

urban public space is the object of the appeal. Everyone has different psychological demands for public space landscape, but there are some commonalities in people's growth process and social life. Therefore, users' psychological demands for urban public space landscape also have similarities, which can be summarized into three aspects: social demands, cultural demands and aesthetic demands. The characteristics of contemporary urban public space landscape psychological appeal are: emphasizing the humanization of landscape, emphasizing the personalization of landscape and paying attention to people's emotional needs.

**Conclusions:** People's understanding of urban public space landscape has completely gone out of the concept of traditional gardening activities. The artistic value of landscape is unconsciously related to ecological value, functional value and cultural value. The category of landscape art more points to all aspects closely related to people than before, and becomes more humanized. In addition, landscape design is first of all a kind of people's ideological activity, which reflects the psychological demands of users for landscape diversification. From the appearance, the landscape design of contemporary urban public space is the diversification of landscape forms, but its essence is to constantly reflect more respect for people, more in-depth perspective of people's real nature and needs, and the feeling of belonging to nature.

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## ANALYSIS OF THE AUDIENCE'S PSYCHOLOGICAL AND VISUAL FEELINGS OF COLOR IN EXHIBITION DESIGN

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**Background:** Today's society is a period of diversified development of art. Various art forms are rich and competitive. Therefore, the environmental art design and space display design industry are rich and colorful. Environmental art itself has a certain order, mode and structure. It can be considered that the environment is the synthesis of a series of related elements and human relations. People can make changes in external things, and when these changes occur, they will in turn have an impact on the behavior of people. Environmental art design psychology attaches great importance to people's psychological sleeping tendency living in artificial environment, combines the selection of environment with the creation of environment, and studies people's behavior and feeling in the existing environment. For the display space design, it is how to organize the space, design the interface, color and lighting, and deal with the display environment to make it meet people's wishes.

**Subjects and methods:** Environmental art design psychology attaches great importance to people's psychological sleeping tendency living in artificial environment. This paper combines choosing environment with creating environment to study people's behavior and feeling in the existing environment. For the display space design, it is how to organize the space, design the interface, color and lighting, and deal with the display environment to make it meet people's wishes.

**Results:** The proportion of space geometry will also have a certain impact on the use of space and artistic effect, which should also be paid full attention to in the design. In the design of exhibition space, color plays a great role and has strong visual effect. It can attract public attention and arouse public association psychology. The length of display space design sequence will also affect people's psychology.

**Conclusions:** Because color itself has the function of intuitive stimulation and physiological response. In addition, people are influenced by living habits, religious beliefs, social norms, world outlook and living environment. When they see color, they will naturally produce a variety of specific associations or abstract emotions. For example, the red of Coca Cola Company in the United States is full of youth, health, joy and upward atmosphere; The red of Bank of China shows national tradition, strength, perfection and confidence. Therefore, the application of color in exhibition design should first consider the viewer's psychological and visual feelings. This emotional role is very important for the impact of the whole exhibition.

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## ANALYSIS OF ECOLOGICAL CIVILIZATION BASED ON RESOURCES AND ENVIRONMENT EMOTION AND SOCIAL RESPONSIBILITY CONSCIOUSNESS

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**Background:** In recent years, a large number of documents on the construction of ecological civilization began to emerge, but mainly aimed at the macro level of strategic ideas, system construction, index system, path selection, government regulation and support system. However, there are relatively few studies on consumers' ecological civilization behavior. In this paper, consumer ecological civilization behavior refers to the problem of reducing resource waste and environmental pollution. In the whole process of consumption, consumers consciously implement the eco-friendly behavior of product reduction, reuse and recycling. The key lies in how to effectively guide consumers to consciously implement ecological civilization in purchase, use and processing decisions. Therefore, we must explore the internal factors and influencing mechanism of consumers' ecological civilization behavior. Based on this, this study mainly explores the psychological awareness factors affecting consumers' ecological civilization behavior and their action path on ecological civilization behavior, and tests whether demographic variables have a regulatory effect on the above path relationship, in order to provide reference for guiding consumers to implement ecological civilization behavior.

**Subjects and methods:** This paper uses literature, questionnaire and other research methods to construct a panel data model to empirically study the path of psychological awareness factors affecting consumers' ecological civilization behavior, and investigate whether demographic variables have a regulatory effect on these path relationships.

**Results:** Resources and environment emotion and social responsibility consciousness have direct effects on ecological civilization behavior, resources and environment perception have indirect effects on ecological civilization behavior, and resources and environment knowledge and personal consumption concept have both direct and indirect effects on ecological civilization behavior. In addition, the four demographic variables of gender, age, education and income have a regulatory effect on the specific path relationship between psychological awareness variables and ecological civilization behavior, which affect the existence or strength of the above specific path relationship.

**Conclusions:** This study reveals the internal mechanism of psychological consciousness factors affecting consumers' ecological civilization behavior. The internal influence mechanism of consumers' ecological civilization behavior generally follows the path of knowledge, faith and behavior, but this influence is realized through the internal specific dimensions of "knowledge", "faith" and "behavior". Resources and environment perception and resources and environment knowledge directly affect resources and environment emotion, resources and environment perception, resources and environment knowledge and personal consumption concept directly affect social responsibility consciousness, resources and environment emotion and social responsibility consciousness directly affect purchase behavior, and social responsibility consciousness directly affects processing behavior.

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## PSYCHOLOGICAL ANALYSIS OF COLLEGE ENTERPRISE APPLIED TALENTS UNDER THE BACKGROUND OF SCHOOL ENTERPRISE COOPERATION

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**Background:** With the transformation of higher education to application-oriented has become an inevitable trend, the school enterprise cooperation mode, as an effective means to deepen the transformation and development of education and improve the quality of talent training, provides a strong talent guarantee for the rapid development of regional economy. In the context of school enterprise cooperation, investigate and analyze the professional psychological quality of applied talents, formulate training contents and methods consistent with the advantages of personality potential, improve their mental health and professional quality, and give full play to the advantages of school enterprise cooperation and the value of mental health education, It provides ideas for colleges and universities to cultivate applied talents with harmonious physical and mental development, good career planning and high comprehensive quality.