

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

the largest, but also appears a partition. In the warm color system, the average proportion of yellow green is the smallest and appears a partition, which indicates that green, green blue and yellow green have never become the mainstream colors in autumn and winter. The average use ratio of warm is much higher than that of cold color and neutral color.

**Table 1.** Statistical results of ten kinds of hues.

Hue	Spring and summer		Autumn and winter	
	Mean value	Standard deviation	Mean value	Standard deviation
Red	14.91	4.33	17.03	4.21
Yellow red	15.13	5.45	16.98	6.16
Yellow	19.62	6.52	16.88	5.11
Yellow green	4.78	5.00	6.02	3.98
Green	2.82	2.16	2.32	2.89
Green and blue	8.31	2.30	5.66	4.52
Blue	6.54	4.69	9.66	5.98
Blue violet	14.53	6.42	10.63	4.26
Purple	4.32	2.98	5.32	4.32
Purplish red	7.63	3.52	8.56	3.69

**Conclusions:** Gestalt psychology, as a new research method that takes into account the relationship between the whole and the part, constructs a logic and system of analytical framework for the analysis of color language in seasonal clothing; Secondly, Gestalt psychology can be used in the creation and theoretical analysis of seasonal clothing, which can promote the use and innovation of color language more rationally and consciously. In this paper, the specific rules of clothing color change are as follows: Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of red, yellow red and blue, slightly increase the proportion of yellow green and purple red, greatly reduce the proportion of green, blue and yellow, slightly reduce the proportion of blue, purple and green, and change the proportion of purple to a very small extent. Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of medium purity, slightly increase the proportion of low purity, and greatly reduce the proportion of high purity. Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of medium brightness and low brightness, and greatly reduce the proportion of high brightness. Popular colors have obvious seasonal characteristics. In spring and summer, popular colors tend to be beautiful and bright warm colors with high purity and high brightness. In autumn and winter, popular colors tend to be calm and calm cold colors with low purity and low brightness. This shows that popular colors will be affected by seasons.

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## EXPLORATION AND PRACTICE OF INNOVATIVE TALENTS TRAINING MODE FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** What psychology studies is the science of human psychological phenomena and the behavioral activities under the influence of psychological phenomena. Psychology mainly includes basic psychology and applied psychology, covering perception, cognition, emotion, thinking, personality, behavior habits, interpersonal relations, social relations and other fields. On the one hand, psychological research attempts to explain the basic behavior patterns and psychological functions of individuals through the study of brain operation mode; on the other hand, psychology will also explain the role of individual psychological functions in social behavior and social dynamics. Psychology's description, explanation and prediction of human behavior and psychological function play an important role in human learning and life.

Nowadays, the field of education is also actively combining its own teaching activities with psychology to form a branch of educational psychology. In the process of carrying out specific teaching activities, colleges