

pressure, to adjust their tense psychology, to cultivate their sentiments, to improve their humanistic cultivation, to be more artistic, and to make the educational role of music psychological adjustment outstanding. The programme is designed to help students to develop a more artistic temperament and to enhance their humanistic qualities.

Subjects and methods: The object of the article is university students, and the research methods include experimental method, measurement method and statistical analysis method.

A psychological survey was administered to the students and those who scored above a specified value were included in the study. In the experimental method, the author divided the study subjects into multiple phases based on the design protocol. In the measurement method, the participants were measured before the intervention and after the completion of all phases of the intervention, based on psychological scales. In the statistical analysis method, the data were analysed and processed with the help of relevant software.

Result: Through the implementation of the research method, it was possible to find the following effects of music psychological adjustment: firstly, it enables the psychological stress of the university students to be relieved; secondly, it is helpful for the interpersonal communication of the university students; thirdly, it can shape the sound personality of the university students.

Mental health education measures are as follows: firstly, teachers can use background music to create a favourable atmosphere; secondly, teachers can stimulate students' emotional experience through music appreciation; thirdly, teachers can use music activities to enhance students' psychological quality; fourthly, students' psychological state can be improved in music therapy.

Conclusion: Music psychological adjustment can play an important value in mental health education in colleges and universities, and can help students develop healthily. Educators should be aware of the mechanisms of music psychological adjustment and carry out mental health education work in conjunction with music psychological adjustment according to students' specific needs, so that their stress and negative emotions can be relieved. In mental health education activities, students can listen to a variety of rhythmic and melodic pieces, feeling and appreciating the experiences that a variety of music can produce, and in the process, their negative emotions will dissolve and they will be able to deal with challenges and trials with ease.

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DIGITAL MEDIA DESIGN STRATEGY BASED ON CONSUMER PSYCHOLOGICAL EXPERIENCE

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Background: With the continuous advancement and improvement of scientific and technological means in China in recent years, digital media technology has gradually developed rapidly and has been more widely used in applied psychology. To a certain extent, good digital media design needs to be guided by the knowledge and methods of applied psychology, and designers must refer to the influence of other information on digital media design, and then design digital media in a more targeted manner through other technical and artistic aspects.

Objective: In the course of the development of digital media, the content of communication is to a certain extent more distinctive and furthermore more personalised. The digital media will be used to disseminate information that is more distinctive and tailored to the needs of the user, thereby maximising the economic benefits and laying the foundations for the development of personalised content.

Subjects and methods: On this basis, if we want to really make use of the relevant concepts of applied psychology in the process of digital media design, we must play the role of implicit memory mechanisms. In the process of digital media design, the role of implicit memory mechanisms can be truly and effectively brought into play, which can also be understood as the unfolding and application of the content of applied psychology, further reflecting the actual theoretical value of applied psychology while further helping digital media design to be able to serve society and users in a comprehensive manner. In the process of deeply tapping into human implicit memory mechanisms, the target users of digital media design must be targeted in conjunction with the actual situation, and to a certain extent, provide a strong guarantee for highly connected digital media design products to further mobilise people's implicit memory, thus truly meeting the development needs of users and prompting them to actively search and

browse. By using applied psychology in the process of digital media design, people can gradually break their original thinking patterns and no longer use the impression of dull character in the process of digital media design, and by making people's psychology gradually interconnect with the media, thus avoiding a more boring and dull media image. In addition, in the process of digital media design can also be used to apply advertising consumer psychology, which pays more attention to the user's real experience and actual feelings, through in-depth research and analysis of user needs, advertising planning psychology and consumer psychology, etc., the digital media design to make accurate positioning and all-round grasp. The analysis of the consumer psychology of digital media design users and the creation of a more favourable consumer environment for them highlight the key to the consumer psychology of advertising. Through the more rational and emotional demands of advertising, people are continually being prompted to consume. In order to be better applied in digital media design, thus further ensuring that digital media design can well meet the needs of consumers. Only when combined with the knowledge system of applied psychology can a digital development system be formed to the greatest extent and gradually the relevant concepts of applied psychology meet the needs of digital media design. Therefore, the relationship between applied psychology and digital media design is interlinked and indispensable.

Result: In summary, applied psychology, through its widespread use in digital media design, is to some extent an application of psychology in marketing, and to some extent contributes to the further development of psychology. This not only fulfils the aims and requirements of advertising and marketing in a high-quality manner, but is also one of the key elements in the long-term development of advertising psychology. It is also one of the key elements in the long-term development of advertising psychology. It is more conducive to the effective development of digital media design in a comprehensive manner and can improve the application of applied psychology in digital media design as much as possible. In the process of development, digital media design is often challenged by changes in the market, which requires constant optimisation and innovation, drawing on the strength of quality, so as to further improve its own development capabilities, bringing people more unique and excellent design, gradually adapting to people's attention and increasing their interest, on this basis combined with the relevant concepts of applied psychology.

Conclusion: In order to truly improve the appeal of digital media vehicles, designers must combine comprehensive psychological characteristics with a comprehensive understanding of people's needs for digital media vehicles, so that they can design and analyse them further. The design and analysis of digital media carriers can be carried out in a regular, flexible and efficient manner to bring people the information they need and to maximise the conversion rate of information, to optimise and innovate digital media technology, to promote the integration of applied psychology and digital media design, and to lay a solid foundation for the long-term effective development of digital media design.

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DISCUSSION ON THE INFLUENCE OF LEISURE SPORTS ON THE PHYSICAL AND MENTAL QUALITY OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

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Background: Under the background of quality education, higher vocational institutions are gradually changing from skill-based education to comprehensive quality education, which aims to promote students' overall physical and mental development. For this purpose, this paper discusses the current mental health problems prevalent among higher vocational students and adopts the approach of recreational physical education to enhance students' comprehensive literacy ability, so as to lay the foundation for their future development.

Objective: The current development of leisure physical education in higher education institutions helps students to obtain more opportunities for physical exercise, which not only cultivates good physical and mental qualities, but also helps students to release their minds and bodies and improve their mental outlook. Therefore, it is necessary to take into account the specific situation of students and strengthen mental health education for them, so as to improve their physical and mental qualities while assisting them to form good values in life, which is extremely important for their future learning, growth and development.