

there must be refrigerated and frozen mixed distribution vehicles, refrigerated turnover boxes and constant temperature equipment for distribution. Otherwise, no matter how good the original quality of products is, customers will receive goods with quality problems. Therefore, logistics distribution and its cost will become the biggest problem to test the e-commerce platform of agricultural products. Third, improve the quality and standardization of agricultural products. The external specifications and internal quality of agricultural products in the same batch and different batches shall be basically the same. Fourth, pay attention to network publicity. E-commerce platform is not only a trading platform, but also a publicity window. We should timely publicize the consumer groups through news broadcasting, watching pictures and telling stories, so as to seize the hearts of consumers.

**Conclusions:** With the development of economy, consumers' demand for agricultural products is undergoing profound changes. People are no longer satisfied with the functional value brought by agricultural products, and more and more consumers are pursuing a new shopping experience. In order to succeed in the increasingly fierce market competition, agricultural product management enterprises should not only provide safe and high-quality products to meet the physiological and safety needs of consumers, but also pay attention to consumers' needs for experience, emotion, brand and communication. Therefore, agricultural product management enterprises should attach great importance to the role of experience marketing from a strategic perspective, and carry out various forms of experience activities with consumer demand as the guide, situation as the stage, emotional demand as the breakthrough and brand as the link, so as to achieve the goal of enterprise management.

**Key words:** consumers' mental - agricultural products - marketing

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## APPLICATION OF GESTALT PSYCHOLOGY IN ENVIRONMENTAL CERAMIC DESIGN

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**Background:** In recent years, with the improvement of people's living standards and the development of cities, environmental ceramics has gradually come into people's vision and become an important part of the public environment. As a comprehensive and emerging art category, environmental ceramics is involved in people's public living space with the traditional material of ceramics and the popular public environmental art. The temperament with historical and cultural connotation embodied in ceramics brings people spiritual pleasure, and the attention to "people" advocated by the current public environmental art reflects the people-oriented artistic pursuit of this emerging art category. Gestalt psychology is a major school of western psychology. It was founded in Germany by M. Wertheimer, K. Koffka and W. Kohler in 1912. It is transliteration, which means organizational structure or whole. The second school believes that the most basic feature of psychological phenomena is the structure or integrity shown in conscious experience. Gestalt psychology is not only a major school of contemporary psychology, but also one of the important schools in the contemporary west because it is directly used to explain some problems in aesthetics and artistic creation. The starting point of the research on the principle of Gestalt psychology and its related theories is based on the "form" of human psychology, and any "form" is the result of the spontaneous organization of human visual perception, which does not exist objectively. The purpose of this paper is to understand the human perception law of the shape of objective things, study the presentation of Gestalt theory in environmental ceramic works, find its corresponding law, and verify the feasibility of Gestalt theory in environmental ceramic design practice through this law.

**Objective:** This paper expounds the relevant theories of the principles of Gestalt psychology, and tries to connect the Gestalt visual perception principle, mind object field theory, holism and people's perception law of graphic visual perception in the principles of Gestalt psychology with environmental ceramic design, and study the corresponding law between the principles of Gestalt psychology and environmental ceramic design methods in the process of environmental ceramic design.

**Subjects and methods:** Gestalt means Gestalt, so Gestalt psychology is also called Gestalt psychology. It was founded in Germany in 1912 by Huiertimer and others, and has developed into an important school in contemporary psychological research. Because this school is based on the theory of people's visual perception of graphics to study people's psychological and physiological activities, Gestalt psychology is closely related to the visual psychological feeling in artistic creation and even architectural environment

art design. Gestalt perception theory holds that perception is not the sum of various sensory elements, and thinking is not a simple accumulation of ideas. When organizing visual stimuli, perception always perceives the whole first, and then pays attention to the components that constitute the whole elements. People's visual thinking also simplifies the visual elements adjacent to the spatial position into clear and integrated visual images as far as possible, and many messy and cumbersome complex shapes often cause ambiguous and unclear "consumptive thinking" to people's visual psychology.

