

and make people excited. The amount of yellow radiation is only second to that of dry red light, which has a strong stimulating effect on human visual organs. In particular, it can be used as a reminder color and recognition color. Mobile operators, offshore operators, field risk control operators, primary school students and traffic police often wear yellow clothes and hats as a symbol of identification and full mark white purity. It is easy to find dirt and ensure cleanliness and hygiene. It is often used as a limited color for medical, health, good products, electronic instruments and other employees. At the same time, the self color has high reflectivity to the hotline. Therefore, wearing white clothes can make the human body feel cool. In direct sunlight, black absorbs more heat than household color. In this winter, wearing black clothes has good thermal insulation and heat absorption. Therefore, when we choose clothes. In addition to the style, the most important thing is to choose its color. The color matching of light and beauty makes people have a pleasant pig and full of faith, which is directly related to people's physical and mental health.

Conclusions: In a word, clothing mental unifies people's mental, behavior and clothing in practice, which runs through all links from clothing design, consumption to clothing. As a part of clothing mental, clothing emotion is rooted in people's hearts and forms everyone's unique characteristics. Clothing is a flexible carrier to express their emotions. It is organically combined with individual language, expression and action. On this basis, clothing is used to convey the corresponding emotional information, which requires designers to fully show their design talents. The future development of emotional expression based on clothing should take mental as the starting point and be based on the study of the nature of emotion. For consumers, fashion designers should actively seek the emotional touch of consumers and design clothes that they can accept emotionally. The national costume color with local cultural characteristics is the origin and development basis of the inspiration of modern fashion design art. Its aesthetic thought, creation principle and modeling method greatly enrich the language of modern fashion design. The use of clothing color in modern clothing design will more effectively convey the theme of clothing creativity. Because of thousands of years of cultural accumulation, the concept of national clothing color has gone deep into the heart of every Chinese. For Chinese fashion design, it not only enhances national pride and self-confidence, but also enriches the expression space and connotation of modern fashion design, so that the outside world can better interpret the characteristic fashion style design with excellent cultural heritage. In order to further promote the innovative consciousness of modern fashion design and increase the historical and cultural accumulation, we should make an in-depth study on the color expression characteristics of national costumes and their application in fashion design.

Key words: color emotion - mental - costume design

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THE IMPORTANCE OF MORAL AESTHETIC EDUCATION IN STUDENTS' CLASSROOM EDUCATION

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Background: Moral aesthetic education and ideological and political education are the top priority of college education, which are closely related. By introducing the meaning of College Students' mental health education, this paper analyzes the relationship between them from four aspects: educational content, educational objectives, educational methods and educational environment, and focuses on the value of mental health education in college students' Ideological and political education. In order to better understand the importance of moral health education in college students' Ideological and political education, This paper puts forward some suggestions on the effective integration of moral quality health education and ideological and political education.

Objective: Ideological and moral education and mental health education are indispensable components of higher education. Strengthening ideological and moral education and mental health education is conducive to the all-round development of college students and meets the objective requirements of today's society for comprehensive talents. As the cradle of talent training, colleges and universities should put ideological and moral education and mental health education in the same important position, and cultivate batch after batch of useful talents with both ability and political integrity.

Subjects and methods: 1. Establish a network education system. The development of information technology provides new means for ideological and moral education. Making full use of information

technology can improve the timeliness of education and expand the influence of moral aesthetic health education. Ideological and moral education in Colleges and universities should make use of the advantages of network to build a network system of health education. First of all, the school can build some ideological and political education theme websites integrating knowledge, services and interests, provide students with a platform for exchange and learning, and carry out penetration education in various forms. Secondly, the school can also hold political lectures, online cultural festivals, psychological counseling and other activities on the Internet, invite experts and scholars to interact, and use the Internet to help students solve problems, which can not only maintain students' face, but also achieve good teaching results. In addition, schools, teachers and families should establish close contact through the network, strengthen contact through wechat, QQ and other communication platforms, pay close attention to students' psychological changes, timely guide students who may have problems, and form a joint force of education.

2. Strengthen the construction of teaching staff. University teachers are human engineers. They are guides for students. Therefore, college teachers should first receive education, strive to become the disseminator of advanced ideology and culture, and better assume the responsibility of guiding and guiding the healthy growth of students. Therefore, colleges and universities should strengthen the construction of teachers' ethics, regularly carry out skill training for moral education workers, make them master the relevant knowledge of mental health education, analyze students' psychological problems from the perspective of occupational health, and make them really play the role of guiding and educating students. At the same time, guide all teachers to realize the importance of moral system education, urge them to infiltrate moral education into daily education, and combine personality health education with professional education, so as to make all teachers become important implementers of mental health education and expand the teaching staff of mental health education.

