

Therefore, the introduction of cultural and creative product design scheme combined with genetic engineering park has an obvious effect on the intervention of students' emotional disorder.

Conclusions: The introduction of cultural and creative product design scheme combined with genetic engineering park can greatly improve students' emotional disorder, and the improvement effect of emotional disorder is more obvious with the increase of implementation time. At present, cultural and creative products can be divided into material mapping type, pattern innovation type, three-dimensional cultural products, three-dimensional decoration type and cartoon cultural products according to different design objectives, types of cultural elements and expression methods.

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A STUDY OF THE VISUAL CHARACTERISTICS OF CYBERPUNK STYLE ILLUSTRATIONS ON THE CURIOSITY OF UNIVERSITY STUDENTS

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Background: Curiosity seeking psychology refers to people's strong curiosity about new things they are not familiar with, and curiosity seeking psychology usually shows the desire to explore things urgently; Therefore, curiosity can also be called curiosity. Its roots can be traced back to the vigilance mechanism of human beings for external things. When they first come into contact with new things, human psychology will produce fear response. In order to ensure safety, human safety psychological mechanism will be opened to effectively promote the activity of the body, so as to generate excitement for the outside world and greatly stimulate human interest. Teenagers are in a hazy period of understanding things, and they have less contact with new things outside, which is very easy to trigger curiosity hunting psychology. Therefore, in one's life, the curiosity hunting psychology in adolescence is the strongest. In previous studies, curiosity hunting psychology can usually cause the so-called "Pandora effect". The psychological mechanism of "Pandora effect" is the combination of people's curiosity and rebellious psychology. In short, the less clear things are, the more they can arouse people's interest. "Pandora effect" often causes bad effects for teenagers, such as addiction to online games, but the rational use of "Pandora effect" can also bring strong commercial value and artistry.

Illustration design is different from image, VR and other media, and the amount of information it carries is limited, which makes it impossible to fully disseminate information. This characteristic is more likely to cause "Pandora effect" for teenagers than other media.

Cyberpunk originated from cyborg. The concept of "cybernetic" comes from "cybernetic" and "organism". Initially, it refers to the expansion of human physical performance through science and technology to adapt to outer space and its related environment. Therefore, cybernetic has the principle of technology supremacy and the hidden danger of extreme technicism, while the word "punk" has an obvious meaning of anti-mainstream culture and anti-social order. The rebellious and minority cyberpunk style has been consistent with the "Pandora effect" in the choice of theme. Under normal circumstances, the popularity of illustration, film and game in cyberpunk style is also caused by human curiosity seeking psychology and "Pandora effect", which have natural similarities. Therefore, we carry out correlation research between them, and carry out illustration design research on the basis of determining the performance of cyberpunk style. And compare the other style illustration with the undesigned cyberpunk style illustration and the designed cyberpunk illustration to determine the impact of design elements on the curiosity hunting psychology.

Objective: Based on people's understanding of cyberpunk style, this paper first explores the image spatial expression of illustration under this style, and determines the influence of visual features on curiosity hunting psychology. It provides design reference for commercial illustration, game development and many other fields. And use young people's curiosity seeking psychology to enhance the commercial value of illustration.

Subjects and methods: Under the guidance of perceptual engineering, widely collect cyberpunk style illustrations loved by modern young people, cluster the collected sample pictures by cluster analysis, and extract representative samples. As shown in Figure 1. Widely collect semantic words of cyberpunk style, screen the collected words by interview and questionnaire, and extract representative perceptual intention words. Using semantic difference method and factor analysis method, the quantitative relationship between perceptual image vocabulary and cyberpunk style illustration design elements is obtained, and the illustration design practice of cyberpunk theme is carried out according to the research results. According

to the final experiment, the detection experiment is carried out for college students' curiosity hunting psychology. Firstly, the influence degree of different factors on curiosity hunting psychology is determined, and then the influence effect of each visual feature in the factors on curiosity hunting psychology is determined.

Results: As shown in Table 1. When using blue technology, the color should be highlighted. When highlighting the cultural connotation, we should try to show its story in the drawing process. If visual performance is emphasized, red with high saturation and low lightness can be used as the background in a large area. No matter how you draw, you need to keep the low lightness and mystery of the picture. In terms of the impact of visual characteristics on curiosity hunting psychology, scientific and technological factors can most cause curiosity hunting psychology, followed by cultural factors, and visual factors have the least impact on curiosity hunting psychology. Among the scientific and technological factors, "biochemical" and "mechanical" characteristics can most cause college students' curiosity seeking psychology. Among the cultural factors, "terrorism" can most arouse the curiosity seeking psychology of college students.



