

health.

**Results:** In this study, the correct grasp of the core concept of dance therapy, the implementation of quality training evaluation, the formulation of group therapy plan, reasonable arrangement of intervention content, intensity and time, and timely feedback from parents play a key role in the therapeutic effect. In dance therapy, creative dance, mirror image, imitation, co-operative and synchronous movements, and music and dance forms of group integration have positive effects on children with autism's social communication ability. KMP motion observation tool can understand, reflect and expand non-verbal expression, and establish feasible motion prescription through motion evaluation, to help children improve social and communication, and build body awareness. In conclusion, the results of this study show that dance quality training is effective and feasible in the treatment of children's behavioral disorders, and dance therapy can positively affect children's social skills and physical and mental health.

**Conclusions:** Dance therapy has a positive impact on the physical and mental development and health education of children with autism in China, and has a very significant improvement in the field of social and economic communication and physical quality training. In particular, dance, with its rich intervention content and healthy and green intervention methods, provides opportunities for children's body perception, music rhythm and emotional experience, which can effectively promote the development of sensorimotor, social communication, emotional management and cognition. The correct grasp of the core concept of dance therapy, the implementation of movement evaluation, the formulation of group therapy plan, the reasonable arrangement of intervention content, intensity and time, and the timely feedback of parents play a key role in the therapeutic effect. From the perspective of art education, the Quality training system of Laban Banff has an important improvement on children's physical ability. KMP motion observation tool can understand, reflect and expand non-verbal expression, and establish feasible motion prescription through motion evaluation, to help children improve social and communication, and build body awareness.

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## VISUAL EFFECT ANALYSIS OF ART DESIGN FORM BASED ON VISUAL PSYCHOLOGY

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**Background:** At this stage, both for the individual research of visual psychology and the application research of visual psychology in layout design, many studies have been made in this field at home and abroad. First of all, concrete is a psychological experience formed by external objects and abstract information under people's visual perception. Therefore, simply speaking, visual psychology is the most natural cognition of beauty or ugliness when the audience sees an object. Compared with text information, Nowadays, the public is more willing to obtain information through static or dynamic pictures and videos. Secondly, the key point of the research on visual psychology is to catch the attention of consumers and audiences. If enterprises want to develop, they must try their best to publicize enterprises or products, and visual effects or art design can catch the psychology of consumers the fastest, so that enterprises and their products or services can leave a deep impression on consumers in a short time. In today's society "Picture reading era", through the combination of visual psychology and art design, can give full play to the value of design concept and convey the emotion and aesthetic value to the audience.

**Subjects and methods:** Feeling is the response of human brain to objective things. People understand clothing through their own feelings to understand the color, touch and style of clothing. We choose clothing through vision and perceive clothing through feeling, so as to imagine the form of this clothing on ourselves. Perception and feeling complement each other and produce together. Illusion arises with perception. People's vision is disturbed by perceptual factors, which will make people have wrong feelings and make people's subjective thoughts inconsistent with their objective places. This feeling is visual illusion. In people's daily life, visual illusion is a very common psychological phenomenon.

**Study design:** As the most intuitive human feeling, vision is one of the important ways to understand and obtain information. Visual communication design is a design behavior to convey information to the audience through vision, and art design, as an important part of visual communication design, is to explore the audience's psychology from the general psychology of the audience, Art designers can attract audiences from the perspective of visual psychology by optimizing the arrangement of information of different visual elements, so as to make art design works reflect practical application value. It is people's increasing attention to visual aesthetics that creates visual psychology. This paper starts with the principles and key

points of visual psychology and art design, this paper focuses on the application of visual psychology in publishing house design.

**Methods of statistical analysis:** With the advent of the information age and the development of the network, the regional boundary of information dissemination is becoming smaller and smaller, and even this boundary has begun to disappear. The continuous development and integration of design concepts at home and abroad have promoted the emergence of modern art design. However, the development of the field of format design in China is relatively late, and the education system in design is not perfect, Finally, the domestic art design lacks nativism in terms of quality and quantity. Art design is a design method that speaks of words, pictures, audio, color and other information through orderly arrangement and combination, combined with the rational and perceptual thinking of the audience, perfectly combines art and technology, and finally shows the visual effect of the design object to the audience. With the increasing attention of the public to visual aesthetics, there are more and more domestic research on the application of visual psychology in art design in recent years, and the research demand of social development for this aspect is not only reflected in theory, but also to make the research results truly applied to art design practice.

**Results:** Many aestheticians try to define formal beauty. It is not difficult to say exactly what beauty is, but to answer what beauty is makes aestheticians puzzled. Some people say that curves have the nature of beauty, and questions follow: can't straight lines express beauty? Some people say that neckties have decorative beauty. What if they are worn on a Chinese jacket? Some people say that red is bright and festive. If you change a relationship, you may lose this effect. It is difficult to determine what is the inherent attribute of formal beauty without specific relationship. The reason is that the production of formal beauty is conditional and changeable. The formal effect mainly comes not from the inherent attributes of formal factors, but from the formal relationship and the wider adaptive relationship. In this sense, Diderot's assertion that beauty is relationship is closer to truth.

**Conclusions:** In general, the application of visual psychology is very important for the embodiment of the value of art design, especially for contemporary society. In the process of art design, we must combine visual psychology to conduct in-depth research, grasp the correlation between the two, and use the means of visual psychology to solve the practical problems encountered in art design.

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## APPLICATION OF DESIGN PSYCHOLOGY IN INTERACTIVE DESIGN OF HIGH-END EQUIPMENT

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**Background:** Design psychology is a relatively new discipline. Due to its obvious interdisciplinary nature, its main content comes from relevant research and experience in other disciplines or design practice, including physiology, psychology, ergonomics, aesthetics, philosophy, information science, design art, history and other disciplines, these disciplines intersect and penetrate each other, forming a complex network. The research on psychological phenomena related to design activities is the basis of the exploration of design psychology. The basic laws of psychological phenomena and research methods are inseparable from design activities. Design psychology plays a guiding role in design practice. Only by understanding the basic laws of psychological activities can designers implement them in an appropriate way and better and accurately find and master the needs of users, Design according to the law of management activities, and constantly improve the quality of products, so as to better meet the needs of users. As a discipline closely connected with human life, design psychology is of great significance for its research. In a sense, it can meet the needs of consumers for quality of life, the development of modern human society, market competition and enterprise development, the personal design needs of designers, and the theoretical development needs of design psychology.

**Subjects and methods:** Design psychology is a subject that uses the theories and methods of general psychology to explore people's psychological state, especially people's inner needs and users' psychological state, and applies it to design through consciousness. At present, the most systematic and comprehensive scholar in the research of design psychology is Donald A. Norman, Professor of Computer Technology Department of Northwestern University and psychologist of cognitive science. Design psychology is based on psychology, through understanding people's psychological state, real needs, and then design. In recent years, the research on design psychology has become more and more extensive. Experimental psychology and Gestalt psychology have also been used, and some laws found in cognitive psychology have gradually become the mainstream paradigm of psychology.