education on alleviating the effect of college students' mental health.

Method design: Firstly, the research objects are divided into online group and offline group. The online group adopts online ideological and political teaching, and the offline group adopts traditional classroom teaching mode. And collect and sort out the data of their mental health status after one month.

Methods: The relationship between network ideological and political education and students' mental health was explored with the help of correlation function, and SPSS22.0 statistical analysis tool to analyze the scores of mental health scale and mood state scale before and after the experiment, and get the experimental results.

Results: The network ideological and political education can provide students with greater autonomy and certain innovative development potential in the teaching process, and the diversified and lively classroom teaching methods can effectively alleviate the psychological problems such as anxiety, depression and conflict caused by learning, and effectively improve the mental health level of college students. Table 1 shows the scores of some mental health scales in the network teaching group before and after the experiment.

Table 1. The scores of some mental health scales in the network teaching group before and after the experiment

Timing	Somatization	Force	Anxious	Depressed
Before experiment	1.76±0.28	1.98±0.63	2.43±0.51	1.77±0.64
After the experiment	1.23±0.22	1.53±0.11	1.14±0.27	1.23±0.42
P	<0.05	<0.05	<0.05	<0.05

Conclusions: Mental health is one of the important indicators to measure individual health status, and plays an indispensable key role in different growth stages. College students are more likely to have psychological problems when facing complex external environment and more interpersonal troubles, which makes their evaluation of personal value lose some objectivity and comprehensiveness, and cause great damage to their body and mind. With the help of the innovative way of network ideological and political education, the psychological intervention of students can improve the effect of classroom teaching and students' initiative, and then strengthen the positive guidance of teachers to their psychological status and effectively improve their mental health level.

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THE INNOVATION OF THINKING MODE IN VISUAL COMMUNICATION DESIGN AND THE VISUAL CURE OF PEOPLE'S SPIRITUAL ANXIETY

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Background: The acceleration of social rhythm and the accumulation of various pressures make individuals bear heavy psychological and emotional pressure, and correspondingly produce related psychological problems, and show a series of emotional characteristics and behavioral diseases, such as persistent depression, pessimism and depression, despair and anxiety, sleep disorder and so on. According to statistics, the incidence rate of mental illness is increasing year by year in our country. Mental anxiety as a common mental disease is the core symptom of anxiety disorder. It is manifested as anxiety, irritability, fear, and so on. It is very easy to express anxiety in different degrees, and it is very easy to cause mental state in external stimulation. The expansion of the audience coverage of mental anxiety makes the people begin to pay attention to the mental health status. The mental state of patients with mental anxiety changes greatly, and it is difficult to concentrate. The feeling and stimulation of sound and light source are more prominent than ordinary people, and they lack a sense of security and confidence in uncertain events in the future, which has a great impact on their behavior guidance and decision-making behavior. Mental anxiety patients are often accompanied by sleep disorders, emotional disorders, somatization disorders and so on. The probability of illness increases rapidly, which causes great damage to the physical and mental health of the sick individuals. Mild mental anxiety also has certain self-adjustment ability, and has certain decision-making ability and judgment accuracy in judging things. However, severe mental anxiety will seriously affect the psychological state of patients, make them produce thinking transformation errors when judging things, and then make their overall function and mental state present a pathological state.

Individual way of thinking and thinking habits are completed through the processing of external environmental information. Vision, as the most intuitive and clear way, conveys environmental information to us. Among them, visual communication design is a flexible creation with the help of text, graphics, color and other elements, so as to realize the transmission of specific information and meet people's aesthetic needs.

The rapid development of the times and the increasing cognitive needs of people make the original design form difficult to adapt to people's cognitive needs. At the same time, the design of color and form in the old visual design is difficult to leave a deep visual impression on people, and will also cause great obstacles to the emotional guidance and psychological hint of the audience with mental anxiety. Therefore, accelerating the innovation of visual communication design has become one of the important tasks that cannot be delayed, and the transformation of visual thinking is the key link, that is, designers should strengthen the expansion of associative thinking, reverse thinking and developmental thinking in the fields covered by visual design such as packaging design, logo design and architectural design, and help mental anxiety patients better extract visual information in the form of innovation and optimization, so as to relieve negative emotions.

Objective: In order to improve the anxiety and pathological mental state of patients with mental anxiety and improve their overall mental health level, this paper studies how to change the thinking mode of visual communication design to affect the visual information they receive, so as to achieve the intervention effect of psychological state adjustment and visual healing.

Subjects and methods: 60 people with mental anxiety were selected. Before the experiment, the basic information on the degree and manifestation of mental anxiety was collected. Psychological intervention was applied to the subjects during the experiment. After the experiment, the mental anxiety data of the subjects were statistically analyzed with the help of Mini Mental State Examination (MMSE) and Self-rating Anxiety Scale (SAS).

