

political life and an important form of education, management and supervision of Party members. It is of great significance to seriously the organizational life of the party branch of university teachers, to build the party branch into a school for educating party members, the core of uniting the masses and a fortress for overcoming difficulties, to improve the combat effectiveness, cohesion and appeal of the party branch of teachers, to promote the implementation of the requirements of comprehensively and strictly administering the party, and to implement the fundamental task of building morality and cultivating people.

**Table 1.** The influence of party branch personnel in colleges and universities on the mitigation strategies of anxiety psychological links

Factor	Ideological and cultural system	Organizational system	Dynamic system	Guarantee system
Party branch personnel	4	3	4	3

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## RESEARCH ON THE INFLUENCE OF INVISIBLE PSYCHOLOGICAL NEEDS ON PRODUCT DESIGN

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**Background:** From the development of ancient society to today's scientific and technological society, human psychology has also been sublimated in the long evolution. From the earliest problem of only meeting their food and clothing, to the later aesthetic problem, and then to the current problem of taste and fashion, it can be said that products are developing in the process of continuously meeting people's needs. At the same time, human demand psychology is also changing with the emergence of new products, so as to promote the continuous progress of the whole human society. With the development of social economy, people's living standards have been greatly improved. People's demand for products has also changed from the possession and wealth of goods to the pursuit of self-existence and personality differences. Their pursuit of material and spirit is different from the past. This pursuit has developed from simple "usable" to "convenient and durable" and then to "happy to use". This also means that the era of "mass consumption" has entered the era of "class consumption", products have evolved from standardization to differentiation, and people are more and more inclined to buy the symbolic value of products. Moreover, product design is not an artistic creation in a complete sense, because designers not only have to express their emotions in design, but more importantly, designers should meet the psychological needs of the audience to the greatest extent through product design.

Product design aims to meet people's needs. It first meets people's physiological needs, and then meets people's spiritual requirements. Therefore, products have two different characteristics: One is the use characteristics of products. Second, the of products should meet the spiritual needs of users and the aesthetic characteristics of consumer culture. With the increasing improvement of people's aesthetic outlook, they can have higher and higher requirements for products. According to psychological theory, after their basic needs are met, they have begun to challenge high-level invisible needs. Therefore, it is also an unprecedented challenge for product design.

**Objective:** With the progress of science and technology, product design has developed very fast in social production and life, and psychology has also developed a lot different branches, such as consumer psychology, study the psychological phenomena and behavior laws of consumers in consumer activities. Design psychology studies people's psychological state through consciousness on design. At the same time, it also studies people's psychological state in the process of design creation. Therefore, the application of invisible psychological needs in design is very important. If there is a lack of knowledge of demand psychology in design, designers often misunderstand the main problems to be solved in design.

**Subjects and methods:** This paper mainly studies and analyzes the influence of invisible psychological needs on product design. It is studied from three aspects: color, shape and function. Randomly select a third-tier city and issue a questionnaire to the designer.

**Study design:** 600 designers were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 581 were recovered, and the number of valid copies was 567.

**Methods:** Use Excel to count the impact of invisible psychological needs on product design.

**Results:** The color of products acts as a bridge between products and people, that is, it plays a role of

transmitting information. Product color is the most infectious artistic factor in design. Through the conversion of human physiology, psychology and emotion, it produces various visual effects and obtains consumers' emotional cognition. Consumers will also pay special attention to the modeling of products. Product modeling design mainly has innovation, diversity and fuzziness, which will be loved by consumers. With the progress of high technology, a product with only one function can no longer meet the needs of consumers. After the color and shape are satisfied, consumers will make a comprehensive evaluation on the use function, product quality and product price of the product, and also compare it with similar products. Therefore, if we can win in performance and function, then the product must be the one that can attract consumers' attention and make consumers remember deeply.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 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 designers are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Effect of invisible psychological needs on product design

Factor	Color	Modelling	Function
Designer	4	4	4

**Conclusions:** Demand is the desire of organic individuals or groups for objective things under certain living conditions. According to the origin of demand, it can be divided into biological demand and social demand. People's needs are diverse and multi-level. With the improvement of living standards, the field of life is expanding and the lifestyle is diversified. In psychological pursuit, more and more people pursue personality and change. Therefore, on the basis of meeting their own material and physiological needs, they began to pursue various needs in a broader social and natural environment. In many psychological activities, the emergence of demand psychology has brought important behavior guidance to people. According to the invisible psychological needs, people adopt various ways of behavior to meet various needs.

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## DRESS CULTURE AND ART CHARACTERISTICS AND DESIGN STYLE UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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**Background:** In the process of fashion design, the research on fashion design art and fashion culture can help designers design excellent works. At this time, this dress not only has the function of preventing cold and shame, but also has the function of appreciation, which can express the designer's emotion and thought. Gradually, the fashion design art and fashion culture have their own characteristics and form the brand culture. Artistic style is the highest realm of art and the intangible thing that artists strive to pursue. It is the highest ideal of fashion designers to make every fashion design work have a mature style. The formation of clothing style is closely related to the times, the nation and the designer's own thoughts. At this time, clothing not only has the function of covering up shame and preventing cold, but also breaks away from the constraints of various patterned forms and achieves the purpose of maturity. The clothing with truly original style has strong artistic appeal, which shows that the clothing designer has successfully expressed his thoughts, emotions and aesthetics on the clothing, and the clothing is very consistent with the wearer, that is to say, the clothing designer can communicate well with the wearer. Mature fashion design is mainly reflected in the style, color and cultural taste of clothing. These elements are called clothing personality. The most fundamental and irreplaceable elements in the formation of clothing brand culture are humanistic spirit, style characteristics, cultural concept and logo. This irreplaceable is the same as the irreplaceable style, which is the necessary factor for the brand to become a brand, that is, the advantage of the brand. There are generally two views on the irreplaceable elements of brand culture, one is the absolute cultural advantage of the enterprise, and the other is the relative cultural advantage of the enterprise. Absolute cultural advantage is the management concept, enterprise belief and enterprise spirit precipitated by the enterprise in the long-term business process. Absolute culture is a kind of culture owned by enterprises at present. They want to have it for a long time and want it to become an absolute culture. For example, Pierre Cardin company carried forward the French traditional culture to the end, and finally formed its own