

APPLICATION OF GESTALT PSYCHOLOGY AND PERCEPTION IN MODERN FASHION DESIGN

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Background: At this stage, clothing, as one of the essential items in human daily life, is gradually becoming the most consumed commodity by human beings. On this basis, as people's living standards continue to improve, their requirements for clothing also rise, laterally increasing the demand for intangible assets such as branding and design. Clothing designers need to analyse the added value in clothing and use creativity and innovation as the basis for modern fashion clothing design to ensure the prosperity of the clothing industry, so as to ensure that the core productivity can receive the attention of various enterprises and even government departments, and to ensure that Designers are able to do their job well and ensure that advanced cultural creativity is applied to the perceptual, visual and spiritual aspects of clothing design, so that it can be taken to a higher level. Gestalt psychology is therefore the background to the study of creative design, enabling designers to 'take the best of the best and remove the worst of the worst'. In this way, Gestalt psychology can be interpreted and mastered, so that designers can understand that Gestalt psychology is primarily a theory of perception that emphasises holistic analysis, enabling designers to use their own perceptual activities to reorganise the objective content of their garment design work, thus making a corresponding contribution to the aesthetic, visual and perceptual fields.

Objective: This paper takes Gestalt psychology as a research objective on the basis of which the study of modern fashion design can be realised, so that Gestalt psychology can be successfully applied to the work of fashion design and increase the creativity in this work. It is thus possible to show that good creative clothing can be better in terms of material, colour and shape, allowing designers to adhere to the theoretical principles of Gestalt psychology through unconscious or conscious design. This will enable the combination of theoretical knowledge with domestic and international fashion design solutions based on Gestalt psychology, ensuring that Gestalt psychology can be successfully applied in this process to form creative and excellent work. This in turn increases the application of design concepts and ensures the integrity of dressing and clothing design theory to ensure that Gestalt psychology can be better applied in modern fashion design. Through continuous innovation and interpretation, the development channels of fashion design are broadened and designers are able to gain successful experiences to ensure that people are able to satisfy their mental, perceptual and visual needs to a certain extent, thus unifying the creative goals of designers and ensuring the development of modern fashion design.

Subjects and methods: This paper first identifies the object of study, and through the study of Gestalt psychology, discovers the basic connotations of this design approach. Using comparative, collecting and interdisciplinary approaches, Gestalt psychology is analysed on the basis of successful cases, so that it can be better applied to the design of garments, and so that designers can better integrate creativity into the design of garment forms. Through summary and deduction, the research work of clothing design can be carried out smoothly and the development space of creative design work can be broadened to increase the development space of creative design work and ensure that the design methods can be applied smoothly in modern fashion clothing design work.

Secondly, according to the analysis of the problems in the application of Gestalt psychology, the solutions are used as a clue for the development of the whole text to facilitate our understanding of the field of fashion design at home and abroad, in order to use a comprehensive discussion, to answer the content of the relevant theoretical knowledge in Gestalt psychology, so that the basic overview of modern fashion design is better grasped, in order to ensure that Gestalt psychology can be used in modern fashion. This is to ensure that Gestalt psychology can be better applied in the modern fashion design segment and show its residual value. In this context, the content of the object field is mastered through the design of colours, shapes and materials to ensure that the theoretical knowledge of Gestalt psychology is used in an organised manner in the design of garments. This leads us to understand the relative importance of two concepts in Gestalt psychology: homotopy and the mind-body field. Gestalt psychology examines the designer's understanding of the world, distinguishing between the empirical world and the physical world, enabling the designer to grasp a more organised whole based on a general body, to understand the differences between different things and the characteristics of the whole using contrast, to summarise the relevant elements of Gestalt psychology in terms of the mind-body field and homotopy theory, and to implement Gestalt psychology from the perspective of This is to ensure that the designers are better able to carry out their work in accordance with their organisational experience.

Furthermore, the correspondence between the mind-object field and the earth in clothing design is used as a way to study the world as a mind-object, allowing designers to feel the true meaning of clothing

design through human intuition. We are made to understand that clothing exists as an object that wraps around the human body, and that it can only be used as a medium of application to ensure better communication between people and the outside world, using this intermediate medium to enable people to better feel the physical world, using different forms of expression throughout the physical world as well as the empirical world. This will ensure that Gestalt psychology is better applied in the modern fashion design segment, enabling designers to find their own psychological field through intuition and plan for clothing to be within the physical field. For example: mastering different still lifes in their natural environment through the food around them. Taking plants as an example, people will have a relatively gloomy and bleak feeling when they see falling leaves, a relatively expansive feeling when they observe mountains and rivers, and a relaxed and happy feeling when they see streams and rivers. In this way, we can show the pursuit of beauty in people's hearts, increase the connection between people and the natural world, make the physical properties of it better revealed, use Gestalt psychology to explain the coincidence between humans and natural things in real life, make the correspondence between them more obvious, and then make corresponding explanations, stabilise the state between the objective and the subject, and propose corresponding aesthetic theories according to Gestalt psychology. In this way, the work of heterogeneous isomorphism can be carried out smoothly, ensuring that there is an interconnection between the world and the physical force field, so as to increase the correlation between the psychological and physical force fields and to promote the similar and corresponding combination of two different heterogeneous qualities, showing their symbolic relationship, in order to ensure that people can increase their interpretation of emotional information from the point of view of objective facts, and to grasp the way of emotional expression from objective things. grasp of emotional expression. The designers, on the other hand, rely on what is in their minds and perform their work according to the original state of things, ensuring that they are able to select materials in practice, so that the clothing design process can show the uniqueness of fabrics, colours and shapes. This ensures that designers can enhance their expressive skills, use objects to communicate what is around them, to reduce the sense of bondage between materials, to make objects the starting point for design work, to resonate with the viewer and the wearer, to reflect this subjective perception, and to use physical fields to replace psychological fields to create better design work.

