

basis for discovering and treating the physical and mental health of the elderly. So as to help medical staff find the inducing factors of related diseases in time, which is of great significance to the protection of anxiety and mental health of the elderly. Firstly, this paper analyzes the insomnia disorder population, and locates the target population of this study as the elderly population. Then it analyzes the physiological and psychological conditions of the elderly, understands a series of inconvenient factors caused by physical decline, and analyzes the design principles of elderly products according to the physiological and psychological conditions of the elderly.

Key words: sleep anxiety - insomnia disorder - health concept

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ANALYSIS ON THE EXPRESSION OF OPTIMISTIC EMOTIONAL FACTORS IN LIGHT COLOR CLOTHING DESIGN

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In recent years, the production and marketing scale of China's garment industry has shown an overall expansion trend. According to authoritative statistics, in the existing clothing consumption, the demand for light color clothing accounts for the vast majority of the whole consumption scale. It is expected that in the future, with the development of the national economy, the number of middle class in consumer groups will increase. This paper studies the proportion of light color clothing consumption, the level of positive and optimistic psychological factors in the population, and the overall clothing consumption trend is promising. Human needs are the main motivation of design. At the same time, people are also the object and subject of design. Therefore, whether it is designed for people or the relationship between the design object and the subject will be expressed in a specific optimistic mood, and this positive emotional design is based on the theory of design psychology. This paper studies the relationship between them. Provide reference for fashion design in the industry.

Key words: garment industry - light color design - emotional application

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AN ANALYSIS OF "CONFIGURATION" AND "COLORING" OF CHILDREN'S SHYNESS - A NEW DIMENSION BASED ON ARNHEIM'S VISUAL PERCEPTION THEORY

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Arnheim is a psychologist and aesthetician. His book art and visual perception applies psychology to the research in the field of art to analyze people's visual perception efficiency. After reading Arnheim's art and visual perception, I found that many of the ideas in the book are similar to the concept of sculpture. Therefore, this study takes the visual perception theory of "configuration" and "coloring" of children's shyness psychology as the research object to explore the relationship between visual perception and realistic portrait sculpture. Taking the theory of "form" and "force" as the main research object, this paper analyzes the application of visual perception theory in personal sculpture practice. This paper studies the application of Arnheim's visual perception theory in children's shyness, and puts forward the function and significance of Arnheim's visual perception theory in logo design.

Key words: children's shyness - arnheim's visual perception theory - art and visual perception

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CONSTRUCTION AND EXPANSION OF ARTISTIC FORM LANGUAGE IN OPTIMISTIC AND POSITIVE PSYCHOLOGICAL VISUAL COMMUNICATION DESIGN

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The application of visual psychological color elements is an indispensable part of visual communication design concept, that is, design scheme. In order to further analyze the application of visual color elements in optimistic psychological visual communication, this paper focuses on the application and analysis of visual color elements in optimistic psychological visual communication design. Digital media technology promotes the modern development of psychological and visual communication design, and makes the design characteristics change from two-dimensional to multi-dimensional, from static to dynamic. While accurately transmitting information, pay attention to the interactive experience and the artistry and culture of the works. The Internet and electronic technology in the digital age have brought too many surprises and practicability to people. With the progress of the times and the continuous growth and development of the spiritual industry, the composition of artistic form language in its communication design has become the wind vane of the new era. As learners and practitioners of visual communication design, we need to integrate the new visual communication design into the application interface design.

Key words: visual analysis - color elements - information transmission - optimism

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THE RELATIONSHIP BETWEEN MELANCHOLY PSYCHOLOGY AND EMOTIONAL EXPRESSION OF DARK CLOTHING DESIGN

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The feeling of dark color stimulates people's vision to express their melancholy feelings. Music uses melody to express the composer's emotion, and literary works use words to express the rich positive emotions of literati and poets. It can be said that melancholy emotion permeates all aspects of life, and man-made things must reflect human wisdom and emotion. In the field of fashion design, due to the solidification of thinking, many designers are confused about the design goal of product quality. They can not break through the shackles of the inherent mode and thinking inertia, and it is difficult to create excellent works (products). This phenomenon that generally puzzles designers' design shows that design inspiration is not only difficult to capture, but also often exhausted. Through the screening, selection and analysis of graphic emotion in melancholy psychological emotion notes, the systematic general thinking emotion and design framework are transplanted into the professional expression of fashion design, so as to promote the rediscovery and secondary sorting of inspiration, which is also the innovation of this paper.

Key words: fashion design - visual communication - melancholy emotion

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INTERACTIVE DESIGN OF SMART HOME SOFTWARE BASED ON USER'S SPIRITUAL SENSITIVE EXPERIENCE

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With the development of Internet of things technology, the new era of smart home has come and shows great development prospects. Improving the spirit of smart home products and satisfying the interactive experience is also the key to the success of home smart product research and development. As a new household product with strong interaction and emotional experience, smart home is closely related