

walks of life pay more and more attention to music teaching in colleges and universities. Based on educational psychology, this paper analyzes the learning psychology and learning behavior of middle school students in the process of music teaching in colleges and universities, and puts forward strategies to reform music teaching in colleges and universities. The results showed that after three months of teaching, the music test scores of the students in the research group were significantly higher than those in the control group ($P < 0.05$). Therefore, the reform of college music teaching mode based on educational psychology can effectively improve the effect of classroom teaching, improve students' music literacy, and provide high-quality talents for the society, which is of great significance to the healthy growth and long-term development of college students.

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APPLICATION OF TRADITIONAL AESTHETICS IN GRAPHIC DESIGN FROM THE PERSPECTIVE OF MULTICULTURALISM

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Background: Graphic design, namely visual communication design, takes vision as the form of communication and expression, transmits visual information to the audience, and then makes the audience meet the visual needs of the audience after receiving this visual information. In visual communication design, color design is one of the most common design forms, and it is also the way to make the audience feel the artistic value and aesthetic value of the design products most intuitively. However, due to congenital or acquired reasons, some people have different degrees of obstacles to some visual organs, resulting in color vision impairment. Patients with color vision impairment have a weak perception of color, which are generally divided into total color blindness, red blindness, green blindness and blue-yellow blindness. In visual design, we can't fully understand the aesthetic needs of color in graphic design. Therefore, it is necessary to carry out graphic design for people with color vision impairment, meet the visual needs of people with color vision impairment, reflect humanistic care and jointly build a harmonious society.

Under the multicultural background, traditional aesthetics has also been used in graphic design. 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. Among them, product design is based on visual design, color psychology and consumer psychology. Based on design psychology, the research puts forward suggestions on graphic design for people with color vision impairment to meet the visual needs of people with color vision impairment. Based on the theory of color psychology, select the color with high visibility for graphic design. According to the theory of perceptual texture, improve the color texture performance of the graphic design. Finally, through the theory of consumer psychology and personality tendency, China's traditional aesthetics is applied to graphic design, such as ink painting. Based on design psychology, the improvement of graphic design mode for people with color vision impairment can better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

Objective: To improve the graphic design mode for people with color vision impairment based on design psychology, so as to better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

Research objects and methods: 100 patients with color vision impairment were selected from a third-class hospital as the research object, and the satisfaction of patients with graphic design works was evaluated according to the evaluation value of patients. The evaluation value ranges from 1 to 5. The higher the score, the higher the patient's satisfaction with the work.

Research and design: Invite a designer to carry out graphic design. One of the graphic design works adopts the improved graphic design mode based on design psychology, which is recorded as work A. Another graphic design work adopts the traditional graphic design mode for design, which is recorded as work B.

Record the patient's evaluation values of the two works.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: The evaluation value of 100 patients with color vision impairment on work A was significantly higher than that of work B ($P < 0.05$), as shown in Figure 1.

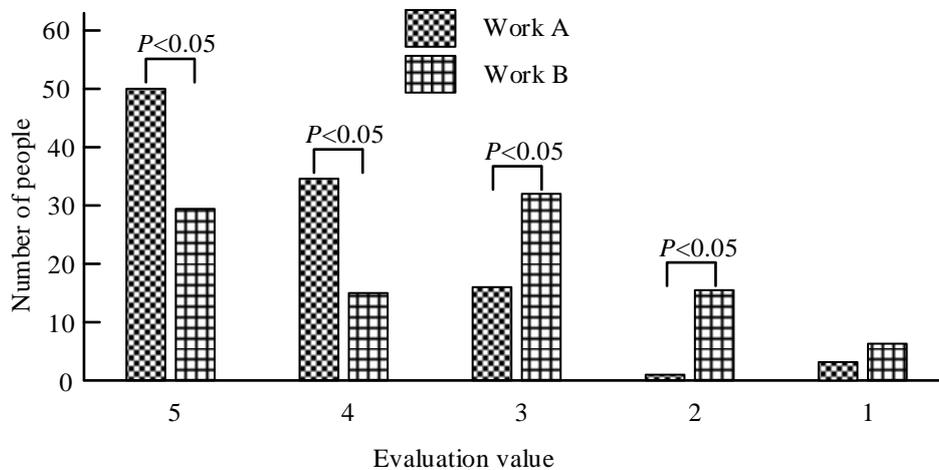


Figure 1. Evaluation value of works by patients with color visual impairment

Conclusions: Due to congenital or acquired reasons, some people have different degrees of visual impairment, resulting in color vision impairment. Patients with color vision impairment have a weak perception of color and color design in graphic design, which is difficult to meet the visual needs. Based on design psychology, this study applies Chinese traditional aesthetics to graphic design. The experimental results showed that the evaluation value of 100 patients with color vision impairment on work a was significantly higher than that of work B ($P < 0.05$). The above results show that based on design psychology, the improvement of graphic design mode for people with color vision impairment can better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

Acknowledgement: The research is supported by: The Outstanding Youth Training Program of Jiangsu Vocational Institute of Commerce.

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ON THE PRACTICE OF INHERITING EXCELLENT CULTURE IN ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes the psychological changes of objects in the process of education and teaching as the main research content, and takes psychological theory as the guidance to provide help for the development of educational activities. Educational psychology is mainly divided into behaviorism and cognitivism. Behaviorism believes that learning is a process of strengthening habits. Learning in the teaching process is a complex of stimulation and reflection. Teachers stimulate students repeatedly to form a habit of knowledge. The school of cognitivism believes that education is a process of cognitive internalization. Learning is not only the memory of knowledge, but also the subjective consciousness processing of students on the basis of knowledge. Compared with behaviorism, cognitivism puts more emphasis on the main role of students in teaching activities and advocates giving full play to students' autonomous ability in learning. The role of teachers is more inclined to guide and assist.

The course of ancient Chinese literature is an important basic course in colleges and universities. The teaching of ancient Chinese classic literature includes many contents of Chinese traditional culture. It is a feasible way to inherit Chinese excellent traditional culture. In the teaching process of ancient Chinese literature, students can not only understand the literary development process of Chinese traditional society from the perspective of literature, but also receive the edification of Chinese excellent traditional culture