

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.

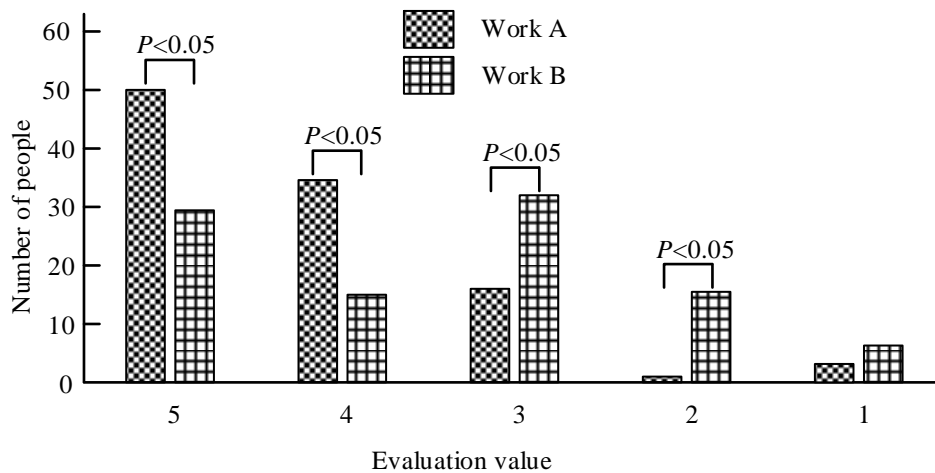


Figure 1. Evaluation value of works by patients with color visual impairment

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.

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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

and national spirit, so as to realize the double improvement of humanistic quality of academic knowledge. However, the traditional teaching mode of ancient Chinese literature course is relatively old-fashioned and stereotyped. In the teaching process, students' learning enthusiasm is not high, so it is difficult to give full play to the role of ancient Chinese literature course in promoting Chinese excellent culture. Therefore, it is necessary to adjust and reform the course of ancient Chinese Literature under the guidance of the theory of teaching psychology, so that the course of ancient Chinese literature in colleges and universities can undertake the responsibility of inheriting Chinese excellent culture.

Objective: This paper discusses the role and practice of college Chinese ancient literature curriculum in the inheritance of Chinese excellent traditional culture from the perspective of educational psychology, analyzes the inheritance responsibilities and practice paths of college Chinese ancient literature curriculum under the guidance of educational psychology theory, develops new ways to carry forward Chinese excellent traditional culture and national spirit, and widens the coverage of Chinese excellent traditional culture in college curriculum. Through the reform and adjustment of the course of ancient Chinese literature and kindness in colleges and universities, we can promote the combination of the course of ancient Chinese literature and the inheritance of Chinese excellent traditional culture. We hope to use new teaching modes and means to enhance the educational psychological enthusiasm of college students and help students improve their participation in the teaching activities of ancient Chinese literature.

Research design: This study uses the method of comparative experiment to understand the role and effect of college Chinese ancient literature curriculum in the inheritance of Chinese excellent traditional culture, and analyzes the differences in the inheritance effect of Chinese ancient literature curriculum under the traditional teaching mode and the new teaching mode guided by educational psychology. Using the method of stratified cluster random sampling, two classes were selected from each of the four grades for comparative experiments, and they were divided into experimental group and control group. The students in the experimental group studied the course of ancient Chinese literature under the new teaching mode guided by educational psychology, while the students in the control group used the traditional teaching mode. The comparative experiment lasted for 3 months. The experimental group and the control group carried out the course of ancient Chinese literature twice a week, and each class hour was 90 minutes. Through the course test and traditional culture knowledge competition results of the students in the experimental group and the control group, this paper analyzes the role of the new teaching mode guided by educational psychology in the inheritance of Chinese excellent traditional culture.

Results: Obtain the level of educational positive psychology of the students in the experimental group before and after the experiment, and analyze the impact of the curriculum reform of ancient Chinese literature integrated with excellent cultural inheritance on the students' educational positive psychology under the guidance of educational psychology. The comparison results of the scores of students in different grades before and after the experiment are shown in Table 1. The students' educational psychological enthusiasm is significantly improved under the new teaching mode.

