projection, personal natural intention and regularity of patients with mental diseases. It is conducive to the whole process of psychological adjustment. In particular, the film and television works with wisdom and profound philosophy tell the truth of life in the form of fables, effectively helping visitors gain a constructive understanding of life. Art mainly comes from life. The content of drama, film and television performance is usually close to people's life. Events in life are interpreted through different roles, so as to express the correct attitude towards life and point out the right direction for people's life development. In the development of drama, film, television, literature and art, film and television are mainly used as the media to reflect China's modern living standards, and can use image thinking to reshape the artistic image and produce the artistic image that has a great impact on people. Therefore, dramatic conflict is the essential characteristic of dramatic literature. The jumping characteristics of film and television literature. Film and television literature is quite different from traditional literature. The main reason is that film and television literature organizes and describes things by the special thinking law of film and television art. Film and television literature researchers call it montage thinking. In film and television literature and art, montage thinking runs through the whole film and television literature and art, not only reflected in the connection of film and television lens, but also reflected in the script of film and television literature. Therefore, film and television literature has jumping characteristics. Through the jumping characteristics of film and television literature, it can show different meanings from different aspects, so as to meet people's needs for film and television literature.

Objective: People in today's society generally have the characteristics of poor psychological endurance and adjustment ability, psychological problems such as interpersonal disorder, low self-esteem, depression, lack of strong will and even psychological diseases. It is an inevitable requirement to improve people's mental health. Adopting film, television, drama, literature and art therapy to carry out targeted psychological treatment for the audience is a new way to improve the psychological health education of the audience, and can provide reference for the exploration of non drug therapy in the related psychological field.

Subjects and methods: This study adopts the form of online questionnaire, which is distributed to 200 audiences with negative psychological emotions. A total of 200 questionnaires are distributed, and 200 valid questionnaires are recovered, with a recovery rate of 100%. Through the content of the questionnaire, this study can analyze the impact of film and television drama literature and art therapy on the audience's negative psychological emotions, and let the audience rate their anxiety level. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: As shown in Table 1, the scores of SAS and SDS were significantly lower than those before the intervention ($P < 0.05$).

Table 1. Anxiety and depression of audience before and after entertainment of news communication

Scoring method	Intervention time	Score
SAS	Before	54.68
	After	43.80
SDS	Before	56.35
	After	42.91

Conclusions: Under the background of new media, the application of film, television, drama, literature and art therapy to the psychological health education of the audience will certainly promote the development of social psychological health education, make the psychological health education become a life oriented and life-oriented education, and become a real education into the hearts of the audience. In the future practical work, according to the actual characteristics of the audience, it is necessary to further study the connotation, mechanism and form of film and television drama literature and art therapy, and try to explore a more scientific treatment mode through the comprehensive use of film and television drama literature and art therapy and other psychological counseling technologies, so as to add to the psychological health education of the audience.

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INFLUENCE OF CREATIVE PRODUCT DESIGN CONCEPT ON PUBLIC AESTHETIC CONSCIOUSNESS FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: The perception of color belongs to the category of human visual perception, and human visual perception depends on the existence of light. Light is the precondition of color production. People need to go through the process of light, eyes and nerves to see color. Light enters the vision through three forms: light source light, transmitted light and reflected light. People are always in touch with color in their daily life and the psychological effects that color brings to people. The physiological and psychological effects of color come from the direct impact of physical light stimulation of color on human physiological occurrence. The influence of color on human physiology and psychology includes: first, cold color and warm color are the physical classification of color according to psychological illusion. Second, the lightness of color will also bring people psychological illusion. Third, the purity of color will also bring people psychological illusion. Designers often use the psychological illusion brought by this color to skillfully design product color to achieve its good functionality. Color has its own physical attributes, and color has existed in human society for a long time, and has its social attributes under the influence of many factors such as human history and culture. The social psychological factor of color is a psychological reflection formed by people according to the development law, guidance and experience of human history and culture.

Cultural and creative product design is an important part of the cultural and creative industry. It is the perfect combination of creativity and design. It is the process and result of presenting the designer's creative design thinking and complete design intention through design. With the rapid development of social economy and the impact of emerging industries on the market, all fields are facing new challenges. Under the current situation, we should pay more attention to "design", "culture" and "innovation", which also provides opportunities and platforms for the design of cultural and creative products. In the design of cultural and creative products, modeling, color and materials are important components. Color is not a relatively independent existence, but a link and bridge between the two. Color is one of the expression languages in the design of cultural and creative products, which can meet people's daily aesthetic needs. The visual impact of color will cause people's desire and curiosity for cultural and creative products. Therefore, from the perspective of color, it is necessary to explore the role and emotional expression of color in the field of cultural and creative product design, which can not only promote the mutual reference and integration of multiple categories and disciplines of the cultural and creative industry, explore a color system more suitable for the design of cultural and creative products, but also improve the artistry of the cultural and creative industry.

Objective: The relationship between design and color psychology is very close. Color is not only one of the important elements of design, but also determines the design style and positioning. Color has its natural attribute and social attribute. After people are familiar with these two attributes, they apply them in the design to help complete their design intention. The application of color in design can not only reflect the design style of products, but also play a certain consumer oriented role. Therefore, the purpose of this study is to explore the impact of creative product design concept on public aesthetic consciousness from the perspective of color psychology.