3. Increase the content of mental health education in Ideological and moral education. First of all, there are many explicit and implicit mental health education materials in the current ideological and political textbooks. Teachers should combine the actual situation of students and deeply excavate the materials of mental health education in the teaching materials of Ideological and political course. Secondly, according to the psychological characteristics and psychological structure of college students and combined with social reality, colleges and universities should add elective courses of moral and aesthetic health education, expand the content of moral and health education, make students fully understand their psychological conditions and characteristics, master the methods of regulating emotion and mental health, make full use of systematic psychological knowledge for self-regulation, and form good ideological and moral quality and psychological quality.

4. Actively carry out psychological counseling. Ideological and moral education and mental health education are inseparable. Mental health education needs to be further carried out through psychological counseling. Therefore, moral educators in Colleges and universities should timely understand the ideological and psychological status of college students and guide students' study, life and employment through communication and consultation. At the same time, the school should set up a special psychological counseling room to help college students with psychological problems make psychological adjustment, guide them to treat problems scientifically and eliminate psychological doubts; Or regularly hire psychological experts to teach in the school, so that students can self-examine problems, or guide teachers to timely find problems such as college students' psychological imbalance and psychological obstacles, so as to promote college students to continuously improve their self-awareness and ability to solve problems independently, so as to continuously improve and develop themselves.

Results: 1. Mental health education improves the effectiveness of College Students' Ideological and political education. In the process of traditional moral and political education, the vast majority of schools carry out education in the form of lectures or meetings. The main method is persuasion, looking for examples, examples or evaluation. With the continuous development of society, the old education model can not adapt to the era of rapid development. Therefore, it is necessary to change the traditional education mode, move towards the development of the times with the development of the times, innovate the education mode and constantly change the teaching content and form according to the personality characteristics and psychological state of college students. So as to attract the attention of students, get rid of the traditional boring atmosphere, diversify the forms of education, and win the favor of students in form. Mental health education has such characteristics. Psychological and moral education is conducive to students' personalized development and has strong recessive characteristics. It can effectively complete the tasks in the process of dealing with problems and communication and interaction, so that the two sides of communication can have zero distance contact. It is these characteristics that can provide vitality for rigid ideological and political education, enhance students' psychological quality and improve students' Ideological and political effectiveness.

2. Psychological and moral education improves the scientificity of College Students' Ideological and political education. In the process of traditional ideological and political education, the teaching methods used are too old and have great limitations. Teachers often use the methods of persuading students, feeding ducks and painstaking persuasion. This educational method has been used by students and can not arouse students' interest. In the long run, students also have rebellious psychology towards ideological education. Some students even broke the jar and fell down, creating a strong sense of resistance. This model students can not accept and absorb from the heart. Adding mental health education to ideological and moral education can achieve a balance between teachers and students. Facing and encouraging students with this equal and democratic teaching model can attract students' attention, enhance students' self-confidence, enable students to find, explore and solve problems under the patient guidance of teachers, and enable students to receive education and learning education from the depths of their hearts, which is conducive to cultivating students' autonomy. The use of moral education also caters to the needs of students. Therefore, we should actively implement this educational method, integrate the concept of ideological health into it, let teachers straighten out the law of psychological development in the process of education, and carry out targeted education according to the personality and psychological characteristics of college students, so as to improve the scientificity of ideological education and contribute to the cultivation of healthy psychology of college students.

3. Personality aesthetic education enriches the content of College Students' Ideological and political education. In recent years, the ideological and political education of college students has attracted more and more attention from all walks of life. The ideological and political education mentioned here refers not only to the ideological education of college students, but also to the code of conduct of students. Starting from the psychological state of students, students can have a positive and healthy psychological state, so as to promote the normal development of students. In the process of traditional ideological education, the mode is too formal and the educational form is rigid, which makes the educated more and more bookish. Their political stance is too firm and their moral behavior is no problem. However, there are many psychological defects in interpersonal communication, interpersonal relationship processing, challenge attitude, anti Strike ability and emotional regulation. Students are still very difficult to face social work, bear responsibility and adapt to the environment in the future. Therefore, in order to change this situation, in the process of ideological education for students, we should organically combine it with moral education to make students' Ideological and political education in a healthy psychological state. In education, we can integrate some life realities and student contents of college students, so that students can maintain a complete personality and healthy psychological attitude through contact with life, so as to improve students' psychological quality.

