

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.

For example, emotional sadness and happiness will affect their purchase behavior.

Conclusions: To sum up, the guiding role of design psychology theory in artistic creation is extremely important. The close combination of design psychology theory and design practice is an effective way and method for designers to realize the shaping of aesthetic psychology. The 21st century is the era of science and technology information, and culture is the characteristic of the times. The research on design psychology plays a leading innovative role in today's social activities, and has strong development power and wide application value.

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THE ROLE OF STRENGTHENING PSYCHOLOGICAL EDUCATION IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Colleges and universities are an important base for national talent training. At this stage, with the continuous expansion of the enrollment scale of colleges and universities, the enrollment number of only children continues to increase, the proportion of poor students rises, and some pressure inside and outside the colonel, resulting in various psychological problems of college students. Nankai University has conducted an in-depth investigation on the psychological problems of college students. From the results of the investigation, the proportion of students with very healthy psychological status is 7.474%, most of the students are in sub-health state, and more than 25.26% of the students have some psychological problems. These problems include adaptability, interpersonal communication, emotion and academic pressure. As ideological and political workers in colleges and universities, we should pay attention to the psychological status of college students, and carry out psychological education according to the psychological characteristics and physical and mental status of college students, so as to make great progress in Ideological and political education and give full play to the practical effect of Ideological and political education.

Subjects and methods: With the continuous development of social economy, cultural exchanges between domestic and foreign countries are becoming more and more frequent. Under the multicultural background, the thoughts of college students are vulnerable to the impact of foreign cultures and values, resulting in some psychological confusion and problems. At the same time, contemporary college students are under great psychological pressure, including academic, family, life, employment and other aspects. The psychological problems of college students have become a common social phenomenon, which objectively requires the ideological and political education in colleges and universities to strengthen the psychological education of college students, so as to effectively solve the psychological problems of college students, promote the healthy development of college students' body and mind, and make them grow into elite talents needed by the society. Starting with the ideological and political education in colleges and universities, the author expresses some views on the role and ways of psychological education.

Study design: Psychological education provides guarantee for ideological and political education in colleges and universities. When colleges and universities carry out ideological and political education, they hope to help students establish lofty ideals and improve their personal moral quality. Mental health education pays more attention to students' psychology. If we can effectively integrate ideological and political education and mental health education, we can make up for some defects in ideological education. In this way, the emotion, cognition and will of college students will be further strengthened, and their psychology will become healthier. On this basis, the effect of Ideological and political education will be effectively guaranteed.

Methods of statistical analysis: At present, colleges and universities carry out ideological and political education, mostly through ideological and political courses, special education, theme activities, reports and lectures to guide students' thoughts, hoping that students can establish lofty ideals, and hope that students' cognition of life and society can be consistent with public cognition. However, in the process of ideological education, there is still "extensive" education, which does not formulate targeted and scientific classified guidance schemes for the differences among college students, especially for some special groups of