

TEACHING MODE REFORM OF PROFESSIONAL COURSE BASED ON PSYCHOLOGICAL STATE ANALYSIS OF STUDENTS MAJORING IN FASHION DESIGN

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Background: From a development point of view, the traditional talent system has many shortcomings in order to meet the international market, and from the industry's point of view, in order to meet the requirements of the future development of the industry, it is necessary to meet the industry's demand for talent through the method of talent support. At this stage, in order to meet the development requirements of international convergence, the staff of the new era of the clothing industry should not only have high professional skills, but should also comply with the functional requirements of the different links, showing great resilience and adaptability. So in order to meet this goal, staff need to be able to start from the market development requirements, pay attention to the cultivation of high-end talent, to create a professional talent education system. But from the teaching status quo, the current teaching of clothing design in universities is also gradually becoming more mature, and teachers have figured out a way to effectively improve the overall quality of students, becoming an effective way to improve the overall students. However, in contrast, students' psychological problems are easily ignored, and if teachers ignore the influence of psychological factors in the teaching process, the teaching effect will be affected. Therefore, in order to be able to solve the above problems, we should start from students' psychological problems and look for effective solutions to improve the quality of teaching and learning in fashion design.

With the continuous development and progress of social economy, people's spiritual and cultural level is rising. Simple material culture has been unable to meet the pursuit of people's spiritual level. In addition, the pace of life of modern people is getting faster and faster, and social life is gradually moving towards service-oriented. People are no longer satisfied with general technological innovation, and gradually pursue spiritual life beyond material life. As far as the clothing industry is concerned, clothing design gradually includes a richer level. Clothing product design to obtain the attention of a large number of consumers and consolidate memory, it is necessary to make the color of the product, form and psychological role of people have some contact, to meet the needs of consumers in the heart desire. The application of psychology in clothing design is very important. In the design of clothing products, designers should fully consider the relevant aesthetic psychological factors of the product use group to ensure that they can meet the inner needs of the group.

Objective: The development of the apparel industry needs the support of high-end talents, but from the current situation of the industry's development, the comprehensive quality of students is far from meeting the requirements of promoting the development of the industry. At the same time, the influence of students' psychological upbringing on comprehensive quality has become the key content of relevant scholars' research. In this context, by conducting this study, it is possible to analyse the psychological characteristics of students and to find new ways to improve the quality of teaching in the fashion design profession. Therefore, in this study, this paper will start from the perspective of visual psychological analysis and continuously optimise the teaching process on the basis of insisting on understanding the current situation of teaching programmes as well as advanced teaching methods, and will take this as a key point to improve the quality of teaching. At the same time, in order to be able to effectively improve the comprehensive quality of students, the current educational work requires teachers to be able to effectively assess the various psychological problems that arise in students, and on the basis of analysing the comprehensive quality of students, through the innovation and improvement of the educational model, and then ensure that the classroom teaching process is carried out smoothly, and that the comprehensive quality of students is improved in a planned and targeted manner, so that students can eventually comply with the development requirements of the garment industry, and in The aim is to enable students to design quality clothing products that are in line with the trend of the times and can touch people's hearts, and to compare clothing to visual artworks, ultimately promoting the prosperity and development of the whole industry.

Subjects and methods: The research object of this paper is divided into the following aspects: (1) students. Students are the main body of the teaching of clothing design, in this study requires teachers to be able to pay close attention to the teaching status of the profession, in the teaching process can focus on how to improve the overall quality of students to carry out analysis. At the same time, in this study, in the teaching process, it is necessary to recognise the influence of many factors on students' psychological state, such as the problem of differences between students of different genders and different grades, and to correctly assess the possible changes in students' psychological state, and on the basis of identifying

students' psychological state, to continuously optimise and improve the teaching programme, and eventually to adjust the teaching focus in a planned way, so that the classroom teaching programme can as far as possible (2) Students' psychological conditions. (2) Students' psychological status. In this case, through in-depth analysis of students' psychological state, we can summarise the various factors that affect the quality of teaching, such as the negative emotions that may arise in students in a bad emotional state and the impact of emotional changes in learning on students' comprehensive quality development, etc. On the basis of continuous improvement of students' psychological state, we can find reasonable ways to improve students' comprehensive skills and promote changes in the education model. In order to improve the students' psychological state, we will find a reasonable method to improve their overall skills and promote the change of the education model.

In order to analyse the issue of teaching methods in greater depth, the following research methods will be used in this paper: (1) Using the empirical analysis method, several scientific and feasible teaching methods are introduced and the key points of teaching reform are elaborated after the analysis of students' psychological problems. Also in the analysis process, after understanding the changes in students' psychological state and the factors affecting their emotions, the teaching process is innovated and the visual psychology developed by the corresponding art forms is insisted upon to justify the two, which complement and illustrate each other, making them an important part of enhancing the quality of classroom teaching. (2) Literature integration method. In this study, we are highly aware of the influence of other scholars' research results on the comprehensive quality of students' development, so this paper will summarise the research results by reading and integrating the literature related to students' psychology and professional teaching of fashion design, then classify and summarise the relevant information to form an argument, and constantly improve the argumentative arguments of this paper, making it a key point to improve the quality of this study.

