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TRADITIONAL AESTHETIC ARTISTIC CREATION BASED ON PERSONALITY PSYCHOLOGY

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Background: Personality psychology is an important branch of psychology. It is the only discipline in the contemporary psychology system to explore the complex organization of people's cognitive needs, emotional will and behavior as a whole. It is also the only discipline in the contemporary psychology system to systematically explore human nature. It explores, describes and interprets the unique patterns of individual thoughts, emotions and behaviors, and integrates many processes that can influence individual interactions with the environment, including biological, developmental, cognitive, emotional, motivational and social interactions, so as to make a holistic interpretation of individuals in real life. From the perspective of personality psychology, this paper explores the ideas of traditional aesthetic art creation, classifies and interprets the terms of personality according to the category of beauty, and makes an aesthetic examination of the works of traditional aesthetic art creation, opening a new vision of personality psychology and its methods. It provides reference for psychology, aesthetics and interdisciplinary research in more fields, and also provides feasible and effective strategies for personality aesthetic education, which has important significance.

Objective: In the process of creation, especially when the creation is in the best state, a series of significant changes will take place in the psychological form of the artist. At this time, the artist's ability of rational analysis and self-control will be sharply weakened, and the emotional impulse will be suddenly strengthened. The artist seems to be dominated by a strong alien force, and fall into the realm of true and false. This kind of uncontrollable unconscious mental state in the process of artistic creation shows that the artist has gone from the normal psychology dominated by reason to the abnormal psychology in unconsciousness. In this special psychological state, artists can't help breaking the boundary between reality and imagination, treating subjective imagination as objective reality and mixing the psychological world with the real world. Therefore, it is of great value and reference significance to analyze the creative thinking of traditional aesthetic art with the theory of personality psychology.

Subjects and methods: In the process of artistic creation, the subconscious will put the existing inner emotions and emotions in the works. This kind of thinking will also be accompanied in the picture and presented with the works of art. In the description elements of aesthetic psychology, emotion and perception, imagination, understanding and so on are integrated and supplemented to form a wonderful aesthetic experience.

Study design: In terms of artistic creation, the role of emotion is extremely important. It is combined with cognition, motivation and other psychological elements, and runs through the whole process. It is the core issue of artistic creation. Choose 30 art major students, according to the different situation of students, the corresponding collocation group, the level of personnel in each group is roughly the same; Students can also make their own combination, voluntary grouping, can also be randomly grouped by student number. Each group should not be too many, can be maintained in a group of 4 ~ 6 people, divided into 6 groups. Each group recommends itself or designates a group leader to be responsible for the activities of the group.

Methods: This paper selects six traditional aesthetic works of art, such as "Peony Pavilion", "clear mountains and rivers" and "water map". Each group of students analyzes the psychological state of the artist in the process of creation from the perspective of personality psychology. Combined with the specific era environment, the artist's personality and habits, and the artist's situation at that time, the group discusses and sorts out the specific creative ideas of the artist The psychological state of the artist and the personality characteristics of the artist. Then, it discusses the differences and similarities of personality psychology of artists in different works.

Results: After sorting out the discussion results of each group, it is found that the creative psychology of different artists mainly includes four aspects: Aesthetic perception, aesthetic imagination, aesthetic emotion and aesthetic understanding. The results of specific psychological characteristics are shown in Table 1.

Conclusions: The artist's psychology is closely related to his creation. It is obvious from the perspective of traditional psychology that it can provide a strong reference for the analysis of artists' personality.

Table 1. Statistics of the specific psychological characteristics.

Psychological feature	Specific explanation and performance
Aesthetic perception	It includes sensation and perception. Feeling refers to the subjective image of objective things in people's mind and the reflection of individual attributes of things. The object of aesthetic perception is not the objective physical property of things, but the aesthetic property of things.
Aesthetic imagination	Aesthetic imagination is a process of creating new artistic images or situations through purposeful organization and transformation on the basis of memory representation.
Aesthetic emotion	In creative activities, emotion is an intermediate link connecting psychological factors such as perception, representation, imagination, association, understanding and judgment. It integrates various psychological functions and promotes the development of artistic creative thinking; Aesthetic emotion is a kind of psychological reaction made by the aesthetic subject to whether the objective aesthetic object meets his own needs.
Aesthetic understanding	Aesthetic understanding is a kind of understanding interwoven with psychological factors such as perception, emotion and imagination, which embodies the rationality accumulated in sensibility and is the result of aesthetic judgment and logical reasoning. Aesthetic understanding is the expression and necessary link of deepening aesthetic feeling, which can promote imagination and association, and promote the sublimation of artistic meaning;

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DIGITAL MEDIA ART CREATION BASED ON COLOR PSYCHOLOGY

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Background: The major of digital media art has penetrated into the field of media, mostly in the form of digital expression. As a younger major, digital media art fully embodies the interaction between art and multimedia, as well as the progress and development of the times. When art and digital technology are combined, the use of science and technology to shape the image, create new and strange art forms, art will have a more colorful way to show. Color design plays an important role in digital media art creation. The existing psychological theory has proved that color environment has an important impact on people's emotion, intelligence and personality development. Therefore, in the research of color psychology in digital media major, how to improve the creators' keen observation and accurate transmission of color emotion is a key point. Because color directly affects people's emotional changes, the color course of digital media specialty can no longer be limited to the teaching content centered on color composition, and ignore the emotional creativity of color. In the digital media art creation, we should integrate the relevant color theory, skills, performance style and other factors into the emotional and functional design work training, such as using different color blocks to shape the same theme, giving the same content multiple emotional changes, and focusing on the life training in the early stage, such as characters of different ages, genders and occupations; Different things in the same environment; Group and independent element expression, later also free creation training method, let the creator in the whole creation process more profound understanding of color, combine natural color with design concept, create different emotional color matching form.

Objective: The color design ideas of digital media art must adapt to the development of the times and cultivate subjective and innovative design talents. Due to objective reasons, the traditional color design concept is deeply rooted, many designs professional basic color design cannot grasp the professional characteristics of the design plan, resulting in no in-depth understanding of the design color characteristics. Therefore, based on the perspective of color psychology, this study explores the creative forms of digital media art, and provides new ideas and reference for the creative creation of digital media art.

Subjects and methods: Color is an important course of digital media art major. It is not a simple