

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The MMSE score after the application of coal mine safety standardization management was significantly higher than that before the management ($P < 0.001$), indicating that the coal mine safety standardization management has a high effect and application value.

Table 1. Statistics of improvement effect before and after management

Scoring method	Before management	After management	<i>t</i>	<i>P</i>
MMSE Score	12.42±2.69	20.57±4.74	8.323	0.000

Conclusions: Coal mine safety quality standardization is the basis for coal enterprises to ensure safety in the production process, and it is important content and fundamental way to establish coal mine safety mechanism. Coal mine safety and quality standardization have been comprehensively promoted in China's coal industry and achieved great results. However, due to the production characteristics of the coal industry and the continuous progress of science and technology, safety and quality standardization needs to be revised and improved continuously. This is a long-term, basic, and daily work. It is necessary to summarize mistakes and find out deficiencies in the process of construction and development. It is also necessary to constantly learn from the advanced management experience of excellent enterprises and constantly improve the content of quality standardization management. So as to improve the standardized management level of coal mine safety and quality as a whole, create a civilized and harmonious safety production environment for miners, ensure the life safety of miners and the benign operation of the mine, and build an intrinsically safe mine.

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ON THE CONSTRUCTION OF DESIGN INDUSTRY COLLEGE FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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Background: Art design psychology is a theoretical course for design majors. It is a subject that designers must master. It is based on psychology. It is a knowledge that applies people's psychological state, especially people's psychology for needs, to design through consciousness. At the same time, it studies people's mentality in the process of design creation and the psychological response of the design to society and social individuals. In turn, it plays a role in making the design more able to reflect and meet people's psychology. Art design runs through the whole process of humans changing the world. In order to design products that meet the needs of generations, designers should think from the perspective of art design psychology and innovate the design concept of modern art. With the continuous development of society, people's requirements for art design are becoming higher and higher, which makes innovative thinking become the main development trend of modern design. As an interdisciplinary subject of industrial design and consumer psychology, art design psychology is a branch of applied psychology. Design psychology is a psychology that studies the interaction between people and things. It studies how to grasp consumer psychology, follow the law of consumer behavior, design marketable products and finally improve consumer satisfaction in design activities. It can be seen that design psychology studies the relationship between environment, people and things, and the relationship between psychological phenomena and emotional factors of designers and audiences.

For the College of design industry in colleges and universities, it needs to meet the dual needs of students' psychology and physiology, and emphasize that design takes students as the starting point, so as to finally achieve the purpose of being used by students. As the main body of learning, students are both natural and social people. Therefore, the humanized design of courseware should be fully considered in these two aspects. For example, we should consider the students' perception characteristics, reaction characteristics, physiological characteristics and psychological characteristics. The purpose of students' social behavior, values and humanistic environment are to attract their attention and improve their learning effect. In order to better build the art industry, colleges and universities should be based on art design psychology in order to design innovative products that meet the requirements of the times and consumer psychology, so as to promote the development of the art industry. Because the psychological needs of consumers will change constantly, designers also need to update their design works, and the application of art design psychology has become an important link between consumers and designers. Therefore, college

students should have the ability to innovate and creation and apply the new potential to design.

Objective: With the improvement of people's living standards and the development of the market economy, the art industry in relevant colleges and universities continues to rise and plays a certain role in the socialist market economy. If the art industry in colleges and universities wants to develop rapidly, the key lies in cultivating innovative talents from the perspective of art design psychology. Therefore, this study aims to explore the scheme of building a design industry college from the perspective of art and design psychology, so as to improve the ability of college students in art and design psychology.

Research objects and methods: 200 college students from the college of the design industry in a university were selected as the research object to teach students' art design from the perspective of art design psychology. The teaching time was one semester. After the teaching was completed, the ability of art design psychology of college students before and after teaching was evaluated.

Research design: Before and after the art design teaching of students based on the psychology of art design, evaluate the scores of students' design works and professional courses based on the psychology, and the full score is 100.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After one semester of teaching, the scores of all students' works and examination scores were significantly higher than those before teaching ($P < 0.05$), as shown in Table 1.

Table 1. Comparison of work scores and examination scores before and after teaching

Score	Before teaching	After teaching	<i>t</i>	<i>P</i>
Professional course score	71.69±7.66	76.27±8.11	4.886	<0.001
Work score	71.54±7.58	78.62±7.94	6.517	<0.001

Conclusions: Innovation is the core element of the art design and the standard for evaluating design works. Design psychology is more like the benchmark of the art design, which guides designers to design works that are more in line with the psychology of consumers and closely follow the social and cultural trends in order to meet the different needs of consumers. The future development of the art industry in colleges and universities must be based on the organic combination of people-oriented and innovative design. First, innovation is the soul support of the whole art design industry, which requires designers to carry forward the tradition, go beyond the inertia, actively cultivate innovative thinking and expand innovative technology, so as to continuously improve the value of their artworks. Let college students actively participate in the innovation of art industry, integrate new ideas and new trends into future art and design works in combination with design psychology, enrich campus culture and drive the organic development of art industry at the same time.

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THE INFLUENCE OF STUDENTS' THINKING LOGIC OBSTACLES ON IDEOLOGICAL AND POLITICAL MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: No matter in any work, the ability of thinking and logic is one of the necessary abilities for work. Thinking logic can be mainly divided into three categories: formal logic, that is, the logical mode with thinking form and law as the main thinking object. Mathematical logic is a logical category applied to mathematical language or methods. Dialectical logic focuses on the internal contradictions and mutual transformation of things. These three logical forms provide a basic guarantee for human thinking, social and educational functions. In the process of understanding the objective world and external society, any logical way is essential. As an important part of education, ideological and political management in colleges and universities, both the manager and the managed party need certain thinking logic ability. The thinking logic obstacles generated by students are likely to lead to their misunderstanding of Ideological and political management information, and then lead to the failure of Ideological and political management. Thinking logic barrier refers to the phenomenon that people use reasoning, judgment and other logical methods to deduce the external information, which is contrary to the conventional thinking and logical methods, including different forms of expression such as unable to accurately judge the connotation of information, misjudge the logical premise and rules, misinterpret the causal relationship and so on. Because the essence