

for each student's music learning. Secondly, multiple teaching methods should be used to activate the solfeggio class. For example, in the C-level tuning scale, teachers can organize students to play roles, so that students can fully participate in the class.

Subjects and methods: 330 students in each grade of a junior middle school were randomly selected as research objects, and they were divided into experimental group and control group, with 165 students in each group. The students in the experimental group received Solfeggio and ear training under the visual threshold of aesthetic education, while the students in the control group received traditional Solfeggio and ear training. The duration of the two groups' teaching was controlled at 6 months. Before and after the experiment, the students' music aesthetic ability was evaluated with the developed "instrument music beauty" scale. This scale selected 20 well-known musical instruments at home and abroad, and each track was divided into five grades. The higher the score, the higher the aesthetic degree. The experimental results are shown in Table 1.

Results: It can be seen from Table 1 that before the experiment, there was no significant difference between the control group and the experimental group in the perception of instrumental aesthetic feeling, and there was little difference in the scores of the two groups. With the progress of the experiment, under different teaching modes, the aesthetic differences between the two groups of students on the performance of well-known instrumental music at home and abroad have expanded. The scores of the students in the experimental group have improved significantly, which has improved the aesthetic ability of instrumental music performance, and the gap between the scores of the students in the experimental group and the students in the control group has further widened. This shows that aesthetic education can promote students' understanding of music through Solfeggio and ear training.

Table 1. Score of students' instrumental appreciation ability scale

Group	Before experiment	Two months of experiment	Four months of experiment	After experiment
Experience group	44	56	68	82
Control group	42	49	57	61

Conclusions: Solfeggio and ear training play an important role in music teaching. By infiltrating aesthetic education into Solfeggio and ear training teaching, we can not only cultivate students' artistic literacy, but also promote students' understanding of music, so as to improve their aesthetic level. At the same time, in music education, teachers should adopt corresponding Solfeggio teaching methods according to the music learning characteristics of students at different levels, so as to cultivate students' aesthetic awareness and improve their music literacy.

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RESEARCH ON THE INFLUENCE OF CLOTHING DESIGN ON CONSUMERS' PSYCHOLOGICAL NEEDS BASED ON COLOR PSYCHOLOGY

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Background: Since the 19th century, many scientists have been paying attention to how color affects human behavior. The influence of color on human body has great individual differences, and its influence range is also diverse. Color psychology means that color can affect the waveform of the brain. For example, the brain is alert to red and relaxed to blue. The direct effect of color on psychology is produced by the physical stimulation of color on human physiology. Therefore, an in-depth study of color psychology will help people solve psychological and physical problems from the perspective of color. In the research of color psychology, researchers usually adopt two methods: one is to analyze, summarize and summarize the psychological cognition and emotional changes of the audience in different environments from the perspective of a color; The second is goal oriented, that is, to observe the impact of various colors on the audience according to specific situations or events, so as to determine the best color matching. The current research methods are mainly gradually expanded from the three dimensions of audience age, skin color, gender and cultural background.

Clothing is the representation of people's psychological activities. It can reflect people's psychological needs, personality and other psychological characteristics in all historical stages. In today's world, the

clothing of different countries and nations embodies different material, cultural and psychological connotations. Consumption is the behavior of consuming material materials, survival and development in order to meet people's material and cultural needs. Clothing consumption demand can be divided into two types, physiological demand and psychological demand. Physiological needs are the needs formed in the process of human development to maintain life and maintain body balance. Psychological demand is a high-level demand determined by historical conditions, social systems and national customs. It reflects human sociality and is the inevitable result of social development. There are certain differences in the physiology, psychology, economy, culture, nationality, customs and habits of consumers. Therefore, the consumer demand is also diverse. Even for the same kind of clothes, there are different requirements for product specifications, colors and quality. When designing clothes, fashion designers should fully consider the psychological needs, aesthetic psychological characteristics and clothing behavior psychology of clothing users. Color is an important factor affecting consumer psychology. Using color psychology in fashion design can design a variety of products suitable for different consumer groups according to different psychological needs of consumers.

Subjects and methods: The basic information of students majoring in Humanities and Social Sciences, science and engineering, art and sports in a comprehensive university is analyzed. According to their basic information, the general psychological characteristics of clothing consumption of students of different majors are extracted. On the basis of white T-shirts with the same fabric and pattern design, T-shirts with different colors are designed for students of different majors. The influence of clothing design based on color psychology on consumers' psychological needs is explained by studying the purchase desire of students of different majors for T-shirts with the same fabric and pattern before and after the experiment. The experimental results are shown in Table 1.

Results: It can be seen from Table 1 that before the experiment, students of different majors generally did not have a strong desire to buy the same white T-shirts. After the experiment, students of different majors had a significantly increased desire to buy T-Shirts with the same fabric and pattern design. Among them, the number of students of science and engineering who wanted to buy T-Shirts increased most significantly before and after the experiment, an increase of 85.7%. Followed by students majoring in sports, humanities and Social Sciences and arts, with an increase of 61.5%, 56.1% and 49.2% respectively. This shows that according to the different psychological characteristics of the subdivided groups, the application of color psychology in clothing design can increase consumers' desire to buy clothing and meet their psychological needs.

Table 1. Different students' desire to buy clothes before and after the experiment

Major	Desire to buy before experiment	Desire to buy after experiment	Lifting ratio (%)
Humanities and Social Sciences	57	89	56.1
Science and Engineering	42	78	85.7
Art	59	88	49.2
Sports	52	84	61.5

Conclusions: As a necessity in human life, the practical function of clothing cannot fully meet the consumption psychology of contemporary people. As one of the important elements in fashion design, color is also one of the consideration factors for consumers to choose whether to buy or not. As individuals have different perceptions of color, different color combinations of the same clothing will have different effects on individuals. The application of color psychology in fashion design can not only help fashion designers better design products in line with the market, but also meet consumers' higher-level psychological consumption needs.

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APPLICATION RESEARCH ON THE INTEGRATED DEVELOPMENT OF PARTY BUILDING AND EDUCATION MANAGEMENT IN COLLEGES AND UNIVERSITIES IN THE CULTIVATION OF STUDENTS' PERSONALITY PSYCHOLOGY

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