

teaching staff, look for advanced teaching resources, and regularly train teachers so that they can strengthen their own quality before educating students, and always learn from the party to ensure that they are teaching the most advanced knowledge and keeping up with the pace of the times. Finally, in the process of integrating red culture education with mental health education, universities should conduct regular assessments to analyse the effects of educational advancement, and establish incentive and assessment mechanisms to analyse the teaching achievements of teachers and the learning effects of students, so that the integration of red culture education and mental health education can have the greatest effect and promote the formation of good cultural and psychological qualities among university students, who can always follow the steps of the Party, embrace the Party's leadership, and ultimately contribute to the realisation of China's dream of great rejuvenation, helping to make our country prosperous and strong.

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THE APPLICATION OF QUALITY EDUCATION IN THE TEACHING OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Moral education course in colleges and universities as the soul core of quality education in colleges and universities, in the context of the whole society in a comprehensive transformation and development, the related economy, politics and culture are also in a transformation and development stage, the teaching basis and material and cultural conditions of moral education course in colleges and universities are further enhanced, in addition, the thoughts of students in colleges and universities based on the influence of market-oriented thoughts and behaviours, many levels present problems that are not in line with the national goal of cultivating students in colleges and universities. Moral education in colleges and universities has certain importance and realistic urgency. In the context of economic globalization and world diversification, the competition between comprehensive national power in the international community is intensifying, and the competition and struggle between capitalism and socialism in the field of ideology is showing a sharp and complicated development trend, and at the same time, this kind of competition and struggle is showing some long-term characteristics. Various hostile forces in the West have further intensified their efforts to divide and westernise China, attempting to use a variety of means to carry out ideological infiltration, thereby shaking the guiding position of Marx in China's ideological sphere, and China is facing a huge test in the ideological and cultural spheres, with a variety of ideological concepts intertwining with each other and a variety of cultural trends emerging one after another. With regard to the development and changes in social conditions, the basic system, the economic base and the international context, and in the face of the new needs of young students for knowledge and innovation, the moral education courses in colleges and universities are experiencing various symptoms of incompatibility in terms of teaching methods, teaching contents, ideological concepts and operational management. China has gradually created a market economy system and entered the stage of reform, society is in a critical period of development, and the deep-rooted contradictions accumulated in the long-term development of the social and economic fields have begun to emerge, among which the more prominent is the contradiction of economic interests. The objective level has formed different social groups and different classes, various interest groups and economic organisations, further breaking the original pattern, and the ideological activities of university students are somewhat different, changeable, selective and independent. The weaknesses of market economy activities and the negative influence they form on ideological consciousness can easily lead to further differentiation among students, which is reflected in the level of relations between different people and can easily induce egoism, hedonism, money-worship,

decentralism and liberalism, and the related contents also have a negative impact on the moral quality of university students and further expand the difficulty of education in moral education courses in universities.

In the era of globalisation, the channels of information dissemination continue to expand, and the influence of mass media on human beings continues to expand. At present, the channels through which students in colleges and universities receive information have increased, and the speed of information dissemination has accelerated, especially the development of information technology and network technology further accelerates media dissemination. The rapid and diverse mass media have brought about great changes in cultural communication and production methods, further expanding the modes of communication and production, expanding the strength and breadth of ideological and cultural information dissemination, providing a broader stage of development and advanced methods for ideological and moral education, while also bringing a new impact to the dominant function of mainstream ideology, for which it is necessary to further strengthen the research on the application of network psychology, stimulate the network. To this end, it is necessary to further strengthen the study of the application of cyber psychology, stimulate the advantages of the Internet and reduce the negative effects formed by the Internet is an important educational content of moral education courses in colleges and universities in the new era.

