

education, gradually integrate and improve the existing system, innovate and optimize the Mental health education system in colleges and universities, achieve the goal of educating all staff of the main body of education, and college students receive dynamic education throughout the whole process, so as to achieve the all-round improvement of the education system.

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THE APPLICATION OF PSYCHOLOGICAL PERCEPTION FACTORS IN THE ARTISTIC EXPRESSION OF 3D ANIMATION

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Background: Psychology is a science that studies human psychological phenomena and their mental functions and behavioral activities under the influence of human psychology, taking into account prominent theoretical and applied (practical) characteristics. Psychology, including basic psychology and applied psychology, involves many fields, such as perception, perception, emotion, thinking, personality, behavior, interpersonal relationship, social relationship, artificial intelligence, IQ, character, etc. Psychological factors are the psychological process of movement and change, including people's feelings, perceptions and emotions, which are often called the internal causes of things' development and change.

Three-dimensional animation, also known as 3D animation, it is not limited by time, space, place, conditions, objects, the use of various forms of expression of complex, abstract program content, scientific principles, abstract concepts in a concentrated, simplified, vivid and vivid form. Three-dimensional animation techniques simulate real objects in a way that makes them a useful tool. Because of its accuracy, authenticity and maneuverability, it is widely used in medicine, education, military, entertainment and other fields. In the film and television advertising production, the new technology can give a refreshing feeling, so it has been welcomed by many customers. Three-dimensional animation can be used for the production of special effects (such as explosions, smokes, rain, light effects, etc.), special effects (crashes, distortions, unreal scenes or characters, etc.), advertising product displays, opening text, etc.

Objective: There are many ways for human beings to perceive the outside world, such as visual perception of image, smell perception of smell, hearing perception of sound, taste perception of taste and touch perception of touch and so on. Color psychology and cognitive psychology are used in the art of 3D animation. Color psychology and cognitive psychology can be called perceptual psychology. Color psychology is a subject of great importance. In terms of natural appreciation and social activities, color is objectively a stimulation and symbol to people, and subjectively a reaction and action. In the daily life observes the color in the very great degree receives the psychological factor the influence, namely forms the psychological color vision feeling. Under the influence of impressionist painter Pizarro and others, Van Gogh used a lot of high-purity colors and bright colors in his works, which made the painting bright and decorative. Since the 20th century, there have been many forms of artistic expression, such as cubism, futurism and conceptual art. They all emphasize that works must be consciously guided from the audience's psychological point of view to guide the audience to enjoy art. Therefore, a good animation or landscape animation work does not simply list all the elements in it. We should make full use of the audio-visual language skills in the field of ci-nematology to better convey the works to the audience.

Subjects and methods: Animation also has the characteristics of traditional painting, in the design of a landscape animation, designers should always remember that this is not only to convey a visual beauty, but also to restore the truth. In the design of a landscape animation works, it is necessary to deal with the objective facts and the audience subconsciously believe that the contradiction between the facts. Good animation characters play a vital role in the film, in the animation follow-up industry development has a high cultural value and commercial value. Therefore, in order to create better 3D animation art works, this paper analyzes the influence of psychological perception factors on 3D animation art performance.

Study design: Randomly selected 3D animation art of 100 people, using a questionnaire survey, gender unlimited, age unlimited. The time for answering the questionnaire was limited between 15-20 mins. A total of 100 questionnaires were distributed and 96 questionnaires were retrieved, with a recovery rate of 96%. There were 92 valid questionnaires with an effective rate of 92%. Of these questionnaires, 4 were deemed invalid if they were completed over time.

Methods: Using Excel statistics results.

Results: The results of this survey use 1 to 5 ratings to quantify the influence values 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 relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 100 three-dimensional animation artists are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Influence of psychological perception factors on 3D animation artistic expression

Factor	Color tone	The formation of Animation art	Spectator mentality
Scoring	5	5	5

Conclusions: Three-dimensional animation art changes and shapes the traditional way of observation and perception of subject and object. It not only arouses people's sense of hearing and vision, but also inspires people's mind. The beauty it shows is beyond the reach of traditional art. What we design and finish should not only be a commodity, but also be endowed with its soul by our psychological knowledge and the psychological perception of the audience.

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A PRACTICAL STUDY ON THE INTEGRATION OF CULTURAL DNA INTO TRAFFIC FLOW GUIDING FUNCTION IN THE LANDSCAPE RECONSTRUCTION OF THE OLD CITY OF CHONGQING FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is an important branch of psychology. It deals with psychological issues related to society. We know that all social events have human factors in them, that is, there are psychological problems in them. The psychology that studies these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are paid more attention. Social psychology studies the development and change of individual psychological activities under certain social living conditions.

Every nation's culture has its own unique elements, structural forms and ways of existence, forming its own unique traditional culture. By analyzing the characteristics of national culture and explaining the connotation of national culture, the genetic engineering method is introduced. In biology, a gene is a functional unit that not only transmits genetic information to the next generation through replication, but also allows for the expression of genetic information. With the help of biological gene vocabulary, the definition of national culture gene is proposed. Cultural DNA refers to non-biological genes, which are genetically inherited and acquired, active or passive, conscious or unconscious, and implanted into the human body with the smallest information unit and the smallest information link, mainly manifested in beliefs, habits, values and so on.

Objective: Automatic parking refers to the automatic parking of a car without manual control. Automakers have developed cars that park themselves because they are aware of consumer demand. For many drivers, sequential parking is a painful experience. Large cities have limited parking space, and driving cars into small spaces has become an essential skill. There are few instances when a car has been parked without effort. Advances in technology have provided the solution, which is automatic parking. Just press the start button, sit and relax, everything else will be done automatically. Automatic parking helps drivers park their cars automatically. Nowadays, the country pays attention to the reconstruction of the old city, and parking becomes the biggest problem in the process of landscape reconstruction, so the function of traffic flow guidance is needed.

Subjects and methods: With the increase of the residents' income, the disposable income of the citizens increases, and now with the decision that the automobile industry has become the pillar industry of our country, there is a public opinion of "actively guiding the development of cars". Although our country has adopted a relatively conservative and cautious attitude towards the development of private cars in cities, the development of private cars in cities of our country is still rapid with the continuous expansion of city