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## PRODUCT PACKAGING DESIGN INNOVATION BASED ON VISUAL COMMUNICATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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**Background:** Positive psychology is a branch of psychology. The difference between this discipline and other psychological disciplines is that its research focuses on the psychological development tendency of human positive forces and positive qualities, while other psychological disciplines usually pay more attention to negative psychological qualities and psychological problems. From the perspective of positive psychology, people’s emotional feelings and psychological processes mainly have two forms, one is the positive psychological satisfaction brought about by the pleasure of human senses, and the other is the positive psychological satisfaction in spirit. The latter can be understood as the pleasure brought about by individual self-breaking through their original psychological state. In the research of improving individual mental health through positive psychology, the combination of positive psychology and visual communication is a promising direction. Many art works bring unique emotional and aesthetic feelings to the audience through visual communication. Excellent works can usually have an impact on the audience’s psychology. Therefore, it is possible to integrate positive psychology into the visual communication of works and subtly stimulate the audience’s positive psychology through the expression of positive psychology in visual communication.

For product manufacturers, product packaging design is an important part of product design, including material, image, color, shape, text and other elements. Product packaging is one of the most important channels for consumers to understand products, and it is also an important factor to communicate with consumers and products and attract consumers to buy. Visual communication is a very important field in product packaging design. How to make the audience pay attention to and understand the goods through the visual effect of packaging, and establish a good impression on the goods and the company is the primary task of product packaging design. In the current form of aesthetic diversification and personalization, consumers’ shopping psychology is also changing. In order to occupy a place in the increasingly competitive market, products need to pay more cost in the visual communication of product packaging. Product packaging with good visual communication effect can make consumers have a good first impression and have a huge gain effect on product sales. If the psychological factors for the audience are integrated into the visual communication of product packaging design, on the one hand, it can further increase the attraction of the product to the audience, on the other hand, it can also bring a better psychological experience to the audience and maintain their mental health, which is a meaningful research direction.

**Objective:** Integrate positive psychological elements into the visual communication of product packaging design, and explore whether this design can increase consumers’ desire to buy and bring better psychological experience to consumers.

**Subjects and methods:** Two different packages are designed for the same product of a company, one of which integrates positive psychology elements, and the other is traditional packaging. The products of the two packages are put into stores in two populated areas with similar basic conditions to observe the purchase of consumers. In addition, 120 residents were selected as subjects in the two population concentration areas to observe the changes in their psychological state before and after exposure to the product.

**Results:** Table 1 shows the changes of shopping pleasure of residents in the two regions before and after exposure to products. It can be seen that the shopping pleasure before and after exposure to products in traditional packaging areas has shown a small fluctuation without significance ( $P < 0.05$ ). In contrast, the packaging designed in combination with positive psychology has significantly increased the shopping pleasure of shoppers ( $P > 0.05$ ).

**Conclusions:** Product packaging design is a very important part of product design. The visual communication effect of packaging design plays an important role in the sales performance of products. In the psychological theory, the audience’s aesthetic experience of art works including product packaging will affect their psychological state and feelings. If the visual communication of product packaging design can bring good psychological experience to consumers, it can promote the sales of products on the one hand, and contribute to the maintenance of the overall psychological health, pleasure and happiness of the society on the other hand.

The study explored whether product packaging combined with positive psychological elements had a significant impact on consumers' psychology through comparative tests of different packaging. The results showed that consumers who bought new packaging products had a higher sense of shopping pleasure than those who bought traditional packaging. From the perspective of consumer desire reflected by product sales, new packaging also had a better performance.

**Table 1.** Changes in shopping pleasure of residents in the two regions before and after exposure to products

	Normal package	Designed package
Before	2.76	2.73
After	2.79	2.85*
<i>P</i>	>0.05	<0.05

Note: \* indicates that the data is significantly different from that of the other group.

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## RESEARCH ON THE CULTIVATION OF STUDENTS' SINGING PSYCHOLOGICAL QUALITY IN VOCAL MUSIC EDUCATION

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**Background:** Singing psychology is an interdisciplinary subject between vocal music and psychology. Its research content includes singing psychology, attention, emotion and imagination of vocal singers. This discipline mainly reveals the internal artistic laws of singing and occurrence based on the psychological reflection, will, imagination, emotion and emotion, memory and ability of the object, provides the theoretical basis of psychology for vocal music teachers, and finds scientific vocal music learning methods for singers. It has strong theoretical and practical significance, as well as a wide range of applications. With the continuous development of vocal music teaching, singing psychology has been paid more and more attention, and has been developed and improved. It not only provides an important theoretical basis for vocal music teaching, but also becomes an important way to improve the quality of vocal music teaching. Singers first need to have a set of scientific vocal methods, mobilize and deploy their body organs to achieve the harmony and unity of vocal music and body, so as to have the professional ability to complete an excellent singing performance. Secondly, they also need to have good psychological quality. They must overcome the psychological problems such as on-the-spot nervousness and stage fright when performing on the stage, so as to avoid the problems such as rhythm disruption and abnormal play caused by physical characteristics such as rapid heartbeat, red face, sweating and unstable breath caused by tension and other negative emotions. This requires vocal performers not only to improve their professional ability, but also to improve their psychological quality. However, in the current vocal music teaching, some students often only pay attention to the professional training of singing skills, ignoring the role of singing psychology in vocal music singing and teaching. Considering the important influence of singing psychology on singing performance and the important role of singing psychology training in vocal music teaching, vocal music teaching should pay attention to developing relevant courses such as the cultivation and training of singers' psychological quality, and actively study more scientific and effective teaching methods according to the internal characteristics of vocal music art, so as to improve the quality of vocal music teaching.

**Objective:** Through off-line interviews, telephone communication, data analysis and other means, we can understand the psychological situation and score scores of the students of a vocal music college in Chengdu when performing on the stage with or without psychological quality training, analyze the performance of the students under different psychological quality, and develop and improve the content of vocal music education courses.

**Subjects and methods:** The results of 50 singing competitions of students who give consideration to the cultivation of singing professional ability and psychological quality are selected as the experimental group, and the results of 50 singing competitions of students who only pay attention to the improvement of singing professional ability are selected as the control group. The training of psychological quality includes strengthening the training before performance, strengthening the singer's will training, strengthening the adjustment training, and increasing the number of large-scale activities. Before the performance, teachers should guide students to keep a normal attitude towards the performance and