**Results:** 1) Integrity and sense of force. Gestalt psychology uses the viewpoint of "force" to explain psychological problems, and its core is the viewpoint of perceived integrity and force. Arnheim pointed out in art and visual perception: "every visual pattern is a pattern of force." He further clarified the concept of this force: "in visual perception, any line drawn on paper or the simplest form you pinch into is like a stone thrown into a pond, which disrupts the calm and makes the space move." When we apply Gestalt psychology in the creation of environmental ceramics, the key is how to grasp the viewpoint of perceived integrity and force. Just like the law of universal gravitation in physics, when an object acts on vision, it also constitutes the relationship of force. Plane layout, facade modeling, interior design, etc. will attract each other in people's mind. For example, when two spaces are close, they will attract each other in people's mind; The concave part of the concave space will have a concentrated force in people's mind and so on. When we consider the modeling of Environmental Ceramic Creation, on the one hand, we can apply the traditional aesthetic principles such as unity, rhythm, contrast, balance, proportion and scale. At the same time, we should also consider the role of visual psychology and make full use of the Gestalt psychology theory to consciously reflect the good relationship in the "field" of space or form, so as to create a high-quality gestalt.

Generally, the relationship of force can be reflected through the following aspects: 1 Balance of forces. The balance of force includes symmetrical balance and asymmetric balance. In symmetrical equilibrium, the strength and direction of the force are controlled by the symmetrical effect. Asymmetric balance seeks balance by stability and concentration in the trend of force, so as to achieve a certain pleasure effect of stabilizing people's mood. In a sense, the asymmetric balanced force relationship is easier to reflect personality and creativity. For example, Wright's Kaufman villa, with platforms in different directions, forms a visual balance in the strong conflict of power, making the whole building full of a sense of power and life. 2. Strength of force. When the two objects forming the contrast are different in shape, size, color, position, material or other aspects, they will cause a sense of strength psychologically. For example, in the Roman wind church, the thin columns supporting the vault of the nave are staggered, resulting in a "strong weak strong weak" spatial rhythm. In order to break the monotony of space or facade modeling, the strength contrast relationship of force can be used to create the visual effect of force dynamic tension. 3. Force induction. Physical forces can induce psychological forces. For example, the main building plane of Shanghai Huating hotel is S-shaped, the concave arc at one end of the S-shaped is consistent with the turning direction of the urban road intersection, and the entrance is arranged in the concave of the S-shaped arc, which is the midpoint of the force, so it will induce the flow of people unconsciously.

2) Graphics and background. When different parts set off each other as a whole "extracted" from the surrounding, it is called "Gestalt". At this time, the part set off is called "graphics", and the part set off is called "background". The solid part is the figure, and the void part is the background. The relationship between graphics and background can be converted to each other on some occasions. The same group of graphics and background can promote the mutual conversion between them due to the change of conditions. For example, for a building, the walls are bright and prominent during the day, which is easy to be called graphics, and the windows can be seen as the background; At night, the window is bright and prominent due to the light, so it is converted into graphics, and the wall becomes the background in the night.

3) The concept of Gestalt psychological "field" force. Kaufka, a Gestalt psychologist, believes that the experience we naturally observe has the characteristics of Gestalt. He introduced the concept of "field" in physics into its theoretical field. Then the concepts of "physical field", "physiological field", "psychological field", "environmental field" and "behavior field" are introduced. He believes that people's psychological activities are composed of psychological field and physical field, which is the so-called "heart and object field". At the same time, physical phenomena are the whole of force relationship, and the corresponding physiological and psychological phenomena are also the whole of force relationship. Of course, the corresponding physiological and psychological phenomena are also the whole that can maintain the force relationship. All these forces, such as physical force and psychological force, occur in the same place, so they are called "field" forces. Different modeling designs of environmental ceramics will produce different "field" forces. According to the principle of Gestalt psychology, human activities are composed of psychological field and physical field. The factor affecting the psychological field and physical field is the "field" force. Arnheim once put forward the mechanical principle of form design in his book dynamics of

