and cognitive obstacles in self-cognition and positioning, resulting in psychological conflict, interpersonal communication, job selection and other problems, which will affect the quality of life and mental health of college students. Based on the emotional regulation of music, we should reform the music teaching mode in colleges and universities and intervene the cognitive impairment of college students. After the intervention, the psychological burden score of female college students is lower than that of male college students, and the psychological burden score of female college students is 3. See Table 1 for details.

Table 1. Cognitive impairment scores of college students before and after intervention

Gender	Time	Self-cognition	Psychological burden
Male	Before intervention	3	5
	After intervention	5	4
Female	Before intervention	3	5
	After intervention	4	3

Conclusions: In recent years, the psychological status of college students has been paid more and more attention. Employment anxiety, interpersonal anxiety and other problems are more prominent. The reason is that college students have cognitive obstacles on these problems. Through the reform of music teaching mode in colleges and universities, college students' cognitive obstacles are alleviated, their psychological burden is gradually reduced, they become positive and healthy in mentality, and learn to have a correct understanding of themselves.

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A COMPARATIVE STUDY OF VISUAL EXPRESSION BETWEEN VR AND TRADITIONAL FILMS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is different from traditional psychology. The research angle of this psychology is a positive angle, through which the research of traditional psychology is studied. Positive psychology is a new research field. Its role is to study the individual's positive psychological quality and guide the individual to go up on the basis of scientific principles and methods. The individual's positive psychological quality includes integrity, courage, persistence, optimism and so on. In the process of applied therapy, positive psychology stimulates individual positive behavior through relevant environmental design, and promotes the improvement of individual quality of life under relevant behavior control methods. Or cultivate the individual's positive emotions. With the change of time, these positive emotions will imperceptibly change the individual and make the individual more positive. From the perspective of positive psychology, the ultimate target of VR and traditional films are human beings. The expression content of the two types of films will slowly affect human emotions. If we want to cultivate human positive psychological quality, we should play film and television works with various themes of positive psychological quality. Both types of films can cultivate human positive psychological quality, but due to different technologies, they have different visual expression effects. Compared with the visual expression of traditional films, VR films are interactive, immersive, and imaginative. The film can determine the plot by the audience, drive the audience to make positive associations, and promote the positive development of the audience's imagination. With the support of advanced technology, the audience's multiple perception organs are combined with the virtual picture mechanism to make the audience's perception very realistic. Panoramic viewing from a 360° perspective is stronger than the perception of traditional films and can stimulate the audiences' positive feelings more. In addition, VR film is more "playful" under the concept, and the audience can communicate with the characters of the film, so as to enhance the variability of the film and increase entertainment and novelty.

At present, the school pays more attention to the psychological status of students, hoping that students can have positive psychological quality and study actively and actively. Some students believe that high school life is boring, even depressing. It is easy for high school students to avoid the setbacks of the past and the future because of their high personality. Under the advocacy of "love education", teachers encourage students through various forms to mobilize students' learning initiative and enthusiasm. Watching inspirational films is one of them. Due to the different types of film application technology, the role of VR

film and traditional film is different. Therefore, compare the visual expression effects of VR and traditional films, and analyze the impact of VR films on the cultivation of positive psychological quality of senior high school students.

Objective: To compare VR with traditional film visual expression and analyze their effects on the cultivation of positive psychological quality of senior high school students. VR films are used to enrich the learning life of high school students. Through films with different themes, students can feel excellent positive psychological qualities such as responsibility and courage, mobilize their learning initiative, make them study more actively and persevere in learning.

Research object and method: Three classes were randomly selected from the senior one of a high school and divided into normal class (57), traditional film class (54), and VR class (56). There was no significant difference between the three classes. Before the experiment, understand the personality and learning of students in each class. At the beginning of the experiment, the normal class will have classes and study normally in a previous way. The traditional film class will watch traditional films on the Friday night self-study in the second and fifth weeks of each month, and the VR class will watch VR films on the Friday night self-study in the second and fifth weeks of each month. The themes of the two films are in line with the psychological characteristics of students. The story is wonderful and moving. They are inspirational films. The experimental period is one semester. The meta-analysis method is used to quantitatively analyze the relevant effects of the experiment. The higher the score, the higher the degree. The data processing software is SPSS software to study the impact of different film types on senior one student.

Results: After saying goodbye to junior middle school life, the learning pressure and learning tension of senior one student increased. In order to alleviate students' boredom of learning and mobilize their learning enthusiasm, students were arranged to watch inspirational traditional films or VR films at a fixed evening self-study time. After one semester, the learning enthusiasm score of students in VR class is 1 point higher than that of traditional film class. The relevant results are shown in Table 1.

Table 1. The learning status of three groups of senior one student after a semester

Class	Learning enthusiasm	Learning initiative	Learning autonomy
Normal shift	3	3	3
Traditional film class	4	5	4
VR class	5	5	4

Conclusions: Film has the function of educational influence. In the audio-visual process, the feelings and ideas to be conveyed by the film will be transmitted to high school students, while VR film will further amplify the audio-visual experience and drive the experience of other sensory organs. This immersive viewing will enlarge the viewing experience of high school students and make them feel deeper, so as to be more active and active in learning.

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CREATIVE PRODUCT DEVELOPMENT AND DESIGN FROM THE PERSPECTIVE OF DESIGN PSYCHOLOGY

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Background: Design psychology rose in the last century, and its application field is ergonomics. With the passage of time, design psychology has been accepted by more people and applied more widely in the ordinary design process. Psychology is the basis of design psychology. Design psychology combines psychology, design art, aesthetics and other disciplines. When designing, it will analyze consumers' attention, perception and memory from the perspective of consumers, and carry out targeted design according to the characteristics of these three aspects. Study the way consumers' brains process external information, find the factors that can attract consumers, and design with these factors, so as to resonate with consumers. The development and design of cultural and creative products cannot be separated from the application of design psychology. Taking cultural and creative products in colleges and universities as an example, cultural and creative products mainly include products and creativity. In foreign countries, cultural and creative products have developed mature and formed a complete industrial chain. Cultural and creative products are complete, most of which belong to original products. Many foreign countries are good