

**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.

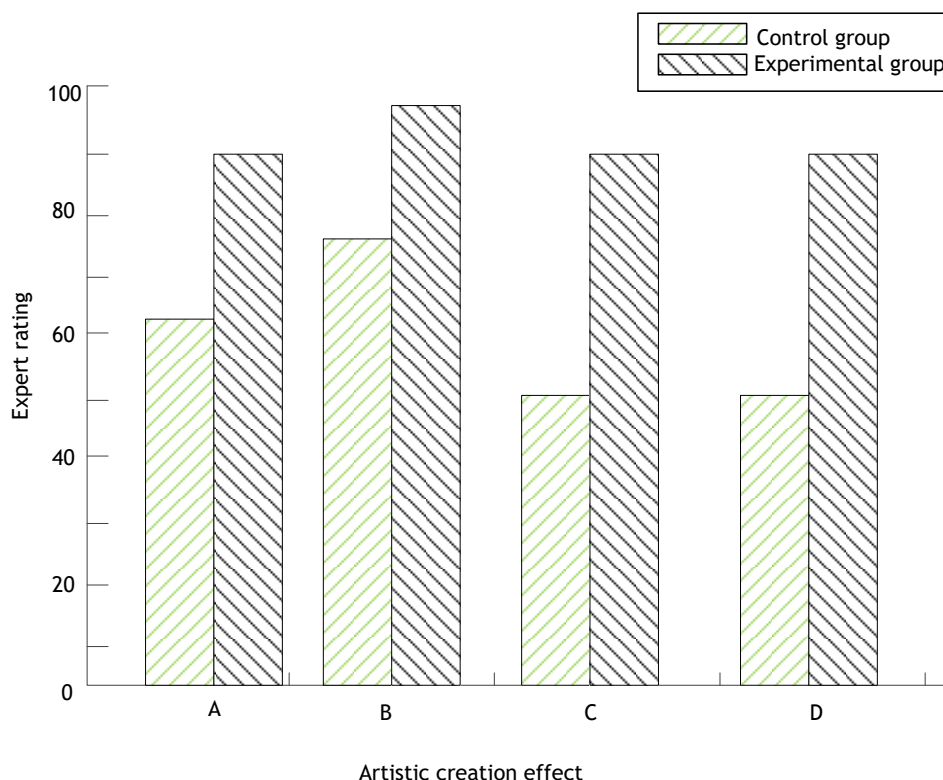
**Subjects and methods:** Color is an important course of digital media art major. It is not a simple

combination or superposition of colors, but the ability of designers to control and display colors. As the first element of visual transmission, color directly affects the emotional tendency of consumers and Experiencers. Therefore, training students' ability to control colors is the main content of basic color teaching. Therefore, in this study, taking the students of digital media art major in a certain school as the research object, we use different teaching methods to teach them, and test the artistic creation effect based on the perspective of color psychology.

**Study design:** Randomly selected 120 students in a school for the test, before the test, to understand the basic literacy of the test object, to ensure that there is no significant difference in the characteristics of the research object before the test. They were randomly divided into the control group and the experimental group, with 60 students in each group. The control group adopted the traditional teaching method, while the experimental group adopted the teaching guidance method based on the perspective of color psychology, focusing on Strengthening Students' ability to control color emotion and cultivating students' creativity and subjective expression ability, and testing the artistic creation effect of the two groups.

**Methods:** After one month's teaching guidance, the paper analyzes the influence of color psychology on digital media art by taking the degree of fit between the work and the real world (a), whether the art form expression of the work is novel (b), whether the viewer can realize two-way emotional communication when viewing the work (c) and the visual impact of the work (d) as the evaluation indexes, using the method of expert scoring, with a total score of 100 points for each item The influence of artistic creation.

**Results:** It can be seen from Figure 1 that the experimental group conducted teaching guidance from the perspective of color psychology, and the indicators of digital media art created by the experimental group were significantly higher than those of traditional teaching methods, which indicates that it is necessary to strengthen the control ability of color emotion and improve the ability of creation and subjective expression from the perspective of color psychology.



**Figure 1.** Comparison of expert scoring results.

**Conclusions:** As the basic theory of digital media major, color is mainly characterized by the reshaping of shape by color, focusing on the relationship between point, line and surface. With the progress of science and technology, various media have presented many novel and peculiar color forms. From the perspective of color psychology, the basic idea of the reform of digital media major is to train students' subjective application skills of color on the basis of color creation. According to the influence of color on emotion, color teaching content is carried out, and students are trained to skillfully apply color to the practice scheme of digital media related majors, so as to provide new ideas for the innovation and reform of digital

media art creation reference resources.

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## INFLUENCE OF KANYANG CULTURE AND TOURISM ON THE ADJUSTMENT OF PSYCHOLOGICAL TENSION

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**Background:** In daily life, everyone will feel the existence of psychological pressure in varying degrees. Moderate psychological stress can promote people's physical and mental health and functional activities, while long-term stress beyond the individual's ability to adapt is harmful. It will not only cause a variety of uncomfortable psychosomatic symptoms, but also make people vulnerable to many diseases, and may make people suffer from diseases under the joint action of other factors.

According to the prediction of the World Health Organization, by 2020, health care related services will become the largest industry in the world, while leisure tourism related services will rank second, accounting for 22% of global GDP. The integration of health care + culture, tourism and leisure has given birth to a series of market hot spots, such as high-end medical care, specialized medical care, rehabilitation and elderly care services, which has become a new demand for mass tourism and health consumption.

The integrated development of health care and culture, tourism and leisure has ushered in many favorable policies and markets. The outline of "healthy China 2030" plan and the guiding opinions on the construction of healthy villages and towns in healthy cities put forward: Based on the whole population and the whole life cycle, we should do a good job in the big health industry, and actively promote the integration of health and pension, tourism, fitness and leisure, and food to develop new industries. It has promoted culture, tourism and health care to a huge market level.

**Subjects and methods:** Double blind experiment was used. The experiment was divided into pre-test and post test. The subjects in the experimental group were filled in by the scale issued by the fixed tester at the same time and place. The pre-test time is 15 minutes before the welcome party, and the post test time is 15 minutes after the party. The test place is the conference room. The experimental intervention time is days. Leisure sports tourism refers to the whole five-day tourism process in Yangzhou, including scenic spot tourism, hot spring spa, fitness and entertainment, sports, party and so on.

**Results:** According to people's psychology, the use of garden elements to create a positive and healthy space, guide people's attention, so that people have a positive mood. Through the natural landscape created by plants, it can attract people's attention, stay away from the noisy, polluted and hard environment of the city, stimulate people's sense of happiness, make people full of mood, relax and relieve pressure.

Ditan traditional Chinese medicine health culture park, with the theme of traditional Chinese medicine health culture, is the first park with the theme of health culture in China. Chinese medicine culture is expressed in the form of plants, sculptures, water systems, roads and words, and integrated into the landscape environment. According to people's five internal organs, it is divided into five different functional areas, and each area is designed according to different health functions.



Figure 1. "Lung" gold area mark and "spleen" soil area mark.