

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.

Study design: With the continuous development of the Internet, the concept of “people-oriented” interactive design has gradually penetrated into the hearts of the people. Interactive design focuses on people-oriented user needs. However, there are no specific design principles to evaluate how to meet user needs in the design process. The emergence of design psychology provides a direction for the theoretical system of interactive design. Psychology is a discipline that studies people’s psychology and behavior. Therefore, in the process of interaction design, psychology can help us analyze people’s behavior from people’s psychological characteristics with scientific methods, so as to make the interaction more in line with users’ psychological expectations, so as to have a better user experience.

Methods of statistical analysis: As an interdisciplinary specialty, interaction design psychology is a very important part. The purpose of design is to solve problems and give users a better experience through better solutions, so users’ psychology is the core of our grasp of user experience. Psychology is one of the basic research projects on users’ experience and feeling of solutions. Based on the introduction of the concepts of design psychology and interactive design, this paper puts forward that interactive design should pay attention to the needs of users, not only meet the design requirements of usability, but also meet the psychological needs of users in the process of use, and puts forward the principles and methods of interactive design of design psychology.

Results: Psychology in usability design. Usability design is based on understanding the connotation of usability and following the usability method. It has no fixed mode and process, but a design concept. Usability design is a design concept that takes improving the usability of products as the core and takes user needs, user behavior and user psychology as the design objectives. From the perspective of users, usability is very important because it can enable users to achieve their goals accurately with a pleasant mood, rather than making users feel stupid in the process of use. From the perspective of developers, the user availability principle is an important principle to measure the success of a system. From the perspective of managers, products with poor availability will greatly reduce market competitiveness, and people will not buy products.

Conclusions: To sum up, interaction design can understand users through psychological characteristics, emotional demands and behavior laws. Starting from interaction design theory, this paper summarizes the important relationship between design psychology and interaction design through usability research and user experience research. As a systematic and comprehensive theoretical discipline that studies the psychology of users, producers, designers and other product related personnel, design psychology plays a very important role in interaction design and provides theoretical guidance and design basis for interaction design. With the further development and improvement of the design system, the application of design psychology in various design fields is bound to be more in-depth and play a greater role in the whole design field.

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RESEARCH ON EDUCATION AND TEACHING REFORM AND INNOVATION OF E-COMMERCE SPECIALTY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY + VOCATIONAL EDUCATION

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Background: Since 2000, China’s e-commerce has developed rapidly. At present, at least 2.5 million small, medium-sized and micro enterprises are using e-commerce tools. The situation of interconnected businesses has been formed. Almost all kinds of goods in daily life can be bought from Taobao. In December 2010, the transaction volume of China’s e-commerce market reached 4.5 trillion yuan, and in 2017, the national e-commerce transaction volume reached 29.16 trillion yuan. The vigorous development of e-commerce has formed a huge market, which urgently needs a large number of e-commerce professionals. Therefore, 13 colleges and universities such as Northern Jiaotong University took the lead in opening e-commerce specialty, and rapidly expanded to more than 400 colleges and universities in China in a short time. However, it is embarrassing that the employment situation of fresh graduates majoring in e-commerce is very unsatisfactory - the highest is no more than 37%, hovering around 20% for many years. What’s more embarrassing is that e-commerce enterprises can’t recruit suitable talents all year round. This reflects that there are many problems to be solved in the teaching of e-commerce specialty, and also reflects that there are some problems that cannot be ignored in the rapid development of e-commerce in China.

Subjects and methods: With the rapid development of information networking, e-commerce has become the mainstream business activity, so the demand for e-commerce talents has also increased