

development of modern society. There are many reasons for the poor effect of ideological and political work, but one of the important reasons is the long-term neglect of psychological education and training. Psychological education and cultivation are the basis of ideological and political education. Without this foundation, ideological and political education cannot go deep into students' cognitive world and help students establish correct rational judgment. Relevant research points out that ideological and political education in colleges and universities has an important impact on Improving college students' psychological cognition. It can not only help college students form correct values, but also dredge and overcome the psychological pressure of colleges and universities. Therefore, exploring the role of ideological and political education in improving college students' psychological cognition has both theoretical and practical value.

Objective: In order to effectively improve the widespread psychological cognitive defects of modern college students, this study constructs a psychological intervention model of ideological and political education in colleges and universities based on the new media environment, which aims to promote the psychological cognition of modern college students and continuously output high-quality physically and mentally sound talents for the construction of the motherland.

Research objects and methods: 300 college students were selected as the research object, and the measurement of students' cognitive impairment was carried out in combination with the Montreal Cognitive Assessment Scale (MoCA). The scale includes seven factors: executive ability, naming ability, attention, language ability, image extraction ability, delayed recall and orientation ability. The higher the score, the better the cognitive function. Then, based on the psychological intervention model of ideological and political education in colleges and universities in the new media environment, the psychological cognition of students is intervened. The intervention cycle is 6 months. The changes of college students' psychological cognition before and after the intervention are compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the psychological cognitive changes of college students after 6 months of intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the psychological intervention mode of ideological and political education in colleges and universities based on the new media environment, the psychological cognitive ability of college students has been improved, with statistical difference ($P < 0.05$).

Table 1. Changes of college students' psychological cognition after 6 months of intervention (n=300)

Factor	Before intervention	Intervention 3 months	Intervention 6 months
Executive ability	1.45±0.56	3.69±0.59*	4.37±0.48*
Naming ability	1.25±0.43	3.47±0.43*	4.62±0.58*
Attention	1.43±0.57	3.54±0.55*	4.66±0.61*
Language ability	1.28±0.43	3.36±0.41*	4.52±0.60*
Abstract ability	1.66±0.61	3.69±0.59*	4.39±0.43*
Delayed recall	1.52±0.60	3.47±0.43*	4.45±0.56*
Orientation ability	1.45±0.56	3.54±0.55*	4.25±0.43*

Note: * $P < 0.05$ compared with that before intervention.

Conclusions: The psychological intervention model of ideological and political education in colleges and universities based on the new media environment can effectively improve the psychological cognitive ability of college students, and then better ensure the mental health development of modern college students.

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BASED ON THE PSYCHOLOGICAL PERSPECTIVE, WE SHOULD TAKE THE NORMAL PROFESSIONAL CERTIFICATION AS THE GUIDE TO IMPROVE THE TEACHING SKILLS OF MATHEMATICS NORMAL STUDENTS IN AN ALL-ROUND WAY

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Background: Psychology is a science that studies the psychological phenomena, spiritual functions and behaviors of humans and animals. It is not only a theoretical discipline, but also an applied discipline. Including theoretical psychology and applied psychology. Psychological research involves many fields such as

perception, cognition, emotion, personality, behavior and interpersonal relationship, as well as many fields of daily life-family, education, health and so on. On the one hand, psychology attempts to use brain operation to explain the basic behavior and psychological function of individuals. At the same time, psychology also tries to explain the role of individual psychological function in social behavior and social dynamics. At the same time, it is also related to neuroscience, medicine, biology and other sciences, because the physiological functions discussed in these sciences affect individual thinking. Psychology is defined as the scientific study of behavior and psychological processes, as well as the physiological and psychological states of organisms and the influence of external environment. Psychology is divided into five sub fields: neuroscience, developmental psychology, cognitive psychology, social psychology and clinical psychology. In short, neuroscience studies the psychology of the human brain by observing its response. Developmental psychology is a subject that studies how human beings grow, develop and learn. Cognitive psychology studies psychology through computer methods, that is, psychology is compared with computers to understand how humans play games and distinguish between language and object recognition. Social psychology is the study of human group behavior and how to communicate with others. Clinical psychology mainly studies mental health and mental illness. Psychology is mainly a course to help people's mental health. Psychology has a long history, but only a short history. In short, both in theory and in practice, psychology has made important achievements. Therefore, it is worth continuing to expand the scope of application of psychology.

Professional certification is a special certification of professional education colleges and professional education plans implemented by professional certification institutions. It is jointly implemented by professional associations and educators in professional fields to provide quality assurance of university education for students entering professional fields. The implementation of normal professional certification is of great benefit to normal students. Guided by the concept of "student-centered, output oriented and continuous improvement", the certification hopes to promote construction, reform and strength through evaluation, and provide strong support for the training of tens of thousands of qualified teachers, millions of backbone teachers and hundreds of thousands of excellent teachers. The effect of professional certification will appear in the next few years. Under the background of professional certification, mathematics majors in normal universities should pay attention to cultivating students' teaching ability. Teaching skills refer to a series of teaching activities in which teachers complete certain teaching tasks in the teaching process. Teaching skills are an important part of teachers' teaching ability. Teaching skill is a special technology. With the application of modern educational technology, the technical content of teaching skill is higher and higher. However, there are still some problems in the teaching skills of mathematics normal students, which are mainly reflected in the inability to accurately locate the teaching materials, the unsatisfactory curriculum design and the unsatisfactory teaching process. Therefore, deepening the understanding of classroom teaching theory, paying attention to the training and training of normal students' teaching skills, and improving normal students' teaching skills and level are one of the important tasks of normal universities.

