

* * * * *

THE INFLUENCE OF THE APPLICATION OF ENVIRONMENTAL PROTECTION CONCEPT IN VISUAL COMMUNICATION DESIGN ON CONSUMERS' PSYCHOLOGICAL BEHAVIOR

Hui Xu

Art School, Anhui Jianzhu University, Hefei 230022, China

Background: Visual communication design involves a wide range of aspects, including advertising, packaging, corporate identity and so on. In order to achieve a certain business purpose, it is necessary to grasp the psychological dynamics of consumers in time and design with a clear aim, so as to achieve twice the result with half the effort. There are many factors that affect consumers' psychology, including external and internal factors. Among them, external factors include culture, social status, reference group, environment and other factors, and culture and reference group are the most important factors. Culture is a complex composed of knowledge, information, art and other factors. Culture affects almost everything in the consumer's behavior and thought process. In terms of form, the Chinese people stress one center and have a symmetrical form, which can be confirmed from the aspects of China's traditional architecture and furniture modeling. Although the diversified development of social education has had a great impact on the traditional culture, it still acts on the cultural outlook of modern people with the most stable spiritual level, affecting people's aesthetic outlook and consumer psychology. The views and values of reference groups are used by individuals as the basis for the current behavior of others. A reference group is a group that an individual uses as a behavior guide in a particular situation. The influence of reference groups on consumers mainly includes three aspects: informational influence, normative influence and value performance influence. Internal factors mainly include intuition and experience. Perception constitutes the perception process through three stages: exposure, attention and understanding. Only by being perceived can short-term or long-term memory be formed, and memory is a prerequisite for purchasing. The occurrence of exposure does not necessarily require the individual to receive the stimulus information. Usually, the individual faces only a small part of the exposed stimulus. Some scholars pointed out that perception is greatly influenced and dominated by pre-experience. Pre-experience is the result of experience accumulation and the psychological form of pre-experience participating in perceptual activities. Active participation in artistic perception can be seen in three aspects: orientation, classification and perceptual modeling. With the rapid development of industry, a large number of productions has caused serious damage to the environment, so the environmental problem has become a global problem. Design is an integral part of production. The application of environmental protection concept in design plays a positive role in reducing environmental pollution. Visual communication design conveys information to consumers through visual image, thus affecting consumers' behavior. However, it remains to be studied which behaviors of consumers will be affected by visual communication design with environmental protection concept, and what impact these behaviors will have.

Objective: Environmental protection has always been one of the issues that must be paid great attention to on the road of human development. The application of environmental protection concept in design plays a positive role in the cause of environmental protection. It is easy to understand the impact of environmental protection design from the perspective of industrial design, but it is rare to analyze the impact of visual communication design with environmental protection concept. This study analyzes what behaviors of consumers will be affected by visual communication design with environmental protection concept, and analyzes consumers' consumption psychology.

Subjects and methods: Collect data from residents in several communities in an area, and use the application mode of environmental protection concept in visual communication design to carry out psychological intervention on community residents. Before and after the intervention, the happiness index scale (IWB) was used to evaluate the psychological well-being of residents. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: As shown in Table 1, under the psychological intervention of the application mode of environmental protection concept in visual communication design, the scores of IWB scale were significantly lower than those before the intervention ($P < 0.05$).

Conclusions: Visual communication design based on environmental protection concept will affect people's consumption behavior and promote consumers to implement environmental protection behavior. Visually communicating effective environmental protection information to consumers can positively affect the consumption behavior of the public, so as to promote the development of enterprises. However, the

new regulations from the perspective of environmental protection will make some consumers resist and reduce consumption behavior. The results of this study show that after the psychological intervention, the scores of the IWB scale are significantly lower than those before the intervention ($P < 0.05$), indicating that adopting the application mode of environmental protection concept in visual communication design to carry out psychological intervention on community residents can improve the psychological well-being of community residents, thus affecting people's consumption behavior, and further promoting consumers' implementation of environmental protection behavior.

Table 1. Score of IWB scale before and after intervention

	Before intervention	After intervention
Affective index score	6.04	5.05
Life satisfaction score	5.97	5.16
Total score of happiness index	12.47	10.51

Acknowledgement: The Social Science Popularization Project of Anhui Province, 2019. Project Name: Popular Reading on Garbage Classification of Anhui Province (No. LZ201933).

* * * * *

THE IMPACT OF SMART PHYSICAL EDUCATION TEACHING IN COLLEGES AND UNIVERSITIES ON COLLEGE STUDENTS' MENTAL HEALTH AND VALUES

Chunxia Xu & Suping Qin*

Guangxi Province Guangxi University of Finance and Economics, Nanning 530000, China

Background: Most modern college students are about 20 years old. The physical development of college students in this age group is basically completed, but their psychological development is not mature. The psychological characteristics of college students at this age should be sunny, optimistic and positive. Students should have a certain degree of self-control and active learning ability, be able to actively adapt to changes in the environment, actively communicate with others, be full of longing for the future life, face challenges and setbacks without fear of hardship, and rise to difficulties. But now more and more college students have mental health problems more or less, mostly manifested in inferiority complex, depression, unable to control their emotions, etc. In recent years, this phenomenon has become more and more frequent, and even injuries caused by mental health problems have occurred. It can be seen that college students' mental health education is particularly important, but the traditional mental health courses are boring. The combination of intelligent sports and mental health courses enables students to learn mental health knowledge while participating in sports, so as to achieve the purpose of improving students' mental health problems. Smart physical education is the current way to carry out resource reform in physical education. Its development is based on innovative information technology, which can meet the needs of many sports participants and change the way that students in traditional teaching carry out physical exercise. In this way, multiple resources in physical education can be used continuously, so as to strengthen the quality of physical education. At the same time, intelligent sports are also an intelligent and satisfactory way of participation. Its essence is to apply various innovative science and technology to physical education. This can innovate the previous sports management mode, effectively improve the way of sports experience, and finally realize the optimal allocation of sports resources, making sports services more modern. In the teaching of intelligent physical education in colleges and universities, students should not only master a physical skill, but also cultivate their good psychological quality. At the same time of learning sports skills, improve students' teamwork and interpersonal skills. Through the cheerful and relaxed classroom atmosphere of physical education, let students fully relax, help students better control their emotions, reasonably publicize their personality and release pressure. Smart sports are a process of relaxing students' body and mind. By participating in sports, students can not only exercise and learn sports technology, but also experience happiness in sports. Therefore, college physical education plays a positive role in the adjustment of College Students' mental health.

Objective: college students' mental health education is one of the key tasks of college education in recent years. College students' mental health problems have been widely concerned by the majority of students' parents and college workers. In particular, in recent years, there are often injuries caused by college students' mental health problems, which makes college students' mental health education