Result: According to the summary of the research results of this paper, it can be found that the psychological state of students of fashion design has become an important factor affecting the teaching effect, so teachers need to be able to continuously optimise their teaching to ensure that the educational objectives are achieved. It should not be overlooked that the current psychological state of students is complex and the teaching methods can be improved significantly. At the same time, a survey of the changes in the psychological state of students in fashion design shows that there are various factors that affect the psychological state of students, which leads to differences in their learning outcomes. For female students, who are good at imitating and observing the details of clothes more carefully, they pay more attention to the details of clothes in fashion design. Male students, on the other hand, are more concerned with the effects of fashion, so they tend to incorporate more creative and abstract elements in the design process, so that the clothes are more individual in form. Therefore, in the teaching of fashion design, the teaching of the psychological characteristics of male and female students can significantly improve the teaching effect, as a key point to promote the development of comprehensive quality of students. For example, for the psychological characteristics of female students, in the teaching process, teachers can introduce the research results of famous domestic and foreign fashion designers, such as the style of fashion design and artistic expression of designers, etc., after the innovation of the teaching process, pay more attention to the inner changes and spiritual touch of students, and finally in "taking the essence and removing the dross On the basis of "taking the best and discarding the worst", the students will be able to incorporate the elements of fashion design into their own work and eventually form their own style of clothing. At the same time, in view of the characteristics of the psychological state of male students, the teaching process requires teachers to correctly guide students' cultural heritage accumulation, and guide students to develop a correct aesthetic point of view, and constantly improve students' comprehensive quality, so that students' works can closely grasp the trend of the development of the times, so that students' works have a richer cultural and spiritual connotation, and ultimately improve the quality of students.

Conclusions: The results of the psychological analysis have a direct impact on the teaching effect, so we should have a deeper understanding of the students' psychological state and constantly optimise the teaching process so as to improve the quality of teaching in general. At the same time, it should not be overlooked that students of fashion design have the characteristic of thinking leaps and bounds, and are often able to give their works a unique humanistic atmosphere and emotion in the design process, and take into account the quality of the works themselves, so that psychological teaching can become a key point to promote the development of students' comprehensive quality. At the same time, students are now showing more prominent personalities and characteristics in the creation of ideas, and are often able to show different ideas in the face of clothing works, and external factors have also become important factors affecting the overall quality of students in the fashion design profession, in the teaching should correctly identify the possible changes in the psychological state of students to avoid the problem of detachment from reality when thinking about problems.

In terms of psychological education itself, students in the fashion design profession itself have the problem of outstanding self-awareness, which is correlated with the characteristics of art education itself. In the future teaching process, teachers pay close attention to the problem of changes in students' self-awareness, and provide the necessary support for future fashion design in paying attention to students' personalised quality development, so as to cultivate a large number of people who can adapt to the future development requirements of the fashion industry. In this way, a large number of high-end talents can be trained to meet the requirements of the future fashion industry.

At the same time, it should not be overlooked that in the current new media era, the changes in students' psychological states are inherently complex and may lead to different emotional changes after being influenced by many factors such as external information. collective concept, the danger of relatively indifferent team consciousness, in the behaviour of a strong personality and self-centred scattered and greater arbitrariness, highlighted by loose discipline in class, my own way, the emphasis on professional rather than cultural and other situations, so the future teachers in education work should recognize the impact of the above phenomenon on the teaching effect of the fashion design profession, before using scientific and reasonable teaching methods under the effective enhancement of student comprehensive quality, and highlight the advantages of psychological teaching.

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A STUDY ON THE MULTI-LEVEL NATURE OF PRODUCT EXPERIENCE DESIGN BASED ON NEEDS PSYCHOLOGY

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Background: As society continues to progress, people gradually have more needs for the development of material life, and in terms of design, designers are also improving their ability to design products to create psychological needs products that are in line with the "human-centred" nature of contemporary society. In an era of rapid development, in order to meet the diverse needs of consumers, designers must not only put product experience first, but also highlight a modern view of design. How to integrate user experience into product design is an issue that has always been studied. Different users experience products differently in terms of sensory perception, emotional analysis and reasoning, and the influence of these factors should be taken into account in product design so that the product brings a good experience to users with different needs.

Objective: The objective is to communicate between the producer, the designer and the consumer, to fully understand the consumer's psychological and emotional response to the product design experience, so that the consumer can buy the product to his or her liking. The psychological approach of cognitive psychology, need psychology and human behavioural motivation theory is used to understand the psychology of the consumer, so that the consumer can achieve a satisfactory outcome of the product experience. The function of the product itself, the structure of the product and the rationality of using the product are, in general, its utility in the design of the product experience. Product design should be reflected in the close relationship with the user's life, in the design to consider the convenience of the product in operation and its functional design is appropriate, a good product should not only be reflected in the user's control and driving of its, the product experience feeling is the most critical. Designers should design products from the user's psychology and use standardised design principles to design products that help users to be satisfied with their experience in many ways.

Subjects and methods: needs psychology in product design should not only emphasise the user's perceptual experience of the product, but also meet the user's requirements in terms of sensory and feeling. Products designed using the user's perceptual experience are not classical, and over time, users will become disenchanted with the product or even abandon it. Therefore, it is important to integrate the user's senses and feelings into the design process, using a combination of aspects to higher highlight the product effect. Based on human perceptual ability, the initial emotion is generated from the senses of sight, hearing, taste, smell and touch. From this level, although the most low-level emotion is awakened in the user, it is the most real, memorable and irresistible emotion, and the effect formed is also the most obvious. People are influenced by their environment from birth and thus form different natures, which requires designers to attract the user's attention through different design techniques, so that the user has a direct experience of the product in the first instance. Different products are designed for different groups of people, from colour schemes and shapes to exaggerated, contrasting and deformed designs that