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

dynamic effect of the game can make the whole game visualize and vivid, and embody the important characteristics of the digital media art application. Furthermore, it is very important to make use of dynamic effect to make the game. Increasing the collection channel of information, arranging and planning, and then transforming the 2D data into many kinds of data according to the visual and auditory effect of people, make the game content design rich and diverse. While stimulating the players' enthusiasm for the game, the creative thinking ability has also been significantly improved.

Objective: With the continuous development of economy and the continuous improvement of people's economic level, people's focus of life is not only on the material level, but also began the new pursuit of spiritual comfort. With the continuous development of science and technology, the network has gradually become an indispensable part of people's lives, but also for our lives has brought great convenience. And digital media technology in this environment has also been rapid development, and all of this for the game, it is equivalent to a major change.

Subjects and methods: Digital media technology has a wide range of application skills in the development of game making process, involving a variety of types, including game development, design, implementation and so on. With the application of science and technology gradually accelerated, the game production of each link management objectives is becoming increasingly clear. Based on the psychology of digital media art and design, this study analyzes the influence of environment design in games.

Study design: Randomly selected 100 players between the ages of 20 and 35, of all genders and occupations. The interview time was between 30-45 mins. Based on the psychological perspective of digital media art and design, the interview analyzes players' satisfaction with and suggestions for in-game environmental design.

Methods: Using Excel statistics on the effects of psychological intervention in the design of media art in games.

Results: The results of this survey use 1 to 5 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 players are rounded up and the results are obtained by rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Impact of environmental design in games under digital media art design psychology intervention

Factor	The dynamics of digital media art	Virtuality of digital media art	The convergence of digital media art
Ratings	5	5	4

Conclusions: With the continuous development of science and technology, people's lives have become more and more convenient. And digital media technology as a new technology, but also to our innovation and development to bring new expectations. But in this foundation, the game manufacture may also stride into a new staircase. However, the design and development of games based on digital media technology of psychology need to be combined with network technology, which is beneficial to promote the development of every link of games and follow the innovative concept of game production. Only in this way can we expand the development field of games and enhance the development of our comprehensive national strength.

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CONSTRUCTION AND APPLICATION OF BUSINESS ADMINISTRATION TEACHING MODE BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology explores interpersonal relationships at the individual and social group levels. Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals are studied at the individual level. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture.

One of the most common management specialties in the market economy, generally refers to business management. Business management is a subject that studies the basic theory and general methods of