

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

Hongyuan Zhang

*School of Business, Jiangsu Ocean University, Lianyungang 222000, China*

**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

at all levels will emphasize the application of psychology to a certain extent. In the training mode of innovative talents, the application of psychology is also very important. It can help teachers flexibly predict, observe and analyze students' behavior activities, and then use psychological knowledge to guide students to better carry out learning and life activities. In addition, the use of psychology is also conducive to help students out of thinking errors, behavioral traps, so that they have a healthier mind and a sounder personality. Therefore, the application of psychology has a positive practical significance for the healthy and sustainable development of students in the future. At the same time, it is also conducive to further improve the teaching level of the school, optimize the teaching results, and output more high-quality practical talents for the society.

**Objective:** Management psychology takes the people in the organization as the specific research, and focuses on the systematic research of the people with common management objectives, so as to improve the efficiency and mobilize people's enthusiasm and creativity to the maximum under certain cost control conditions.

**Subjects and methods:** In the practice of innovative teaching, we should first build a good framework suitable for innovative activities, divide all students into several innovative groups according to different ability characteristics, select students with good ability and prestige from each group as the organizer and leader of the group, initially form a more ideal model, and complete the innovative learning and practice activities under the intervention of the instructor. In the whole learning process, the main role of teachers is to guide rather than instill knowledge. Students are encouraged to give full play to their strengths and cooperate with each other in groups to complete more complex innovative cases. The results are evaluated by self-evaluation within groups and mutual evaluation between groups, and finally, teachers' comments can improve the enthusiasm of students' active participation and the improvement of relevant knowledge learning points and knowledge system.

**Results:** Through this organized free cooperative learning model, students not only give full play to their strengths, but also expand their ideas in the debate of different views and methods, and learn the ability to solve practical problems in cooperation. The investigation of five different elective courses shows that the participation rate of students applying this learning mode in the teaching process reaches 100%, while the participation rate of students in the other four courses is less than 40%. This shows that the humanistic characteristics and human behavior characteristics emphasized in management psychology are the effective methods and guidance for the effective organization of students' learning in the teaching process. It not only emphasizes the behavior characteristics of students, but also plays the role of teacher's restraint and incentive to students.

Under the guidance of the humanistic thought of management psychology and the theory of human behavior characteristics, it is the duty of the instructor to encourage students to let go of design, boldly conceive and dare to practice. After "honing", students get real training and become truly innovative college students. After working experience in recent years, students with innovative ability and high comprehensive quality are mainly shown in the following aspects: In the practice of classroom and extracurricular, the degree of students' active participation has been significantly improved, and the understanding of enterprises, society and market is actively carried out; the research and design of targeted engineering design projects make students' ability to use basic knowledge significantly, which greatly shortens the post enterprise adaptation period; The ability of independent analysis and design has been effectively improved, the correct entry point can be quickly found to solve practical problems, and the practical ability has been improved by applying the learned knowledge and adopting more practical methods to deal with problems; In the process of participating in the innovation case, we broadened the design ideas, mastered the method of scheme research, improved the proficiency of relevant professional knowledge, and increased the understanding of the development status and trend.

**Conclusions:** The application of management psychology theory in the cultivation of students' innovative ability can effectively promote the cultivation of students' innovative thinking and innovative ability, and provide certain guidance and reference for the establishment of management and teaching mode of innovative education in Colleges and universities.

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## APPLICATION OF SPORTS PSYCHOLOGY IN TEACHING SPORTS SKILL TRAINING

Aiping Yan<sup>1</sup> & Hongmei Yang<sup>2\*</sup>

<sup>1</sup>*School of Physical Education of Shanxi Normal University, Linfen 041001, China*

<sup>2</sup>*Sports Policy Research Office, University of Tsukuba, Tsukuba 305-0006, Japan*