

successfully make the right connections to the outside world. Classical music can be a medium for one's self-expression, enriching one's emotions and promoting one's self-growth.

**Subjects and methods:** In this study, the method of music interventional therapy was accepted type music therapy. It was through listening to music, using music-muscle relaxation training and music-imagination to cause various physiological and psychological experiences.

**Study design:** Through active and passive relaxation training, the subjects gradually shorten the time of relaxation of musicality muscle after they are familiar with the relaxation essentials so as to enter the relaxation stage in a short period of time. Under the guidance of the therapist, the subjects practiced relaxing and tensing, and the different parts of the body were trained to experience different sensations of relaxation. After repeated practice, the music became a conditioned response to relaxation. Music imagination refers to the free imagination in the background of special music. Guided music imagination refers to the whole process in which the therapist chooses music, sets imaginary scene, and guides and controls musical imagination. Through the method of music imagination to guide people to imagine the beautiful things, the situation, enhance their ability to bear and actively cope with the pressure.

**Methods:** Randomly selected a psychological hospital 60 subjects, which are voluntary participation. Complete the Symptom Checklist anonymously before the test. The main psychological problems of the subjects included: (1) Stress reaction, which mainly manifested as mild emotional tension, hypersensitivity, fatigue and weakness; and depression, anxiety, and autonomic neurological dysfunction, etc. (2) Adaptation to adverse reactions, mainly manifested in depression, worry, anxiety, etc.; some individuals even have behavioral disorders. After introducing the characteristics of music and the role of music therapy, the subjects were given a Symptom Self-Rating Scale. After completing the questionnaire anonymously, the data were retrieved and analyzed. The effect of music intervention therapy was evaluated by comparing the data before and after music intervention therapy with symptom scale.

**Results:** Before and after the test, the data of SCL-90 were compared, and the results of SCL-90 were as shown in Table 1. It can be seen that the subjects' comprehensive scores decreased. Thus, the use of classical music songs for music intervention therapy has achieved certain results, can effectively solve the mental health problems of the subjects.

**Table 1.** Symptom self-rating scale data for subjects before and after testing.

	Mean	n	St.Deviation	Std.Error Mean
Score before classical music intervention	68.97	60	25.41	6.25
Score after classical music intervention	59.42	60	28.57	4.68

**Conclusions:** Music does play an important role in the treatment of modern mental and physical illnesses. Patients with mental illnesses can gain health from classical music and get rid of stress. But music cannot be treated as the main method, it is an auxiliary therapy on the basis of medicine, psychology and cannot exist independently, the three of them are closely related to each other and cannot be separated. Only when the three are better combined can the best effect be achieved, giving everyone a healthy and happy life.

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## ROLE OF COLOR PSYCHOLOGY IN ART DESIGN

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**Background:** Color is regarded as a natural phenomenon from the analysis of natural principles. Its production is the result of the interaction of light, object and vision. In the history of human social development, color brings people a strong visual impact, but also to the hearts of people have a subtle implication, let a person remember. Therefore, the role of color is not only intuitive feelings, but also manifested in the psychological, color can even change people's emotions. Only a profound understanding of the psychological role of color, in order to comprehensively use color to create a more excellent works. Reasonable play to the role of color psychology in the design of art products has a positive impact on stimulating the purchase desire of consumers and increasing the economic efficiency of enterprises. With the wide application of color psychology in various fields of modernization, the information transmitted in the design of art products shows strong attraction, which not only further increases the added value of

products, but also promotes the market competitiveness of products. It is of great practical significance to build brand image and enterprise image.

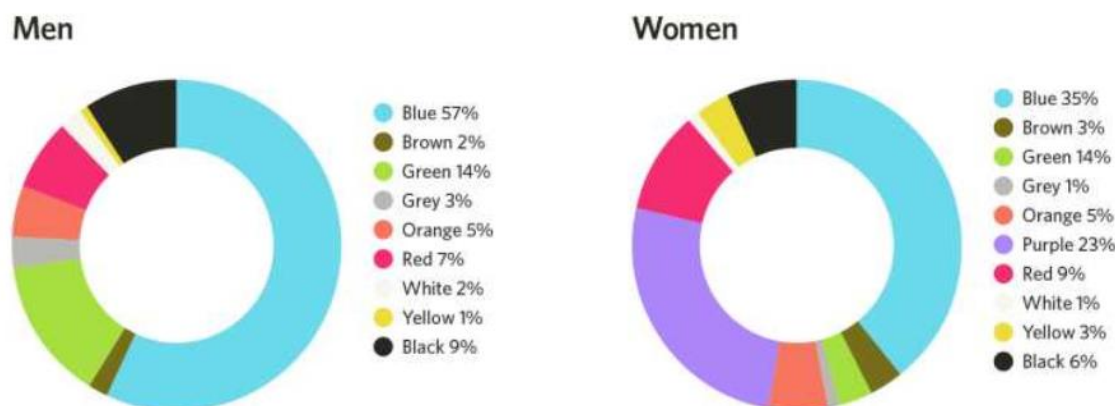
**Objective:** Visual plays a very important role in art design, and there is a certain relationship between color, emotion and psychology. This study analyzes the perception, association and symbol of color from the perspective of color psychology, and sums up the basic knowledge of color psychology in depth, so as to have reference value for product design and logo design, and to enrich the theoretical system of color art.

**Subjects and methods:** Although color is received through the viewer's vision, but the viewer's reception of the vision can cause a full range of perceptual processes, including thinking, memory and speculation. In this process, the basic characteristics of color, cold and warm, and the form of expression of color space will achieve the effect of color art design through the impact on people's psychology. Color association is also Omni-directional, including color association of cold and warm, color association of strong and weak, color association of light and light, color association of gorgeous and simple, color association of light and melancholy, color of excitement and quiet contact and so on.