architectural form. He believes that "when people perceive different forms, they will produce different psychological experiences under the guidance of physical forces." Arnheim elaborated in detail in his book psychology towards art, "the tension of artistic works is based on the organizational structure of objective works and the law of subject perception". This "tension" exists in any experience as an observer, and this "force" is called "psychological force". With the "psychological force", there is naturally a "psychological balance". Then when we want to create a momentum through the modeling of environmental ceramic works, we can create a momentum by repeating the modeling of environmental ceramic works by point, line, surface and other means. Activity is formed by the force in physical field and psychological field. It is stimulated by physical field first, and then causes the change of psychological field. When we design environmental ceramics, we should enrich the design of the force of the physical field and communicate with the viewer's heart in combination with the surrounding environmental field. Create something that can tap people's hearts, or design from more primitive places in people's hearts, and create good environmental ceramic works that can interact and resonate with people.

There are many kinds and forms of environmental ceramic design. Generally speaking, it can be divided into surface wall devices and devices with three-dimensional modeling. The application of "formal force" in Gestalt theory in environmental ceramic design is effective in three-dimensional modeling and plane decoration, but its application in environmental ceramic three-dimensional modeling design has a higher degree of fit between theory and design practice. Its application method is to use the sense of "formal force" to design the modeling and decorative patterns of the works, so that the works can produce the formal force that can resonate with the environment or the viewer's "psychological field" in the environment. Different environments have different needs for atmosphere, and different atmospheres need different styles of force. Through the analysis of the feeling style of "formal force", we can understand the psychological effect of people's perception of force by visual perception mechanism, so as to effectively design the modeling and pattern of environmental ceramic works, Make it in the space to create the environmental atmosphere that the designer needs to create. The application of visual perception organization law in Environmental Ceramic Design in Gestalt theory is that the whole environment is regarded as a whole, and the various elements in environmental ceramic works are organized and combined through people's visual perception principle, so as to produce the environmental atmosphere required by the designer with the environmental place, This kind of combination between elements not only refers to the internal combination in environmental ceramic works, but also the combination between the elements of components in the works and other elements in the whole environmental field. The application of Gestalt theory in environmental ceramic design is to analyze the heart and object environment in space based on the "heart and object field" theory, from which the designer analyzes the general design requirements, that is, the specific modeling requirements with physical attributes and the environmental atmosphere requirements at the spiritual level, Combined with the "formal force" and the principle of visual perception, the modeling design and the organization design of each detail element are carried out to make the works meet the general design requirements put forward before, so as to design the environmental ceramic works with high-quality format structure in the environment.

**Conclusions:** Environmental ceramic art design is an interdisciplinary, highly comprehensive discipline that needs to closely fit with various surrounding environments. Environmental ceramic art works form an organic whole while interacting with the whole field in the environment. Environmental ceramic art works form an overall field effect with the environment and people in the environment through the designer's design, Bring visual stimulation and ideological and emotional communication to the viewer in the environment. The theory of "mind and object field", "formal force" and Visual Perception Organization Law Institute in Gestalt theory study the accurate design of ceramic works through the analysis of the environment and human perception rules, so as to form an effective whole among various internal structural elements, resulting in a Gestalt consistent with human psychological perception, Achieve excellent works in line with human aesthetic experience. Gestalt psychology and its related theories are still biased towards psychology. Although there have been signs of the correlation between Gestalt theory and art design for a long time, its development in the field of art is still slow. Therefore, the application of Gestalt theory in art psychology is very narrow, and its research field is limited to the simple application in the field of visual art. Therefore, this paper is only a preliminary discussion on the application of Gestalt psychology and its related theories in environmental ceramic design. The research on the application of Gestalt theory in environmental ceramic design is not systematic and comprehensive, in which the style of each force and the organization law of each visual perception need to be deeply excavated.