Figure 1. Sample image

Table 1. Summary of public factor and perceptual vocabulary sample scores

Common factor	Perceptual vocabulary	Sample with the highest score	Lowest score sample
Science and technology factor	Low tech - high tech	Y5	Y2
	Past - future	Y5	Y2
	Original-transformed	Y8	Y2
	Submissive - rebellious	Y4	Y6
Cultural factors	Orderly-chaotic	Y3	Y6
	Utopian- anti Utopian	Y7	Y6
Visual factor	Bright - dark	Y2	Y4

Conclusions: The semantic quantitative relationship between modern young people's perceptual cognition, curiosity hunting psychology and cyberpunk style is conducive to the design positioning of illustration, stimulate young people's curiosity hunting psychology and make illustration more popular in the market. The design method of this study and the practical works of cyberpunk illustration design provide a reference for other style illustration design.

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ANALYSIS ON THE INFLUENCE OF COLLEGE TEACHERS' PROFESSIONAL IDENTITY PSYCHOLOGY ON JOB PERFORMANCE

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Background: In college education and teaching, the ability level of teachers is an important factor to ensure the teaching quality. However, some studies have proposed that the ability level of teachers is not enough to fully reflect the teaching quality of teachers in college teaching, and the work performance in the evaluation of teaching quality is also determined by teachers' professional identity. Teachers' professional quality and sense of identity have a significant impact on their teaching level. Generally speaking, the more positive the recognition psychology of teachers' profession, the more obvious the teachers' teaching passion reflected in daily teaching, and it is easier to drive the students' classroom learning enthusiasm. Teachers' professional quality is the degree of teachers' working hard. The classroom atmosphere brought by more dynamic teachers is easier for students to feel the charm of the subject and receive teachers' teaching knowledge. Some studies have proved that there are significant differences in the content and teaching methods of the teaching plans formulated by teachers with different degrees of professional identity psychology. The teaching plans formulated by teachers with higher professional identity are closer to the students' daily learning level, while most of the contents of teachers' teaching plans with low identity are biased towards teaching materials. Therefore, in college teaching, cultivating and improving teachers' professional identity psychology can effectively improve teachers' teaching level and teachers' work performance, which plays a positive role in the development of colleges and universities.

Teachers' professional identity psychology is teachers' recognition and sense of belonging to teaching. At the same time, psychology believes that identity psychology is a kind of psychological cognition, and the generation of identity psychology is the individual's psychological demand for the outside world. Some psychological studies have proposed that professional identity psychology includes different psychological contents such as individual psychology and social psychology, and the research believes that the individual psychology and social psychology in teachers' professional identity psychology can intervene teachers' cognition and change teachers' professional identity psychology. In the group of teachers, the recognition psychology of teachers' profession is the recognition of teachers' education and teaching, that is, the psychological needs of teachers for the results of teaching. When the teachers' psychology of professional identity changes, the teachers' comprehensive teaching level will also change to varying degrees. Therefore, in order to study the correlation, this study analyzes the impact of teachers' identity psychology on Teachers' work performance, so as to evaluate the impact of identity psychology on Teachers' work, in order to provide the development direction for higher education.

Objective: To explore the current situation of teachers' identity psychological performance in higher education, analyze the impact of teachers' identity psychology on teachers' work performance, analyze the changes of teaching quality in the changes of teachers' work performance, and then explore the development path of higher education reform.

Subjects and methods: 15 teachers from 10 different majors in a university were selected as the research object. Through follow-up survey and interview, the recognition psychology of teachers to the profession was understood. Regular job performance evaluation was conducted on 50 teachers. The results of Excel and teacher performance evaluation were used, and the correlation analysis was used to evaluate the impact of teachers' professional identity psychology on teachers' job performance. On the basis of relevance evaluation, this paper constructs a scheme to improve teachers' job performance, and analyzes the changes of teachers' professional identity psychology and job performance under the new scheme. The evaluation of teachers' professional identity psychology and job performance adopts the 0-10-point system. 0 indicates poor and 10 indicates very good.

Results: The psychological evaluation of teachers' professional identity includes teachers' teaching