ANALYSIS ON THE INFLUENCE OF VIDEO GAME SCENE DESIGN AND CONTENT INNOVATION ON THE DEVELOPMENT OF COLLEGE STUDENTS' MENTAL HEALTH

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Background: With the prevalence of electronic technology, electronic games play an increasingly important role in college students' daily life. Games have become one of the important ways for college students to entertain and decompress. Therefore, the development of electronic games plays an extremely important role in college students' mental health. The attraction of video games is mainly reflected in two aspects. The first aspect is the design of game scenes. Game scene design starts from the game characters and needs to create a specific environment to render the emotional tone, so as to promote the development of story plot and make players interested in the game by using the common emotion and substitution of game players; The game scene design can also show the style type of the game. The scene design uses the changes of atmosphere and tone to set off the subjective psychological activities of the characters, so as to affect the changes of the players' objective psychological activities. The second aspect is the design of game content. The novelty of the content can stimulate the curiosity and exploration desire of game players, and the innovative playing method of the content can stimulate the imagination and creativity of players, so that players have a different game experience. For the traditional game scene design and game content design, there are deficiencies in art and detail processing in the previous game scene design. The rough painting style and simple scene will bring psychological emotional turbulence to the game players, and bring irritability, depression, anxiety and other psychology. Traditional games are also lack of freshness in content, and most of the games with violent elements. Although college students have a strong ability to distinguish between virtual and reality, they will inevitably affect the change of mind after a long time of infection. In video games, college students are in irritable and depressed mood for a long time, which will affect their mental health and may form symptoms such as mania and depression. The symptoms are serious, and even affect their normal life and academic situation. Therefore, video games should not only stay at the surface level of the game. Game scene design can be combined with cultural elements to convey and carry forward excellent culture. The game content should be more innovative in the positive aspects, so as to alleviate the negative emotions of college students in video games.

Objective: The prevalence of electronic games plays an important role in the daily life of college students. Modern college students can release or vent their negative emotions in the face of academic pressure through games, while low-quality games cannot achieve the desired effect, and even deepen the symptoms of depression, anxiety and irritability. Through the comparison of college students' feedback on optimized games and traditional games. Then it analyzes the impact of the optimized game on college students' mental health.

Subjects and methods: Hamilton Anxiety Scale (HAS) was used to evaluate students in three higher vocational colleges. The Hamilton Anxiety Scale adopted 5-level scoring method, and "grade 0" represented no anxiety symptoms. "Grade 1" represents mild anxiety symptoms. "Grade 2" represents moderate anxiety symptoms. "Grade 3" represents severe anxiety symptoms. "Grade 4" represents severe anxiety symptoms. Through the evaluation of students by Hamilton Anxiety Scale, 200 students with grade "1" were selected as the experimental objects to participate in the comparative experiment of the impact of different video games on students' mental health for 4 weeks. The first group recorded the data of the impact of traditional games on college students' mental health every week, and the second group recorded the data of the impact of optimized games on college students' mental health every week. By analyzing the changes of the two groups of data, this paper explores the results of different games on college students' mental health.

Results: Table 1 shows the changes of Hamilton Anxiety Scale scores of the two groups of control experiments. It is known from table 1 that both groups of students were accompanied by mild anxiety symptoms before the experiment. In the process of the experiment, the number of students in the first group with moderate anxiety symptoms gradually increased, and even one with more serious anxiety symptoms. In the second group of students, the number of students with mild anxiety symptoms showed a decreasing trend, the number of students without anxiety symptoms showed an increasing trend, moderate anxiety symptoms accounted for a very small number, and there was no change in other aspects.

Conclusions: Through the comparative analysis of the two groups of experiments, the scene design in the video game has a positive impact on the mental health of college students through the combination of cultural elements and innovative content. It can not only feel the culture inherited by the video game, but also improve the imagination and creativity of college students, so as to release the negative emotions such as irritability and depression in life and cultivate and guide a positive and healthy mental state.

Table 1. Comparison of changes in the number of people with Hamilton Anxiety Scale

Grade		Level 0	Level 1	Level 2	Level 3	Level 4
Before optimization	First week	0	100	0	0	0
	The second week	0	85	15	0	0
	Third week	0	62	35	3	0
	Fourth week	0	51	36	12	1
After optimization	First week	4	96	0	0	0
	The second week	26	74	0	0	0
	Third week	57	43	0	0	0
	Fourth week	78	21	1	0	0

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RESEARCH ON THE INHERITANCE AND INNOVATION OF INTANGIBLE CULTURAL HERITAGE BLUE DYE ART FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is also known as the aesthetics of psychology. With the development of aesthetic psychology, aesthetic psychology analyzes more complex aesthetic emotions, which is not limited to psychological experiments. The research holds that the aesthetic unconscious and aesthetic subconscious in aesthetic psychology play an important role in cultural and artistic innovation, and the two are also closely connected. The process of artistic works conception is also the psychological process of forming artistic works. It is a psychological activity process dominated by image thinking. This process includes aesthetic explicit consciousness, aesthetic subconscious and aesthetic unconsciousness. The theme and the essence of artistic works are often closely related to the theme. From the perspective of aesthetic unconsciousness, the determination of theme comes from social life, thought and emotion; The choice of theme comes from instinctive ideology, so the theme and performance theme of art works can indirectly reflect the psychological state of the author of art works. Blue dyeing is an ancient printing and dyeing process, which lays the foundation of the Chinese blue shirt culture. Therefore, it is listed as an intangible cultural heritage by many provinces and cities. However, the blue dyeing process has failed to solve the problem of integrating with the elements of the new era for a long time, which hinders the inheritance and development of blue dyeing art. The talent training of Hakka blue dye art lacks a perfect training mechanism, the support for blue dye art in relevant regions is insufficient, and the relevant intangible cultural heritage is gradually lost. How to combine the blue dye art with the elements of the new era to improve the inheritance quality of the blue dye art, so as to promote the development of intangible cultural heritage innovation and provide strong support for the cultural and artistic creative industry has become the most important problem to be solved at present. This study uses the relevant theories of aesthetics to innovate the art of intangible cultural heritage blue dye, and explores the role of aesthetic psychology in the inheritance of intangible cultural heritage blue dye.

Objective: In order to better protect Hakka culture and intangible cultural heritage, the innovation of intangible cultural heritage blue dyeing process is combined with the relevant theories of aesthetic psychology, in order to improve the quality of blue dyeing process innovation by using aesthetic psychology, and to explore the role of aesthetic psychology in the protection of intangible cultural heritage.

Subjects and methods: The inheritors of blue dyeing technology in four regions are selected as the research object. 50 people in each region, a total of 200 people, will participate in the intangible cultural heritage blue dyeing art innovation experiment based on aesthetic psychology. The experiment will be divided into two groups. The first group is the traditional blue dyeing technology innovation, and the second group is the blue dyeing innovation under the theory of aesthetic psychology. The experimental period is 4 months. The innovation effect of blue dyeing process is classified by support vector machine (SVM), and the