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RESEARCH ON THE ACTIVATION STRATEGY OF HISTORICAL BLOCKS OF DIGITAL MEDIA ART FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY -- A CASE STUDY OF QIANMEN, BEIJING

Chao Huang* & Xiang Zou

Tianjin University of Technology, Tianjin 300384, China

Background: Color is objectively a kind of stimulation and symbol to people, and subjectively a kind of reaction and behavior. With the help of the application and collocation of color, it has a mechanism for people's perception, emotion, memory and thinking. The content of color psychology is the empirical paradigm of color, the psychological norms of color and the mechanism of different color reactions. Color has great application value and significance in our life and practical application, and different individuals have their own preference for color selection, which is also one of the manifestations of their psychological character. Colors with different intensities and lightness have different meanings, which will bring different psychological hints and effects to individuals. For example, red indicates warm and bright, black indicates solemn and dull, colors with higher lightness will make people have relaxed and positive psychological emotions, while colors with lower lightness and higher intensity will make people have emotional experiences such as psychological oppression. Color psychology is also mostly used in marketing, architectural field, interior design and other aspects. Only by giving full play to the psychological impact of color, can we give full play to the design intention and realize the positive impact of color on human psychology. The good use of color will make people have a "self-perception" of the spatial pattern, and will not produce negative emotions and negative mentality due to the limited area or layout. To a certain extent, it can be used in the treatment and intervention of mental diseases.

When using color, it will show certain characteristics of ideology and individual preference. Its application form is the display content of social civilization practice, which will directly affect people's aesthetic taste and changes of consciousness and psychology. As the material carrier of historical civilization, historical and cultural blocks are a significant link in the field of urban renewal. Through the activation and transformation of historical and cultural blocks and injecting fresh blood of the times, it can not only make the historical buildings glow again, but also release the commercial vitality and give full play to their vitality, so as to realize the connection and isomorphism between historical civilization and the development pulse of the modern era. As a traditional historical district in Beijing, Beijing Qianmen has a far-reaching historical civilization. When studying its activation and development strategy, we should pay attention to the retention of the original characteristics and realize the inherited development. When using digital technology, we should consider the needs of many parties and people's psychological acceptance. Therefore, taking Beijing Qianmen historic district as an example, this study uses color psychology to explore the impact of digital media art on the activation strategy of the district, and puts forward targeted suggestions to realize its reserved development and rejuvenate its vitality and vitality.

Subjects and methods: According to the three core business formats of Beijing Qianmen, the research combs and analyzes the needs of the main population under different business formats, and combs out the needs of the main population. Then, according to the relevant theories of color psychology and the needs of different functional areas and people of Qianmen, the activation design strategy based on digital media art is proposed, that is, the integrated interface design of digital terminal is constructed. The purpose is to improve the digital service of Qianmen regional tourism format, build a new consumption mode of Qianmen shopping format, help Qianmen residents achieve good autonomy, and solve the pain points of Qianmen tourists, consumers and residents. The integrated interface design of digital terminal can realize the strategy optimization after data integration and analysis under the condition of mastering the needs and suggestions of main people, and then realize the creative development of historical blocks with the help of digital means. After the design is completed, a questionnaire is designed and distributed to Beijing Qianmen tourists, consumers and residents. The contents of the questionnaire include the activation satisfaction of historical blocks, tourism experience, service quality, psychological feeling, convenience of life and so on. At the end of the experiment, the collected useful questionnaires are analyzed and sorted out to explore the feasibility and practicality of the proposed strategy.

Results: The activation design strategy based on digital media art can effectively collect the opinions and opinions of the main audience groups of the historical block and the functional requirements of the historical block. On this basis, it can design a new format of digital tourism development in line with Beijing Qianmen. As an important historical trace, color can effectively enable tourists to have a comprehensive

tourism experience and cultural identity from ancient to modern, so as to meet the multi-dimensional consumption demand. Table 1 shows the level of psychological satisfaction of Beijing Qianmen tourists before and after the application of the digital activation strategy of historical blocks. The level is defined from 1-5 points as the level of psychological satisfaction from low to high.

Table 1. The grade of psychological satisfaction of Beijing Qianmen tourists before and after the application of the digital activation strategy of historical blocks

Evaluation dimension	Rationality of color matching	Psychological security	Innovative development
Before application	3.89	3.46	2.54
After application	4.12	5.39	4.61

In the results in Table 1, after the application of the digital activation strategy of historical blocks, the psychological satisfaction levels of tourists in color evaluation, psychological security and innovation degree have increased, and all of them are 4 points or more, indicating that the strategy proposed in the study can better grasp the perception degree of tourists for color and realize the influence mechanism on their psychological effect.

Conclusions: As a unique area with a sense of history and place in the city, the historical block completely preserves the architectural style and customs with local traditional characteristics, and stores a lot of valuable historical information. It is not only the epitome of the development process of a city, but also the soul and vein of a city. As a special cultural carrier, historical blocks record the track of urban historical evolution and reflect the accumulation of historical spirit. In order to realize the protection and development of historical blocks and revitalize them, we need to use digital technology, and pay attention to the satisfaction of the psychological needs of the audience in this process to realize inherited development. Only when the development meets the aesthetic and functional needs of the public, can the historical district continue to play its value and role, not just a flash in the pan.

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RESEARCH ON THE TEACHING SYSTEM CONSTRUCTION OF DANCE CHOREOGRAPHER AND DIRECTOR SPECIALTY IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Hualin Ji* & Juan Li

Xinyang Normal University, Xinyang 46400, China

Background: As a branch of psychology, educational psychology studies educators and educates, and studies their psychological situation and change law. Applying the knowledge of educational psychology to the teaching process can improve the teaching effect. In the teaching process, it not only reflects the strict seriousness of imparting knowledge and skills, but also shows the flexibility of students in improving their ability to obtain knowledge. This teaching process is a bilateral activity jointly completed by teachers and students. In the process of communication, teachers and students carry out information exchange under the transmission of knowledge and emotional exchange of psychological resonance. On the basis of understanding the basic psychological law of students, teachers gradually guide students to improve students' learning ability and professional level, so as to achieve teaching objectives. With the development of the times, people's ideas are also changing. For dancers, if they want to become the creator of the times, they need to constantly think and make progress, change their dance thinking and edit the works of the times. At present, there are still some problems in the teaching of dance choreography in colleges and universities, which hinder the development of dance choreography. The relevant syllabus has been unable to meet the transformation of students from unknown to application, and the curriculum is relatively backward. The basic training course of dance choreographer and director specialty cannot be close to the students' physical training requirements, and the actual physical training effect is not good. For students of this major, they should not only be able to dance, but also "be able to dance", which requires students of this major to have a deeper understanding of dance works. This process requires teachers to train and teach the cognition of dance works. In the teaching of dance choreography, teachers should not only carry out the teaching of theoretical knowledge, but also carry out practical teaching, so that students can apply what they have learned, improve their practical operation ability, reflect and carry out academic research in the process of practice. In the theoretical and practical teaching of dance choreography, teachers should use