Table 1. Effects of the intervention in college students with anxiety disorders in the process of innovation and entrepreneurship

Personal background	Innovation and entrepreneurship education	Personal quality and individual quality	Innovation and entrepreneurship intention	Innovation and entrepreneurship
3	3	3	4	4

Conclusions: College students' anxiety has become one of the important problems to be solved in the process of innovation and entrepreneurship. College students' anxiety has a serious negative impact on innovation and entrepreneurship. Innovation and entrepreneurship education for college students refers to the cultivation of their awareness, knowledge and ability to engage in entrepreneurial activities in the future. In this paper, the cultivation and methods of college students' innovative and entrepreneurial ability are discussed, and the author thinks that college students' innovative and entrepreneurial ability should be cultivated, and good knowledge conditions should be established to make students dare to innovate and start their own business and promote the progress of the society.

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APPLICATION OF COGNITIVE PSYCHOLOGY IN CREATIVE THINKING ABILITY IN 3-DIMENSIONAL ANIMATION TEACHING REFORM

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Background: Cognitive psychology is a trend of psychological thought rising in the West in the mid-1950s, and it has become a main research direction of Western psychology since the 1970s. It studies people's advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, thinking and speech, etc. In contrast to behaviorist psychologists, cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval, and changes in memory. It is the mainstream of modern cognitive psychology to study cognitive process from the perspective of information processing, which is equivalent to information processing psychology. It regards people as a system of information processing, and regards cognition as information processing, including the whole process of sensory input coding, storage and extraction. According to this view, cognition can be decomposed into a series of stages, each stage is a unit that performs some specific operation on the input information, and the reaction is the product of this series of stages and operations. The various components of an information-processing system are interconnected in some way. With the development of cognitive psychology, this view of sequence processing is more and more challenged by parallel processing theory and related theories of cognitive neuropsychology.

Since the 1950s, American psychologists have been interested in and studying creativity. Animation majors abroad attach great importance to students' study of film, and offer a series of courses, such as character molding, plot arrangement, storyboard making, film editing and so on. These courses are very necessary to improve the students' ability of 3D graphic thinking and 3D animation. However, in the teaching process of animation major in China, there are few courses in film science, and the courses of character design and character molding are deficient, which makes students unable to obtain all-round and benign development.

Objective: At present, the teaching of 3D animation in our country mainly focuses on the study of software operation, and pays too much attention to the study of 3D technology. Therefore, the course teaching of animation needs to carry out targeted reform, and cultivate students' artistic accomplishment, stimulate students' self-thinking ability and three-dimensional graphics thinking ability. The significance of 3D graphic thinking is diversified, which not only represents the transformation of students' creative thinking mode from 2D to 3D, but also represents students' creativity in 3D graphic creation.

Subjects and methods: Three-dimensional graphic expansion of thinking shows two characteristics of spatial imagination and creative thinking, and such features are not easily replaced by the ability. Randomly selected 152 students, including 98 boys and 54 girls. Select a professional 3D animation teacher. According to the students' spatial imagination and thinking creativity, teachers can divide the teaching reform into three steps to guide students to stimulate their own initiative and creativity. Step 1: Contrast tradition with

innovation. In the course of teaching content reform, first of all, take the role setting of last year's domestic animation "Journey to the West" as a comparison to the traditional "Journey to the West" to guide students to abandon the inherent thinking and stimulate thinking creativity. The second step: the effect of thinking creativity guidance. Since the drawing of the three views is the process of transforming 2D characters into 3D characters, the selection of Jin Yong's character 3D design can stimulate both thinking creativity and spatial imagination. From the point of view of guiding effect, students' demands on themselves become higher and their thinking become more active. However, the majority of students are willing to challenge their spatial imagination and avoid the options that require them to take the initiative. Therefore, although the initiative of students' thinking creativity has been improved, it is still weak on the whole and needs to continue to consolidate the teaching reform. The third step: the expansion of space thinking "game" link. In addition to the role design using two-dimensional to three-dimensional views, the development of spatial thinking needs to combine some mathematical geometry thinking. Students are very interested in "games" in class, and actively participate in the training of spatial imagination. Classroom atmosphere and students' thinking become very active, so it plays a positive role in this teaching reform. At the end of the course, 152 questionnaires were sent out, 148 questionnaires were returned and 144 valid questionnaires were sent out. The influence of statistical cognitive psychology on the development of creative thinking ability in 3D animation teaching reform.

Methods: All data in the study were statistically, inductively, and analyzed using the database SPSS 3.0 statistical software.

Results: In order to reduce the large error caused by individual subjectivity in the assessment, the results of the survey are rounded off by 152 students with an average of 152 rounded values.

Table 1. The influence of cognitive psychology in the cultivation of creative thinking ability in 3D animation teaching reform

Factor	The link between tradition and innovation	Thinking creation guidance	Space thinking to expand the game link
Ratings	4	5	5

Conclusions: Based on the application of cognitive psychology, students' thinking creativity and spatial imagination have been improved to some extent in the teaching reform of 3D animation. Under the intervention of cognitive psychology, the students are encouraged to exert their creativity, change their thinking mode, not depend on the teacher's ideas, actively and boldly create, and seek to use 3D software and thinking development to obtain the greatest improvement of the creation of works.

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THE ENVIRONMENTAL DESIGN IN THE GAME FROM THE PERSPECTIVE OF DIGITAL MEDIA ART DESIGN PSYCHOLOGY

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Background: With the rapid development of science and technology, the application of online games and digital media art are interdependent and inseparable. In order to expand the application scope of digital media art game production and development, China has intensified the innovative research on online game from different angles. From the current form of development, the game has become an important part of people's daily life, while bringing fun, can effectively help people to ease the pressure of work, get the spirit of relaxation. Therefore, the production and design of digital media art games are of great development significance. With the obvious improvement of scientific skills, the game industry has higher requirements for the development of details. Game scene is a virtual scene, the application of virtual game research and creation is of great importance, with the level of advanced technology is not too high. In the game, you may play different roles, have different levels of equipment settings, but these scenes can only be achieved in the game, in the actual production life is not exist. Therefore, to establish a correct concept of right and wrong, effective distinction between the game and life there are differences, can reduce the problem. However, there are also some negative effects, making some people indulge in the game for a long time, completely affected the game designer to develop the original intention of creating the game. The