

improve students' moral awareness, while negative emotions can significantly hinder the formation of students' moral awareness. The above results show that, from the perspective of emotional psychology, individual emotional experience can affect moral cognition significantly. Therefore, in moral education in colleges and universities, colleges and universities should pay attention to students' emotional experience, so as to promote the formation of students' cognition.

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## RESEARCH ON CUSTOMIZED GENERATION AND DESIGN PSYCHOLOGY OF ASIAN GAMES DYNAMIC SPORTS ICONS IN GAME ENGINE

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**Background:** With the improvement of people's quality of life, people began to pursue life experience beyond the basis of daily life. In order to meet the needs of individual life experience, design psychology gradually appeared in the public's field of vision. Design psychology is a kind of psychological content based on art, which studies the interaction between people and things by analyzing the psychological changes in art design. Some scholars have proposed that design psychology is a marginal discipline of psychology between design and psychology. The main research direction is to analyze the psychological behavior of the design theme and the design target theme in the art field, and to obtain the relevant influencing factors of art design that affect the psychological behavior with the help of the analysis of psychological behavior. Therefore, design psychology can be regarded as a psychological subject that analyzes the relationship among people, things and environment, and also a psychological subject that studies the psychological differences and common points between designers and audiences. In today's society, due to the improvement of the quality of life, the individual's attention to the external experience of things continues to increase. Therefore, the application of design psychology in various fields of society is of great significance. In the current application of design psychology, we can know that design psychology can help designers understand the needs of things and environment under different cultural psychology by analyzing the psychological needs of the audience.

With the Asian Games approaching, how to publicize the Asian Games has become an important issue in the current sports industry. As its most prominent feature, the design and publicity of the Asian Games' dynamic icons is of great significance. With the gradual enrichment of people's lives, software technology has led to the rapid development of the game industry. The display and design of the Asian Games' dynamic icons in the game can help promote the Asian Games to a greater extent. The automatic generation of the Asian Games' dynamic sports icons in the game engine is a kind of visual communication design aesthetics, that is, it is necessary to analyze the visual psychological needs of the game audience through the design psychology in the icon design. However, because the game industry in China is still in its infancy, the aesthetic design in line with the audience's visual perception in the game engine is still weak, which leads to the difficulty of the application of design psychology in it. In order to realize the large-scale publicity of the Asian Games, the research takes the game engine as the technical background, and analyzes the dynamic sports icon design and automatic generation of the Asian Games from the perspective of design psychology, in order to promote the development of sports in China.

**Objective:** Analyze the visual aesthetic psychological needs of the audience in the game field, and apply design psychology to realize the dynamic sports icon design of the Asian Games and its customized generation to meet the audience's psychology.

**Subjects and methods:** Randomly recruit 100 game audiences, analyze their psychological status of visual aesthetics for the internal design of the game, and put forward the control scheme of design psychology, including gender, age, educational background, etc. This paper adopts the design psychology control scheme to generate the dynamic sports icons of the Asian Games, and evaluates the impact of the customized generation of the dynamic sports icons of the Asian Games under the design psychology on the aesthetic psychology of the audience.

**Results:** The impact of the customized generation of the Asian Games dynamic sports icons under the design psychology on the aesthetic psychology of the audience is shown in Table 1. Table 1 shows that the aesthetic psychology of the audience gradually tends to be satisfied under the control of factors such as gender, age and educational background in the control scheme of design psychology. The aesthetic psychology of the audience is evaluated by 0-10 points. The higher the score, the more satisfied the

audience is with the current visual aesthetic design.

**Table 1.** Aesthetic psychological changes of the audience under the control of gender, age, educational background and other factors

Project	Time			
	1 week	2 weeks	3 weeks	4 weeks
Gender control	3.75	4.69	6.13	8.22
Age control	3.17	4.83	6.92	8.97
Degree control	3.06	4.18	5.93	7.97

**Conclusions:** Design psychology is a psychological subject that takes personal experience as a starting point to analyze the psychological changes of the audience under the aesthetic design. It is also a psychological subject that gradually improves the design with the help of audience psychology. The research takes the Asian Games dynamic sports icon design as the research object, realizes the customized generation of the Asian Games dynamic sports icon inside the game through the game engine, and uses the design psychology to understand the audience's feelings on the game aesthetic design, so as to improve the customized generation scheme of the Asian Games dynamic sports icon. Finally, it analyzes the impact of the customization of the Asian Games' dynamic sports icons on the audience's aesthetic psychology under the design psychology. The results show that the audience can be satisfied with the customization of the Asian Games' dynamic sports icons under the design psychology. The above results show that design psychology can reflect significant application value in practical application, and is of great significance to social development.

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## RESEARCH ON THE CONSTRUCTION AND SUSTAINABLE DEVELOPMENT OF ONLINE TEACHING MODE IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF COLLEGE STUDENTS' MENTAL HEALTH

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**Background:** In psychological research, mental health belongs to a positive mental state. In the current field of mental health and psychology, there is no clear definition of mental health, but it can be explained from two perspectives. First of all, mental health mainly means that people have a good mental state. In the 1946 international mental health conference, some experts pointed out that healthy mental state mainly includes people's physical and mental health, intellectual health and emotional health. At the same time, there is no contradiction between mental health and the mental health of others. From this, we can see that mental health does not mean simple psychological positivity, but a psychological state of coordinated development of body and mind from the inside out. In addition, good mental health also includes accurate judgment of thinking and cognition. People with mental health can rationally understand themselves, objectively evaluate others and themselves, and effectively deal with interpersonal communication and various problems in life and work. At the same time, in the indicators of will and health, people with mental health have more vitality, and their inner world can also be in a balanced and coordinated state. The balance of human beings mainly means that both the internal and external human beings can show the positive performance of coordinated development, and can adapt to the environment. Deal with all kinds of complex and difficult feelings in the environment, and ensure that people get positive and effective development in the environment. In a word, mental health is a kind of psychological state that modern people need to actively pursue. However, influenced by various life factors, more and more students' mental health has been affected, which has a negative impact on their personal development.

In recent years, the mental health problems of college students have been concerned by the society, especially by various complex factors and various bad cultures. The mental health problems of modern college students show a high incidence trend, which has a great impact on the current educational development and social progress of colleges and universities. As a higher education institution, universities need to pay close attention to the mental health problems of college students. Therefore, more and more colleges and universities add psychological health counseling subjects to education. At the same time,