

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,

shaping details and flow experience.

If designers want to meet the psychological needs of players in the process of game design, they need to start from the following two aspects. First, design experience. If a game designer wants to design a fun game, he should pay attention to the game experience of the players in the game process to make the players feel that the game is fun. This requires the designer to first separate from the simple game experience. The specific analysis questions are how to find the essence of the experience, what the essence of the experience is, and what kind of experience the players will get from the game. Then the designer needs to create a scene that matches the game. Players pay more attention to the role of the scene in the process of playing the game. The key factor to determine the success of a game is not technology. Second, design interest curve. Throughout the game, players' emotions need to fluctuate within a certain range. In order for players to better integrate into the game process, designers need to preset an interest curve, which contains some moments that make players' emotions reach the excitement point and is arranged in a certain order. An excellent interest curve must arouse the player's interest and leave with interest after the game.

Objective: This paper analyzes the role of digital media art combined with design psychology in game environment design on the psychology of players, in order to improve the mental health level of game players.

Subjects and methods: Select 100 people as the research object, and analyze the impact of digital media art combined with design psychology on the psychology of game players through ordering points to identify the clustering structure (options). Set digital media art as three types: the dynamics of digital media art, the virtuality of digital media art and the integration of digital media art. Evaluate the effect of new media art combined with design psychology on players' psychology through five levels of 1-5. 1, 2, 3, 4 and 5 respectively refer to no relationship, slight impact, general impact, obvious impact and serious impact. In order to avoid the influence of subjective factors on the research results in the research process, the evaluation values of all research objects are taken and the final results are obtained by rounding.

Methods: This study uses Excel statistical analysis software to analyze the effect of digital media art combined with design psychology on players' psychology in game environment design.

Results: Table 1 refers to the effect of digital media art combined with design psychology on the psychology of players. The influence of digital media on the artistic integration of digital media is shown in table 5-4.

Table 1. The effect of digital media art combined with design psychology on players' psychology

Factor	The dynamics of digital media art	Virtuality of digital media art	The convergence of digital media art
Fulfillment	5	5	4
Avoid setbacks	4	4	4
Detail shaping	5	5	5
Flow experience	4	4	4

Conclusions: In the process of game environment design, the dynamic of digital media art, the virtuality of digital media art and the integration of digital media art have an impact on the psychology of game players in the range of 4-5, 4-5 and 3-4, which is not only conducive to the sustainable development of the game industry, but also conducive to the improvement of China's comprehensive national strength.

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REFORM OF FINANCIAL ACCOUNTING TEACHING MODE BASED ON COLLEGE STUDENTS' LEARNING ANXIETY

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Background: The international health organization claimed that the number of patients with anxiety and depression among college students still showed a growing law of change, and the incidence group showed a younger trend. Anxiety disorder of college students is a very complex psychological and emotional disorder.