

campus and SPOC platform under the background of cognitive impairment, so as to provide a reference direction for the teaching reform of colleges and universities.

Study design: Taking the students of Grade A and B in the hierarchical teaching of college English major of grade 21 in a university as the teaching language, the students are taught the course of cross-cultural communication, and the students' basic theoretical knowledge is sorted out before class. In the teaching process, teachers rely on the U campus and SPOC platform to build an exchange of visits between teachers and students, requiring students to provide learning results at the end of the course.

Result: A total of 150 students of grade B will evaluate the awareness, knowledge and skills of students' cross-cultural communication after the course teaching, judge the learning effect of students, and analyze the impact of students' cognitive impairment on the above three levels, as shown in Table 1. The degree of impact is represented by 0-4 levels, in which 0 represents no impact, 1 represents slight impact, 2 represents general impact, 3 represents obvious impact and 4 represents complete impact. It can be seen from Table 1 that the cognitive impairment of Grade A and B students has a significant impact on the awareness, knowledge and skills of cross-cultural communication.

Table 1. The influence of cognitive impairment on students' intercultural communicative competence

Student	Consciousness level	Knowledge level	Skill level
A	3	3	3
B	4	3	3

Conclusions: College students will have different degrees of cognitive impairment in English learning. Therefore, students' cognitive impairment should be fully considered in the reform of college teaching model. In the reform of the flipped classroom teaching mode of the "smart" cross-cultural communication course interactive between u campus and SPOC platform, the reform is based on students' cognitive impairment, with the main purpose of alleviating students' cognitive impairment and improving students' performance. The results show that the "smart" cross-cultural communication course flipped classroom teaching mode of u campus interacting with SPOC platform under cognitive impairment is more likely to be loved by students, and the effect of alleviating students' cognitive impairment is more obvious. In the teaching reform of colleges and universities, the current situation of students' cognitive impairment cannot be ignored. The teaching mode of colleges and universities needs to always pay attention to students' mental status and ensure the development of students' comprehensive quality.

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APPLICATION OF NATIONAL CULTURAL ELEMENTS IN FASHION DESIGN FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is a kind of human psychological type. The emergence of aesthetic psychology is affected by human general psychology, which includes cognition, emotion and will. Under the influence of three psychological activities: cognition, emotion and will, people will have the ability to identify beauty and ugliness, which is also called aesthetic psychology. Aesthetic psychology is a collection of individual aesthetic cognitive, emotional and will processes. In aesthetic psychological activities, emotional processes account for a large proportion. In emotional psychological activities, people's cognitive and will activities be also ongoing. However, aesthetic psychology believes that there are essential differences between aesthetic psychology and general psychology. Under the influence of aesthetic psychology, individuals have higher spiritual needs and stronger individual cognitive ability. Aesthetic psychology includes intuition, individuality, emotion, self-cultivation and creativity. Intuition is the object perception in aesthetic psychology and a kind of subconscious rational content. The individuality in aesthetic psychology shows the individual freedom, that is, the freedom of personal interests and hobbies. Emotion is the most obvious psychological activity in aesthetic psychology. Emotion is the basis of aesthetic occurrence, and the external expression of aesthetic psychology is emotional catharsis. In addition, the

pursuit of self-supporting in aesthetic psychology is psychological satisfaction. In the aesthetic process, the individual's psychological trend will gradually realize self-supporting, and creativity is the way of emotional expression after aesthetic perception.

In fashion design, using consumers' aesthetic psychology for design optimization is the main way advocated in the current fashion field. At the same time, with the improvement of China's attention to the inheritance of national culture, abdominal distension enterprises also began to apply national cultural elements to fashion design. The cultural spirit contained in different nationalities is different, and different national cultural elements have created the unique aesthetic habits of all nationalities. In the fashion design of fashion design enterprises, national elements have become the main source of their design inspiration. By adding national elements to fashion design to improve the overall cultural connotation of clothing, the volume of clothing transactions has been increased to a certain extent. Under life psychology, the national cultural elements in fashion design should meet the aesthetic psychological set, that is, in fashion design, we need to start from the uniqueness of national culture and design clothing shapes, patterns, colors and materials that meet different aesthetic psychology according to cultural differences. The research takes aesthetic psychology as the theoretical basis, and puts forward the application measures of national cultural elements in fashion design, in order to provide direction for the development of fashion design enterprises and the inheritance of national culture.

Objective: This paper discusses the influence of aesthetic psychology on fashion design, analyzes the application of national cultural elements in fashion design under aesthetic psychology, and puts forward the development path of fashion design and the protection measures of national cultural inheritance.

Study design: Taking the students majoring in fashion design in a university as the research object, 80 students were selected for test and analysis, and the aesthetic psychology of all students was counted before the experiment. In the experiment, the students were divided into groups according to their different aesthetic psychology, and the differences of fashion design effects combined with national cultural elements under the influence of different aesthetic psychology were analyzed.

Results: Conduct quantitative evaluation on the effect of students' clothing design, and use the 0-5 scale to evaluate, which indicates that it is poor to very good in turn. It is concluded that the effect of students' clothing design under the influence of intuition, individuality, emotion, self-support and creativity is shown in Table 1. Table 1 shows that under the influence of intuition, individuality, emotion, self-cultivation and creativity in aesthetic psychology, students have a high evaluation of the effect they can achieve in fashion design, and the integration degree of national cultural elements in fashion design is also high.

Table 1. The influence of aesthetic psychology on fashion design

Aesthetic psychology	Intuition	Individuality	Emotionality	Autotropism	Creativity
Fashion design effect	5	4	5	5	4
National cultural integration	5	5	5	4	5

Conclusions: In the fashion design combined with national cultural elements, the designer's aesthetic psychology has a significant impact on the effect of fashion design. From the perspective of aesthetic psychology, this paper analyzes the application of national cultural elements in fashion design, and discusses the influence of different aesthetic psychology on fashion design and the combination degree of national cultural elements in fashion design. The results show that the aesthetic psychology of students majoring in fashion design can affect the design results to a great extent, and we can know that the integration effect of national culture in fashion design is different due to different aesthetic psychology of students. Better aesthetic psychology can improve the overall effect of fashion design and the application effect of national culture in fashion design. Therefore, the use of aesthetic psychology for design optimization can not only improve the development of fashion design industry, but also protect the inheritance of national culture.

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THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION AND MULTIMEDIA INTERACTIVE TEACHING INNOVATION ON STUDENTS WITH COGNITIVE IMPAIRMENT