

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

of Ideological and political management in colleges and universities in the management of students' psychological status, and the management of behavior is only one of the external manifestations of psychological management, the most common way in the process of management is the transmission and understanding of Ideological and political information. Once the process of thinking and politics is influenced by logic, it is very difficult for the students to convey information effectively, that is, the process of thinking and politics is affected by the logic, and then it is very difficult for the managers of colleges and universities to have an effective communication of information. According to the different types of management work, students' obstacles in any aspect of formal logic, mathematical logic and dialectical logic may lead to the failure of Ideological and political management in colleges and universities. Therefore, analyzing the characteristics of students' thinking logic obstacles in college ideological and political management can effectively prevent the negative impact of thinking obstacles on Ideological and political management, so as to ensure the normal progress of Ideological and political management and improve management efficiency.

Objective: This study analyzes the negative impact of thinking logic barriers on Ideological and political management in colleges and universities, so as to help colleges and universities establish a system to prevent and manage students' thinking logic barriers in Ideological and political management.

Subjects and methods: This study mainly uses the way of the field test to detect the thinking logic obstacles of middle school students in Ideological and political management. Through the statistics of the types of obstacles that students show in the field test, this paper analyzes the impact of students' thinking logic obstacles and ideological and political management in colleges and universities.

Study design: This study selects freshmen majoring in English in a university as the experimental object. The experiment is mainly carried out in the form of a field test. The test includes two parts: paper problems and practical problems. Through the statistics of the test results and the observation of the practical test process, the characteristics of students' thinking obstacles in Ideological and political management are collected.

Methods: According to the difference between the results of paper problems and practical problems, this study adopts the methods of observation and computer background statistics to collect the students' field test results.

Results: The proportion of thinking logic obstacles caused by paper problems and practical problems in field inspection is as shown in Figure 1.

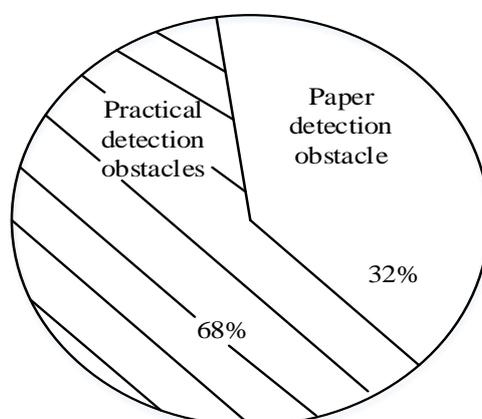


Figure 1. The proportion of practical operation and paper logic obstacle

In Figure 1, the thinking logic obstacles caused by practical problems account for 68% of the whole, while the thinking logic obstacles caused by paper problems account for 32% of the whole. It can be seen that due to the complexity of the problems generated in the practical operation of ideological and political management, students also have more thinking logic obstacles, which has a great impact on Ideological and political management.

Conclusions: In the process of Ideological and political management in colleges and universities, the transmission and understanding of information is often an important part of guiding students' actions in management. Once students have thinking logic obstacles in the process of receiving and understanding information, it will affect students' understanding of Ideological and political management information, and then lead to the obstruction of Ideological and political management. Analyzing the characteristics of students' thinking logic obstacles can ensure that students, as managers, receive wrong information in the process of management, and effectively improve the efficiency of Ideological and political management in colleges and universities.

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THE APPLICATION OF PROJECT COST IN CONSTRUCTION PROJECT MANAGEMENT UNDER COGNITIVE IMPAIRMENT

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Background: Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, but it does not meet the diagnostic criteria of dementia. Cognition is the brain's comprehensive perception of external things, mainly including psychological processes such as execution, perception, thinking, attention, memory and judgment. Cognitive function is mainly reflected in executive function, attention and memory. Memory refers to the neural process of storing and extracting information or experience in the brain. It is the first aspect of cognitive decline, and memory decline is the main symptom of patients with cognitive impairment. At present, the incidence rate of global cognitive impairment is increasing year by year, and is becoming younger and younger. Some studies have pointed out that mild cognitive impairment can return to normal under certain conditions, and once it turns into dementia, the damage to the nerve will not be reversed. Strengthening the early intervention of patients with cognitive impairment is of great significance to prevent the further deterioration of the disease. The research shows that the scientific and effective application of project cost in construction project management can improve the symptoms of employees' cognitive impairment. Scientific cost control can reduce the occurrence of changes and reconstruction caused by unreasonable cost control in project construction, and effectively improve employees' mental health problems, especially cognitive impairment. Because patients with cognitive impairment have poor understanding and learning ability, poor ability to master new things and new knowledge, and relatively blocked information, they can't know what happened, let alone understand the severity of the problem. Patients' cognitive abilities such as memory, judgment and execution decline. They don't know when and how to do a good job in work control and management, how to do a good job in protection, and it's difficult to remember the things repeatedly instructed. Moreover, patients have poor self-control ability, sometimes stubborn personalities, and may have stereotyped behavior. Patients are prone to anxiety and depression, emotional fluctuations, more obvious sense of insecurity, more prone to psychological stress response, and even the risk of inducing and aggravating mental and behavioral symptoms.

Objective: By analyzing various factors affecting the construction project cost, and aiming at the cognitive impairment of employees, scientifically and effectively put forward the application scheme of the project cost in construction project management technology, so as to improve the cognitive impairment of employees while improving the efficiency of construction project management.

Research objects and methods: 150 employees with cognitive impairment in a regional construction enterprise were selected as the research object. The project cost construction project management scheme based on cognitive impairment was used for 4-month management, and the effects of enterprises before and after management and the improvement of employees' cognitive impairment were evaluated.

Research design: The intervention time of this experiment is 4 months, and the construction enterprise employees are given the project cost and construction project management scheme management mode based on cognitive impairment. After the experiment, the improvement of cognitive impairment was evaluated by a Neuropsychiatric Inventory questionnaire (NPI), and the scores before and after the experiment were compared and analyzed.

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

Results: After management, the NPI score of employees in the second and fourth months was significantly lower than the baseline level ($P < 0.05$), and the NPI score in the fourth month was significantly lower than that in the second month ($P < 0.05$).

Table 1. Comparison of NPI scores of employees in different periods

Score	Baseline	2 months	4 months
NPI	3.41±4.09	2.36±2.72*	1.74±2.42*#

Note: Compared with baseline, * $P < 0.05$; Compared with the second month, # $P < 0.05$.

Conclusions: Through the preliminary training of construction personnel, the construction personnel can carry out efficient construction, reduce mistakes in construction, and then improve the construction efficiency. In the early training of construction personnel, we should focus on the training of construction