

**Figure 1.** Changes of SAS scores of two groups of investors before and after investment

**Results:** Before investment, there was no significant difference in SAS score and SCL-90 score between the two groups ( $P > 0.05$ ). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ( $P < 0.05$ ). The changes of SAS scores of the two groups of investors before and after investment are shown in Figure 1.

**Conclusions:** Since the reform and opening up, China's economy has developed rapidly and people's disposable income has been increasing. In this context, China's financial market is also developing. Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risks. Based on cognitive psychology, this study analyzes investors' investment behavior, investment psychology and investment cognition by using behavioral finance, discusses the factors leading to investors' anxiety, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before investment ( $P > 0.05$ ). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ( $P < 0.05$ ).

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## THE INFLUENCE OF TRADITIONAL AESTHETICS IN ART DESIGN ON PEOPLE WITH COLOR VISUAL IMPAIRMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Zheng Chen<sup>1</sup> & Yu He<sup>2</sup>

<sup>1</sup>*Yuelu Academy, Hunan University, Changsha 410082, China*

<sup>2</sup>*School of Art and Design, Guilin University of Electronic Technology, Guilin 541004, China*

**Background:** Due to congenital or acquired reasons, some people have different degrees of obstacles to some visual organs, resulting in color visual impairment. Patients with color visual impairment have weak perception of color, and some patients with color visual impairment have negative emotions such as depression and inferiority complex. When negative emotions are accumulated for a long time and cannot be released, it will damage the patient's body function, lead to damage to the cerebral cortex and cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the patients' daily life and reduces the patients' quality of life. At the same time, it also causes a large economic and management burden to the patients' family and society. Art design works can convey emotions and calm the mind. They can alleviate the negative emotions of the audience and then treat cognitive impairment. However, traditional art design pays attention to the use of color, and the treatment effect is not obvious for patients with cognitive impairment with color visual impairment. Therefore, it is of great significance for patients and their families to innovate art design so that people with color visual impairment can fully appreciate the beauty and emotion of art works, and then alleviate the degree of cognitive impairment of patients.

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. Chinese traditional aesthetics, such as ink painting, poetry and calligraphy, do not pay attention to the application of color, but pay more attention to the expression of artistic conception. In the theory of design psychology, it meets the color psychology, psychological effect and hierarchical needs of people with color visual impairment. In addition, the emotional expression and cultural connotation contained in China's traditional aesthetics are easier to make the audience feel cordial and identity. Therefore, it is in line with the personality tendency, hierarchical needs and environmental design in the theory of design psychology. Therefore, based on design psychology, the research applies traditional aesthetics to art design, so as to innovate art design, better meet the visual aesthetic needs of people with color visual impairment, alleviate their cognitive impairment, reflect

humanistic care, and promote the construction and development of a harmonious society.

Patients suffering from visual inferiority disorder, color perception disorder, and so on. The research is based on design psychology to innovate art design, alleviate the cognitive impairment of people with color visual impairment, reflect humanistic care, and promote the construction and development of a harmonious society.

**Subjects and methods:** 100 patients with cognitive impairment with color vision impairment were selected from a third-class hospital. The Cognitive Impairment Assessment Scale (CIAS) was developed in combination with the mental health part of the concise mental state examination scale and the 36-Item Short Form Survey (SF-36) to assess the degree of cognitive impairment.

**Study design:** Using random number table method, 100 patients with cognitive impairment with color visual impairment were randomly divided into study group and control group, with 50 people in each group. Both groups were given routine drug treatment. Among them, patients in the research group enjoy innovative art design works based on design psychology for 30 minutes every day. Patients in the control group enjoyed traditional art and design works for 30 minutes every day. After a period of intervention, the degree of cognitive impairment was compared between the two groups.

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

**Results:** Before intervention, there was no significant difference in CIAS score between the two groups ( $P > 0.05$ ). After the intervention, the CIAS score of the study group was significantly higher than that of the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** CIAS scores of two groups of researchers

Timing	CIAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	56.4±8.5	56.5±9.2	0.254	0.671
After intervention	86.4±6.4	77.2±7.0	6.673	0.025
<i>t</i>	7.643	5.361	-	-
<i>P</i>	0.001	0.032	-	-

**Conclusions:** Traditional art design pays attention to the use of color, and the therapeutic effect on cognitive impairment patients with color visual impairment is not obvious. Chinese traditional aesthetics, such as ink painting, poetry and calligraphy, do not pay attention to the application of color, but pay more attention to the expression of artistic conception. In addition, the emotional expression and cultural connotation contained in traditional aesthetics are easier to make the audience feel cordial and identity. Therefore, based on design psychology, the research applies traditional aesthetics to art design in order to innovate art design. The results showed that there was no significant difference in CIAS score 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 ( $P < 0.05$ ). To sum up, innovative art design based on design psychology can significantly alleviate the cognitive impairment of people with color vision impairment, reflect the humanistic care of art design, and promote the construction and development of a harmonious society.

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## THE NECESSITY OF STRENGTHENING IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON THE CONNOTATION OF STUDENTS' PSYCHOLOGICAL ANXIETY

Hai Lin & Yaqi Wang

*Hubei University of Science and Technology, Xianning 437000, China*

**Background:** When there are unsolvable problems in life and learning, individuals will have anxiety, fear and tension, feel uneasy without coming, and worry about possible threats. This experience and psychological state are called psychological anxiety. Individuals with anxiety lack a sense of security, and