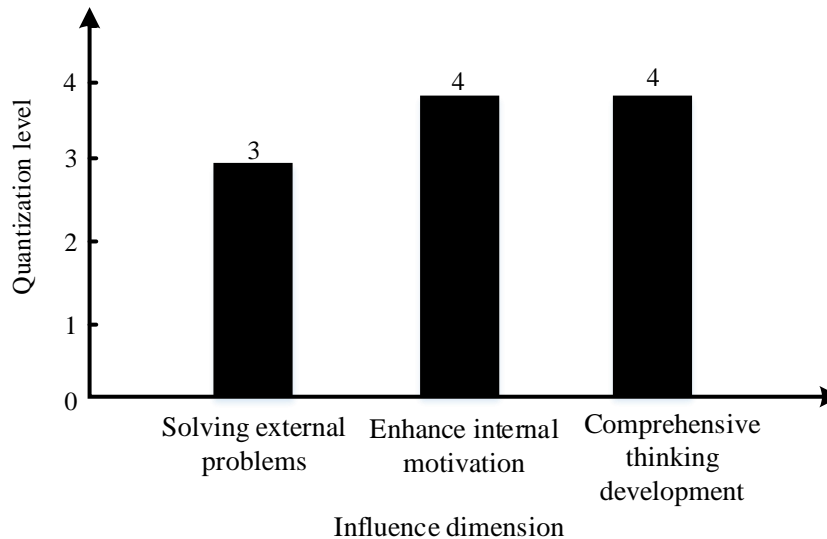**Subjects and methods:** This study explores the impact of critical thinking education on emotional creativity barriers by issuing a questionnaire to industrial design students who receive critical thinking teaching. The questionnaire mainly focuses on the experience of industrial design students, and investigates the impact of critical thinking on students' creative barriers.

**Study design:** This study designs a questionnaire according to the different dimensions of critical thinking affecting creative thinking, and sends the questionnaire to industrial design students who have received critical thinking education. During the experiment, 180 questionnaires were distributed to industrial design students, and 166 valid questionnaires were successfully recovered.

**Methods:** This study analyzes the impact of critical thinking teaching on the emotional and creative thinking obstacles of industrial design students through Excel.

**Results:** The impact of critical thinking teaching on the emotional and creative thinking obstacles of industrial design students is shown in Figure 1:



**Figure1.** Influence degree of different affective disorder types

In Figure 1, critical thinking education plays a significant and positive role in enhancing internal motivation and improving the development of comprehensive thinking ability, while its impact on solving external problems is not significant but important.

**Conclusions:** Emotional creative thinking is an important ability required by industrial design, and industrial design students often encounter emotional creative thinking obstacles in the process of learning. Through critical education, we can help students overcome emotional creative thinking obstacles from the aspects of enhancing students' internal motivation, promoting students to solve external problems, and improving students' comprehensive thinking ability, In the process of critical education thinking, we should focus on the basic knowledge system, and cultivate students' reflective ability and the ability to see the gap between different modes all the time in the process of education, so as to help students improve their creative thinking ability from all aspects.

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# STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

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**Background:** In the deepening social transformation, the development of modern society gradually presents the characteristics of multifaceted, compound and profit seeking. With the emancipation of the mind and the gradual improvement of living standards, people's vision is more open, and there are more channels to obtain information. The information full of different values is constantly impacting people's moral concepts, making modern people's life more and more confused. Especially for college students who shoulder the important task of building the motherland. College students are still in the stage of absorbing a

lot of external information to build their own perfect values and outlook on life. At this stage, benign guidance will give college students positive action and develop a more perfect personality. However, vicious guidance will lead college students to go astray and endanger the physical and mental health development of college students. In this important node of life, the guidance of colleges and universities to students is an important way to ensure that students are not affected by external bad information and grow up healthily. In the face of the complicated bad information, colleges and universities establish students' ideological and political education on the basis of psychology, scientifically grasp students' psychological state through psychological methods, and give full play to the main enthusiasm of ideological and political education in colleges and universities. Ideological and political education in colleges and universities combined with psychology can promote college students to give full play to the subjectivity of ideological and political education in colleges and universities from the perspective of psychological needs, and make students keen on autonomous learning of ideological and political knowledge. The ideological and political education in colleges and universities combined with psychology can dredge the psychological obstacles of college students from the perspective of regulating the emotional state of college students, so that colleges and universities can really connect the ideological and political education with their own study and life, and make college students think that the ideological and political education is valuable and charming. Ideological and political education in colleges and universities combined with psychology can improve students' ability to judge the nature of information, help students avoid the interference of bad information, accept positive and benign information, and establish a perfect value system.
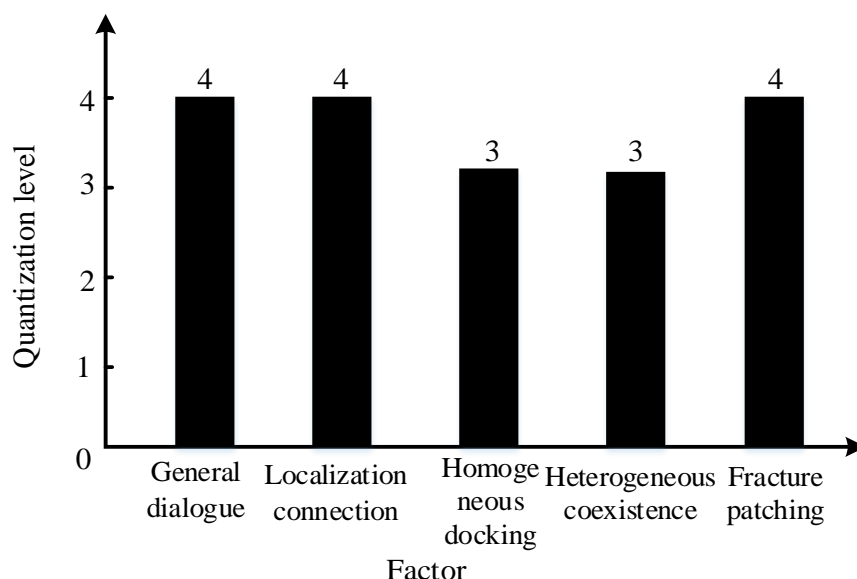
**Objective:** College students are in an important period of establishing their outlook on life and values. The interference of external bad information on college students will seriously affect their daily learning state. This study combines psychology with college students' Ideological and political education, starting from students' psychological needs and actual situation in daily life, to help students identify bad information and establish a perfect value system.

