

## BLENDED TEACHING DESIGN OF ART BASIC COURSE IN COVID-19 BASED ON COGNITIVE LEARNING PSYCHOLOGY

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**Background:** Novel coronavirus pneumonia was affected by the new crown pneumonia in early 2020. Primary school and University in all parts of the country adopted strategies such as delay in opening and online teaching, in order to reduce cross infection between teachers and students and promote normal teaching progress. Based on the impact of the epidemic on normal teaching and scientific research, the current exploration of mixed teaching mode can be practiced and fed back in time, which will be of great benefit to the future art curriculum reform. "Hybrid" teaching was first proposed by foreign training institutions. It is a teaching mode with complementary advantages of traditional teaching and network teaching. Education not only inherits the knowledge and skills of art in its own way, but also extracts the unique educational function of art learning activities to enable people to achieve better development. Therefore, the author takes the teaching of basic art courses as the research object, and explores the painting classroom teaching from the perspective of cognitive development psychology, in order to help students improve the knowledge of basic art courses and better promote the development of cognitive ability.

**Subjects and methods:** Art basic course is an important branch of the education system. Aesthetic education plays a role of bridge and link in many disciplines. Affected by the epidemic of New Coronavirus pneumonia, schools have delayed their studies, and all kinds of courses have been taught on the Internet and online. In terms of basic art courses, in this epidemic, we can explore the "hybrid" teaching mode in many aspects, such as online teaching, offline classroom teaching, and the integration of the spirit of the times and course content embodied in the "new crown" epidemic.

**Results:** The author believes that although compared with the traditional teaching mode, mixed teaching still has some problems in the trial stage. For example, students with poor learning habits have poor autonomous learning ability, and interactive teaching is not conducive to such students' learning. In addition, the network conditions of some schools and students do not support the promotion of network teaching. However, as teachers in the "new era", we should reform and adjust in time in combination with the curriculum content and students' learning state. In teaching practice, we can choose the teaching mode that can achieve the best teaching effect according to our own actual situation.

**Conclusions:** To sum up, the author believes that the basic art course is not a subject course that simply teaches students' skills, but more an enlightening course that promotes the development of students' abilities in all aspects. In painting classroom teaching, educators should master the law of students' cognitive development and focus on different teaching priorities at different ages, so as to stimulate children's interest in painting courses.

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## RESEARCH ON CROSS-CULTURAL SOCIAL COMMUNICATION BEHAVIOR BASED ON PSYCHOLOGICAL PATH

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**Background:** When people from different cultures come together and they feel "strange" to each other, cross-cultural communication begins. In a general sense, cross-cultural communication is a social behavior that touches people's mind and expresses people's cultural psychology. The so-called cross-cultural means that people involved in communication not only rely on their own codes, habits, ideas and behavior, but also experience and understand all the relationships between each other's codes, habits, ideas and behavior. This includes all self characteristics and strangeness, identity and strangeness, diligence, easygoing and danger, and the relationship between normal things and new things that work together on people's central behavior, ideas, feelings and understanding. Therefore, the study of cross-cultural communication means that we have to take the path of psychology.

**Subjects and methods:** From the perspective of anthropology, we can grasp the special value of psychological methods in analyzing the phenomenon of cross-cultural communication. Let researchers integrate into a certain culture as "strangers" and obtain the special psychological experience of cultural exchange in participatory observation. Understand the perception and conflict of culture in daily life,

and combine the understanding of cultural structure and history obtained through "deep description" with people's attitude, interest, temperament, empathy and other psychological factors to form an overall understanding of the relationship between culture and communication behavior.

**Results:** The research of cross-cultural communication psychology directly comes from anthropology and national psychology in the 19th century. However, the early research in these fields also follows the concept of racial hierarchy and is used to exploring the process of changing the cultural characteristics of a primitive cultural group due to its contact with developed cultural groups, with the stale smell of colonialism.

**Conclusions:** The vision of anthropology has been greatly expanded. It can better help people understand the communication activities in the cultural and social context. Let people feel that cross-cultural communication is always a process related to a specific culture and will be affected by various social factors. At the same time, it is also a continuous process of meaning production, which will undoubtedly help us to break the psychological research limitations of rationalism and universalism. Of course, we should not forget that after the 1930s, the new psychoanalytic school revised and abandoned Freud's instinct theory and pan sexism, and put the factors such as culture, social conditions and interpersonal relations in the first place of the personality theory and treatment principle of psychoanalysis, thus promoting the development of cross-cultural psychology and interpersonal relationship psychology. Nowadays, psychology, which is integrated into the realistic context of cross-cultural communication activities, can better illuminate the landscape of cultural spiritual expression.

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## **APPLICATION OF DESIGN PSYCHOLOGY FROM THE PERSPECTIVE OF VISUAL AESTHETICS IN INFORMATION INTERACTION DESIGN**

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**Background:** Under the background of global informatization, the concept of user-centered in information and interaction design is becoming more and more popular, and the role of design psychology in interaction design is becoming more and more obvious. Based on the introduction of the concepts of design psychology and information interaction design, this paper puts forward some principles and methods to realize the interaction design of design psychology. A comfortable and beautiful interactive design can not only improve the user experience, establish a good brand impression, increase the enterprise income, but also affect the design style in other fields.

**Subjects and methods:** As a discipline closely related to design, design psychology is playing an increasingly important role in contemporary design, especially in interactive design. Based on the concepts of design psychology and information interaction design, this paper further analyzes interaction design and psychology, and summarizes the principles and methods of interaction design in design psychology. In the design, we should pay attention to the needs of users. Taking users as the center, we should not only meet the design requirements of usability, but also pay attention to the psychological needs of users in the process of use.

**Results:** This paper holds that in information interaction design, we should timely and accurately understand the real needs of users and constantly explore the innovation of design. Understand the similarities and differences of history and culture and the habits of social life, and design more efficient, convenient, comfortable and interesting products. Explore the internal needs of different types of users, and design an interaction mode suitable for users, so that users have a user-friendly, easy-to-use and friendly experience.

**Conclusions:** In the era of mobile Internet, design is increasingly affecting people's life. In addition to paying attention to the practical durability of the product design itself, the current design considers people's spiritual psychological needs more. An excellent art design work must be the result of a certain understanding and Research on people's psychological needs. Designers should not only have a mature theoretical support for interface design from the visual aesthetics of the surface, but also have a more in-depth study on interface design from the aspects of visual thinking, information communication, psychology and human-computer interaction.

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