

a function or a value affirmation. Then, from the perspective of semiotics, re-examine the aesthetic psychology and emotional cognition embodied in national traditional clothing, guide the control group to grasp the essence of national traditional clothing from the complex historical and cultural background, and improve the re cognition of national spiritual quality and aesthetic culture in the control group. Finally, it should grasp the characteristics and charm of different national traditional costumes, accurately use the symbolic elements of national traditional costumes, and combine modern aesthetic psychology to create traditional costumes in line with modern aesthetic psychology.

**Results:** Through the two groups of comparative experiments, we can see the changes of public aesthetic psychology: while the control group obtains its own survival mode in its unique humanistic environment and cultural psychology, it can project its unique cultural psychology and national aesthetic psychological set into traditional clothing and express it incisively and vividly through clothing symbols. The control group improved the perceptual understanding of the modeling and decoration of national traditional costumes, and deepened the understanding of the psychological mapping function of national traditional costumes from the visual language system of national traditional costumes. The results showed that the control group had stronger ability to withstand setbacks and adapt to the environment than the control group.

**Conclusions:** This study gives the most basic function of symbols to national traditional costumes, and objectively presents experience for people's psychological activities such as emotion, cognition and understanding. The emotion generated by the aesthetic psychology of national traditional costumes is not only the inner experience accompanied by the wearer's psychological activity, but also an important content to optimize the psychological quality. Therefore, using the aesthetic psychology of national traditional costumes to optimize their own emotions plays an irreplaceable role in cultivating sentiment and regulating emotions.

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## **RESEARCH ON PSYCHOLOGICAL OBSTACLES AND PSYCHOLOGICAL TRAINING OF COLLEGE FOOTBALL PLAYERS IN COMPETITION**

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**Background:** Football match has a specific competition background. Football players are affected by competition tasks, competitors, external environment and methods. Although psychological training and physical exercise are related, its nature determines its specificity. From the perspective of psychology, with the gradual enhancement of external stimulation, psychological pressure also increases, resulting in lack of self-confidence, which greatly affects the result of the game. Therefore, for the correct adjustment of psychological activities and overcoming psychological obstacles, psychological training has become a problem that teachers and coaches pay close attention to and need to be solved.

**Subjects and methods:** In order to improve the psychological obstacles of college football players in the competition and dig out the influencing factors more conducive to the training effect, 40 football players were selected as the research object from September 2020 to September 2021, which were divided into two groups with 20 people in each group. The group that did not receive the methods of overcoming psychological obstacles and psychological training was used as the control group, and the group that received the methods of overcoming psychological obstacles and psychological training was used as the experimental group. The experimental group carried out psychological obstacle overcoming training and psychological training for four seasons, recorded the whole process in detail, and transformed the competition experience into psychological training. After the completion of the experiment, the questionnaire was carried out for the experimental group and the control group to obtain the data, and then the statistical analysis was carried out to obtain the differences between the control group and the experimental group. Before the game, according to the nature of the game, the characteristics of the players themselves and the sports team and the current state, we should adopt reasonable and targeted psychological training methods to effectively adjust the psychology of football players, so as to eliminate bad psychology and enhance psychological stability, so as to make football players achieve the best psychological and physiological state.

**Results:** The experimental results show that the athletes of the experimental group with rich on-the-spot experience will have a more stable mentality and less competition pressure in the competition. This mentality can enhance their self-confidence and provide a good foundation for winning the competition. On the contrary, for the athletes in the control group with less on-the-spot experience, there may be tension, fear, anxiety and other psychology before the competition. Due to the lack of competition experience and poor control over the competition, the psychology of fear of failure in the competition will lead to depression, and finally lose the confidence in the competition, resulting in the failure of normal play of strength.

**Conclusions:** In short, the outcome of the football game depends not only on the differences of athletes' technical tactics and physical quality, but also on the athletes' psychological state to a great extent. Football players' bad competition mentality is the great enemy that affects their sports performance. Whether they can overcome the psychological obstacles of the game and ensure that football players participate in the game in a good psychological state is the key to win.

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## APPLICATION OF COLOR VISION AND EMOTIONAL PSYCHOLOGY IN ART DESIGN

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**Background:** Visual language has long existed in graphic design. This form of expression will deliberately emphasize and deliberately exaggerate some visual language elements, giving the audience a new visual impact. The proposal of the concept of color visual psychology in art design can enable the designer to clarify the significance of visual impact in art design and make better use of the colors that stimulate the senses, so as to make the design work have stronger visual impact, greatly increase the amount of effective information of the whole design, and stimulate the inner activities of the viewer through visual feeling. Therefore, this paper studies the color visual psychology in art design.

**Subjects and methods:** Firstly, this paper uses language to convey the designer's ideas and ideas to each other, converts color into the role of language, and conveys information and emotion through its own symbolic and expressive power. Secondly, the core issue of this paper is the visual psychology of color in art design. Around the core issue, it uses the knowledge of design, art and psychology, focusing on the basic knowledge of color, color temperament, the importance of color design in poster design, visual psychology, color emotion, visual psychology of color and so on.

**Results:** Research shows that the impact of emotion is that everyone will have some experience of specific colors, which will affect people's emotions and lead to different reactions in behavior. People's psychological experience of color perception can not be generalized. It will be different due to the differences in people's aesthetic concept, cultural cultivation, living environment or experience. The influence of function is reflected in that people will have different psychological feelings about different colors and color relations. These feelings will have different effects in different nationalities, races and regions. As the main visual factor in art design, color has a strong visual impact. Thus, the impression of color on people is very rapid, lasting and profound. This is determined by the characteristics of color itself. Color acts on people's senses and can produce visual and psychological effects. Choosing the appropriate color language in art design can not only help to enhance the viewer's attention to the picture, but also bring the viewer a visual psychological feeling completely different from the general color.

**Conclusions:** This paper attempts to explore and discuss the design theory and practice of using color visual language in art design from a new visual angle. To study visual psychology, we must first understand the object of visual psychology, which mainly includes the theme of art design, the theme, content and design purpose of art design. In artistic creation, designers should think about the objects of creation and form works with artistic connotation and artistic expression through thinking activities. For designers, the objects of creation come from nature and human society itself. The whole world provides designers with a large number of design materials. Designers have different understandings and views on all kinds of things around them in life. In their thinking process, they will also infiltrate their own ideas and views and make their own speculation and judgment. The design work and achievements will also be more dynamic and closer to nature and humanity.

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