(P < 0.05 or P < 0.01). The contrast between boys and girls in other colors was not statistically significant (P > 0.05). Among them, pure black (A), milky white (B), smoke gray (C), light pink (D), coral red (E), orange yellow (F), iron blue (G) and lake green (H).

Conclusions: Color plays the function of language and information in the design of cultural and creative products. Through the comparison and reconciliation of hue, lightness, purity and other elements, in the design of cultural and creative products, it can not only show the cultural significance hidden in the product function and form, but also stimulate people's emotional resonance and transfer emotional experience. The influence of color on products is enough to determine the success or failure of design. Therefore, as a designer, he must understand people's demand for color and the psychological impact of color on people and apply it well.

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RESEARCH ON THE INFLUENCE OF VISUAL COMMUNICATION DESIGN ON CONSUMER PSYCHOLOGY UNDER COLOR PSYCHOLOGY

Li Chen

Xi'an Vocational University of Automobile, Xi'an 710000, China

Background: In the process of visual communication design, the use of color in place and the resonance of business owners are the necessary process for the success of design. A clear understanding of color psychology is very important for a designer. In the theoretical category of design psychology, color psychology is divided and applied from the way of perception. In the theory of design psychology, it is believed that any kind of design is inseparable from color. Designers and viewers have rich knowledge of the color of design products. Some Japanese scholars have summarized people's color feelings into seven types, namely, cold and warm, light and light, soft and hard, strong and weak, light and dark, quiet and exciting, and plain and beautiful. The cold and warm sense takes orange and blue as the poles, red as the warm pole, and then transits to the blue cold pole in turn, because there is also the division of the cold and warm color system. From the concept of color psychology, the color of warm color system is more important than that of cold color system, which is defined by the general feeling of color generated in people's daily life. The lightness and darkness of colors are related to the lightness and lightness of colors. For example, black feels very heavy and dark, while yellow orange feels very light and bright. These are related to the universal visual perception of people's life experience. The sense of tranquility and excitement is more direct to distinguish colors from color emotions. Experimental research shows that the degree of grip strength performance is different in different color rooms. Designers generally grasp the color of design works only after clearly understanding the color psychology, and attach it to the modeling with association and enterprise connotation, so as to form graphics, and then form a complete icon or identification system. In the enterprise visual image design of visual communication art design, such as logo design, the means of expression only includes two parts: the shape of logo and the color of logo. The use of shapes and colors is a necessary means of artistic expression for designers when expressing the connotation of corporate culture. These two means of artistic expression are intended to visually increase the association and interest of the audience or consumers, so as to increase consumers' impression of the corporate image or brand.

Objective: As a new form of art in the art category, art design abstracts the essence of traditional art, promotes more modern visual needs, and provides more convenient aesthetic services. As a comprehensive modern art, it needs to integrate more understanding of the connotation of art and more generalization of sociological knowledge. Of course, it also needs to integrate more extensive knowledge application. Psychology plays an important role in the application of visual communication art. The proper application of psychology can make it easier for the audience to understand the connotation of design, and also make the audience have a better resonance with artists such as designers. Therefore, this study aims to explore the impact of visual communication design on consumer psychology under color psychology.

Subjects and methods: 1200 community residents in a certain city were selected for consumption psychological evaluation. The evaluation scale was the self-designed consumption concept classification scale. The scale designed some questions on different consumption concepts, evaluated community residents, judged by "yes" and "no", and classified into five consumption concepts according to the responses. During the research, the psychological status of community residents was statistically analyzed by SPSS20.0 and excel.

Results: The results show that the practical consumption view is the first consideration of consumers' purchase decision. The frugal consumption concept means that consumers are sensitive to the purchase

price. Experiential consumption view means that consumers pay attention to the past consumption experience. Conspicuous consumption means that consumers attach great importance to others' praise and good response to their own consumption. The unique consumption concept has its own unique understanding of the appearance, color, texture and collocation of commodities. See Table 1.

Table 1. Evaluation on consumption view of visual communication design products of community residents

Consumption view	Male	Female	Total
Practical type	128	124	252
Show off type	87	169	256
Experience type	173	80	263
Frugal	48	97	145
Idiotype	55	125	180
Total	491	605	1096

Conclusions: The use of psychology makes visual communication design easier to understand. When designers consider creative creation, a very important part of their time is used to consider the psychology of the audience. Good use of psychology, visual communication design can more clearly know what kind of creativity customers need and what kind of feelings the audience needs. A thorough study of consumers' needs and psychology will be of great help to the satisfaction of products. From the perspective of psychology, the reason why consumers decide to buy is driven by purchase motivation. If a package design wants to make consumers pay attention to, understand, comprehend and form a solid memory, it is inseparable from the uniqueness of the words, colors, graphics and sounds in the package that act on people's eyes, ears and other sensory organs.

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RESEARCH ON THE EFFECT OF COLLEGE MUSIC TEACHERS' QUALITY ON STUDENTS' PSYCHOLOGICAL HEALTH IN MUSIC EDUCATION AND ITS INTERVENTION MEASURES

Ji Feng

Lianyungang Normal College, Lianyungang 222000, China

Background: In the process of rapid social development, people's way of thinking, values and interpersonal communication are constantly changing and becoming more and more complex. In the current social environment, competition is becoming more and more fierce, people's psychological pressure is increasing, and mental health problems are becoming more and more prominent. College students' minds are not yet mature, so they are more likely to be affected by various negative emotions and fall into anxiety. Anxiety is a kind of negative emotion caused by the inconsistency between expectation and reality, or the fear and worry about the imminent threat. In the process of learning, due to the fear of poor learning effect and students' self-denial, some students will have a sense of failure and frustration, resulting in students' emotions in a state of tension and fear for a long time, and eventually leading to students' anxiety, depression and other symptoms. Long term excessive anxiety will damage students' physical and mental health, and seriously lead to students' mental out of control or collapse, depersonalization and other consequences, leading to a significant decline in students' quality of life, loss of confidence in life, self-injury, suicide and other dangerous behaviors, which not only affect the normal life of students and their families, but also affect the harmony and stability of society.

In the higher education system, music education is an important course to alleviate students' anxiety. Its principle is that through music teaching, students can appreciate, master and experience all kinds of music, and finally achieve the effect of music therapy. However, in the current music education in colleges and universities, due to the lack of quality of music teachers, the teaching quality is low and the teaching effect is poor, which leads to no obvious effect on alleviating students' anxiety. Therefore, it is necessary to