Table 1. Comparison of scores of educational positive psychologies of students in different grades before and after the experiment

Experimental object	Before experiment	After the experiment
Freshman	1.98±0.34	3.77±0.26
Sophomore	2.06±0.29	3.84±0.27
Junior	2.04±0.33	3.85±0.31
Senior	1.91±0.38	3.76±0.33

Conclusions: Starting from the psychological activities in the teaching process, educational psychology has important guiding significance for the development of educational activities and the improvement of teaching effect. Educational psychology can effectively improve the harmony between teachers and students, stimulate students' learning enthusiasm and learning potential from a scientific point of view, and help colleges and universities improve the teaching quality of ancient Chinese literature. From an academic perspective, it opens up a new communication path for the inheritance of Chinese excellent traditional culture. Based on the theory of educational psychology, we should break the old-fashioned teaching mode of the traditional Chinese ancient literature curriculum, so that the Chinese ancient literature curriculum can adapt to the development process of the new era and provide help for carrying forward the national spirit.

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ON EMPLOYEE CAREER MANAGEMENT IN HUMAN RESOURCE MANAGEMENT UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Based on human behavior activities, cognitive psychology studies and analyzes human internal psychological activities, and studies the psychological processes of human cognitive behaviors such as memory, perception and reasoning. Different from behaviorist psychology, cognitive psychology studies the mechanism of human internal psychological activities that are difficult to be observed directly, and analyzes human memory processing, extraction and other change activities. Information processing is the mainstream view of cognitive psychology. Cognitive psychology believes that man is an information processing system, and human cognitive activity is the process of information processing such as coding, input, storage and extraction of perceptual information. Cognitive psychology takes human input and output activities as the research object, analyzes the internal psychological changes between human input and output activities, infers the psychological activities behind them from the observable input and output phenomena, and probes into human cognitive psychological process from the outside and inside.

In today's social situation, social competition is becoming increasingly fierce. Both enterprises and employees need to find their core competitiveness in order to occupy a place in the fierce competition. In order to improve their comprehensive strength, enterprises expect to cultivate a group of employees with high working ability and loyalty in the process of human resource management and guided by the direction of enterprise development, so as to improve the comprehensive level of the enterprise. Employee career management is an important part of human resource management. Through planning and guiding the career development of employees, establish scientific and reasonable employee work objectives and performance appraisal system, and combine active employee skill training and guidance to promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces cognitive psychology into employee career management, explores the problems of employee career management in human resource management under the guidance of cognitive psychology theory, and improves the level of enterprise human resource management from the perspective of employee cognition.

Objective: From the perspective of cognitive psychology, this paper analyzes the problems existing in employee career management in enterprise human resource management, and explores the optimization strategy of enterprise employee career management suitable for the current social and economic development situation. Under the guidance of cognitive psychology theory, the research analyzes the development direction of enterprise employee career management, helps enterprise human resource specialists take the enterprise development goal as the guidance, and improves employee cohesion and work level through human resource management, so as to achieve the purpose of common development of enterprises and employees.

Research design: This study uses analytic hierarchy process to construct the evaluation index system, analyzes the impact of employee career management factors on employees' work enthusiasm in enterprise human resource management, decomposes the employee career management problem into multiple target levels, and calculates and sorts the weight of indicators at each level by means of fuzzy quantification of qualitative indicators. Explore the importance of all levels of employee career management in improving employees' work enthusiasm.

Use the expert consultation method to preliminarily analyze the various levels of indicators of employee career management, and construct the employee career management index system. The standard level indicators of the index system are enterprise attention, salary system, career development, performance appraisal and work distribution.

Table 1. Changes of enterprise cognitive psychological characteristics of enterprise employees after reform

Test dimension	Before reform	After reform
Work enthusiasm	1.54±0.28	3.99±0.25
Corporate culture identity	1.35±0.26	3.83±0.42
Organizational open cognition	1.21±0.34	3.87±0.31
Organizational development cognition	1.43±0.32	3.95±0.26

Results: After the adjustment and reform of employee career planning, the changes of enterprise cognitive psychological characteristics of enterprise employees are shown in Table 1. Through the reform