**Key words:** Gestalt psychology - environmental Ceramic - design

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## ANALYSIS ON THE ROLE OF SPORT AND MENTAL HEALTH IN SPORTS TEACHING

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**Background:** Sport and mental health is an emerging discipline developed by the integration and exchange of sports and psychology in recent ten or twenty years. In recent years, through the in-depth research and practice of sport and mental health by the majority of research scholars and teaching staff, this paper demonstrates the role of sport and mental health in promoting physical education. For example, Geng yuan, Cui Jiong puts forward the application of sport and mental health to the physical education teaching activities in Colleges and universities, and organizes physical education teaching according to the law of students' mental activities, so as to provide a scientific basis for taking reasonable teaching training and training measures in the teaching process, Wang Yongxiang, through the analysis of the practical significance and theoretical basis of physical education teaching psychology and the mental characteristics of physical education teaching, This paper puts forward that only by formulating a reasonable teaching plan according to physical education teaching psychology can we effectively improve the teaching quality and ensure the scientificity, reliability and firmness of physical education teaching. Through the analysis of the relevant achievements in the study of physical education psychology in recent years, and combined with various problems encountered in the process of physical education teaching practice, It can be clearly found that in the process of physical education teaching, if we can give full play to some characteristics and advantages of physical psychology and make appropriate adjustments to some methods and means, teaching process and demonstration methods of physical education teaching, it will not only help to improve the quality of physical education teaching and training level, but also improve the efficiency of teaching, Let students be more interested in the teaching content in the learning process. However, sport and mental health is an emerging discipline that has developed in the last ten or twenty years. The practice of sports teaching using sport and mental health is still in the stage of trial and exploration. In the process of sports teaching practice, there are still many misunderstandings about sport and mental health Therefore, it is necessary to carry out more in-depth and systematic research and Analysis on sport and mental health, and make sport and mental health better serve sports teaching according to the characteristics and laws of current sports teaching, so as to improve the quality and efficiency of teaching.

**Objective:** In recent years, driven by the reform of teaching system in Colleges and universities, colleges and universities gradually began to pay attention to the education of students' comprehensive quality. Among them, college physical education is one of the important components. Physical education teaching is a course to cultivate teenagers' positive sports thought and improve their physical quality. It plays an important role in comprehensively cultivating students' comprehensive quality in Colleges and universities. Exploring the specific application of physical psychology in college physical education teaching has practical significance to promote the smooth development of physical education teaching courses.

**Subjects and methods:** 1. Cultivate exercise habits and improve the ability of focusing attention. Physical education teaching should follow science. In physical education teaching, we should cultivate sports habits rather than force indoctrination and guidance. For students to do sports suitable for themselves, teaching should first establish a healthy learning attitude, establish the seeds of sports consciousness and habits, and then guide skills and pursue results. In addition, cultivate students' ability of attention and concentration. When teaching, teachers should attract students' attention and raise the awareness of seeking attention independently. Organize corresponding teaching according to students' characteristics, interests and interpersonal relationships. For example, in teaching, we can have a preliminary understanding of students' mental state according to students' facial expressions and eye feedback, and then organize group activities according to their behavior habits and interpersonal communication habits, so as to enhance the driving role between personnel and maintain a high degree of participation and good interest development.

2. Mobilize enthusiasm and overcome fear. In physical education, mental knowledge should be applied to inspire students' learning motivation. Let some students who have not reached the problem of mental obstacles and hold a wandering attitude understand their original intention of sports learning, take the lead in strengthening their willpower and overcome their fear of sports activities through mental changes. In addition, students with mental barriers can be indirectly involved in teaching to produce acceptance psychology. For example, it is responsible for distributing equipment, equipment and daily management, and expressing trust in students, so as to make students feel mature about Mr. excellent equipment,