

## 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 behavior in garment marketing, to guide garment operators and designers, each link is very important in

the whole cycle of garment product design, production and sales. Errors in a certain link will lead to a vicious circle and affect the overall operation. In order to remain invincible in the clothing market, we must understand customers' consumption psychology and consumption behavior, master and make use of their laws, treat each link seriously and carefully according to market supply and demand, formulate countermeasures and implement them effectively, and constantly improve the design water products and management level in our work.

**Conclusions:** To sum up, the current development of the garment market requires enterprises to grasp the consumer psychology of consumers in order to win the marketing campaign. In clothing marketing, consumers' psychology has very obvious characteristics. Different consumer psychological characteristics make consumers form completely different ideas about clothing purchase, show completely different consumption needs, and then form different consumption modes of clothing. On the basis of grasping the psychological characteristics of consumers, garment marketing can carry out marketing from three aspects: brand image shaping, trend driving and the division of different styles of products with the same brand, so as to achieve more obvious marketing effect.

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## ANALYSIS OF THE RELATIONSHIP BETWEEN THINKING PERSONALITY AND ART TEACHING IN ART PAINTING

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**Background:** The visualization of the world is the representation of the individual "meaning world", the ability to reproduce or use symbols to express cognition and emotion, so as to reflect its psychological characteristics is inherent in human beings, and painting is also produced and developed. Painting has attracted more and more attention for its unique artistic and educational value. Painting is a real representation of psychology, personality and emotion. It is an important part of the healthy growth of painters. Painting behavior is regarded as a kind of nature and instinct. It is a way to communicate the world, express emotion and reflect psychology in the immature period. As an art education focusing on the development of sound personality, how to adapt to the development of painting psychology and apply painting psychology to art teaching will become an inevitable trend.

**Subjects and methods:** Art teaching in line with painting psychology is not only conducive to the growth of painters themselves, but also help teachers and parents better understand their psychological world. Teachers should formulate art teaching that conforms to the development of painting psychology, correctly deal with the relationship between the psychology reflected in painting and art teaching, and properly deal with the teaching relationship between teachers and students according to painting psychology.

**Results:** The psychology and emotion reflected in painting deserve the attention of teachers and parents. In teaching, teachers can even carry out art teaching activities according to their possible psychological perception on the basis of understanding students. However, in normal art teaching, especially in the face of reality in school art teaching, teachers should pay attention to that not every painting will be full of deep meaning, not every image symbol in the picture should be understood, let alone give meaning to the internal psychology in each painting. In daily art teaching, we are studying a relationship problem rather than an educational problem for children.

**Conclusions:** Painting is a platform for the author to communicate with the world, others and himself. Painting psychology is the key to interpret this platform. A new platform of consciousness communication is formed through painting, which activates and even deepens the special psychological feelings of the author's internal world again. In art teaching, teachers can use painting psychology to help students correctly construct this materialized psychological world.

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