

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

new color display effect. The composition of color is closely related to people's visual psychology cut the connection, color composition has a direct impact on visual psychology, and visual psychology to some extent, it will also affect people's cognition of color composition. For many enterprises in terms of industry, most industrial products are advanced from similar products or similar products how to enable consumers to effectively distinguish and identify the characteristics of different products, this requires the use of color to distinguish these products through color design solve these problems in life. Therefore, the application of industrial design color not only has an important impact on the value of products, but also has a direct impact on the sales volume of products department.

Objective: With the innovation and development of science and technology and the development of Internet technology with continuous improvement, people's visual experience is more colorful, and color is different from people production is closely related to all aspects of life. The use of color can directly bring to the majority of people consumers' most direct psychological satisfaction and stimulation have great influence on their psychology and physiology. It has a great impact on, so it has been widely concerned and applied. Fierce market competition in this environment, product color has become an important way and means for operators to improve their competitiveness, it has also gradually become an important value of commodities. Therefore, in industrial design, color composition becomes. It is not only the key issue concerned by current designers, but also the key to improve the competitiveness of enterprises key. This paper reflects the role of color in people's life and its relationship with people's life. This paper analyzes the color composition in industrial design, and then points out the application rules of color composition in industrial design.

Subjects and methods: In the design of industrial products, it is necessary to effectively apply color to the design of industrial products. The point presentation needs to be concise and clear in the design, and many colors. The reasonable collocation of colors will make people's vision tired and affect people's life Enjoy. However, the relatively simple combination of colors will make people get good visual enjoyment, deepen people's memory and give people a deep impression. When designing products, simplicity and clarity are the primary conditions It is not that the more colorful the color is, the more popular it is. In most cases, the color is with reasonable coordination, it will brighten people's eyes, especially the simple two or three. When colors are combined together, it is easier to attract people's attention and achieve good visual effect visual effect, the simpler the product and color matching, the better the visual effect. Simple and clear color matching can make people relaxed and happy, and can be used in many industries products stand out, and the use of multiple colors will cause people's visual fatigue. For example, Pepsi Cola only uses two colors in its design, but it is unforgettable, giving people a huge visual impact, and then effectively drive consumption. Product design needs to be visual, mainly aiming at the application base of color on the basis of this, some external packaging and practical uses of industrial design are scientifically analyzed reasonable display ensures that people form an effective understanding of color in long-term contact Cognition, and then specific application. For example, in food packaging, large will choose the warm color system for design, because the warm color system can promote enter the buyer's consumption desire and stimulate the buyer's appetite. Different colors are also available to show according to different ages and personalities, which is also the image of product design the concrete embodiment of sex. The design of industrial products can reflect the image and characteristics of products, which is also the most important component of the product image color is the most internal embodiment of products. After continuous perceptual cognition and long-term accumulation, constantly improve rationality, and then form good ideas and ideas. The final picture will bring good visual effect to people's psychology. There are different feelings and reactions to different image colors. Therefore, it will be produced generating a series of ideas is like a specific sign that people are seeing color, you can accurately judge this kind of industrial product. So, image color attracts people's attention more than other products in shape and size. Stay when designing food packaging, most of them will use warm color packaging paper and packaging bags, such as yellow and red, stimulate people's taste buds and appetite and attract people spend and shop.

Result: Color can be in one to a certain extent, it produces a sense of satisfaction for people and constantly stimulates people's visual senses. The relationship between color and people's life and production more closely, in the application of color, it can make consumers get better psychological satisfaction, and has a great impact on consumers' psychology and physiology. In the current fierce market competition environment, product color has gradually become the main way and means to improve the competitiveness of operators become an important value of commodities. In industrial design, color composition has also become the main concern of designers and the key to improving the competitiveness of enterprises.

Conclusion: With the continuous development of China's economy, the future development of industry prospect is broad, and people's requirements for color will continue to upgrade and advance. This is both an opportunity and a challenge for industry. Therefore, the equipment in industry planners must constantly optimize according to the current situation and people's needs standardization and upgrading. In the design of industrial products, the original color should be used reasonably and scientifically theory, continuous

innovation, so that industry can develop and progress continuously.

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THE USE OF CROSS-CULTURAL PSYCHOLOGY IN CROSS-BORDER E-COMMERCE COMMUNICATION

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Background: In 2018, the scale of China’s cross-border E-commerce transactions reached 9.1 trillion yuan, continued to maintain rapid growth on the basis of rapid growth for two consecutive years, and became a new highlight of foreign trade growth. According to the test data of E-commerce research center, it is expected that the scale of cross-border E-commerce transactions in China will reach 10.8 trillion yuan by 2019. The huge market demand has brought unprecedented opportunities for China’s cross-border E-commerce enterprises and sellers. There are more contacts between individuals from different cultures than ever. International business activities have entered a new stage of development. Cross border E-commerce communication is an emerging discipline integrating cross-cultural, E-commerce and communication. It mainly focuses on the communication of individuals with different cultural backgrounds in the cross-border E-commerce environment. The clarity, responsiveness and comfort of communication discourse between the two sides will directly affect the transaction results and transaction satisfaction.

Objective: With the rapid development of cross-border E-commerce in China and the increasing frequency of cross-border E-commerce activities, the importance of cross-border E-commerce communication with computer as the media is becoming more and more significant. Applying cross-cultural psychology to cross-border E-commerce communication helps cross-border E-commerce sellers understand the psychological and behavioral characteristics of consumers under different cultural backgrounds, making communication more clear, responsive and comfortable, so as to promote the realization of cross-border E-commerce transactions and improve customers’ purchase satisfaction.

Subjects and methods: 1. The theoretical achievements of cross-cultural psychology provide a reference for cross-border E-commerce communication. Cross cultural psychology holds that all psychology is cultural and all culture is psychological. It holds that culture is the intermediary or regulatory variable of all behavior. All human psychology and behavior are penetrated and affected by specific social environment and cultural tradition. Cross cultural psychology spans the human psychology in a particular culture and makes a comparative study with the human psychology in another culture. Cross cultural psychology studies questions and core answers related to interpersonal interaction in a multicultural context. Its research results can provide useful information and help in many fields such as education, business, social services and so on. With the gradual expansion of the scale of China’s cross-border E-commerce, Chinese cross-border E-commerce sellers need to understand the differences between countries and cultures. They need to understand not only the explicit differences such as language differences, religious differences, consumption ability differences and customs, but also the hidden psychological and cultural differences of the communication objects, And use the theoretical results of cross-cultural psychology to form a correct social cognitive view, conduct pioneer inspection on the cultures of different countries, make psychological preparations before cross-border E-commerce communication, and provide enlightenment and action guide for the practice of cross-border E-commerce communication. 2. The application value of cross-cultural psychology has effectively improved the quality of cross-border E-commerce communication. We are used to associating specific nations and countries with some prominent personality traits or other characteristics, and forming stereotypes about different categories of people. For example, we tend to think that Americans are ambitious and rude, Britons are cultured and indifferent, Chinese are hospitable and polite, and Indians are good at designing new software, Brazilians like playing football, dancing and so on. These stereotypes are not a few, largely because we only believe what we see or hear, and are reluctant to spend too much time and energy to get the right information. In cross-border business communication, if cross-border E-commerce sellers classify different categories of people into those common and narrow stereotypes, they will have many misunderstandings about customers being communicated, resulting in many unnecessary communication obstacles. In fact, individual differences are much greater than group similarities. The application of cross-cultural psychology in cross-border E-commerce communication can guide cross-border E-commerce sellers to form a correct social cognitive view and have a clear sense of social identity to