

Results: After the expert group members reached an agreement, the final statistical evaluation results are shown in Table 1.

Table 1. Impact evaluation results of expert group members on research topics

Influence factor	No effect	Slight impact	General impact	Obvious influence	Full impact
Lack of innovative thinking	0	7	11	24	12
Lack of marketing awareness	1	3	6	27	17
Lack of team operation thinking	3	10	21	16	4

The first column in Table 1 shows the cognitive factors that the expert group believes have the most obvious negative impact on the inheritance and development of Nantong blue printed cloth by Nantong blue printed cloth craftsmen with cognitive impairment. The number in the cell represents the number of experts who believe that a cognitive factor will have a corresponding impact on the inheritance and development of Nantong blue printed cloth. It can be seen from Table 1 that the expert group believes that “lack of innovative thinking”, “lack of marketing awareness” and “lack of team operation thinking” are the biggest cognitive factors that hinder Nantong blue printed cloth craftsmen from spreading their craft.

Conclusions: In order to explore the influence of Nantong blue printed cloth craftsmen with cognitive impairment on the inheritance and development of Nantong blue printed cloth, the inheritance research designed and carried out an experiment based on expert inquiry method. The experimental results show that the expert group believes that “lack of innovative thinking”, “lack of marketing awareness” and “lack of team operation thinking” are the biggest cognitive factors that hinder Nantong blue printed cloth craftsmen from spreading their craft. Therefore, this study proposes that in order to improve the popularity of Nantong blue printed cloth technology, special training on cognitive ability should be carried out for inheritors.

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ANALYSIS ON THE INFLUENCE OF PRODUCT DESIGN ON STAFF ANXIETY BASED ON DESIGN PSYCHOLOGY

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Background: Under the social background of national economic prosperity, the frequency of mental health problems of enterprise employees is higher and higher, which is most obvious among product designers. In recent years, the frequency of suicides of enterprise employees has become higher and higher, which is not conducive to social stability and family harmony. Relevant national departments must pay high attention to it. Product designers need to complete the work design within the specified time limit, which will lead to more and more work pressure for enterprise employees, and most employees will have mental disorders, depression, insomnia and other mental diseases. If human beings are under pressure for a long time, anxiety and depression will be very common. Well-known experts at home and abroad pointed out that coping measures and social support will have a very important impact on employees’ emotional and mental health. The World Health Organization claims that the depression and anxiety of enterprise employees can be effectively improved through social support and reasonable response measures. Relevant studies at home and abroad have pointed out that the integration of emotional expression in the process of product design has a better effect. The main functions of emotion are communication, organization, driving and adaptation. The dimensions of emotion include arousal non arousal, happiness unhappiness and attention rejection. The Jacques moral son curve points out that the job performance of people engaged in

design and artistic creation is improved when the level of emotional arousal is low.

The product design process needs to be combined with design psychology, so as to bring people a "medium intensity" positive emotional experience and make people feel relaxed and happy. Design psychology points out that emotional design should pay attention to people's practical functions and emotional experience of products, and distinguish the key points. People's perception depends on the stimulation of the external environment. New and different stimuli include harmony, novelty and complexity. People need to have the following characteristics to experience the positive area pole emotional process: a certain degree of familiarity, coordinated color system, distribution law, orderly arrangement of elements, symmetrical and balanced shape, and overall and concise shape. Emotional design includes the particularity, hierarchy and sensuality of emotion. Particularity specifically refers to the practical art of design, integration into the design process, the combination of sensibility and rational emotion, and the expression of emotional diversity. Emotional hierarchy refers to the emotion of instinct level, behavior level and reflection level. For the sensory level, design products include tragic stimulation, terrorist stimulation, erotic stimulation and shape and color stimulation. Emotional product design will have a positive impact on people's emotions and play a role in pleasing the body and mind and relaxing the mind.

Objective: This paper analyzes the effect of product design combined with design psychology on staff anxiety, in order to improve the mental health level of staff.

Subjects and methods: 100 employees with different degrees of anxiety were selected as the research object to analyze the impact of product design combined with design psychology on staff anxiety. The State Trait Anxiety Inventory (ATAI) was used to analyze staff anxiety, and using the algorithm of ordering points to identify the clustering structure (options) to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, ATAI can measure state anxiety and trait anxiety. In the study, the design psychology is divided into four types: tragic stimulation, terrorist stimulation, erotic stimulation and shape and color stimulation. According to different degrees of stimulation, it is divided into four levels: weak stimulation, medium stimulation, medium strong stimulation and very strong stimulation. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

Methods: The correlation between designers' emotional psychology and anxiety in the process of product design is analyzed by Pearson product moment correlation coefficient. When $P < 0.05$, the difference has significant statistical difference, and $P < 0.01$, the difference has very significant statistical difference.

Results: Table 1 refers to the correlation between designers' emotional psychology and anxiety in the process of product design. It can be seen from Table 1 that the correlations between the four types of stimulation and anxiety are 0.586, 0.786, -0.532, -0.486 respectively. This shows that the psychological anxiety of the staff is negatively correlated with the tragic and terrorist stimuli. It is positively correlated with erotic stimulation and shape and color stimulation.

Table 1. Correlation between designers' emotional psychology and anxiety in the process of product design

Stimulation	Relevance	Significance
Tragic stimulation	0.586	<0.05
Terrorist stimulation	0.786	<0.01
Erotic stimulation	-0.532	<0.05
Color stimulus	-0.486	<0.01

Conclusions: The psychological anxiety of the staff was negatively correlated with the sad stimulation and terrorist stimulation. It is positively correlated with erotic stimulation and shape and color stimulation. Follow-up research can help workers alleviate anxiety and improve their mental health by enhancing erotic stimulation and form stimulation in the process of product design.

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RESEARCH ON RESIDENTIAL LANDSCAPE DESIGN BASED ON ARTISTIC DESIGN TECHNIQUES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychological theory is a discipline to analyze the law of human behavior and psychological