

control group, indicating that the visual effect of the film can be improved on the basis of full reference to the visual psychology of film art.

Conclusions: The psychological perception of the audience has certain objective laws. Only when animators fully grasp these laws can the film meet the needs of the audience both visually and psychologically. Excellent animation creators must fully manage various elements to create images with clear themes, full information, and reasonable composition. Both the content and the form of the images must be refined to bring a sense of visual beauty to the audience. In animation creation, we should think from the perspective of visual psychology from time to time, instead of habitually using a single abstract or single concrete way of thinking to guide creation. Otherwise, there will be a dry and boring picture, the moving details of things will be ignored, not to mention the creation and sublimation of artistic sense. Therefore, animation film creation should fully consider the audience's visual psychological characteristics and use certain sports performance skills.

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COLOR EXPRESSIVENESS OF IMAGE OIL PAINTING BASED ON COLOR PSYCHOLOGY

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Background: Since the rise of oil painting art in the field of fine arts, more and more art workers have devoted themselves to the research and creation of oil painting art, and "imagery" is the basic aesthetic concept of traditional art creation, and imagery oil painting is based on this aesthetics. On the basis of concepts, created unique oil paintings. Color is the main creative element of oil painting art. The color expression of image oil painting is an important way of expression of image oil painting, and image color is neither realistic nor freehand. It is different from any expression technique, a kind of artistic performance between realism and abstraction. Color psychology is a discipline that studies the relationship between human beings and colors on the basis of multiple disciplines. It is a new type of interdisciplinary subject, covering a wide range of fields. To explore the influence of color psychology on the expressiveness of color in the creation of imagery oil paintings, and this research topic itself has very important significance.

Objective: As a special language, imagery oil painting is a product of the integration of traditional aesthetic thought and oil painting expression materials. It mainly focuses on the essence and value of human beings, pays attention to the inner spiritual expression of the individual, and emphasizes the emotional color of the art of painting. The study of color expressiveness is of great significance. Although scholars at home and abroad have begun to study color psychology, the research is not deep enough, which restricts the development of color psychology to a certain extent. Based on this, in order to enhance the color expressiveness of imagery oil painting, enhance its charm and artistic value, conduct in-depth analysis.

Subjects and methods: randomly selected 20 painters, 10 of them participated in a 3-month color psychology course. The course mainly included color enhancement, combining objective and true realistic images with light and color, and then proceeded to create imagery oil paintings. experimental group. The other 10 people made independent creations and did not accept color psychology courses, forming a control group.

Study design: Score the works of 20 painters, with a score of 0-100, and use SPSS2.0 statistical analysis software for data calculation and analysis.

Results: Table 1 shows the number of people in each segment of the oil painting works of the experimental group and the control group.

Table 1. Number of persons in each segment of oil painting works in the experimental group and the control group.

Score	Experimental group		Control group	
	Before experiment/person	After the experiment/person	Before experiment/person	After the experiment/person
10-20	1	0	1	2
20-40	2	1	2	1
40-60	3	1	3	3
60-80	3	6	3	3
80-100	1	2	1	1

From the data results in Table 1, it can be seen that before the experiment, the number of people in each segment of the oil painting works of the experimental group and the control group is exactly the same, and there is no statistical difference. After using color psychology teaching methods to train the painters in the experimental group, the number of painters in each score segment changed significantly. A detailed analysis of the data results in Table 1 shows that before the experiment, the number of people in the experimental group and the control group in the 60-80 range was 3 after the experiment, the number of people in the 60-80 interval was 6 people, and after the experiment, the number of people in the control group was 3 people in the 60-80 interval. A comprehensive analysis of the above results shows that there are obvious statistical differences between the experimental group and the control group after the experiment.

Using color difference as the evaluation index of visual perception effect, the difference between the experimental group and the control group was compared, and the results are shown in Table 2.

Table 2. Comparison results of color difference between experimental group and control group

Score	Experimental group	Control group
10-20	0	2
20-40	0	2
40-60	1	2
60-80	5	3
80-100	4	1

Analysis of the data results in Table 2 shows that the experimental group has more people in the higher score interval. When the scores are 10-20 and 20-40, the number of people is 0, while the distribution of the control group is more even, but in comparison, the score of the experimental group is higher. It shows that under the intervention of color psychology, the color expressiveness of image oil painting can be effectively improved, and the color performance is more obvious.

Conclusions: The color embodied in art design is not only a way of material expression, but also a creative artistic element of inner emotion and meaning expressed by designers. To sum up, people's daily life contains colorful colors. For any item, there can be no graphics or text, but colors are absolutely inseparable. Color is closely related to people's psychological feelings. If the principles of color psychology can be used reasonably in the process of art design, it will produce unexpected effects.

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EFFECT OF CONSUMERS' CONSUMPTION PSYCHOLOGY CHANGES ON THE ECONOMIC GROWTH OF ENTERPRISES

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Background: Since the successful "soft landing" of the corporate economy in 1999, the shortage of goods that has plagued residents for a long time has been fundamentally eliminated. The characteristics of the buyer's market in the corporate economy have become increasingly obvious, especially in recent years, where deflation has even appeared. This fully shows that the mode of corporate economic growth has changed from supply-constrained to demand-constrained. With the shift from a seller's market to a buyer's market, the main driving force for corporate economic growth has shifted from being driven by supply to driven by consumption. Whether consumer demand can effectively grow has become a decisive force in stimulating economic growth. However, the activation of consumer demand is the most difficult. This is because consumer consumption is a purely personal behavior, which not only depends on residents' income, but also on consumers' consumption habits, expectations, and expectations. The impact of many factors such as the economic environment, consumption policies, and institutional cognitive analysis capabilities. In other words, the key to initiating consumer demand for consumption to drive economic growth is to understand the changes in consumers' consumer psychology, grasp the characteristics of their various psychological factors, and formulate effective consumer policies. Since 1997, our country's policy practice of stimulating consumption and stimulating domestic demand has shown that the initiation of consumer consumption cannot be accomplished overnight. It is necessary to grasp the psychological characteristics of consumers and adopt a multi-pronged approach. Therefore, this article analyzes the effect of changes in