Finally, the interpretation of the organising law of homotopy shows how Gestalt psychology is reflected in the design of clothing. At this point, designers need to adhere to the principles of context and graphics, continuity and proximity, closure tendencies and integrity, similarity and continuity of movement, to ensure that the creativity of clothing design can be carried through the entire creative activity, to ensure that the flow of vision can be maintained soothingly, to show the importance of clothing modelling, and that initial clothing design work is not limited to black and white, but can be done through the designer's The initial work is not limited to black and white, but can be done through the designer's eyes to find the right colour for his or her work.

Results: Through an understanding of Gestalt psychology, we can grasp the connection between clothing and people from a clothing design perspective, using Gestalt psychology to emphasise the intuitive, visual effects that people have in their everyday lives, ensuring that the visual tension field is awakened through multiple channels of perception, highlighting the hidden connotations in the whole piece. At the same time, Gestalt psychology needs to be combined with modern popular clothing design, transforming the original combination to form a different visual stance on clothing,. This will create a good space for the audience to feel and ensure that the clothing design is sublimated to ensure that the viewer and the wearer have a better visual experience. In turn, the visual experience field is evoked through sensory experience, ensuring that the Gestalt visual organisation can be efficiently applied to the design of popular clothing, highlighting the sense of space and hierarchy of the garment, and increasing the interest and creative elements of the clothing design session through the combination of dots, lines and surfaces alone. The result is a variety of visual effects that facilitate the analysis of the Gestalt psychology of heterogeneity and homogeneity, enabling creators to assemble and combine different materials in a more complete way, opening up a new path of creativity.

Conclusions: In conclusion, Gestalt psychology has a large scope for application in modern fashion design, which not only brings out its hidden value, but also shows a magical visual effect with a certain degree of creativity. And because Gestalt psychology is designed for a wide range of areas and is on the road to future development, we can analyse it according to the visual effects it produces, to achieve a richness of creative content and to ensure that through the application of Gestalt psychology, relatively obvious economic gains can be made to the economic market. This will ensure the integrity of the subsequent research work, allowing the theoretical knowledge of Gestalt psychology to be fully applied to the work of modern popular clothing design, using the graduation design of the dotted line to build a

strong visual stance camp, ensuring that the pattern design approach of Gestalt psychology is more complete, thus showing the richness of the creative connotations of clothing design.

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THE CHOICE BEHAVIOUR OF NEW ENERGY VEHICLES BASED ON PSYCHOLOGICAL LATENT VARIABLES

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Background: The automobile industry is an important part of China's national economy. Under the modern industrialization development model, the urbanization process continues to advance, bringing a high quality of life to urban residents while intensifying the pressure on energy and the environment. In recent years, there has been an explosion in the number of family fueled vehicles, which on the one hand has increased China's demand for oil resources, and on the other hand, the increased emissions of carbon dioxide and various air pollutants from vehicle fuels have posed a major challenge to social and environmental management. At this stage, domestic and international research on new energy vehicles is mostly theoretical. In this context, it is particularly important to conduct research on the choice behaviour of new energy vehicles, improve the market promotion and formulate corresponding subsidy policies. This perceptual choice is the inhibition of negative emotions and the excitement of positive emotions. These two psychological forces compete and compete with each other. The result of the game is not the functional disorder of the nervous system, but the behavior that endangers society and endangers itself.

Objective: A study on the choice behaviour of new energy vehicles based on psychological latent variables can effectively improve the market competitiveness of new energy vehicles, focusing on the questions "What are the specific characteristics of new energy vehicle consumers?" The study will focus on "What are the specific characteristics of new energy vehicle consumers?", "What is the practical utility of financial subsidies for the development of new energy vehicles?" and "What is the impact of new energy vehicle parameters on consumer preferences?" and "How do the parameters of new energy vehicles affect consumers' preferences? By increasing the sales of new energy vehicles, the new energy vehicle industry will be vigorously developed to ease urban traffic congestion and solve the problems of difficult and expensive urban parking. To achieve the modern development of the technology industry, combined with automotive research and development of energy-saving technologies, to reduce the pollution of the environment from residents' travel and to achieve a sustainable economy.

Subjects and methods: In this experiment, in order to analyse consumers' attitudes towards different influencing factors, the theory of acceptance behaviour was introduced, and a structural equation model of travel intention was constructed based on the technology acceptance model TAM. The technology acceptance model, as well as the SEM upper level model and the RPLM lower level model were developed and fitted to solve the structural equation model of consumers' travel intentions with the help of AMOS software to ensure the validity of the subsequent sampling data. The survey was conducted by means of questionnaires and statistics in a random sample of high-traffic shopping areas in a certain region. The content of the questionnaires mainly included a number of latent variables such as purchase intention, perceived ease of use, perceived environmental awareness and perceived risk of new energy vehicles, with a number of detailed questions. Four variables were included in the set of individual consumer characteristics: consumer education, consumer driving age, consumer gender, and consumer annual household income. After the survey results were collated, descriptive statistics and reliability analysis were conducted to analyse the relationship between the psychological latent variables and the effect of the psychological latent variables on the choice behaviour of new energy vehicles. The survey data were then substituted into the SEM model, and the estimates of the different observed variables were simulated according to the corresponding dimensions of the psychological latent variables, and the