

students to establish a correct world outlook, outlook on life and values, teach students to explore their potential and advantages, stimulate positive emotions and cultivate positive personality. (3) Innovate team building. Whether it is mental health education or ideological and political education for higher vocational students, there must be a team of teachers who are good at using new media and mastering new educational ideas. Teachers can also use new media such as WeChat, blog and micro film to have zero distance communication with students, understand the hot issues and ideological trends concerned by students, strengthen the connection between network and reality, and improve students' mental health level and moral quality.

Conclusions: As college students in the new era, facing a variety of new situations and problems, they often have different degrees of psychological problems or psychological obstacles. In this case, traditional ideological and political education alone is difficult to solve practical problems. The mental health education of college students can make up for the lack and deficiency of Ideological and political education, care for the mental health status of college students, and organically combine ideological and political education with mental health education, which is not only the objective requirement of quality education, but also a new way to improve the scientific and effectiveness of college students' ideological and political education.

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MEASURES OF VISUAL COMMUNICATION DESIGN BASED ON PSYCHOLOGY

Xiao Zhang¹ & Xiaoshun Qu²

¹*School of Information Technology and Media, Hexi College, Zhangye 734000, China*

²*Collection Department, China Film Museum, Beijing 100085, China*

Background: Visual communication includes visual symbols and communication. Visual symbols mainly refer to design, architecture, photography, film and television, plastic art, installation art and other visual information that can be seen by people's eyes. Visual symbol system can also be combined with audio-visual learning and multimedia system through sensory acceptance. Communication is the transmission of information from the information publisher to the information receiver through the use of symbols. This process generally includes "who", "what", "where or who to convey" and "what is the effect or impact of communication". Communication itself has a persuasive process, and the information released by the disseminator will affect the receiver. The designer plays an important role in visual communication. The designer's spiritual attitude, thoughts and ideas will be reflected in the design products. Accurately mastering some laws of psychology will help the recipient not reject or even appreciate the designer's products, and the designer's uncoordinated posture will also be reflected in the works and induce the recipient's resistance. Therefore, Psychology has important value and significance in visual communication design.

Objective: Psychology mainly studies people's behavior and psychological activities and their laws. Behavior affects people's psychological activities. Psychological activities are expressed through behavior at the same time. People's psychological activities and behaviors have their essential laws. People's aesthetics are very different, which leads to the visual communication design works cannot satisfy everyone. However, through certain ways, it can still meet the aesthetic pleasure of most people. People's psychological activities have their own characteristics and laws. Therefore, the clever use of psychology in visual communication design can make the works more perfectly present in front of people. This paper focuses on the specific application of psychology in visual communication design, analyzes the relationship between aesthetics and psychology, expounds the psychological theories and skills that designers need to have, and focuses on the use of psychology in visual communication design.

Subjects and methods: (1) Application of perception in visual communication design. Psychology believes that feeling is the brain's reflection of objective things. Human cognitive activities begin with feeling. Feeling, as the primary unit of cognitive activities, is also the basis of memory, perception and thinking. Feeling is the basis of all human psychological phenomena. (2) Application of associative imagination in visual communication design. The foundation of association is material. Only when one or two things have an impression in the mind can association from one to the other be carried out. Association can compare the differences of things and classify and summarize the similarities of things. Therefore, the application of association is very important in visual communication design. Imagination is romantic, informal and creative. Imagination can be reconstructed, spliced or synthesized through imagination in visual communication. (3) Application of emotion in visual communication design. Everyone has his own attitude and behavior response to objective things, which is human emotion. In short, all human subjective cognition is collectively referred to as emotion. Emotion is a psychological activity of individual desire and

demand.

Results: (1) Innovative experimental research on visual psychology in communication design. There are some differences in the imaging of human left eye and right eye. Therefore, vision will perceive a variety of hallucinations. (2) Interactive research of visual psychology in visual communication design. In visual communication design, the spatial expression of object image has multiple levels of dimensions, and the composition of each dimension is different. (3) Space construction of visual psychology in visual communication design. At this stage of graphic design, the design for space is mainly divided into real or virtual. By processing the color or pattern of the object image, the spatial level of position and distance relationship is generated, and combined with the spatial device, the overall design is more in-depth.

Conclusions: In the new era, the network technology is increasingly developed, and the art design that can be carried out is emerging one after another. In order to convey the designed art to the audience, the designer starts from the visual point of view, uses visual psychology to analyze the audience's psychology, and presents some eye-catching pictures and images through scientific and technological means to impress the audience. Vision is an embodiment of thinking activities and the immediate reaction of people when they see some pictures. Therefore, visual psychology is mysterious. Designers not only expand their ideas through visual psychology, but also add a lot of interest to graphic design. Visual communication design is not synonymous with mechanized operation, but an artistic creation that reveals the brilliance of human nature. A good designer should also be a master of psychological application. In visual communication design, whether it is the design idea conception process, or the selection of design methods and the implementation of design process, it needs the flexible application of psychological skills, and finally presents a more perfect work.

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TRANSFORMATION OF E-COMMERCE OPERATION MODE BASED ON CHANGES IN CONSUMER PSYCHOLOGY FROM THE PERSPECTIVE OF NETWORK ECONOMY

Huizhi Chen

School of Public Foundation, Wenzhou Polytechnic, Wenzhou 325006, China

Background: The so-called network economy era refers to the new economic era in which the increasing popularity of the network has brought great changes to the economy in the environment of the information age. Compared with the previous economic era, the network economy era has its own remarkable characteristics. It is mainly based on knowledge and forms a new core of economic activities to add creativity and apply knowledge. In the network economy era, the network can be used to collect, acquire, process and comprehensively apply knowledge. At the same time, it can integrate its own unique creativity and build it into a new economic product design. The important asset status of plant and land in the traditional economy is gradually being replaced by knowledge, and the methods of asset evaluation, operation, management and organization are also changing. Adhering to innovation and "eliminating their own products" has become the survival law of enterprises in the era of network economy. Under the network economy environment, the key to the development of e-commerce model lies in the innovation of e-commerce model. It can be seen that the innovation of e-commerce model in the era of network economy has important practical significance.

Subjects and methods: Based on the changes of consumers' consumption psychology from the perspective of network economy, this paper studies the operation mode of e-commerce in order to help the development of e-commerce.

Study design: Diversification characteristics. In the era of network economy, enterprises continue to use the traditional single marketing means in the past, which is bound to fail to meet the real needs of the development of the new economic era.

Cooperative characteristics. At present, although China's e-commerce industry is facing more development opportunities under the new network economic development environment, at the same time, the increasingly fierce market competition also makes many problems in the development and application of e-commerce model. Under this situation, enterprises have differences in product R & D innovation and technical level. These differences promote the emergence of the cooperation mode of e-commerce application. More and more enterprises with low development level actively learn from the advantages of enterprises with technological innovation ability and super management ability, driving their innovation and enhancement in product R & D. In this process, enterprises with technological innovation ability and super management ability can also seize the opportunity of cooperation and expand their own field. Based on the e-commerce model under the characteristics of cooperation, they can effectively control and supervise the