

development.

**Research objects and methods:** 100 students in a university were selected as the research object, and the examination results of ideological and political education and professional courses were used to evaluate the students' understanding and learning level of the theoretical knowledge of ideological and political education.

**Study design:** The students were randomly divided into study group and control group by random number table method, with 50 people in each group. The students in the research group used the improved collaborative education model based on cognitive psychology to teach. The students in the control group were taught with the traditional collaborative education model. Three months later, the examination results of ideological and political education courses and professional courses of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** After 3 months, the scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Professional course scores of the two groups of students

Timing (months)	English achievement		<i>t</i>	<i>P</i>
	Research group	Control group		
0	67.1±10.2	66.4±11.1	0.246	0.752
1	71.5±9.2*	67.9±9.4	1.537	0.053
2	78.6±10.1*	71.3±8.6*	5.413	0.034
3	85.3±8.4*	75.9±12.4*	8.572	0.001

\*  $P < 0.05$  compared with that before teaching

**Conclusions:** Ideological and political education is not only an important way to strengthen students' ideological construction, but also the main method to guide college students to cultivate a correct outlook on life and values. As a professional course of intellectual education and as moral education, ideological and political education has a very high position in the curriculum system of colleges and universities. It is an important way to achieve the goal of cultivating talents in colleges and universities. Based on cognitive psychology, the research improves the collaborative education model of ideological and political educators and professional teachers, hoping to improve the ideological and moral level of students, transport professionals with excellent ideological and political literacy for the society, and then promote the development of society and economy. The results showed that after 3 months, the scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ). Therefore, based on cognitive psychology, we can accurately analyze the cognitive psychology of teachers and students in the process of collaborative education, and then effectively improve the collaborative education model.

\* \* \* \* \*

## THE INNOVATION OF CHINESE TRADITIONAL ELEMENTS IN MODERN ART DESIGN AND ITS THERAPEUTIC EFFECT ON COGNITIVE IMPAIRMENT

Kuo Hu & Fan Yang\*

*School of Art and Design, Dalian Polytechnic University, Dalian 116034, China*

**Background:** In the process of social and economic development, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will lead to psychological diseases, damage the patient's body function, and even damage the patient's cerebral cortex, resulting in cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to the patients themselves, their

families and the harmonious development of society.

Works of art can give the audience a sense of beauty, so that the audience can get emotional resonance with the art creator. Art designers can realize the emotional interaction with the audience, so as to awaken the audience's past or current cognition and memory, stimulate emotional feedback, meet the audience's emotional needs and create more value. Therefore, the modern art design is often used in the adjuvant treatment of cognitive impairment. However, the form of the modern art design is relatively single, the audience is prone to aesthetic fatigue, and most modern art design is westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Studying the role of the audience's psychology in art appreciation will help the audience find a correct aesthetic and understanding angle under objective conditions, and improve the emotional resonance between the audience and artworks. Visual psychology is a branch of psychology, which mainly studies the relationship between external images and human psychological mechanisms. Visual psychology involves a wide range of disciplines, including psychology, physical optics, anatomy, visual physiology, visual art, visual learning and so on. Therefore, visual psychology has important applications in cognitive science, architectural design, ophthalmology and art design. The research applies visual psychology to modern art design and analyzes the psychology of the audience. In order to get close to the aesthetics of the audience, let the audience fully appreciate the emotion and connotation contained in modern artworks, and then treat cognitive obstacles, research on integrating Chinese traditional elements into modern art design. Based on visual psychology, modern art design integrated with Chinese traditional elements can arouse the emotional resonance of the audience, affect the psychological and physical functions of the audience, and then treat the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

**Objective:** In modern society, many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will damage the patient's cerebral cortex and lead to cognitive impairment. The modern art design is often used in the adjuvant treatment of cognitive impairment. However, the form of the modern art design is relatively single, the audience is prone to aesthetic fatigue, and most modern art design is westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Based on visual psychology, the research integrates Chinese traditional elements into modern art design, hoping to arouse the emotional resonance of the audience, then treat the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

**Subjects and methods:** 83 patients with different degrees of cognitive impairment were selected as the subjects from the department of neurology of a tertiary hospital in City. The Cognitive Impairment Assessment Scale (CIAS) was developed in combination with the mental health part of the concise mental state examination scale and the 36-Item Short Form Health Survey questionnaire (SF-36) to assess the degree of cognitive impairment.

