

cultural elements in modern product design. This paper proposes to use Chinese traditional culture to choose modern product design and application. Traditional Chinese culture is an application method that evolved from the application of traditional culture in modern product design. Therefore, here we introduce the application model of Chinese traditional culture in modern product design, so as to better understand Chinese traditional culture.

**Results:** Analysis of application effect of Chinese traditional culture in modern product design. According to the rating level, the number of alternative modern product design methods is assumed to be 5, which are A, B, C, D, and E, respectively. We can build reviews of cultural design indicators at each level. See the following Table 1 for details, the data is random input. The actual operation should be the same as the assessment team.

**Table 1.** Factors affecting cultural design factors of modern products

Influencing factors	Product design A	Product design B	Product design C	Product design D	Product design E
Design mode 1	0.80	0.70	0.89	0.68	0.98
Design mode 2	0.67	0.87	0.56	0.67	0.77
Design mode 3	0.55	0.56	0.78	1.00	0.87
Design mode 4	0.67	0.89	0.76	0.78	0.98
Design mode 5	0.67	0.54	0.34	0.67	0.54
Design mode 6	0.76	0.76	0.78	0.56	0.45
Design mode 7	0.54	0.55	0.75	0.54	0.76
Design mode 8	0.67	0.89	0.87	0.96	0.67
Design mode 9	0.76	0.56	0.88	0.45	0.78

At present, Chinese enterprises still have many problems in the design choice of modern product culture. The criteria for the selection of modern product design methods are mostly focused on product quality, design flexibility, design timeliness, and design lead time for modern product design methods. A comprehensive modern product design method has integrated cultural design system. In fact, the establishment of the modern product culture design index system should be based on the location, time and object, which is a complex and challenging issue. We cannot simply set traditional cultural products in accordance with uniform standards.

**Conclusions:** China's unique traditional culture has a profound historical accumulation, and provides a good cultural and creative cultural design element for modern design. The idea of introducing traditional Chinese cultural design elements into modern product design will open up new perspectives and perspectives for the development of modern cultural and creative industries. We should apply traditional culture to the design of creative products, while satisfying the needs of the market and then market-oriented can develop Chinese culture, and product design will drive our country's economy, and thus stimulating a large number of culturally relevant industries. It also played a role in promoting the tourism industry, cultural industry, and production industries, and made contributions to building a harmonious socialist society.

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## APPLICATION OF TRADITIONAL ARTISTIC SYMBOL ELEMENTS IN MARINE ENVIRONMENT PLANNING AND DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGICAL FACILITATION

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**Background:** The traditional art of Marine ecological culture refers to all the cultural achievements formed by the protection of ecological environment and the pursuit of ecological balance in the process of human practice of utilizing marine and coastal zone resources. The essence of marine ecological culture is a culture that pays attention to the harmonious development between man and the sea. It is characterized by regionalism, times, dependence on industrial civilization, globality and historical inheritance. In a broad

sense, Marine ecological civilization is the traditional art of marine ecological culture, a way of survival for the harmonious development of man and the ocean, and the sum of material and spiritual wealth in the construction of marine ecological civilization. In a narrow sense, the traditional art of marine ecological culture includes the values of marine ecological civilization, as well as the material, spiritual and institutional achievements guided by ecological values. The current expression of this value is the concept of respecting nature, conforming to nature and protecting nature.

**Study design:** From the history of the rise and fall of human civilization, civilization depends on the ecological environment to nurture and support, when supporting the development and change of the ecological environment of a civilization, human beings can adapt to the new ecological environment through the progress and renewal of culture. At present, marine ecological culture and traditional art still belong to a new field. The traditional art of Marine ecological culture is formed in the process of adapting to the changes of marine ecological environment, and its concept comes from the proposal of marine ecological civilization construction. Civilization is the outcome of human cultural development, and culture is the foundation of civilization. Any form of civilization is the result of its corresponding culture, and the construction of marine ecological civilization needs the development of traditional art of marine ecological culture.

**Subjects and methods:** Because the category of ecological culture is not clear yet, the traditional art of marine ecological culture studied in this paper refers to the culture of harmonious development of the sea of people formed in the exploration process of various regions in the last century, especially in the last half century under the influence of industrial development. The present study takes respecting the ocean, conforming to the ocean and protecting the ocean as the premise, and aims to promote the improvement of the marine ecological environment and the harmonious development between man and the ocean.

**Results:** This paper set up in material, system, spirit, behavior four aspects to the marine ecological environment protection and the economic and social development of a comprehensive analysis of the ideas and methods, with the development of human civilization as a whole view angle to know, understand and review the current art characteristics of the construction of the marine ecological culture, problems, and puts forward some countermeasures for the construction of accordingly. This method provides a comprehensive perspective for case analysis and makes the traditional art construction of marine ecological culture more scientific and comprehensive. In the traditional art analysis of marine ecological culture, the key analysis elements can be selected according to the Marine ecological culture elements and the actual situation of the case area.

**Conclusions:** It has become a common problem for urban people to enjoy the resources and enjoy the ecological fruits being protected, but not to take actions to protect the resources. The traditional art construction of Marine ecological culture focuses on the formation of new behavior patterns and the production of new systems, material and spiritual results based on the concept of respecting, complying with and protecting the ocean. The main objectives are to control Marine pollution, improve the quality of marine ecology, sustain coastal economic prosperity, satisfy spiritual needs, recognize beliefs, cultivate modern Marine ecological awareness, and enable coastal people to form a sense of belonging, pride, and a sense of direction for sustainable development.

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## IMPACT OF CURRICULUM EDUCATION INNOVATION OF LOGISTICS MAJOR ON STUDENTS WITH COMMUNICATION ADAPTATION DISORDERS IN COLLEGES AND UNIVERSITIES

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**Background:** Communication ability is a very important skill in one's life and work. Good communication ability can help people actively carry out production and life and obtain positive development. On the contrary, lack of communication ability will bring all kinds of disadvantages to study, work and life. Therefore, as an important stage of cultivating students' knowledge and ability, colleges and universities