Objective: Moral education classes in colleges and universities are an important work in guiding people and shaping their minds. In order to promote students to better accept moral education in colleges and universities, it is necessary to strictly follow the law of human inner development and the law of education. As the core of moral education in higher education, the implementation of relevant activities should follow this basic condition, and promote the reasonable infiltration of educational psychology into moral education classes in higher education, which helps to enhance the foreseeability, relevance and scientificity of moral education classes in higher education. The reasonable application of theories and methods related to educational psychology in moral education classes in colleges and universities can help us to have a deeper grasp and understanding of the psychological characteristics and educational laws that exist in the interaction between teachers, students and teachers, and can help to innovate the teaching concept of moral education classes in colleges and universities, further enrich and expand the corresponding teaching content of moral education classes in colleges and universities, provide effective value references for further expanding the depth of research and research ideas of moral education classes in colleges and universities, and enhance the scientific nature of moral education classes in colleges and universities. The scientific nature of moral education courses. The reasonable application of educational psychology can be a good inspiration in the analysis of students' character, ability and interest differences, and different students receive education in different ways due to their differences in personality characteristics. For this reason, teachers of moral education courses in colleges and universities need to adopt targeted teaching methods and teaching methods for different groups of students in their teaching practice, to enhance the relevance of teaching activities. Teachers of moral education courses in colleges and universities need to reasonably apply theories of behaviour, emotion, mood, motivation and needs to understand and observe students in depth, and then trace the motivation for the formation of behaviour in relation to the performance of students' behavioural activities, so as to actively explore other developmental needs and seek the root cause of the formation of ideas. For this reason, teachers of moral education in higher education need to further enhance the predictability of their teaching activities by accurately grasping and understanding students' inner needs, grasping basic motivations, pursuing developmental goals, predicting behavioural activities, accurately catching psychological and ideological seeds, ensuring that moral education in higher education is ahead of time and enhancing overall predictability.

Subjects and methods: To explore the effectiveness of moral education classes in higher education from the perspective of moral education classes in higher education, focusing on the psychological aspects of education corresponding to moral education classes in higher education, to ensure that the creation of a teaching psychological environment has a strong operability, effectiveness and feasibility, which can further create a good environment atmosphere, in addition to promoting the growth of students from the psychological and ideological levels, and is of great importance in assisting students in higher education to successfully complete their studies related to the university stage. It is also important for the successful completion of university studies. In order to systematically study moral education courses and educational psychology in higher education, it is necessary to further study the objectives, components and educational targets of these courses, so as to maintain a close relationship between the two, and to systematically analyse the application of educational psychology to moral education courses in higher education. In order to investigate the impact of educational psychology on moral education classes in higher education, this study focuses on the analysis of students, teachers and

the elements of educational psychology within teacher-student interaction in moral education classes. The impact of students' psychological characteristics on the overall learning activities is analysed, and finally, the impact of the psychological characteristics of teacher-student interaction on the overall teaching activities is analysed. An analysis of whether moral education courses in higher education are contrary to educational psychology, and whether teachers are contrary to educational psychology in terms of educational philosophy, teaching content and teaching methods. Teachers' understanding and awareness of their own existing educational psychological problems is the basis for improving the effectiveness of moral education classes in higher education. The study is based on the psychological environment of peers and the psychological aspects of the classroom to analyse whether there are phenomena that do not conform to the laws of educational psychology in teacher-student interactions.

The first is the literature research method, i.e. the method of collecting and drawing on relevant content through books, papers, journals and newspapers, etc. The literature research method enables further understanding of the current state of research on the topic, forming a general impression of the topic and gaining as much insight as possible into the results of research in specific areas, providing effective theoretical references for the research. The second is the comprehensive analysis method, that is, to summarise and systematically analyse the relevant information. By reading, collating and summarising a large number of research materials related to educational psychology and moral education courses in colleges and universities, it can help to accurately grasp the existing research results. The third is the questionnaire method, which is an effective method of empirical research, that is, the indirect collection of various research materials, with the help of the questionnaire method can help to make an objective analysis of the current situation of moral education courses in colleges and universities, and put forward targeted solution strategies.

Results: Current research on moral education classes in colleges and universities has a variety of research results, including macro-level research, such as analysis based on the level of improving the effectiveness of moral education classes in colleges and universities, teaching problems, teaching status and teaching methods, etc., and research from the micro-level, including the teaching environment, teacher team construction, teaching mode and teaching content and other perspectives. However, the focus of attention therein is still placed on the level of political and ideological education, but to some extent the problems of students' educational psychology and teachers' educational psychology are neglected. There are few studies that focus on this aspect of educational psychology. In this study, the main focus is on educational psychology and the systematic study of moral education courses in colleges and universities. By studying the effective application of educational psychology in moral education courses in colleges and universities, we can further innovate and enrich the teaching methods of the courses, change the status quo of moral education courses in colleges and universities, and provide new development ideas for moral education courses in colleges and universities that are closer to real life, closer to reality and closer to students.