**Study design:** Questionnaires and interviews were conducted among people of different occupations and ages. 300 questionnaires were distributed and 276 were retrieved. 30 people were randomly interviewed for one-on-one interview.

**Methods:** The questionnaire and interview mainly included the initial cognition of different colors and color association, giving a certain color, and the impact of color on the subjects.

**Results:** People of different ages, genders, occupations, personalities and educational backgrounds have different associations with color, as well as different color preferences, such as men who prefer bold colors and women who prefer soft colors, in line with GREGORY's findings (as Figure 1).



**Figure 1.** Men's and women's favorite colors (The Psychology of Color in Marketing and Branding, by: GREGORY CIOTTI, 17.5.2016).

The investigation found that the psychological functions of color mainly include:

(1) Associative function. People will think that the same color, gender, age, living environment, quality, professional work and other aspects of different feelings, from this point of view, the role of color is subject to subjective control, but the color itself will have an objective impact. For example, yellow can represent the joy of food harvest, can also represent the loneliness of the leaves withered. Therefore, designers should give full play to the color in the art design of a wide range of associations, to the crowd the feeling of beauty, to expand the design of people's imagination.

(2) Symbolic role. The symbolism of color is slightly different for everyone because of their different personalities, geographical reasons and the educational environment they receive. That is to say, different colors mean different things to each person, region and ethnicity. For example, the tolerance, warmth and kindness of yellow symbolizes Buddhism, while the darkness, despair and mystery of black symbolize hell. Designers should adopt different color combinations according to different situations so as to make people accept and like art and design.

The application of color in art design needs to fully consider the psychological and emotional factors of color. From the perspective of age, children tend to prefer pure colors and warm colors. As they grow older, mixed colors and cool colors should be used more frequently in works of art that represent adults. From the perspective of personality, most people with affectionate and outgoing feelings prefer warm colors with higher purity. Therefore, we can also classify people's personalities into warm colors and cool colors. From the perspective of education, people with higher education prefer quiet colors to dilute the excessive information they receive, and prefer elegance. In addition, gender, region and other factors should be considered in color art design. The close relationship between color psychology and art design can express

artistic tension more accurately and prominently.

**Conclusions:** It is necessary to emphasize its decorative and expressive characteristics when creating color painting. Color space can be divided into different areas by means of random, cross, repetition and so on. Different color blocks can be formed in different images. When recombining and arranging the color space, the designer can deal with and control it according to the subjective needs, construct different segmentation methods of the color space, and cultivate mature design color psychology.

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## BEHAVIOR PSYCHOLOGY AND MOTIVATION OF KOREAN HORROR FILMS

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**Background:** Horror movies mainly use visual, auditory and psychological stimuli to make the audience feel a kind of horror in the process of watching the movie. It is precisely because of this horrible feeling that it is suitable to attract more audiences. Make it feel stimulating during the viewing process. For horror movies, people will present a psychological and emotional cycle of “tension-elimination of tension-tension” in the process of watching. The horror emotions are the most primitive emotional factors in human emotions and are related to people’s biological lives. It is closely related, and it is also a full manifestation of human life and social background. For Korean horror movies, they have gone through different stages in the development process, and there have been many limiting factors, but the overall artistic value orientation and cultural characteristics have won a relatively good reputation. Due to the particularity of its art form, it gradually presented an art form with unique Korean characteristics. Examining the behavioral psychology and motivations of Korean horror movies will provide a better understanding of the types of horror movies and the psychological state of people.

**Objective:** Psychological horror movies not only draw on the genre elements of various types of movies, but also have their own characteristics. Its type characters are more or less suffering from a certain psychological disorder. The shadow of childhood and external stimuli affect the type of characters. Under the action of these factors, hallucinations and multiple split personalities have become the type elements of these characters. The choice of narrative space for psychological horror movies follows the creative rules of horror movies. The closedness includes the sense of depression produced by physical space and psychological space, and is directly related to the closed mentality of the types of characters shown in psychological horror movies. The research on psychological horror movies only stays at a brief introduction as one of the sub-types of horror movies, and there is no systematic and comprehensive analysis of the development process, artistic characteristics, and creative rules of such movies. Therefore, this study analyzes and studies the behavioral psychology and motivation of Korean horror movies.

**Subjects and methods:** Adopt interview method, mainly interview 30 people, let the interviewee watch 5-10 Korean horror movies in advance, and interview them for 50-90 minutes, including the characters in the movie, the storyline, the characteristics of character creation, shooting techniques, etc.

**Study design:** During the interview, the emotions and specific expressions of different interviewees were recorded by means of audio recordings and notes. At the same time, after the interview, a group discussion was adopted to summarize and discuss the aesthetic analysis, creative motivation analysis, plot discussion and film quality evaluation of Korean horror movies.

**Methods:** Use statistical software to statistically process the respondent’s answers to the interview content.

**Results:** Compared with other countries’ film formats, Korean horror movies will have a brand new feeling during the viewing process. At the same time, they can also make people experience the fun of watching the movie and sublimate the potential warmth. There are many similarities between the basic genres of Korean horror films and the development of films. The problems and achievements in the development process are common. For example, some Korean horror films will continue to pursue maximization of profits during the creative process, and pay attention to the basic form of appearance, resulting in the continuous neglect of artistic forms and content creation. Moreover, at the same time as the social and economic development, many film creators only realized the commercial value of the film, so mass-produced botched films appeared. However, their duration was relatively short. The emergence of these phenomena is very important to the Korean horror film industry. The development of the country has caused constraints. Therefore, in the development of Korean horror movies at this stage, the quality of the