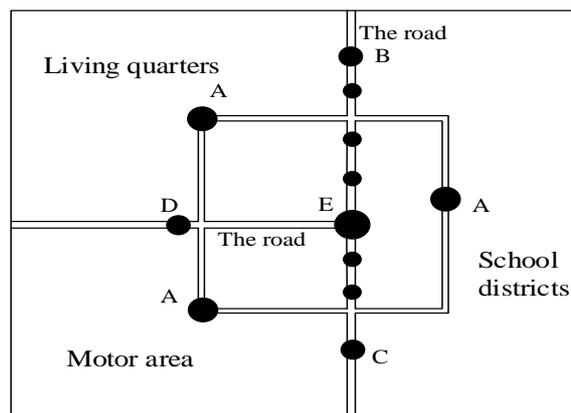


Similar to other functional Spaces, they all aim to serve the needs of consumers. However, different from other functional Spaces, urban architectural space is hardly set up alone, but is arranged in combination with other functional Spaces. In order to fully meet the consumption demand of consumers in different times, urban building space in the layout, respectively has the following layout: layout in living areas, such as the teaching areas, sports areas within A single function partition (as shown in Figure 1 A), the main commercial space in general this is suitable for in the central regions of the functional partition, the surrounding area can be combined with dot commercial space Settings; it is arranged at the junction of the teaching area and the living area (point B); it is arranged at the junction of the teaching area and the exercise area (point C); it is arranged at the junction of living area and sports area (D point); it is arranged at the junction of teaching area, living area and sports area (Point E), due to its wide service scope, this mode is mostly set at important road nodes or urban distribution centers, with large commercial scale and diverse forms.



**Figure 1.** Urban architectural space planning results considering consumer psychology.

**Conclusions:** Urban architectural space planning and environmental design should pay attention to the connection between urban architectural space and the overall space; pay attention to the integrity of the external environment of urban buildings and the environment; pay attention to the coordination of the scale of architectural space and surrounding commercial spaces. The specific strategies are as follows: 1) Urban building space planning and layout strategy: set separately in each functional zone; set at the junction of different zones. According to the specific situation, the three forms of point, line and surface are combined and set. The organization and connection of commercial space is mainly through the unified connection of road traffic and environmental design style. 2) Urban space environment creation strategy: strengthen the recognizability of urban buildings; create a good shopping atmosphere. Humanistic environment construction strategies are: pay attention to the communication of urban architectural space; pay attention to the humanization of architectural space; pay attention to the cultural nature of architectural space. The landscape environment construction strategy is: pay attention to the detailed treatment and humanized design of each landscape element. 3) The commercial construction format strategy focuses on the catering industry and commodity sales industry, as well as the life service industry; appropriate adjustments to the commercial space should be made according to the surrounding commercial conditions.

The significance of this research lies in: proposing reasonable planning strategies and environmental design suggestions for urban architectural spaces, in order to bring certain help to the healthy development of college commercial spaces.

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## REFORM SCHEME OF COLLEGE SPORTS TRAINING MODE BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology holds that school, as a social organization, has a complex nature, while

class is a relatively independent psychological unit in the social organization of school. The level of interaction between teachers and students directly affects the teaching effect. The traditional teaching pays attention to the teacher in the classroom the importance, neglects student's main body status, over time will let the teacher and the student have some estrangement psychologically. From the perspective of social psychology, modern teaching theory puts students' autonomous learning and independent personality in the first place, and pays attention to the equal communication and interaction between teachers and students. Therefore, it is of practical significance to introduce social psychology into the model reform of physical training courses in colleges and universities to improve the psychological barrier between teachers and students and to enhance students' participation in courses.

**Subjects and methods:** In order to understand the importance and demand of all kinds of knowledge and ability in the actual work of teachers, understand the requirements of employers for all kinds of knowledge and ability in the actual work of physical education teachers, and understand the gap between the knowledge and ability of physical education teachers and the actual requirements of employers, the questionnaire on physical education teachers and the needs of employers are designed on the basis of following the basic principles of questionnaire design and interviews with relevant experts.

**Study design:** A total of 200 questionnaires were distributed to PE teachers in many colleges and universities, with a recovery rate of 100% and 198 effective questionnaires with an efficiency of 99%. Based on the teaching plan of sports training major in 11 colleges and universities, an expert questionnaire was designed to test the validity of the content of the questionnaire. The mean value of the validity of the questionnaire was 79.6%. The reliability test used a small sample of retest reliability, that is, one month after the first questionnaire was collected, 10 experts were randomly selected from the first survey, and a second retest was carried out on the same questionnaire as the first survey. Then the correlation coefficient between the results of the two surveys is 0.976, indicating that the reliability of the questionnaire has reached the requirements of the survey.

**Methods:** SPSS15.0 software is used for data processing and statistical analysis, and the corresponding statistical tables are drawn.

**Results:** In the curriculum system, the first level of curriculum categories include compulsory courses, limited elective courses, optional courses and practical links of four types of courses. The second level course categories include public courses, professional theory courses and professional skills courses. Experts considered the social psychology, and the specific course assignment results are shown in Table 1.

