

sense of achievement, avoidance of frustration, and detail shaping and flow experience in digital media art. We can pay attention to these aspects in the follow-up digital media art.

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MANAGEMENT OF ANXIETY PSYCHOLOGICAL CRISIS OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

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Background: Anxiety is an abnormal psychological adverse emotional reaction, which is mainly caused by excessive worry about the future, fate and life safety. Medical psychologists believe that the cause of anxiety is usually that people suffer from adverse feelings such as risk, pressure and pain, which exceed the psychological preset acceptance, and it is difficult for people to face and solve these problems. Therefore, from a normal perspective, anxiety itself can be regarded as a very reasonable emotional response, but the human body's long-term anxiety will lead to physiological and emotional diseases, which will not only seriously affect individuals' daily life, but also have a negative impact on their quality of life. Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. According to different anxiety sources, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. The causes of psychological anxiety of college students are personal factors, school factors, social factors and family factors. After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent.

In the environment of more and more serious psychological problems of college students, college education has extremely important value, especially college ideological and political education. In view of the psychological phenomenon of students' anxiety, the effective intervention measures taken by colleges and universities are as follows. First, strengthen ideological and political education and guide students to have a correct outlook on life, world outlook and values, as shown below. First of all, the important position of mental health should be determined in the ideological and political education in colleges and universities. As the main body of education, the school should teach students according to their aptitude and give targeted guidance according to the characteristics of students, so as to help students stay away from negative emotions in time and improve their psychological quality in the face of difficulties. Then, the concept of “people-oriented” should be implemented in the process of mental health education. Guide college students to open their hearts, seek a growth path suitable for themselves, determine the actual ideal goal, and overcome their anxiety with the help of their own potential. Second, strengthen the construction of safe campus culture and enhance their ability to face anxiety. The specific performance is as follows: first, pay attention to the educational function of campus culture to alleviate and defend students' anxiety. As a potential educational force, campus culture can directly affect the cultivation of students' Ideological and moral quality and guide students' psychology to develop in a better direction. Colleges and universities need to seriously implement the concept of quality education, carry out college teaching activities on the premise of analyzing the psychology of college students, provide more exercise opportunities for college students to integrate into the society, and then promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' anxiety in a timely and targeted manner.

Objective: This paper analyzes the effect of college ideological and political education combined with psychological education on students' psychological anxiety, in order to contribute to the healthy growth of college students.

Subjects and methods: 100 students with different degrees of psychological anxiety in colleges and universities were selected as the research object. They were divided into control group and experimental group according to the random grouping method. The control group adopted normal ideological and political education, and the experimental group added ideological and political education combined with mental health on this basis. The experimental cycle lasted for 3 months. After the experiment, the mental health status of patients was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was analyzed and evaluated by particle swarm optimization algorithm. HAMA was divided into mental and physical factors, with a total of 14 items. Each item was measured by 5-level score, and the total score was 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety.

Methods: The influence of Ideological and political education combined with mental health on students' psychological anxiety was analyzed by the latest version of NOSA data statistical analysis software.

Results: Table 1 refers to the improvement rate of psychological anxiety of students in the experimental group during the whole experimental period. It can be seen from Table 1 that students' psychological anxiety has been significantly improved after the intervention of Ideological and political courses combined with mental health education, and the improvement rate has increased significantly with the continuation of the experimental time, mainly because this model can alleviate students' psychological anxiety to a certain extent.

Table 1. The improvement rate of students' psychological anxiety in the experimental group during the experiment

Mental health indicators	Before	After 1 month	After 3 months
Spirituality	72.0	82.0	92.0
Somatization	72.0	82.0	89.0

Conclusions: The new ideological and political education proposed by the research institute can improve students' psychological anxiety. This course can be popularized in students' anxiety intervention. In the follow-up, this course can also be applied to anxiety patients in other industries to expand its scope of application.

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APPLICATION OF DIGITAL MEDIA ART IN GAME ENVIRONMENT DESIGN FROM THE PERSPECTIVE OF DESIGN PSYCHOLOGY

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Background: Compared with other design Sciences, game design is a new science. It has better intersection, and psychology is an important part. Digital media art design psychology has won the favor of experts in architecture, medical and other fields. The principle of game design is to create human-computer interaction experience between players and games. The internal motivation of players in the process of game is feedback and response, contradiction and choice, play and challenge. The goal of game design is to create a great gamer experience and help people get happy in the game. In order to achieve better game experience, designers must analyze the psychological needs of players. At present, studies at home and abroad have pointed out that the application of digital media art design psychology in game design is relatively small, and the research results cannot get satisfactory results, mainly manifested in poor experience of game design, poor flow experience and so on. In view of this, this paper puts forward an application scheme of digital media art psychology in game environment design, which aims to provide a new direction for the innovation of game environment design. Different from psychology and design, design psychology studies and analyzes people's psychology and behavior, acts people's psychological response on the design process, and is always guided by people's needs. In the design process, designers need to consider the psychological status of users and predict the positive and negative experience of users in the process of using the product, so as to avoid the prediction problems of designers in the design process to a great extent, and then improve the quality of products. In a game environment design with rich content and high intensity, designers need to grasp the player's psychology from many aspects. In the process of playing the game, the corresponding psychological motivation includes a sense of achievement, avoiding setbacks,