

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.

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

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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

and connotation. At present, in order to cater to consumers, most cultural and creative products ignore cultural heritage and practical functions, blindly pursue beauty and novelty, resulting in the lower added value of cultural and creative products and a significant decline in consumers' consumption desire. Therefore, based on design psychology, the research puts forward suggestions on the design of cultural and creative products in order to improve them, hoping to improve the cultural connotation of cultural and creative products, stimulate consumption, and also play a positive role in the dissemination and promotion of China's traditional culture.

Research objects and methods: 20 students majoring in art design in a university were selected to design cultural and creative products. Collect consumer satisfaction and purchase intention of cultural and creative products in a cultural and creative product trading website.

Study design: 20 students were randomly divided into two groups with 10 students in each group. One group carries out cultural and creative product design based on design psychology, which is recorded as the research group. The other group was created freely and was recorded as the control group. Each group of students designed 20 cultural and creative products for consumer evaluation. The satisfaction of consumers is quantified as 1-5. The greater the satisfaction value, the higher the consumer's recognition of the cultural and creative product.

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

Results: Consumers' satisfaction with the design of cultural and creative products based on design psychology was higher than that of freely created cultural and creative products in terms of aesthetics, function, and connotation, as shown in Table 1.

Table 1. Consumer satisfaction with cultural and creative products

Index	Group		t	P
	Research group	Control group		
Taste	3.42±0.45	3.03±0.57	5.324	0.037
Function	4.03±0.48	3.14±0.41	6.711	0.009
Connotation	4.57±0.33	2.76±0.64	8.725	0.001

Conclusions: Creative products are cultural and creative products, which are high value-added products. Good cultural and creative products need to have three characteristics, namely aesthetics, function and connotation. 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 and a significant decline in consumers' consumption desire. Therefore, we need to find a way to improve the current design of cultural and creative products. Based on design psychology, the research puts forward suggestions on the design of cultural and creative products in order to improve them. The results show that consumers' satisfaction with the design of cultural and creative products based on design psychology is higher than that of freely created cultural and creative products in three aspects: aesthetics, function and connotation. Therefore, the design of cultural and creative products based on design psychology can improve the cultural connotation, stimulate consumption, and also play a positive role in the dissemination and promotion of China's traditional culture.

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PSYCHOLOGICAL RESEARCH BASED ON THE INTERNET PLUS INTERACTION DESIGN

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Background: In recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more fierce. Therefore, many people suffer from a mental anxiety disorder. Excessive anxiety will form emotional or physiological diseases, which seriously damage the physical and mental health of patients. Therefore, we need to find an appropriate way to alleviate the anxiety of patients. Under the background of Internet plus, the rapid development of intelligent technology and the increasing demand of users' experience has made great changes in the content and form of interaction design. The fundamental principle of interactive design is people-oriented, based on user needs, focusing on the usability and user experience of interactive system design. Therefore, the use of interaction design can alleviate the anxiety of patients.