CONSTRUCTION AND EXPANSION OF ARTISTIC FORM LANGUAGE IN OPTIMISTIC AND POSITIVE PSYCHOLOGICAL VISUAL COMMUNICATION DESIGN

Yaxuan Liu[1], Xue Chen[2] & Lixia Chen[3]

[1]School of Visual Communication Design, Luxun Academy of Fine Arts, Dalian, 116650, China
[2]School of Dyeing, Printing and Costume Design, Luxun Academy of Fine Arts, Dalian, 116650, China
[3]School of Sino-British Digital Media Art, Luxun Academy of Fine Arts, Dalian, 116650, China

The application of visual psychological color elements is an indispensable part of visual communication design concept, that is, design scheme. In order to further analyze the application of visual color elements in optimistic psychological visual communication, this paper focuses on the application and analysis of visual color elements in optimistic psychological visual communication design. Digital media technology promotes the modern development of psychological and visual communication design, and makes the design characteristics change from two-dimensional to multi-dimensional, from static to dynamic. While accurately transmitting information, pay attention to the interactive experience and the artistry and culture of the works. The Internet and electronic technology in the digital age have brought too many surprises and practicability to people. With the progress of the times and the continuous growth and development of the spiritual industry, the composition of artistic form language in its communication design has become the wind vane of the new era. As learners and practitioners of visual communication design, we need to integrate the new visual communication design into the application interface design.

Key words: visual analysis - color elements - information transmission - optimism

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THE RELATIONSHIP BETWEEN MELANCHOLY PSYCHOLOGY AND EMOTIONAL EXPRESSION OF DARK CLOTHING DESIGN

Yi Zhang

Liaoning Communication University, Shenyang, 110136, China

The feeling of dark color stimulates people's vision to express their melancholy feelings. Music uses melody to express the composer's emotion, and literary works use words to express the rich positive emotions of literati and poets. It can be said that melancholy emotion permeates all aspects of life, and man-made things must reflect human wisdom and emotion. In the field of fashion design, due to the solidification of thinking, many designers are confused about the design goal of product quality. They can not break through the shackles of the inherent mode and thinking inertia, and it is difficult to create excellent works (products). This phenomenon that generally puzzles designers' design shows that design inspiration is not only difficult to capture, but also often exhausted. Through the screening, selection and analysis of graphic emotion in melancholy psychological emotion notes, the systematic general thinking emotion and design framework are transplanted into the professional expression of fashion design, so as to promote the rediscovery and secondary sorting of inspiration, which is also the innovation of this paper.

Key words: fashion design - visual communication - melancholy emotion

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INTERACTIVE DESIGN OF SMART HOME SOFTWARE BASED ON USER'S SPIRITUAL SENSITIVE EXPERIENCE

Jianyi Li, Sangyun Han & Yingjie Bai

College of design and media Entertainment, Hanseo University, Seosan-si, Chungcheongnam-do, 31962, Korea

With the development of Internet of things technology, the new era of smart home has come and shows great development prospects. Improving the spirit of smart home products and satisfying the interactive experience is also the key to the success of home smart product research and development. As a new household product with strong interaction and emotional experience, smart home is closely related

to users' emotion. It is worth discussing how to realize the emotional communication and exchange between users and intelligent products through design, and how to improve the added value of intelligent products through innovative ideas. According to the characteristics of smart home, combined with the software design of smart home lighting control system, home appliance control system, environmental control system and safety monitoring and alarm system, as well as the debugging and application of software program, this paper makes an in-depth analysis of furniture software. This paper mainly studies the implementation scheme of smart home control system and the application of smart home control technology in the current market. At the same time, a large number of data are studied, analyzed and compared. Finally, the overall design scheme of smart home mental sensitivity control system is put forward.

Key words: user emotional experience - interactive design - smart home - spiritual sensitivity

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TIMING ERROR ANALYSIS OF COMPUTER PANIC CONTROL EXPERIMENT

Xiangcheng Chen, Ruikun Zhang, Jihao Gao & Xiangcheng Chen

Artificial Intelligence College, Zhengzhou Railway Vocational and technical college,
Zhengzhou, Henan, 450000, China

Psychology is an experimental science of psychological control analysis. Experimental teaching is an important part of psychological education. The particularity of the experimental object determines the specific requirements of the scare psychological experiment on the performance of the instrument, the experimental environment and the experimental control. As an experimental platform, computer has been widely used in psychological experiments. With the help of the activity hypothesis and double coding theory in cognitive scare psychology, this paper discusses the panic psychological motivation of audience in dealing with visual information in detail. It is pointed out that the timing error of computer-controlled psychological experiment is random and unpredictable, which is difficult to correct and optimize, and its causes are analyzed. The purpose is to study the time accuracy of various timing and timing functions in common programming environment, and to provide empirical basis for relevant personnel to carry out independent programming control psychological experiment.

Key words: panic psychology - programming environment - visual information

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GUIDANCE AND MANAGEMENT OF PUBLIC ANXIETY IN VIRUS DISEASE PREVENTION AND CONTROL

Chuanghao Li & Shujie Yu

School of software, Zhengzhou Institute of aviation industry management,
Zhengzhou, Henan, 450000, China

With the rapid development of the Internet and the advent of the era of new media and all media, people get information faster and faster and more content, which can easily lead to network anxiety and public opinion. During the 2019 coronavirus disease period, college students are the main force of Internet users. Their anxious thoughts and behaviors are vulnerable to the influence of Internet public opinion. If not guided, it is likely to lead to network anxiety and public opinion crisis, affecting social security and stability. Giving full play to the role of Ideological and political education in the prevention and control of anxiety in network emergencies is of great significance to improve college students' ability to deal with public opinion in network emergencies and effectively guide, reduce and resolve crises. This paper studies the guidance and legal treatment of network anxiety in epidemic prevention and control. Doing a good job in news publicity is related to whether all sectors of society can form a consensus on combating the epidemic, gather confidence in combating the epidemic and form a joint force to combat the epidemic. Novel coronavirus pneumonia is a major problem faced by governments and media at all levels during the prevalence of COVID-19 pneumonia.

Key words: coronavirus disease - network public opinion - news publicity - anxiety

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