Conclusion: In the process of applying educational psychology in moral education courses in colleges and universities, it is necessary to fully stimulate the leading and leading functions of teachers, pay attention to the effect of educational psychology, further improve the relevant teaching concepts, reasonably apply various advanced theories of educational psychology, promote the continuous enrichment and expansion of the teaching contents of moral education courses in colleges and universities, make use of psychological diversion methods, and actively innovate and explore the teaching methods of moral education courses in colleges and universities. To stimulate students' own subjective initiative, help them to better cultivate their self-behaviour and self-awareness, sound themselves and achieve self-reliance. Students will learn well, become strategic learners, eliminate psychological barriers to learning activities and improve their uptake of moral education classes. Create a positive and harmonious psychological environment in the classroom as well as a peer-to-peer psychological environment to create a harmonious and harmonious relationship between students and teachers, forming a harmonious and relaxed psychological environment for moral education classes in higher education.

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SUSTAINABLE DEVELOPMENT OF COMMERCIAL BRAND DESIGN BASED ON CUSTOMER CONSUMPTION MOTIVATION

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Background: The purpose of commercial brand design is to create greater value for the company and to effectively increase brand awareness while meeting consumer needs and creating higher profits for the company. In recent years, more and more companies have been implementing branding strategies to gain a competitive advantage, enabling both domestic and foreign markets to increase awareness of the company through the brand and thus enhance purchasing, which is an important sign that sets one brand apart from another. In a highly competitive market, the product is the main body of competition, the competition between products is mainly the competition of quality and performance, and the competition of quality and performance is, in the end, the competition of brand. When designing a commercial brand, consumer psychology is an important factor that must be taken into consideration. It determines whether consumers will choose this brand of goods among many other products when purchasing, and also determines to a large extent the loyalty of consumers to the goods, and the loyalty of consumers is the key factor that determines the size of the competitiveness of this product in the market. It is therefore important to take into account the psychology of the consumer when designing a commercial brand and to cater for popular tastes.

Objective: This paper introduces the concept and methods of commercial brand design through an analysis of consumer psychology, suggests the significance of companies designing their brands, and ultimately introduces the ways and means of designing commercial brands based on consumer psychology in a number of ways. Therefore, through the study of commercial brand design, this paper enables enterprises to take into account consumer factors, including consumer psychology, consumer motivation and consumer attitudes, when designing their brands, so that they can be more scientific and reasonable in their design, and improve the value of their brands while also taking into account the needs of consumers, thereby boosting the overall consumption power of China and promoting the economic growth of China. In this way, we can boost the overall consumption power of China, promote the rapid growth of our economy and the gradual improvement of people's living standards, and make China more prosperous and strong.

Subjects and methods: The object of this research is the consumer, including their psychology, motivation and needs, and the brand design of the company. The research methods used in this paper are survey method and literature research method, through a questionnaire survey to understand consumer psychology, and review the relevant commercial brand design literature, research and study of relevant branding and consumer psychology, so as to improve the effectiveness of brand design and effectively enhance the brand value.

Results: Through the study, it can be found that consumers will give different attitudes towards different brand designs, in which consumers' attitudes contain three levels, the first is the rational consumption level, this level of consumers are not rich enough material resources, the quality of life is low, so when consuming will pay extreme attention to the quality and price of goods, the pursuit of cost-effective goods, for this type of consumers, when carrying out brand design should For these consumers, the brand design should be more practical. The second is the feeling consumption level, in this level of consumers pay more attention to the quality of life, the brand concept and image, for this type of consumers, should pay more attention to the brand when the product, the formation of brand effect. The third is the emotional consumption level, in this level of consumers will pay more attention to the psychological enrichment, they will pay more attention to the degree of satisfaction brought to them in the selection of goods, the pursuit of spiritual satisfaction. And consumer motivation can also have a significant impact on a brand. These include creative, practical and reputational motivations, which need to be taken into account when designing a brand. There are also internal psychological factors and external environmental factors that have an impact on consumer motivation, and companies should design their brands according to the relevant consumer groups.

Conclusions: Consumers are a key factor that companies should consider when designing their commercial brands, as they are not only concerned with the sales of a product, but also have a direct impact on the development of the company, creating a range of problems for the company's operations. Therefore, companies should increase the importance of commercial brand image design and also examine various aspects of consumer psychology, motivations and attitudes, grasp the psychology of consumers, flexibly use a variety of tools and marketing strategies to improve the effectiveness of corporate commercial brand design, and integrate the company's cultural philosophy and brand positioning into it. Designers