

teaching intervention from the perspective of educational psychology, so as to realize the effective improvement of the teaching quality of the diversification of students in higher vocational colleges.

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APPLICATION OF NATIONAL TRADITIONAL CULTURE IN MODERN FASHION DESIGN FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

Chengyi Zhang & Na Wei*

College of Textiles & Clothing, Qingdao University, Qingdao 266000, China

Background: Since ancient times, in China's national traditional culture, different colors have certain symbolic significance, such as the color of green system, which expresses hope and vitality. Yellow color represents honor and sunshine, which is a symbol of honor in national traditional culture, such as imperial clothes and accessories. The color of red indicates festivity and modesty, which is usually used for marriage, etc; White color indicates mourning or mourning, which is usually used in funerals and sacrifices. Color psychology has significant influence and wide application in various aspects such as natural appreciation and social activities. From an objective point of view, color can stimulate people's thinking mode and psychological emotion. Focusing on the subjective perspective, the influence of color on people can be regarded as a reaction or behavior. Color psychology starts from visual influence and gradually deepens. It has a diversified impact on individuals in different aspects such as perception, emotion, memory, thought and will, which has a certain complexity and variability. The application of color depends on the accumulation of color experience, and gradually evolved into the psychological norms of color. In the theory of color psychology, color can have a certain impact on individual brain waves. Different colors stimulate individuals through different physical light to produce corresponding direct psychological effects and physiological reactions. For example, red and blue will accelerate and slow down the individual's pulse respectively, making their emotions excited, impulsive or calm. In the process of modern fashion design, color, as an important core element, can have different effects on people's emotional consciousness. In order to realize the embodiment of color value, it can be applied to the color matching processing of modern fashion design, so as to express emotion, highlight personality and spread culture. From the perspective of color psychology, the color matching of national traditional culture clothing plays an important role. It can reflect people's aesthetic form through different color matching and application methods, achieve the role of in-depth beautifying the human body, effectively relieve individual emotions and significantly improve the level of mental health, and achieve the purpose of carrying forward national traditional culture to a certain extent.

Objective: The concept and form of modern fashion design are affected by people's economic level and aesthetic changes. Different color collocations can reflect different clothing characteristics and aesthetic implications. From the perspective of color psychology, the research will apply the national traditional culture to modern fashion design, in order to highlight different artistic characteristics with different colors, improve the artistic beauty of modern clothing, and vigorously carry forward the national traditional culture.

Subjects and methods: The research adopt the method of stratified cluster random sampling, and randomly selects 120 people from modern clothing consumers as the research object. According to the psychological preference of consumers in modern fashion design works, this paper explores the application effect of national traditional culture in modern fashion design from the perspective of color psychology. In the study, the modern fashion design works that are generally combined with national traditional culture are designated as a, and the modern fashion design works that are integrated into national traditional culture from the perspective of color psychology are designated as B. For two different modern fashion design works a and B, consumers' psychological preference, cultural feeling, artistic experience and aesthetic demand all show some differences. The higher the score, the better the application effect of national traditional culture in modern fashion design. The study uses analytic hierarchy process to count the scores of the tested consumers, and uses Smartbi software to analyze them.

Results: Table 1 shows the scores of the tested consumers on each dimension of two different fashion design works. According to Table 1, for work a, the psychological preference, cultural feeling, artistic

experience and aesthetic demand scores of the tested consumers are low, which shows that the national traditional culture cannot be well integrated with modern fashion design. For work B, the scores of the four indicators of the tested consumers are significantly higher than the former, all of which are 3 points, which shows that from the perspective of color psychology, better application results can be achieved by integrating national traditional culture into modern fashion design.

Conclusions: From the perspective of color psychology, national traditional culture can achieve good application effect in modern fashion design, adapt to the psychological preference of the tested consumers, make them enjoy the cultural and artistic beauty of national traditional culture under the ingenious combination of colors, and meet their aesthetic needs. From the perspective of color psychology, we can accurately grasp the color psychological trend and artistic aesthetic pursuit of consumers, and enhance the cultural and artistic value of modern fashion design works on the basis of carrying forward the national traditional culture.

Table 1. Application score of national traditional culture in modern fashion design from the perspective of color psychology

Evaluation object	Psychological preference	Cultural feelings	Artistic experience	Aesthetic needs
A	1	0	0	1
B	3	3	3	3

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BASED ON ART PSYCHOLOGY, THE VALUE ANALYSIS OF ART EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION ON THE CULTIVATION OF COLLEGE STUDENTS' PSYCHOLOGICAL QUALITY

Meijie Zhang¹ & Liwen Ye^{2*}

¹Guilin University, Guilin 541004, China

²Guangxi Normal University, Guilin 541004, China

Background: As a unique form of psychological expression in the art field, art psychology plays an important role in the actual process of art appreciation and art training. With the help of the relevant theories of art psychology, it can enhance the understanding, perception, experience and understanding of art works. Art psychology can take people's psychological activities as the main entry point, and then make art works act as the key medium. Art works containing the author's emotion can have stronger spirituality, and lead art appreciators to focus on the perspective of psychology and complete the appreciation of art works. In this process, under the positive influence of art psychology, viewers can understand and master the corresponding basic aesthetic theory, and have a deep understanding of the aesthetic characteristics and appreciation methods of art works, so as to finally improve their appreciation level. At present, under the negative influence of various external factors, a large number of college students are prone to produce certain negative emotions, which greatly hinders the development of their normal learning and life activities. The main reason for this phenomenon is that college students are in the key stage of mental development and maturity, lack of social experience and show low psychological quality. The traditional ideological and political education is mainly to instill the corresponding ideological and political education knowledge into students in the limited time of classroom teaching, which is difficult to achieve good teaching effect and improve the ideological and political level and psychological quality level of college students. From the perspective of art psychology, the organic integration of art education and ideological and political education can make the ideological and political education innovative and upgraded. Art education and ideological and political education have their own advantages. The former mainly refers to the use of diversified art works to influence college students, so that the creators of art works have a certain psychological resonance with college students. The latter refers to improving the ideological and political level and psychological quality of college students under the teaching treatment of Ideological and political related theories and guiding ideology. Compared with the traditional ideological and political education, the integration of art education based on art psychology and ideological and political education