Method design: During the experiment, the subjects were randomly divided into groups A and B. Group A was treated with psychological intervention under the guidance of thinking innovation, and group B was treated with normal psychological intervention. Both groups were treated with normal psychotropic drugs in this process. The experiment lasted for three months. After the experiment, the visual judgment improvement ability of the subjects was tested with the help of visual design drawing tool, and the mental anxiety improvement evaluation of the subjects before and after the experiment was counted with MMSE scale and SAS scale.

Methods: The experimental data were collected by scale evaluation tools and visual design drawings, and SPSS21.0 statistical analysis tool to process and analyze the experimental data.

Results: Strengthening the thinking mode innovation of visual communication design can effectively grasp the changes of psychological situation and anxiety of patients with mental disorders, and carry out targeted intervention. Through the analysis of experimental data, it can be seen that the targeted psychological intervention can effectively improve the mental anxiety of the research object, play a positive visual hint, and improve the mental health level of the research object to a certain extent. Table 1 shows the statistical changes of scale scores of group A subjects before and after the experiment.

Table1. Statistical changes of scale scores of group A subjects before and after the experiment

Experimental time	MMSE	Month on month change rate (%)	SAS	Month on month change rate (%)
Before experiment	27.14±2.43	-	58.33±2.77	-
After the experiment	14.36±1.18	7.48	26.91±1.04	-4.26

Conclusions: Patients with mental anxiety are more sensitive to changes in the external world and environment, and are very vulnerable to interference factors, which affect their acquisition of visual information and the transformation of thinking content. Therefore, to strengthen their psychological intervention, we should start from their psychological characteristics. The research aims to innovate the thinking mode of visual communication design, so as to make the presentation of content more in line with the aesthetic needs of mental anxiety audience groups, and actively carry out targeted psychological intervention. The results show that the transformation of the design thinking mode can effectively improve their mental health level. Innovation is not only the driving force and source of social development and progress, but also one of the key points pursued in the field of art and design. Only by continuously changing and innovating the thinking mode of visual communication design, can more groups be given visual healing.

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RESEARCH ON THE INFLUENCE OF VISUAL COMMUNICATION ON THE COMMUNICATION POWER OF NEW MEDIA PRODUCTS UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational situation. Its focus is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. On the basis of the combination of psychology and practical education, we should pay special attention to the relationship between students' work and practical education. At the same time, educational psychology can develop many special fields to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. Educational psychology includes the relationship between students' personality development and educational environment, students' intelligence, ability development and knowledge learning, the relationship between social development and standardized learning, and the relationship between the effectiveness of teaching and the regularity of talent training. Educational psychology focuses on people-oriented and the cultivation of students' subjectivity, advocates inquiry learning and cultivating creativity, provides a psychological scientific basis for the setting of diversified courses, improves the quality of students' moral education, aesthetic education and governance, and improves the efficiency of classroom teaching and service. With the help of educational psychology, we can effectively intervene students actively and effectively on the premise of grasping the teaching objectives and psychological laws of teaching, so as to realize the purpose of transporting high-quality and comprehensive talents for the society. The continuous progress of the times has promoted the reform process of higher education environment and the urgent development of talent training. Breaking through the traditional limited thinking and the "examination-oriented training" scheme, and truly creating practical talents and practical talents has gradually become one of the teaching priorities of colleges and universities. At present, in the teaching of visual communication design in colleges and universities, due to the "superficial" of teaching design and the backwardness of teaching means, it is difficult for students to grasp the teaching focus and design content in the teaching process. At the same time, the teaching design focuses too much on the classroom content and lacks practical teaching, which makes it difficult for students to recognize the impact mechanism of visual communication on the communication power of new media products, resulting in a series of negative emotions and psychological problems, such as anxiety, depression, conflict, anxiety and so on. This study explores the impact of visual communication on the communication power of new media products from the perspective of educational psychology, which helps to alleviate students' psychological and emotional problems caused by teaching and cognitive differences.

Objective: In order to speed up the training of practical talents with high comprehensive quality to adapt to the development of the times and alleviate the psychological problems of students caused by teaching, this paper studies how to promote the improvement and innovation of visual communication teaching from the perspective of educational psychology, in order to help students better understand the influence relationship between visual communication and the communication power of new media products and reduce emotional problems.

Subjects and methods: 600 students majoring in visual communication design and production in a university were selected as the research object. With the help of stratified cluster sampling method, students' views on the shortcomings of current instructional design and the communication power of new media products were collected by means of questionnaire design scale.

Method design: The subjects were divided into intervention group and routine group. The routine group normally carried out the learning process of visual communication without any intervention means, while the intervention group carried out the learning process with the help of big data analysis tools and the innovation of teaching methods based on the teaching objectives and teaching methods of educational psychology the teaching test and the evaluation of teaching effect are used to collect the grasp and evaluation of the influence mechanism between visual design and the communication power of new media products. The teaching experiment time is three months.

Methods: Statistical analysis tools were used to analyze the scoring data results of the subjects under the implementation of different teaching modes.

Results: Through the introduction of educational psychology to optimize the visual design teaching, the