**Subjects and methods:** In this study, 350 college students of different genders, grades and majors were selected by random sampling to conduct a questionnaire survey to explore the impact of ideological and political education combined with psychology on college students.

**Study design:** A total of 350 questionnaires were distributed in the survey process, and 336 questionnaires were successfully recovered, including 13 invalid questionnaires and 323 valid questionnaires. The effective rate of the questionnaire was 92%. After strict screening, all the respondents were students who had taken the ideological and political course combined with psychology.

**Methods:** After taking back the questionnaire, this study manually integrates the questionnaire data, and uses Excel to analyze the impact of Ideological and political education combined with psychology on college students.

**Results:** The impact of Ideological and political education combined with psychology on college students is shown in Figure 1.



**Figure 1.** The influence of psychology on ideological and political education

In Figure 1, the ideological and political education combined with psychology has a significant impact on

college students in three aspects: overall discipline dialogue, localization connection and fracture supplement. These three aspects can effectively combine psychology and ideological and political education. The influence of homogeneous docking and heterogeneous coexistence on college students is more important and not significant.

**Conclusions:** The rapid development of society often brings strong collision between old and new ideas and the emergence of different types of ideas. College students who are in a critical period of life are vulnerable to the influence of external bad information, which is unfavorable to the construction of college students' outlook on life and values. This study combines psychology with ideological and political education, starts with students' psychological needs and actual living conditions, enhances the subjectivity of Ideological and political education, creates a good learning atmosphere, attracts college students to carry out ideological and political learning independently, distinguishes the nature of external information, and establishes a perfect positive outlook on life and values.

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# STUDY ON THE INFLUENCE OF DIGITAL CLOTHING COLOR ON MEMORY IMPAIRMENT

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**Background:** Digital color is a technology of color assembly through digital codes 0 and 1 in computer, that is, a technology of using digital method to express color. Digital color can define the brightness, purity and hue of color. According to different coding modes, it can also be divided into red, green and blue, printing color and other different color modes. The application of digital color in clothing often has different psychological effects on individuals with different characteristics. This influence is mainly shown in two aspects: on the one hand, it is the influence of cognitive level, on the other hand, it is the influence of emotional association. At the cognitive level, individuals' different physical and mental states may cause their different cognition of color, some of which is at the physiological level, that is, the recognition of color by human eyes. Each individual will have subtle differences in color recognition, which is likely to lead to different cognition among individuals. At the psychological level, the difference of individual growth environment often leads to different interpretations of color meaning. In terms of emotional association, after digital color stimulates individuals, individuals often produce certain emotional association. This instinctive association ability is an important way to overcome memory obstacles, that is, digital clothing color can be used as a media memory carrier to awaken individual memory. The media has the attribute and ability to retain information. Individuals can awaken a certain past memory through the retention of the media and restore or reproduce the memory in reality. A large part of the reason for the symptoms of memory impairment is that individuals cannot awaken the memory retained in the brain, that is, if memory media can be used to help individuals trigger memory. Then memory impairment can be alleviated. Using digital clothing color to improve memory impairment is to use digital clothing color as a medium to awaken individual memory, and achieve the effect of alleviating the symptoms of memory impairment by specifying and transforming the media.

In the process of using digital clothing color, we should pay attention to the specificity and daily nature of clothing color. From the perspective of specificity, each patient with memory impairment has a specific emotional association for a specific color, which cannot be standardized. We should formulate a specific color treatment scheme for different patients to achieve better treatment effect. From the perspective of daily life, clothing color is one of the most common color types in daily life. Clothing color should be reasonably applied to the daily life of patients with memory impairment, so that patients can get used to memory media in daily life, so that patients can gradually get rid of the assistance of memory media and overcome memory impairment.

**Objective:** Memory impairment is often caused by the individual's inability to awaken the memory retained in the brain, and color can make the individual produce psychological cognition and emotional association and trigger past emotions. This study takes the digital clothing color as the memory medium, and achieves the effect of alleviating the symptoms of memory impairment through the debugging and daily use of color.

**Subjects and methods:** This study studied the influence of digital clothing color on memory impairment by issuing color cards and questionnaires to memory impairment groups.

**Study design:** In this study, 230 questionnaires were distributed, 212 questionnaires were successfully recovered, and 18 questionnaires were not recovered. The questionnaire contains a standard color