

existing in college mental health education. Secondly, from the perspective of the combination of theory and practice, this paper summarizes the reasons that may lead to the poor effect of College Students' mental health education. Finally, based on the purpose of trying to improve the effectiveness and effectiveness of college mental health education, on the basis of correctly grasping the basic ideas that help to improve the level of College Students' mental health education, combined with objective reality, this paper actively puts forward effective countermeasures to improve the current situation of College Students' mental health education from the perspective of scientific and humanistic education research.

Results: Combining theory with demonstration, this paper makes a practical analysis on the current situation of College Students' mental health education. This paper expounds the similarities and differences between mental health education and ideological and political education, and probes into the necessity and feasibility of the combination of mental health education with scientism and humanism. Specifically, this paper puts forward new ideas and ways of College Students' mental health education from the perspective of scientism and humanism, hoping to play a certain theoretical reference and practical role. In order to continuously improve the current college students' mental health education and better realize the goal of cultivating the all-round development of contemporary college students.

Conclusions: How to improve the mental health level of college students and prevent mental diseases can be summarized in two aspects. First, set up mental health education courses or lectures and establish psychological counseling institutions; Second, it depends on students' self-regulation. The key to self-regulation is to be your own psychologist. Of course, family and society also play an important role in improving college students' mental health.

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RESEARCH ON THE AESTHETIC PSYCHOLOGICAL PROCESS OF FILM ART BASED ON THE ARTISTIC LEVEL

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Background: As a young comprehensive modern art, film, on the basis of fully absorbing the expression methods and means of various arts, makes use of the significant advantages of modern science and technology, and shapes an intuitive audio-visual image in multi-dimensional time and space through the pictures displayed on the screen and the sound matched with the pictures, so as to obtain the enjoyment of beauty. The appreciation of film art is also an aesthetic process. In this process, the subject's aesthetic psychology has experienced several stages step by step and gradually in-depth, and each different aesthetic stage shows obviously different characteristics. Referring to Professor Wang Xuxiao's theory, the subject's aesthetic psychological process roughly goes through four stages: the formation of aesthetic attitude, the acquisition of aesthetic feeling, the expansion of aesthetic experience and the realization of aesthetic transcendence. For film appreciation, we can see that the subject's aesthetic psychology has mainly experienced such a process as aesthetic expectation stage, aesthetic integration stage and aesthetic aftertaste stage.

Subjects and methods: Human aesthetic activity is a complex and subtle process. The appreciation of film art is also an aesthetic process. In this process, the subject's aesthetic psychology has experienced several stages step by step and gradually in-depth, and each different aesthetic stage shows obviously different characteristics. The aesthetic psychology of the main body of the film has mainly experienced such a process as aesthetic expectation stage, aesthetic integration stage and aesthetic aftertaste stage. Farewell my concubine is a classic film that can reflect aesthetic activities.

Results: This paper holds that the stage of aesthetic integration is the beginning of real aesthetic psychological activities. At this stage, the overall image of the object is constructed through feeling and perception. Through feeling and thinking, we can realize the unity of things and me. Constructing the overall image is the first step, the premise and foundation, and realizing the unity of things and me is the second step, deepening and intoxication. The depth of art exists in works, but it only appears in the layers of people's artistic aesthetics. The depth of human nature is deep in people's hearts, but it can only be revealed in the face of art works and in the stimulation of art works layer by layer.

Conclusions: The aesthetic psychological process of the subject is a complex and subtle process. Each stage of film art aesthetics is the result of the interweaving and interaction of various psychological factors, which fully reflects its characteristics of intersection, comprehensiveness and uncertainty. Therefore, the analysis and grasp of the subject's aesthetic psychological process will also be a process that needs to be continuously improved and improved in aesthetic practice.

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DISCUSSION ON PSYCHOLOGICAL TEACHING STRATEGY OF DESIGN COLOR AND DESIGN SKETCH TEACHING

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Background: Design sketch is an important basic modeling course for art design major. It should not only cultivate students' modeling ability, but also cultivate students' artistic language expression and creative thinking ability. Design sketch has made gratifying achievements since it was opened in China in the 1980s, but at this stage, compared with western developed countries, we still have many problems in teaching mode and concept, and are in the process of exploration. In order to make the design sketch course in China more mature and conscious, teachers need to be open and enterprising, inclusive, actively explore, comb and explore from multiple dimensions.

Subjects and methods: The teaching purpose of design sketch course is to cultivate the basic ability and quality of design consciousness, design thinking and design concept of design students. Western modern aesthetic theory is the core factor and kinetic energy to construct students' aesthetic psychological structure, and it is a liberating force to eliminate students' daily psychological imprisonment. In design sketch teaching, we can use western modern aesthetic theory as the engine to start students' subjectivity, creativity and formal consciousness.

Results: The language expression of picture form is the most basic skill of design sketch. Only with the expression form of personality style, students can give full play to innovative thinking, select appropriate expression methods according to their own interests and styles in creation, and add relevant innovative factors according to their own design thinking. This can not only enrich the picture language, but also highlight the profound connotation of the work.

Conclusions: Design sketch is an important content in the current teaching system of art colleges. It mainly uses the western modernist aesthetic theory to strengthen the design concept of design students, cultivate their subjectivity and creativity, make them correctly recognize the object with modern aesthetic consciousness, and then exercise their modeling ability, innovation ability and picture language expression ability in the creative process. The full integration of western aesthetic theory and modern art will help to promote the effective construction of students' artistic psychological structure.

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ANALYSIS OF CONSUMPTION MOTIVATION AND DEMAND BEHAVIOR IN CLOTHING MARKETING

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Background: In the development of market economy, promoting consumption has become a necessary means for enterprises and businesses to realize their own interests, and marketing is the main way for enterprises to realize their own interests. Clothing is a consumable in people's daily life. The development of clothing market also verifies the development of people's living standards. In today's society, what ideas and methods should garment marketing use to further promote the achievement of enterprise sales objectives has become a problem that every salesperson must think about. Clothing industry is an industry integrating artistry and functionality. Market share is the yardstick to measure whether the overall design, production and sales of clothing are successful. It is more and more important to study the characteristics of people's clothing consumption psychology and behavior.

Subjects and methods: Clothing consumption accounts for a large proportion in China's market consumption. Therefore, clothing marketing has also become the key content of marketing. This paper first summarizes the development of garment marketing, explains the significance of discussing the characteristics of consumer psychology in garment marketing, then analyzes the characteristics of consumer psychology in garment marketing, and finally gives some suggestions on marketing strategies and marketing means according to these characteristics, hoping that this paper can provide help for the development of garment marketing.

Results: In this paper, through the analysis and research of consumption psychology and sales fee behavior in garment marketing, to guide garment operators and designers, each link is very important in