

a short classroom time, a good knowledge structure helps students effectively absorb knowledge, logically clear and digest knowledge in the self-test link.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: Only by timely adjusting teaching ideas, teaching contents, teaching methods and means according to the needs of the reform and development of basic education, can college education make the trained students adapt to the needs of the new curriculum reform, be full of vitality and innovative spirit in the future educational work practice, and cultivate more new people to adapt to the development of modern society.

Table 1. Influence of educational psychology on teaching reform and innovation of pollution ecological remediation technology in forestry colleges and universities

Content	Implement teaching requirements	Integrating teaching content	Optimize knowledge structure
School a	3	3	3
School b	4	4	4
School c	3	4	4

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE REFORM AND PRACTICE OF FINANCIAL ACCOUNTING TEACHING PARADIGM

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Background: Since the emergence of human society, there has been education for the purpose of transmitting human knowledge and experience and improving human nature. As we all know, to improve the quality of talent training is inseparable from education. To improve the efficiency of educational activities, we need the guidance of educational psychology. As early as thousands of years ago, many philosophers and educators in human history put forward rich psychological thoughts, which also became the theoretical basis for them to clarify their educational ideas. For example, Confucius, a great educator in China, attached great importance to the use of psychological thought in his educational theory. He put forward the learning theory of learning from the times and drawing inferences from one instance. In the continuous practice of educational reform, people gradually find that the combination of educational psychology and school educational practice plays an important role in realizing the goal of education. Educational psychology is the product of the combination of psychology and education. It is a science that uses scientific research methods to reveal the basic psychological laws in the process of the interaction between teaching and learning.

The specific research category of educational psychology focuses on the interaction process between teaching and learning. College students are in the transition period of life development. They have not accumulated rich life experience and experience in life and learning. They cannot better adapt to independent life and are highly dependent. There is no comprehensive understanding of their own actual situation. The orientation of life is more one-sided and less objective. The adverse situations encountered in life cannot be effectively resisted, and the ability of self-control is not formed. Thought and action are easily affected by external factors. The long-term development of this psychological contradiction and

behavior conflict will make the psychological problem more serious.

Objective: College teaching must be based on the psychological development law, learning law and teaching law of college students, and systematically design the whole teaching process from the determination of teaching objectives before teaching, the selection of teaching process and methods, the specific implementation in teaching to the evaluation and reflection after teaching. Therefore, it is of great significance to analyze the application of financial accounting teaching paradigm reform and practice through the research of educational psychology.

Subjects and methods: This paper mainly discusses the three factors of the reform and practical application of financial accounting teaching paradigm based on educational psychology from three aspects: teaching concept, teaching environment and teaching staff. Five universities were randomly selected as the research objects, and questionnaires were distributed to their students to statistics the effect of educational psychology on teaching reform and innovation.

Study design: A questionnaire was distributed to 1000 students. 200 students were selected from five universities for testing. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 15-25 min. A total of 1000 copies were distributed, 1000 copies were recovered, and the number of valid copies was 989.

Methods: The application of Excel statistical education psychology in the reform and practice of financial accounting teaching paradigm affects the effect.

Results: In order to improve the teaching quality of financial accounting and ensure the efficiency of teaching reform. In teaching, relevant teachers should actively change the traditional teaching concept and pay attention to the future development of students. Schools should actively optimize teachers' teaching conditions, while relevant teachers should actively optimize the teaching environment of financial accounting and increase the investment in the teaching funds of the major. So as to create a good learning environment for students and promote the effective improvement of students' learning efficiency and ability. To ensure the teaching quality and cultivate professional and technical talents, the school needs to have a professional teacher team with excellent theoretical knowledge and professional experimental operation ability.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Effect of the application of educational psychology in the reform and practice of financial accounting teaching paradigm

Content	Teaching concept	Teaching environment	Teaching staff
School a	4	4	3
School b	3	3	3
School c	4	3	4
School d	4	3	3
School e	3	4	4

Conclusions: The application of educational psychology in the teaching of financial accounting system has been preliminarily explored and summarized, and the teaching effect is good. In the teaching process, there are still many problems to be further deepened and strengthened in practice in the future, such as how to use the principles of educational psychology to enhance students' understanding ability, strengthen learning motivation, stimulate learning interest and so on.

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THE APPLICATION OF COLOR PSYCHOLOGY IN ART DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Color is an important artistic language in visual art. In the field of modern design, color is