**Study design:** During the normal drug treatment of patients, different modern art and design works are displayed to patients for adjuvant treatment. When presenting works to patients, patients are required to express their feelings about modern art and design works and the emotions contained in the works. Part of the patients (82 people) was treated with modern art and design works integrated with Chinese traditional elements, which were recorded as a research group. Another part of patients (81 people) was treated with western modern art and design works, which were recorded as the control group. The CIAS scores of the two groups were compared 3 months later.

**Methods:** Using Excel software and SPSS22.0 software to process and analyze relevant data.

**Results:** Before the intervention, there was no significant difference in CIAS scores between the two groups ( $P > 0.05$ ). After the intervention, the CIAS scores of members in the study group were significantly higher than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** CIAS scores of two groups of researchers

Timing	CIAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	56.4±8.5	56.5±9.2	0.254	0.671
After intervention	86.4±6.4	77.2±7.0	6.673	0.025
<i>t</i>	7.643	5.361	-	-
<i>P</i>	0.001	0.032	-	-

**Conclusions:** The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not

conducive to the harmonious development of society. Works of art can give the audience a sense of beauty so that the audience can get emotional resonance with the art creator. Therefore, the modern art design is often used in the adjuvant treatment of cognitive impairment. However, the modern art design is mostly westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Based on visual psychology, the research integrates Chinese traditional elements into modern art design. The results showed that there was no significant difference in CIAS scores between the two groups before intervention ( $P > 0.05$ ). After the intervention, the CIAS score of the study group was significantly higher than that of the control group ( $P < 0.05$ ). Therefore, integrating Chinese traditional elements into modern art design based on visual psychology can effectively alleviate the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

\* \* \* \* \*

## ON THE DESIGN OF CULTURAL AND CREATIVE PRODUCTS FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

Lin Li

*College of Art and Design, Wuhan Textile University, Wuhan 430073, China*

**Background:** In the process of social and economic development, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. Generally speaking, anxiety refers to people's emotional reaction to specific things in reality or the value characteristics of things that may happen in the future. Some scholars also put forward another definition of anxiety, that is, anxiety refers to negative emotions such as tension, uneasiness and anxiety in the face of upcoming or possible things with a certain probability of danger and threat. In previous studies, it has been confirmed that mild anxiety can help people better concentrate and energy, so as to improve work or learning efficiency. This is because the objective purpose of anxiety is to guide people on how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a favorable direction. However, excessive anxiety will cause patients to have emotional or physiological diseases, which will seriously affect the physical and mental health of patients, and then affect the normal work and life of patients. Therefore, we need to find a method that can effectively alleviate the anxiety level of people with mental anxiety, so as to promote the harmonious development of society.

Cultural and creative products, namely cultural and creative products, are high value-added products that rely on the wisdom, skills and talents of designers, recreate and improve the existing cultural resources and cultural goods, and finally produce after the full development and application of intellectual property rights. Cultural and creative works can reach the effect of emotional resonance with consumers through visual effects, cultural heritage and artistic expression, so as to improve the anxiety psychology of consumers. At present, in order to cater to consumers, most cultural and creative products ignore the cultural heritage and practical functions, resulting in the lower added value of cultural and creative products, the lower effect of treating mental anxiety, and the significant decline of consumers' consumption desire. Therefore, we need to find a way to improve the current design of cultural and creative products. Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc., it also involves perceptual texture and psychological effect. Among them, product design is based on visual design, color psychology and consumer psychology. Designers need to consider consumers' aesthetic, spiritual needs and economic strength, so as to design products with deep cultural connotation and meet consumers' psychological needs. Therefore, based on design psychology, the research puts forward suggestions on the design of cultural and creative products to improve them, so as to improve the cultural connotation of cultural and creative products and stimulate consumption, which also plays a positive role in the dissemination and promotion of China's traditional culture.

**Objective:** A good cultural and creative product needs to have three characteristics: aesthetics, function