

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

corporate culture. It has become an irreplaceable brand, with both brand product quality and its own characteristics.

Cognitive psychology is a psychological trend and research direction rising in the West in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Based on the background of cognitive psychology, this paper studies the dressing style, psychological needs and cultural ideas of dressers, so as to improve the cultural and artistic characteristics and design style of clothing.

**Objective:** The admirers of each style of clothing are different, and their knowledge structure and cultural connotation are also different. The admirers of each style have their own value tendency and value angle. Therefore, the main task of fashion designers is to use the knowledge of cognitive psychology, connect their hearts with the hearts of the wearers, find out what elements of these wearers produce this value tendency, and then integrate this element and emotion into the clothing and display it in front of the world. In the process of display, designers can carry out bold artistic processing of clothing from their own subjective emotions. It should be noted that in the process of processing, the inherent ideological connotation and attributes of the wearer must be integrated into the design. In this way, the work can be meaningful and the connotation of clothing can be truly displayed. Because this is a “display”, the designer’s desire to give clothing is that the wearer can understand and understand his own personal aesthetic image and aesthetic cognition from the clothing style.

**Subjects and methods:** The service object of clothing culture and art characteristics and design style is the wearer, who is also a person, with independent consciousness, agile talent, keen insight and speculative ability. They are also picky about clothes. They no longer want to just let clothes have the function of covering up shame and cold, but hope to feel some thoughts and emotions from this brand, so as to integrate their emotions with those on clothes. Generally speaking, it is to let clothes express their emotions and thoughts. In the process of buying this brand of clothes, the wearer does not buy clothes, but the cultural idea contained in this brand of clothes, which is the kind of beauty he needs. This beauty can be expressed in style or style. Therefore, when designing clothing, designers need to integrate their own cultural connotation, thought and aesthetic style, so as to meet people’s particularity of this kind of clothing.

**Study design:** Using the method of interview analysis, 20 fashion designers and 50 people were randomly selected for interview. Based on cognitive psychology, interview and analyze from three aspects of art culture, art style and art characteristics to understand the trend of today’s clothing culture and art characteristics and design style. The visit time is about 15 -25 min.

**Methods:** Using Excel to study the influence of dress culture and art characteristics and design style under the background of statistical cognitive psychology.

**Results:** According to the survey results, 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. The specific statistical table is shown in Table 1.

**Table 1.** Impact of social psychology on the development of rural health resort tourism

Factor	Art and culture	Style of art	Artistic characteristics
Fashion designer	3	4	4
Object	4	4	4

**Conclusions:** It is undeniable that in fashion design, the characteristic style of clothing can become a brand and then form a brand culture, so that enterprises can have their own soul. It is the magic weapon for enterprises to open the market, win in the competition, develop in the competition and realize human culture. Therefore, we should pay great attention to it.

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## APPLICATION OF PSYCHOLOGICAL PERCEPTION FACTORS IN ANIMATION ARTISTIC EXPRESSION

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