

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

similar products. In short, design psychology is closely related to cultural and creative products in colleges and universities, which is worthy of research on the design and application of creative products of cultural products in colleges and universities based on design psychology.

**Objective:** Through in-depth research on the classification of consumer groups of cultural and creative products in colleges and universities, combined with the design elements of cultural and creative products, this paper analyzes the cultural and creative design in colleges and universities from the perspective of design psychology, and explores and studies the design and application of cultural and creative products in colleges and universities from a newer and more targeted entry point. Infiltrate the theory of design psychology into the design of cultural and creative products in colleges and universities, and summarize the corresponding design methods and relatively scientific design theory, so as to provide a certain theoretical reference for the future campus cultural and creative design, and better spread the campus culture with the help of cultural and creative products in colleges and universities.

**Research objects and methods:** 100 consumers were randomly divided into control group and experimental group, with 50 in each group. The control group adopted the conventional design method, and the experimental group adopted the design method based on design psychology. Then, the psychological experience of the two groups of consumers is compared and analyzed. The evaluation indicators of consumers' psychological experience include: consumption expectation, psychological demand, sensory stimulation, consumption situation, function extension and purchase intention. 0-3 points are dissatisfied, 4-6 points are satisfied, and 7-10 points are very satisfied.

**Methods:** Use Excel software for statistical data analysis.

**Results:** Table 1 shows the psychological experience of the two groups of consumers. It can be seen from Table 1 that compared with the control group, the experimental group based on design psychology has better psychological experience effect on cultural and creative products in colleges and universities, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Psychological experience of two groups of consumers ( $n=100$ )

Factor	Control group ( $n=50$ )	Experience group ( $n=50$ )	$P$
Consumption expectation	2	8	<0.05
Psychological needs	3	7	<0.05
Sensory stimulation	2	8	<0.05
Consumption situation	1	8	<0.05
Functional extension	2	9	<0.05
Purchase intention	3	8	<0.05

**Conclusions:** College cultural and creative products designed based on design psychology have better psychological experience for consumers. It can be said that the theory of design psychology is scientifically and reasonably integrated into the design and application of cultural and creative products in colleges and universities, so as to establish a closer relationship between design psychology and cultural and creative products, which can not only solve the crux of cultural and creative products in colleges and universities in China, but also fully improve the psychological experience and purchase intention of consumers.

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## INFLUENCING FACTORS AND COUNTERMEASURES OF LEARNING ANXIETY OF ENGINEERING STUDENTS IN HIGHER VOCATIONAL COLLEGES

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**Background:** People living today are under great pressure from the environment. Enterprising and competitive, noisy and crowded, busy and heavy make people's mental state often in a state of tension. When they feel a threat, they cannot avoid and deal with, fear becomes anxiety. Anxiety seriously affects people's spiritual life. Continuous or frequent anxiety can lead to overall weakness, loss of appetite, poor sleep and excessive fatigue. Fear, tension and powerlessness are aggravated, attention is relaxed, memory is impaired, thoughts are flustered, do not know what to do, it is easy to have extreme thoughts, exaggerate their incompetence, worry and depression, and sometimes the expectation of terror will lead to irritability,