

this way, teachers will be more aware of the ideological dynamics of students, and then give guidance, so as to achieve better educational effect. The psychological state of students on the current curriculum design is shown in Table 1. It can be seen from Table 1 that students are basically satisfied with the teaching mode after the experiment, and two students express a little dissatisfied with the course. This may be due to the large population base, and teachers cannot fully understand each student's psychological state, so as to carry out targeted teaching. Therefore, this also reflects that in the future online teaching of physical education theory, teachers should make full use of network resources to understand students' psychological state in real time, so as to make targeted teaching strategies.

Conclusions: At present, higher vocational education is booming. Due to the close integration of higher vocational education with the market, the teaching reform of higher vocational colleges should be constantly updated and deepened. According to the theory of modern cognitive psychology, the process of individual learning knowledge and skills is actually the process of individual effectively absorbing, storing, processing, extracting and using information through the brain. In order to achieve the goal of efficient classroom teaching in higher vocational colleges, teachers' teaching design must be based on cognitive psychology, take the realization of the goal of cultivating students in higher vocational colleges as the principle, realize effective information input, efficient information storage and processing methods, and skillfully extract and use the results of information as the guiding mode.

Table 1. Students' satisfaction before and after the experiment

	Crowd	Number of people
Higher vocational students	Dissatisfied	0
	A little dissatisfied	2
	Commonly	17
	Quite satisfied	45
	Very satisfied	36

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APPLICATION OF DESIGN PSYCHOLOGY IN PRODUCT DESIGN

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Background: Design psychology is also a kind of psychology. It is the science of user psychology in a specific field. The establishment of design psychology integrates many basic knowledge and basic rules of psychology. The protagonist and core of any design process and practical activities are people, and human psychology is also the basis of design psychology. Design psychology is carried out around people's psychology and needs, such as cognitive psychology and Gestalt psychology. Therefore, we should do a good job in screening and selecting the sources of basic psychological theories involved, and fully combine design knowledge with design needs. Design psychology is a subject that studies the needs of users. First, we should understand the basic information of users and establish user model on this basis. Design psychology also studies the user use process and the relevant information in the user use process. This is the application of design psychology in packaging design. Design psychology also studies users' evaluation of design, which is a way to summarize experience and make progress. User feedback and evaluation is the assessment and affirmation of design, so design psychology should have the process of user feedback. Design psychology should also study users' psychological needs, study users' feelings for products, and establish users' emotional model. Design psychology is a subject that studies the aesthetics of users to products and needs to establish users' aesthetic model. Design psychology should also study the environmental factors of product use, carry out packaging design on this basis, meet the environmental requirements, establish the environmental model of use, and so on. Only with these qualities can designers design good products, meet the needs of users and enhance the value of products.

Objective: Packaging design plays a very important role in product sales. Not only the role of packaging, but also the role of marketing. Exquisite packaging design will undoubtedly add a lot of color to the product. In a certain sense, it can improve the value of the product and reflect the quality of the product, which is

an important link in marketing. Because the first thing people see when buying goods is the outer packaging of products, which is the first impression to consumers, they pay special attention to the outer packaging of products in marketing. As the teaching or practice of packaging design specialty, we should start from reflecting the quality and quality of products and pay attention to the high quality of design. In design, the designer's design psychology determines the aesthetics of packaging. Design psychology plays an inestimable role in design practice.

Subjects and methods: A questionnaire are distributed to 500 adults. The questionnaire is required to be completed at one time. It takes about 15 - 30 min for each person to fill in the questionnaire. A total of 500 copies were distributed, 457 copies were recovered, and the number of valid copies was 413. The questionnaire mainly focuses on exploring the packaging visual factors that affect consumers' purchase of products, understanding consumers' psychological reaction, as well as the demand for product performance and aesthetics, and mainly explores consumers' psychological state of factors such as product appearance, texture and color. The survey results were analyzed by Excel and SPSS 20.0 software.

Results: As for the survey contents of the main elements of product packaging concerned by people, the statistical results are shown in Table 1, which can reflect people's aesthetic needs to a certain extent.

In the past, when people chose products, they paid more attention to the quality and function of products. With the continuous development of China's economy, the people's aesthetic level and aesthetic needs have been qualitatively improved. In the process of selecting products, they will not only pay attention to the quality and function of products, but also pay attention to the aesthetic design of products. In this regard, designers need to comprehensively understand the real needs of users for products, and carry out product design on this basis. However, in the actual user demand survey and research, it is vulnerable to many internal and external factors, such as the unwillingness of the surveyed users to cooperate. To solve this problem, it is necessary to conduct different research according to the characteristics of different users in the actual research of product design, and apply more targeted research methods to lay a solid foundation for improving the market adaptability of product design.

Table 1. Survey results of elements concerned about aesthetic needs

	Appearance form	Color	Texture	Visual stimulation
Select number of people	343	326	205	304

Conclusions: As a product, its external form is transmitted to the human brain before its function. Consumers respond to the external form of the product through vision, so as to trigger psychological feelings. A good product should not only have its due use value, but also have a beautiful form, so as to let consumers wake up the beauty of the product through vision, so as to produce a pleasant psychology and stimulate consumers' purchase desire. Therefore, in the product design stage, designers must make a detailed analysis and Research on consumers' aesthetic psychology, and design products with more aesthetic value by applying laws such as color and proportion, contrast and echo, focus and priority.

Design psychology is closely related to product design. At the same time, product design is bound to be subject to the subjective influence of the designer, and his personal thinking or will directly affect the final form of the product. Design psychology can help designers establish a more scientific design concept and help designers design products more in line with the needs of users. Therefore, it is necessary for relevant personnel to apply scientific strategies to better integrate design psychology into product design in combination with the actual situation of design psychology and product design.

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ON THE INTEGRATION PATH OF SOCIAL PSYCHOLOGY AND COMMUNITY PUBLIC GOVERNANCE STRUCTURE