

# "Hindrance" and "Love" Pay Attention to the Theme Poster Design of Alexithymia

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Received: March 23, 2022

Accepted: April 22, 2022

Online Published: April 28, 2022

doi:10.20849/ajsss.v7i4.1105

URL: <https://doi.org/10.20849/ajsss.v7i4.1105>

## Abstract

In social life, people's emotional communication lies in communication. Loss of communication ability will make people's emotional indifference, and make more people suffer from the difficulties caused by alexithymia. Alexithymia is characterized by the inability to identify, distinguish, and express certain emotions of oneself or others. The emergence of this disease will affect people's lives. Therefore, through the design of the theme posters, more people can pay attention to alexithymia and call on people to increase emotional communication. So that people can live healthier lives in their social lives.

**Keywords:** alexithymia, emotional communication, visual illusion

## 1. Preface

In social life, Communication between people is becoming more and more indifferent, emotion is difficult to convey, the incidence of alexithymia is also increasing, and the quality of life is getting worse. Alexithymia, is a kind of personality defect. Patients with alexithymia can not correctly express emotions, lack of emotional cognition, alexithymia will also cause bidirectional mood disorders and other psychological disorders, which seriously affect the quality of life of patients. We hope that more people can pay attention to and understand the alexithymia through the design of the theme posters.

## 2. Basic Concepts of Alexithymia

### 2.1 Origin of Alexithymia

Psychotherapists initially observed alexithymia when treating patients, and psychotherapists found that some patients could not be improved by psychotherapy because these patients had no emotional perception, no perceptual knowledge, and few internal emotions. Alexithymia first appeared in the 19th century, when it was deemed unable to express emotions in words. Psychologists believe that patients with alexithymia are due to the breakdown of the emotional and cognitive relationship in the brain, resulting in patients are unable to correctly understand emotions, difficult to distinguish emotions. Later, psychologists found that the patient's emotional perception ability has no defects, can normal feeling of emotions, but the patient's brain mechanism problems can not correctly recognize the existence of emotions, emotional processing is poor, the patient can not correctly handle the feelings. Through the continuous development, psychologists constantly improve the treatment level of alexithymia, making their diagnosis of alexithymia more scientific. At the same time, psychologists also plan to use alexithymia as a mood disorder problem.

### 2.2 Characteristics of Alexithymia

Alexithymia disorder is not a mental disease, it can be divided into a kind of personality characteristics defect, but also a psychological characteristic that more often appear in some psychological diseases. Patients with alexithymia can not receive emotions correctly, which are difficult to respond to emotions, and more often appear in patients with various psychological disorders. The most important characteristics of alexithymia are the lack of emotion, social communication difficulties, and less feedback on emotion in life. In intimate relationships, alexithymia often feel an emotional isolation, with an invisible wall hindering emotional communication. Alexithymia does not feel emotion, so its behavior is more rational, which is difficult for people to approach to it. The lack of emotions makes patients without corresponding emotional response to emotions in both black and white state, empathy ability is greatly lacking, and psychological problems are deepening.

### 3. Design Practice of the Theme Poster

#### 3.1 Visual Elements in the Poster Design

Posters are created using visual illusion and geometric graphic elements. In the poster design, geometric figures are used to express "family affection", "love" and "friendship" respectively, so the triangle, circle and square are selected to conduct the theme poster design. Triangle: the triangle symbolizes stability, and the three symmetrical angles echo each other to indicate infinite energy. From different perspective angles, the triangle has different movement potential and the triangle is balanced, which can represent the symbol of justice, knowledge and family, which is used to express the family love in the application of posters.

Circle: round continuity indicates connectivity, healing, and can also indicate happiness, meaning to perfection, circle is also beautiful, round curve represents warmth, comfort, while giving people a feeling of sexy and love, used in the poster to show love.

Square: The square nature of the square represents safety, tranquility, firmness, and equality. The square is a trustworthy shape. The symmetry of lines highlights justice and integrity. The right Angle and the line is full of rational beauty, fully expressing rationality and objectivity, and is used to express friendship in altitude.

Visual illusion, meaning visual false perception. Visual cognitive errors that are physiological in life are well known in optical illusions about geometric shapes. Visual illusion is the wrong judgment and perception formed based on the inexperience or inappropriate reference of the eye when a person is observing an object.

#### 3.2 Color Matching Analysis of the Poster Design

The theme posters are made in black and white

Black absorbs all the light without any reflection and presents black, which is the deepest among all colors. At the same time, the sensory feelings caused by black will cause people's desire to explore, so it is mysterious and is a special existence in color. Black is a color with many different cultural meanings in different regions and cultures. No matter where the black has solemn, deep feelings, it gives people a depressed, quiet feeling. On some occasions, it feels sad and sinister. Choose black can be a good expression of the symptoms of alexithymia, no emotion and feelings just like a black hole.

White is the symbolic color of light. White gives a person beautiful clean, smooth, simple, simple and elegant feeling. White and black collocation together can have a strong contrast feeling, through the design of white and black collocation into the stripe design, dot ornaments the pattern to give a person a kind of bright, carefree, clean modern feeling. When white and various colors are matched together to form a color combination, it can achieve a striking effect. Using white in the poster can express an alexithymia, although it will make people feel the emotion but is not a restored visual effect.

#### 3.3 Text Analysis of the Poster Design

Words are an extension of "speaking", when there are some words not to speak, no way to tell friends and relatives. Words form an important part of expressing feelings. Words have their own vitality, all the emotions are established in the text, respectively in the poster with "rest" "I love you" "often contact" mentioned in daily dialogue to say the affection love and friendship, the daily dialogue can close the relationship between people make people feel kind, let a person pay attention to the emotion around us to feel more.

### 4. Final Design Scheme Analysis

The theme poster design of "hinder" and "love" is divided into two series. The poster series design is interactive, which is divided into two parts to express the "hinder" and "love" in the theme respectively. The first part of the expression of "hinder" through radioactive lines to form visual illusion (in close can see the image, remote graphics center will form black spots) so in the three images center added "affection" "love" and "friendship", so in close can see text distance but not, through this design to express people in emotional communication distance is the obstacle of emotional communication. Reflects less intimate communication will make people feel the emotional occurrence. This is also the main reason for forming alexithymia.

The second part of the expression of "love" using graphics "round" "triangle" "square" as a visual element to express love affection, friendship, the black graphics use of warm materials (a certain temperature will show other color material) in the graphics design about three kinds of emotion, when people hand to touch the black part is will show the text. Design to express the feelings to feel, it will give you a response, in the black and white world, the warmth of people can present color.

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