

fuzzy evaluation method is used to evaluate the impact of different design elements on consumers' consumption psychology in fashion design. The relevant influencing factors are scored by 1-5 grades. The higher the score, the greater the degree of influence. The relevant data are processed by Excel software and SAS software.

**Results:** Color belongs to the elements of fashion design and is an important component of fashion design. According to the different emotions represented by different colors and their different effects on people's emotional consciousness, different colors are applied in fashion design to meet the consumer psychological needs of different consumer groups. In the evaluation of the impact of different design elements on consumers' consumption psychology, color has the greatest impact on teenagers' consumption psychology, with a score of 5 points. The results are shown in Table 1.

**Table 1.** Influence of different design elements on consumers' consumption psychology

Age group	Color	Style	Fabric
Juvenile	5	5	3
Youth	4	4	4
Young and middle-aged	3	4	5

**Conclusions:** Color plays an important role in the process of people's life. The scope of color application is relatively wide. It shows diversity and multifaceted in color psychology, and people show complexity in clothing color psychology. In the color application of fashion design, we should first understand the consumer psychological needs of different consumer groups, so as to design clothes to meet the consumer needs of different consumer groups.

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## THE IMPROVEMENT OF COLLEGE AEROBICS TEACHING REFORM ON STUDENTS WITH COMMUNICATION AND ADAPTATION BARRIERS

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**Background:** When individuals cannot communicate normally, the expression, transmission and reception of information fail, and individuals show anxiety, anxiety and other psychology, which repels communication. This situation becomes an obstacle to communication adaptation. The scenarios of communication adaptation disorder are the communication between interpersonal relationships, the exchange of opinions among members of the collective and the transmission of information in the process of communication. Interpersonal communication includes many types, such as communication between friends, a conversation between family members, communication with different students, a discussion between students and teachers, etc. Because each individual has his own personality, thought and behavior mode, there are differences in values and family background. The degree to which the communicator wants to send the message will be affected by the incompleteness of the message. There are different emotional changes in the process of communication. These emotional changes will affect the expression and reception of information, lead to incomplete information, misinterpretation of information, obstacles to communication and communication, affect the mood of both parties, so as to make individuals feel angry, wronged, uneasy and other emotions, and then repel communication and form communication adaptation obstacles. Communication adaptation disorder will affect the good physical and mental development of individuals. Long-term exclusion of communication and communication will lead to depression, moderate and severe anxiety, and damage the physical and mental health of individuals.

Aerobics is a kind of sport that runs and jumps with music. When doing aerobics, we will keep up with the rhythm of music, carry out various aerobics' actions with the change of music, stretch the body, alleviate the tension and stiffness symptoms of the body, promote individual metabolism, vent the emotions in the heart, forget all the annoyance, anxiety and anxiety, relax the heart and maintain a positive and active state. Aerobics is a group activity. At present, college students have different degrees of communication

and adaptation barriers due to environmental and personal reasons, with different negative emotions in their hearts, and their mental state is poor. According to the effect of aerobics on body and mind, it can be used in the activities of improving students' physique, alleviating negative emotions and promoting students' normal communication. Therefore, according to the situation of college students' communication and adaptation barriers, this paper reforms the teaching of aerobics in colleges and universities, and studies its improvement effect on students with communication and adaptation barriers.

**Objective:** To understand the current situation of college students' communication adaptation disorder and study it. On this basis, according to the characteristics of students' communication adaptation disorder, carry out targeted teaching reform of college aerobics course. Through the way of teachers' experience and students' follow-up, let students gradually become familiar with the application of aerobics, and under the practice of progressive superposition cycle. Let students gradually feel the positive emotions transmitted in aerobics, immerse students, enjoy them, release their emotions, improve communication and adaptation barriers, and promote the good development of students' intelligence and psychological quality. In the teaching process, we should select and determine the teaching content according to the situation of students, carry out targeted teaching, show the harmonious unity of music and aerobics in teaching performances, competitions and other activities, let students challenge themselves, realize self-affirmation, reduce psychological pressure, further improve communication and adaptation barriers, and improve interpersonal communication ability.

**Research objects and methods:** The research objects were college students. 300 college students of different majors and grades were randomly selected from 4 colleges and universities. Understand their physical and mental health status, personal information and their views on aerobics, and carry out the reformed aerobics course teaching for these students for 3 months, practice 60 minutes a week, and record relevant data during the period. Through the fuzzy evaluation method, this paper evaluates the impact of college aerobics teaching reform on improving college students' communication and adaptation barriers, and quantifies the influencing factors. The scoring method is grade 1-5. The higher the score, the greater the impact. SAS software is used to process and analyze the data.

**Results:** Communication adaptation disorder is a common psychological problem of college students. Students with communication adaptation disorder are unwilling to communicate with others, depressed, accompanied by anxiety and anxiety. According to the physical and mental state of students, carry out the teaching reform of aerobics course in colleges and universities. After the reform, students' emotions become positive, anxiety and uneasiness gradually disappear, and communication adaptation barriers have been improved. In the evaluation of the impact of the teaching reform of aerobics course in colleges and universities on improving the communication and adaptation barriers of college students, the progressive superposition cycle exercise has the greatest impact on improving the communication and adaptation barriers of freshmen, which is 1 point higher than the impact score of teaching performance. The results are shown in Table 1.

**Table 1.** The influence of aerobics teaching reform in colleges and universities on improving college students' communication and adaptation barriers

Grade	Progressive superposition cycle exercise	Teaching performance	Integration inside and outside class
Freshman	5	4	4
Sophomore	4	4	5
Junior	5	5	5

**Conclusions:** Aerobics is a sport beneficial to students' physical and mental health. After the teaching reform of aerobics course, college students' communication and adaptation barriers have been improved to varying degrees, their mental health level has been improved, and their interpersonal communication ability has been improved to a certain extent.

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## MENTAL STRESS RELIEF STRATEGIES OF MUSIC CONDUCTORS

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