Conclusions: With the popularization of higher education and the promotion of educational reform, the number of students has increased sharply. Academic problems, employment problems and emotional problems have greatly affected the study and life of college students, making their psychological problems increasingly prominent. The author believes that there are many moral problems among college students, which lead to campus violence and extreme events on campus. Relevant surveys show that nearly 30% of college students have different degrees of moral and psychological problems or mental diseases, mainly manifested in obsessive-compulsive disorder, paranoia, interpersonal sensitivity, self closure and depression. As the main position of education, colleges and universities should fully understand the importance of Ideological and political education and mental health education, strengthen students' mental health education, find and solve students' psychological problems in time, and give full play to the important role of ideological education and moral health education in Colleges and universities. At the same time, the demand for talents in today's society has changed into comprehensive talents, which not only has certain requirements for academic qualifications and professional skills, but also has higher requirements for ideological and political quality, moral quality and psychological quality. Strengthening ideological and political education and mental health education in Colleges and universities meets the objective requirements of society for comprehensive talents. As young people with ideals, courage to innovate and high cultural level in the new era, college students will encounter various problems in learning, communication and employment, and are prone to mental health problems. It is very important to dredge the mental health of college students. College Students' quality-oriented health education mainly refers to quality-oriented education and moral health education. It is mainly to help students understand psychological knowledge, dredge psychological obstacles, prevent psychological diseases and improve psychological quality, so as to achieve the purpose of physical and mental health. The process of health education is also the process of improving students' psychological quality and maintaining students' mental health. In this process, we should consider the pulse of College Students' psychological development and the characteristics of this group; By learning theoretical knowledge and self cognition, college students can learn to maintain quality and health; Use the psychological knowledge and

technology learned to alleviate the pressure brought by study, life and work, overcome psychological obstacles and prevent the occurrence of mental diseases. In short, college students' quality and moral health education is a variety of educational activities aimed at effectively maintaining their mental health and improving their psychological quality according to the pulse of College Students' psychological development and the characteristics of this group.

Key words: mental health - education - students

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ANALYSIS ON THE INTEGRATION PATH OF FOLK ART AND ART EDUCATION BASED ON SPIRITUAL COGNITIVE PSYCHOLOGY

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Background: In 1795, Schiller published his book on aesthetic education. He believed that art can act as a "rational intermediary" for the communication between subjects. It is possible for beauty to enter people's heart before freedom and become people's spiritual domination or behavior standard, that is, art can replace religion and give play to its great potential of unifying human nature. Two centuries later, in 1997, Harvard University put forward the educational concept of "art first" and continued to implement it in an institutionalized way. In March 2009, Harvard University further launched a new "art education development plan", which defines the educational function of art and culture, and believes that art helps people create new experience, new emotion, new thinking and new ideas, and promotes people to bring internal innovation into social practice. At the same time, many world-class comprehensive universities have also begun to re-examine the role and role of art education and comprehensively plan the action plan of art education for all teachers and students. Art is the key motivation to determine the degree of human wisdom development. Art education plays an important role in human development and has become people's consensus. Driven by this wave, China is also unwilling to fall behind. It has successively issued a number of art education reform plans and new curriculum standards for art education reform, actively promoted the reform and innovation of art education in schools at all levels and of all kinds, and made certain achievements in theoretical research and practical teaching. However, compared with the innovation in practical teaching, the current domestic theoretical research on art education has been limited to the research on the introduction of Art Education (such as discipline concept, research object, scope, nature, characteristics, functions, principles, methods, etc.) and the teaching methods of some specific art categories (such as the concept, characteristics, nature, development, current situation, etc. of a certain art category), Lack of attention to artistic experience, artistic conception, cognitive operation content of artistic expression and technical psychological analysis. Therefore, on the basis of certain academic knowledge background and practical teaching, we can try to study the cognitive mechanism and educational principles of art education from the perspective of art education psychology, so as to guide the practical teaching of art education.

Objective: Folk culture, popularly speaking, is the folk custom. Folk culture has both commonness and individuality. Specific analysis, it probably has the following five characteristics. 1. Collectivity. The so-called collectivity of folk culture means that folk culture is not owned by individuals, but collectively owned by the whole nation, communities, villages and towns, and its creation, enjoyment, preservation and inheritance are collective. Although there are also folk cultural products created by individuals, they must be recognized, processed and participated by the collective. After practical test, they can become folk culture. 2. Universality. Universality means that something is suitable for a group. Folk culture is created by the public, shared and shared by simultaneous interpreting, and the folk culture that does not adapt to social development will be abandoned together. Therefore, the general folk culture has something in common. 3. Inheritance and diffusion. Inheritance refers to the strong vitality of folk culture, which can be inherited from generation to generation and has continuity; Diffusion is the appendage of inheritance, and inheritance will spread, which is the inherent characteristic of all cultures. However, the diffusion time and regional size are different. Folk culture has its own characteristics in this