perception of contemporary social challenges, fostering dialogue and promoting positive shifts in behavior and attitudes.

In modern society, posters, as an important visual communication tool, are not only used to disseminate information, but also bear the heavy responsibility of reflecting social phenomena and problems. The purpose of this paper is to design a poster that can reflect the pressure of modern society, and to explore the effective strategy of poster design through design practice. With the continuous development of new media technology, the graphic language of new media is widely used in poster design because of its digital, dynamic and interactive characteristics, which brings innovation and possibility to poster design and optimizes the visual communication mode of poster design .

As shown in Figure 1, the poster may also reflect a certain reality of modern society by depicting a lonely person and an empty chair. For example, videogames raise concerns about excessive gaming that lead to neglect of social relationships and obligations [3]. In modern society, people may face increasing loneliness, social pressure and psychological problems. The poster conveys the gravity and urgency of this social reality through simple and powerful visual elements. It conveys a variety of design concepts such as loneliness, waiting, exploration of inner world and reflection of social reality.
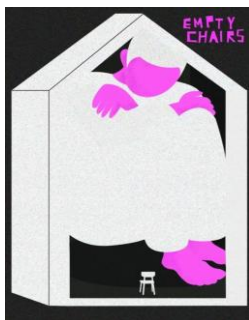

Fig. 1. Empty chairs
(from the website of http://xhslink.com/a/oc8fpUTnrDa7)

Through the understanding and analysis of modern social pressure, the theme of the poster is determined as "the multi-faceted nature of modern social pressure". In the design, a variety of visual elements and expression techniques are used to show the pressure of modern society in an intuitive and vivid way. Among

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many design categories, poster design should be the most communicative and informative design category because of its social attributes .

It is not difficult to find that a poster design about the pressure of modern society is not only an artistic expression of social phenomena, but also a profound concern for the psychological state of modern people. Through the integration of color, graphics, text and modern technology, designers can create works that have visual impact and can touch people's hearts, guide the public to face the pressure, actively seek the way to decompress, and jointly embark on this spiritual decompression journey.

CONCLUSIONS

Through this design practice, we have deeply realized the importance and complexity of poster design. A successful poster not only needs to have visual appeal and beauty, but also needs to accurately convey the theme and message, and trigger the audience's empathy and thinking. At the same time, we also recognize the challenges and difficulties in the design process and learn how to overcome these difficulties through research, analysis and practice. As an intuitive and easy to understand visual language, posters can transcend cultural and language barriers, touch people's hearts in a unique way, stimulate social resonance, and thus promote the discussion and solution of social issues.

In conclusion, this paper verifies the potential and value of posters in reflecting the pressure of modern society and promoting mental health awareness through design practice. I hope that future designs will continue to leverage the unique strengths of this medium and contribute to a healthier and more harmonious social environment.

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ЧУБОТІНА І., НЕ Цзявей
ДИЗАЙН ПЛАКАТУ ПРОТИ СУЧАСНОГО СОЦІАЛЬНОГО ТИСКУ

За допомогою теоретичного аналізу та практичних випадків ця стаття аналізує принципи вибору та комбінування колір, зображення, текст та інші елементи в дизайні плакатів, а також як використовувати ці елементи для побудови візуального наративу та сприяння соціальному пізнанню та розумінню проблем тиску.

Ключові слова: *тиск, плакатний дизайн, швидкозмінне суспільство, візуальне оповідання, сучасні соціальні явища, графічний дизайн.*