Subjects and methods: 100 design majors in a university were selected, 200 questionnaires were distributed, and 200 were recovered. The recovery rate was 100%. All the college students were 18~21 years old, with an average of 19.9 ± 1.7 years old. The self-designed scale was used to analyze the impact of creative product design concept on college students' aesthetic consciousness from the perspective of color psychology. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Table 1. *t*-test of statistical mean of subjective questionnaire evaluation

Color	Population	Female	Male	*Sig*.
B	3.2±2.3	2.7±2.3	4.3±2.1	<0.01
D	4.5±1.9	4.2±2.1	4.9±1.4	<0.01
A	4.8±2.3	5.7±1.7	3.5±2.8	<0.01
E	4.3±1.8	4.5±1.8	3.8±1.9	<0.05
F	2.4±2.2	2.3±2.1	2.6±2.4	>0.05
C	1.8±1.4	1.9±1.4	1.8±1.5	>0.05
G	3.8±2.1	3.7±1.8	4.2±2.7	>0.05
H	3.3±2.3	3.3±2.4	3.3±2.1	>0.05
Uniformity	0.7±0.5	0.7±0.6	0.7±0.6	>0.05

Results: The *t*-test results of statistical mean of subjective questionnaire evaluation are shown in Table 1. Boys' and girls' preference for milk white, light pink, pure black and coral color was statistically significant

(P < 0.05 or P < 0.01). The contrast between boys and girls in other colors was not statistically significant (P > 0.05). Among them, pure black (A), milky white (B), smoke gray (C), light pink (D), coral red (E), orange yellow (F), iron blue (G) and lake green (H).

Conclusions: Color plays the function of language and information in the design of cultural and creative products. Through the comparison and reconciliation of hue, lightness, purity and other elements, in the design of cultural and creative products, it can not only show the cultural significance hidden in the product function and form, but also stimulate people's emotional resonance and transfer emotional experience. The influence of color on products is enough to determine the success or failure of design. Therefore, as a designer, he must understand people's demand for color and the psychological impact of color on people and apply it well.

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RESEARCH ON THE INFLUENCE OF VISUAL COMMUNICATION DESIGN ON CONSUMER PSYCHOLOGY UNDER COLOR PSYCHOLOGY

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Background: In the process of visual communication design, the use of color in place and the resonance of business owners are the necessary process for the success of design. A clear understanding of color psychology is very important for a designer. In the theoretical category of design psychology, color psychology is divided and applied from the way of perception. In the theory of design psychology, it is believed that any kind of design is inseparable from color. Designers and viewers have rich knowledge of the color of design products. Some Japanese scholars have summarized people's color feelings into seven types, namely, cold and warm, light and light, soft and hard, strong and weak, light and dark, quiet and exciting, and plain and beautiful. The cold and warm sense takes orange and blue as the poles, red as the warm pole, and then transits to the blue cold pole in turn, because there is also the division of the cold and warm color system. From the concept of color psychology, the color of warm color system is more important than that of cold color system, which is defined by the general feeling of color generated in people's daily life. The lightness and darkness of colors are related to the lightness and lightness of colors. For example, black feels very heavy and dark, while yellow orange feels very light and bright. These are related to the universal visual perception of people's life experience. The sense of tranquility and excitement is more direct to distinguish colors from color emotions. Experimental research shows that the degree of grip strength performance is different in different color rooms. Designers generally grasp the color of design works only after clearly understanding the color psychology, and attach it to the modeling with association and enterprise connotation, so as to form graphics, and then form a complete icon or identification system. In the enterprise visual image design of visual communication art design, such as logo design, the means of expression only includes two parts: the shape of logo and the color of logo. The use of shapes and colors is a necessary means of artistic expression for designers when expressing the connotation of corporate culture. These two means of artistic expression are intended to visually increase the association and interest of the audience or consumers, so as to increase consumers' impression of the corporate image or brand.

Objective: As a new form of art in the art category, art design abstracts the essence of traditional art, promotes more modern visual needs, and provides more convenient aesthetic services. As a comprehensive modern art, it needs to integrate more understanding of the connotation of art and more generalization of sociological knowledge. Of course, it also needs to integrate more extensive knowledge application. Psychology plays an important role in the application of visual communication art. The proper application of psychology can make it easier for the audience to understand the connotation of design, and also make the audience have a better resonance with artists such as designers. Therefore, this study aims to explore the impact of visual communication design on consumer psychology under color psychology.

Subjects and methods: 1200 community residents in a certain city were selected for consumption psychological evaluation. The evaluation scale was the self-designed consumption concept classification scale. The scale designed some questions on different consumption concepts, evaluated community residents, judged by "yes" and "no", and classified into five consumption concepts according to the responses. During the research, the psychological status of community residents was statistically analyzed by SPSS20.0 and excel.

Results: The results show that the practical consumption view is the first consideration of consumers' purchase decision. The frugal consumption concept means that consumers are sensitive to the purchase