**Table 1.** Views of relevant experts on course allocation statistics.

Ratio of Level 1 to Level 2 courses	Compulsory and elective course	Restricted and optional	Public and professional	Professional theories and skills
8:2	4	0	0	0
7:3	4	2	0	0
6:4	18	6	0	4
5:5	38	20	0	14
4:6	34	34	20	60
3:7	2	38	60	22
2:8	0	0	20	0
The average percentage	5:5	4:6	3:7	4:6

The optimization scheme of undergraduate sports training courses in colleges and universities is based on the principle of student development and students' psychological needs, and highlights the characteristics of special, people-oriented, flexible and practical, and multi-direction training. Its system framework composed of compulsory course, restricted elective courses and elective courses of three parts, any required course has compulsory public compulsory, compulsory professional theory, professional skills, restriction of elective courses has public elective courses, professional theoretical limit elective courses, elective courses, professional skills of arbitrary elective courses has any public elective courses, professional theory any elective courses, professional skill any elective courses.

**Conclusions:** Optimized curriculum highlights the characteristics of sports training, improve the sports level of students, but also take into account the reality of a large differences between students, set aside larger choice space, fully mobilize students' autonomy and enthusiasm, and to strengthen the professional, scientific and cultural knowledge learning, promote the all-round development of students, improve the students' social adaptation ability and comprehensive quality. The establishment of the curriculum optimization system of sports training undergraduate major in colleges and universities in China can

promote the healthy and sustainable development of sports training major, improve the reform of the curriculum system, and provide theoretical basis and reference for the training of high-quality talents and compound talents.

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## COLOR LANGUAGE OF SEASONAL FASHION FROM THE PERSPECTIVE OF GESTALT PSYCHOLOGY

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**Background:** Gestalt refers to shape, form or a whole separated by vision, which includes two meanings: (1) Things have a unique shape or form; (2) Gestalt psychology is the psychology of 'form'. Generally speaking, Gestalt psychology is translated as Gestalt, and Gestalt psychology is called Gestalt psychology, which is more appropriate to the original meaning of Gestalt psychology. Gestalt psychology believes that people naturally have a kind of self completion in the process of visual perception. When a thing from the outside is presented in front of people, there will be a Gestalt in the heart corresponding to it. If the Gestalt in the heart is not consistent with this thing, the Gestalt will appear 'missing'. At this time, the heart shows the tendency to make up for the missing. The result of the activity makes the Gestalt in the heart perfect and form to form a good Gestalt. From the perspective of Gestalt psychology, we can discuss the different use strategies of color language in seasonal clothing. The combination of Gestalt psychology and the popular color of seasonal clothing is conducive to the in-depth analysis of the popular color language of seasonal clothing.

**Objective:** As a technique, strategy and style, color plays a decisive role in the field of seasonal fashion. Fashion color is the color that reflects fashion trend and public preference in a certain period of time, which has a great impact on fashion design and product marketing. Influenced by many factors, fashion color presents obvious seasonality and uncertainty. In the process of clothing sales, businesses can effectively adjust the loading band and the actual point of sale according to the change law of fashion color. Gestalt psychology is applied to explore the fluctuation law and color characteristics of seasonal fashion colors, so as to reveal the seasonal differences and variation law of fashion colors.

**Subjects and methods:** The final case is the qualitative research and quantitative analysis of fashion color of clothing season issued by China Textile Information Center in spring, summer, autumn and winter 2018-2020. Collect the color number of Chinese color standard system of every season, a total of 300 samples.

**Study design:** According to the relevant color theory, the hue, lightness and purity are divided into intervals. First, the statistical characteristics of the proportion of popular colors are analyzed, and the differences of the change rules of popular colors between spring and summer and autumn and winter are compared in the perspective of Gestalt psychology. Then, the grey correlation analysis model is used to make up for the deficiency of statistical analysis in data processing, and the correlation between spring, summer and autumn and winter popular color is obtained. Finally, the correctness of the correlation is verified, and the fitting model is used to fit the popular colors in spring, summer, autumn and winter to test the accuracy of the fitting data.

**Methods:** The variation of standard color ratio in spring and winter is the difference of standard color ratio in summer and winter.

**Results:** Statistics of spring, summer, autumn and winter color changes, the specific statistical results are shown in Table 1. For spring and summer popular colors, the average proportion of yellow is the largest, and the average proportion of green is the smallest. Among the warm colors yellow, yellow red, red, purplish red and yellow green, the average proportion of yellow red and red is second only to yellow, and the average proportion of yellow green is the smallest. As for the cool colors blue and blue violet, the average proportion of blue violet is larger. Among the neutral colors of purple, green and green blue, the mean value of green is the smallest, while the mean value of green blue is the largest. The average usage ratio of warm color is higher than that of cool color and neutral color. In autumn and winter, the average proportion of red is the highest, while the average proportion of green is the lowest. In the cold color system, blue and purple have the highest average proportion. In the neutral color, the average proportion of green is the smallest and appears a long time partition, while the average proportion of green and blue is