

impairment. Therefore, we need to pay special attention to spatial design. Combined with humanistic thought, this study discusses the behavior mode of cognitive impairment groups, and on this basis, carries out the design of commercial public space, highlights the humanistic care for cognitive impairment groups, and promotes the harmonious development of society.

Table 1. Reliability test of questionnaire survey

Factor	Measurement sampling appropriateness	Approximate chi square	df	Significance
Value	0.965	8211.781	345	0

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PSYCHOLOGICAL PROBLEMS AND COUNTERMEASURES OF MIDDLE SCHOOL STUDENTS IN THE TEACHING OF MEDICAL IMMUNOLOGY AND MICROBIOLOGY IN THE NEW ERA

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Background: Medical immunology and medical microbiology is the main basic medical courses that medical students first contact when they enter school. They are very important for students' future learning and success. In the face of strange learning environment and new learning methods, they have many psychological problems that affect the learning effect, which is a serious obstacle on their way to success. By means of observation, investigation and discussion, the author carefully analyzes and studies students' psychological problems, and improves the teaching method of this subject with a scientific attitude and effective methods, so as to make students quickly adapt to university life and lay a good foundation for learning and peace in the future.

Subjects and methods: Medical immunology and microbiology is one of the main basic courses in medical colleges. It is the first course for freshmen after entering the school. In the face of unfamiliar environment and study, students are prone to many psychological problems related to learning. In many years of teaching practice, we have made a preliminary analysis of these problems by means of observation, investigation and discussion, and then adopted a teaching method on the premise of overcoming psychological obstacles, for the purpose of serving clinical and scientific research, and by means of a variety of teaching methods, in order to achieve good results.

Study design: This paper aims to explore and study many psychological problems existing among students in the teaching process of medical immunology and microbiology, so that teachers can improve the teaching and learning of this course with scientific attitude and methods on the basis of full understanding of students' psychology, so as to improve the teaching quality.

Methods of statistical analysis: Distress caused by failure to adapt to the teaching mode of the University as soon as possible. At present, the teaching of universities is still a "Kell off" closed teaching framework centered on teachers. The complicated content and boring sermon make the students feel like chewing wax and have no interest. In addition, the subject involves many cutting-edge sciences such as molecular biology, genetics and biochemistry. Students often feel unable to understand and learn, and then appear unable to do what they want, resulting in anxiety and distress. Individual students even feel frustrated, resulting in a vicious circle between psychological problems and poor learning effect.

Results: Run through the teaching process with interest. Interest is the premise of human learning and research. In order to arouse students' interest in learning, in the teaching process, the author abandons the traditional didactic teaching, adopts advanced computer-aided multimedia teaching, and visualizes the obscure theoretical knowledge, reaction process, structure and characteristics by means of downloading, scanning and making animation, such as antigen antibody reaction and complement activation, Make the complex process simple and easy to understand through multimedia, and run through the teaching process with examples, clever metaphors and suspense. For example, when talking about the importance of immunology, the importance of this discipline is illustrated by the wide application of various vaccines in real life. For another example, when teaching monoclonal antibodies, the upcoming clone is used as the introduction, so that students can understand the concept of cloning through the discussion of hot topics, and then visualize the preparation process of hybridoma cells and the production, development and application of monoclonal antibodies in the form of multimedia. Such explanation shows the profound and difficult theories in front of the students with vivid and realistic real-life examples. The students not only broaden their horizons, but also cultivate their strong interest in the subject, and make good psychological

preparation for learning.

Conclusions: In many years of teaching practice, the author has deeply realized that while imparting knowledge to students, we should strive to cultivate students' interest in their major, cultivate their good thinking habits and self-study ability. This not only requires teachers to master the professional knowledge and development direction of this discipline, but also have some knowledge of youth psychology and pedagogy.

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APPLICATION OF DESIGN PSYCHOLOGY IN VISUAL DESIGN OF CULTURAL HERITAGE BRAND PACKAGING

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Background: The trend brands in each country have their own style characteristics. For example, the street culture in Europe and America is developed, so the trend brands in Europe and America are mostly graffiti style. Japanese animation culture is developed, and many Japanese trend brands will choose to produce jointly with animation. China has rich cultural heritage, which is the sum of a variety of traditional cultural manifestations and cultural connotations inherited by the Chinese people of all ethnic groups over the ages. As a unique intangible cultural heritage worthy of promotion and inheritance, it is the essence of Chinese traditional culture. So far, there are 3145 national intangible cultural heritage projects in the list of national intangible cultural heritage projects released by China. It shows people's pursuit of humanistic cultivation and national spirit from many aspects such as folk literature, traditional music and folk customs. It is a concentrated embodiment of people's living habits and social behavior. The emergence and development of intangible cultural heritage have experienced the baptism of the long history, and the differences and exchanges of regional culture are integrated into it.

Subjects and methods: Aesthetic value. (1) Intangible cultural heritage culture contains rich national culture and inherits an aesthetic thinking and standard recognized by the public. This aesthetic thinking and standard are continuously accumulated and enriched with the passage of time. It continues to inherit the ancients' views on life, things and nature and the law of people's aesthetic pursuit. (2) Cultural connotation. Intangible cultural heritage not only carries people's aesthetic inertia and thinking, but also carries forward the unique artistic value of intangible cultural heritage. It is a collection of spiritual culture created by people in historical practice. Chinese culture is an endless stream of spiritual nourishment. Intangible cultural heritage contains customs, cultural characteristics, landscape characteristics and dietary characteristics, which is a true portrayal of people's life and material development and the embodiment of rich life culture.

Study design: (1) Text symbols. Written symbols are one of the visual design elements of intangible cultural heritage. The protection and inheritance of written symbols is not an easy work, with great richness and not alone. (2) Color symbol. Color is one of the important forms of visual design in intangible cultural heritage. It has created a visual design system in cooperation with other languages and symbols. (3) Graphic symbols. Most of the figures of intangible cultural heritage have subtle, delicate, exquisite and different kinds of characteristics. For example, the well-known Wuxi and other extremely complex embroidery can not only draw well, but also be vivid, making it have magical magic and charm.

Methods of statistical analysis: In fact, design is no single. It is a marginal discipline that intersects with other disciplines. It is full of spirituality and a process of communication. Designers need to have an in-depth understanding of the objects they communicate with. Therefore, for the packaging design concept of products, designers need to take consumers as the center, consider consumers' ideas, study their psychology, and do everything possible to stimulate and meet consumers' needs. This shows that the best goods are not the most profitable, but can really enter the hearts of consumers and attract their attention, which is their favorite.

Results: The product packaging design should attract the attention of consumers, which is the basis for the success of product packaging design. When designing products, designers need to make full use of color and emotional elements to attract the attention of consumers. Color, text, graphics and appearance modeling are the four most important factors in product packaging design. For example, the use of color. Although consumers will come from different regions and have different beliefs, habits and cultures, many associations for color combinations feel the same. Color will have a certain impact on consumers' behavior.