Objective: In order to improve the teaching skills of mathematics normal students in an all-round way, this study takes the normal professional certification as the guide, and carries out psychological intervention for the problems existing in the teaching skills of mathematics normal students, so as to improve the teaching skills and level of mathematics normal students.

Research objects and methods: 100 mathematics normal students were selected as the research object to carry out psychological intervention. The intervention cycle was 12 months. The improvement of teaching skills of mathematics normal students before and after psychological intervention was compared and analyzed. The evaluation indicators include: the teaching materials cannot be accurately positioned, the curriculum design is not ideal, and the teaching process is not ideal.

Methods: The data are analyzed through the latest version of minitab20 data statistics software.

Table 1. Improvement of teaching problems of mathematics normal students before and after psychological intervention

Category	Before	After 3 months	After 6 months	After 12 months
Inaccurate positioning of teaching materials	83.29	89.23*	93.32*	94.65*
The curriculum design is not ideal	86.98	89.65*	92.90*	95.36*
The teaching process is not ideal	84.66	89.23*	93.32*	94.65*

Note: Compared with that before psychological intervention, * $P < 0.05$.

Results: Table 1 shows the improvement of teaching problems of mathematics normal students before and after psychological intervention. On the whole, compared with before the psychological intervention,

after the psychological intervention, the teaching problems of mathematics normal students have been significantly improved ($P < 0.05$). This shows that psychological intervention can significantly improve the teaching skills and level of mathematics normal students.

Conclusions: In view of the problems existing in the teaching of mathematics normal students, taking the normal professional certification as the guide and carrying out psychological intervention at the same time can significantly improve the teaching skills and level of mathematics normal students. Therefore, it can be said that based on normal professional certification and psychological intervention, it is of great value to promote the teaching skills and level of mathematics normal students, and it is worth popularizing and applying in the teaching reform of normal students.

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APPLICATION OF CREATIVE PRODUCT DESIGN OF CULTURAL PRODUCTS IN COLLEGES AND UNIVERSITIES BASED ON DESIGN PSYCHOLOGY

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Background: Design psychology is a theoretical course for design majors. This is a subject that designers must master. Design psychology is a science based on psychology. It uses people's psychological state, especially people's demand psychology, to design through consciousness. It also studies people's mentality in the process of design and creation. And the psychological response of design to society and social individuals, and then act on design, so that design can better reflect and meet people's psychological role. It can be said that the research of design psychology is trying to communicate the relationship between producers, designers and consumers, so that every consumer can buy satisfactory products. In order to achieve this goal, we must understand consumer psychology and study the law of consumer behavior. Observation is one of the basic methods of design psychology. The so-called observation is a method to directly observe the speech and behavior of the research object and analyze its psychological activities and behavior rules in a purposeful and planned way under natural conditions. In most cases, the audience's sense of touch when designing products is mobilized through "visual texture", or it is mobilized first and then verified by his personal sense of touch. Therefore, modern designers, especially graphic designers, should mobilize the audience's touch to the scope of thinking according to their needs. In other words, it is necessary to consider the relatively common life experience of the target audience. In addition, any kind of design is inseparable from color. Designers and audiences have a wealth of knowledge about the color of designed products. Some Japanese scholars have summarized people's color feelings into seven kinds: cold and warm, light and heavy, soft and hard, strong and weak, light and dark, quiet and exciting, and simple beauty. In short, designing psychological and emotional stimuli is a valuable tool to encourage users to take action. Arousal includes feelings of guilt and worry, as well as an attractive sense of belonging and recognition of people's values. A common way to combine motivation and emotion in design is to add some graphic elements as auxiliary support if using the advertising language on the website, and use pictures and charts to enhance the incentive effect. In short, both in theory and in practice, design psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of design psychology.

The composition of cultural and creative products in colleges and universities is mainly products and creativity. In ancient China, products were called "utensils". They contain elements such as shape, color, material, and graphics. However, they are different from ordinary products. Because this product is a part of the cultural and creative industry. It includes many links such as design, production, marketing and consumption. It itself contains the cultural heritage of colleges and universities. This "instrument" records the living conditions, spiritual outlook and the pursuit trend of college teachers and students. They are the carrier of spiritual culture in colleges and universities. They can not only meet people's material needs, but also meet people's aesthetic and spiritual needs. At the same time, this carrier can also affect the whole university, make it face up to its current situation, optimize material civilization and spiritual civilization, and make continuous progress. Of course, product creativity is essential. Designers use creative thinking to transform cultural resources. For example, combined with the different characteristics of colleges and universities, taking campus beauty, landmark buildings, traditional culture, historical stories and campus anecdotes as resources and expressing them in interesting forms, the cultural and creative products designed by colleges and universities have both practical functions and aesthetics and artistry, so as to increase the added value of the products and attract people's attention at the first time, stand out among