

psychology of construction workers and dredge their negative psychology, so as to give full play to the advantages of psychology in construction project management, provide psychological guidance to construction workers in various ways, establish an effective reward and punishment mechanism, take response measures in advance, implement both inside and outside, and ensure the safety of construction operation.

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AUDIENCE AESTHETIC PSYCHOLOGY AND ARTISTIC PURSUIT OF ART EXHIBITION DESIGN

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Background: The display form design of the museum can provide a more vivid and artistic form of expression for the display content, and its design level is related to the success or failure of the exhibition to a great extent. The main body of display activities is the audience. Every link of display design should start from the perspective of the audience, meet people's needs and adapt to the audience's aesthetic psychology. Therefore, understanding and studying the audience's aesthetic psychology is of great significance to the artistic pursuit of display design and has an important impact on the success of display. The main basis for the formation of people's aesthetic experience is people's perception, emotion, imagination, understanding and other psychological elements. After complex mutual induction and penetration, these psychological elements finally get a more wonderful aesthetic experience. Among them, perceptual activity belongs to the more important factor of aesthetic psychology. It reflects the relationship with the surrounding world through feeling and perception, forms an intuitive and general representation, and constantly infiltrates into the subject's emotional and ideological factors, forms an aesthetic image impregnated with emotional color and understanding factors, and finally moves towards the aesthetic world of external and internal integration. In the process of visiting the museum, the aesthetic psychological elements such as the audience's feeling and imagination are directly related to the formal elements of display design, and gradually form various and rich aesthetic feelings.

Display design can further deal with the clear understanding of the audience's aesthetic psychological construction and characteristics, and then carry out the design targeted. On the contrary, better activate a series of aesthetic consciousness of the audience through display and exhibition, and even achieve unexpected effects by consciously using some of these characteristics, so as to promote the display and exhibition to be truly "deeply rooted in the hearts of the people" and full of vitality.

Objective: Art exhibition is an art, which can not only provide knowledge to the audience, but also edify and infect the audience with beauty. Only when teaching in beauty, can the theme content be expressed in the form of beauty, be attractive to the audience and be successful. Therefore, this paper focuses on clarifying that the process of visiting the exhibition is not so much a process of absorbing knowledge as an aesthetic process. It is recognized that the exhibition design, as an art form, is itself a kind of information. Further, from a macro point of view, paying attention to art is sent to and accepted by the exhibition art designer through the organization and design of the exhibition, in order to lay the foundation for the audience to accept the display art information. On the other hand, in the process of receiving the information actively and actively, the audience, through the feedback channel, feeds back the perception, emotion, imagination and other information reflected in the aesthetic activities to the functional institutions and display art designers, so that the art exhibition and display art can better meet the needs of the audience.

Subjects and methods: This paper mainly synthesizes the influence of audience's aesthetic psychology on display art, pays attention to the characteristics of aesthetic psychology from all aspects, defines the characteristics of display art, and analyzes the development direction and demand of display art. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi Data, and using the comparative research method, consumers can realize self-diagnosis. Using the method of case analysis, this paper points out the main problems and relevant paths in art exhibition.

Result: Firstly, Modeling beauty is the influence of the law of modeling beauty in display design on the

psychology of people who feel modeling beauty and the resulting aesthetic pleasure. Plastic art is an art that creates an aesthetic object image by using artistic means such as lines, colors and shapes in a certain plane or space, so that people can appreciate it through vision. Display is a large-scale organic synthesis of a variety of plastic arts. Plastic art is the most important part of a variety of art forms contained in display. Although the state making art on display, such as painting, sculpture, calligraphy, architecture, sand table and model, has the characteristics of stillness and stability on the whole, its overall effect should have a kind of "life" and "vitality". In addition, in the artistic expression image of display design, in addition to the modeling image, it can also show the image from the aspects of line, light and shade, color and so on through the application of various aesthetic rules, express a certain spiritual consciousness, and touch people's emotion and feeling. According to the definition of psychology, the connotation of form depends on people's association with the "form" itself and its surrounding relations. The form often causes some meaning changes due to the changes of its surrounding environment and stimulus allocation. Thirdly, color design is an important factor in display art design. "Color plays the role of a bait to attract the attention of the eyes", which is closely related to people's aesthetic processes such as perception, emotion, association and symbol, and has a great relationship with people's subjective emotion. Display is a comprehensive art form based on vision. The display color is designed to make the exhibits easy to approach the feeling of people's visual organs. It directly affects the physiological and psychological state of the audience. How to make the display and exhibition in the specific space of the showroom, reduce the visit fatigue to the minimum, and enable the audience to obtain information in a relaxed, pleasant and comfortable environment is the key of display color design. The importance of display color design is to deal with the relationship between the basic tone and hierarchical color of the exhibition, so as to make it adapt to people's own visual, physiological and psychological balance. Finally, aesthetic psychological structure is a complex psychological activity produced by aesthetic subject in aesthetic activities. It does not belong to biological instinct, but the product of human labor practice. Marx said, "art objects create people who understand art and can appreciate beauty - the same is true of any other product." That is to say, the subject creates art, and art also creates the subject. Therefore, as far as individuals are concerned, their aesthetic psychological structure can only be the result of cultural education and aesthetic education. The Chinese traditional culture is a practical and rational culture, which makes the logic of the subject's aesthetic psychology very important. In addition, display is not pure art. It should comprehensively reflect the essence, internal relationship and ideology of the display theme. Many cultural relics and specimens are not placed together in isolation or by chance. The display design should combine all kinds of banquets on display into a whole within a certain range, perfectly reveal the essence of display, show the academic system of professional disciplines, help the audience better understand the content of display and receive more systematic education. Therefore, the logical beauty of display design should be able to clearly express the display sequence, highlight the logical relationship between cultural relics, and achieve a clear hierarchy among units, themes and sub topics. The important and dominant exhibits occupy a large space or are set off with shelves and frames. Each cultural relic should have an appropriate position in a unit and theme, and the nature, shape, texture Colors, features and artistic means should conform to the general artistic intention and show the status of exhibits in display.

Conclusion: Good display can realize the ingenious and appropriate form design on the rich and profound basis of the content design of art works, effectively complement each other and reflect each other with relevant content and form, and finally make the audience's aesthetic psychological activities more comprehensive, so as to think about life from display and understand life from art. Realizing a truth and life realm is not only a high-level requirement for display, but also the goal of display art.

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APPLICATION OF VISUAL PSYCHOLOGY AND COLOR COMPOSITION IN INDUSTRIAL DESIGN

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Background: Color composition is based on human experience and perception of color, and it is also color through scientific analysis, complex colors can be transformed Change, make full use of the variability of color space and quality. In color creating, we should recombine according to a certain color law create a