

should seriously study consumer psychology and design the brand from the consumer's point of view so that the brand designed by the designer can lead the market to success. Any successful brand is inseparable from the design. Only by conducting research on the positioning of the brand and the precise design of the consumer group before the production of the product can the product be loved by the majority of the consumer group in the process of going to market, and while being accepted by people, it also gains a higher reputation for the enterprise, thus promoting the stable development of the enterprise.

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ANALYSIS OF SPIRITUAL COMFORT DEMAND OF PRODUCT ART DESIGN

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Background: Material and spiritual needs are the most basic needs of human beings. In the survival stage people attach more importance to material things, but in the life stage people attach importance to spirituality. Nowadays, people's standard of living is gradually rising, with a solid material base and a large increase in economic income, and their basic needs for survival are being met. In this context, people are paying more and more attention to the psychological and spiritual aspects of their needs. Aesthetic and emotional transmission is emphasised in all aspects of production and life. This demand is also reflected in the consumer process, where people are increasingly interested in the artistic design of products and are more and more willing to pay for products with good visual effects. As a result, psychological elements are widely used in product art design, and design psychology plays a significant role in attracting consumers' attention, linking their emotions, evoking their empathy and driving their consumption. The emergence and explosion of cultural and creative products is the best evidence of the effective application of psychology in product art design. At this stage, consumers are demanding aesthetics, artistry and innovation in product design, and attach great importance to individual design. Only by understanding the principles of psychology and promoting the clever integration of psychological elements can product art design be truly human-centred, effectively improve the solution from the consumer's perspective and ultimately provide quality design to the majority of consumers.

Objective: In existing product art design, it has become an industry consensus to design from the consumer's point of view. However, in practice, the results of product art design do not fully meet this requirement, and problems such as flamboyance, superficiality, single styles and sloppy workmanship occur frequently. The root cause of these problems is that psychological elements are not really integrated with product art design. Designers fail to understand the value and methods of design psychology, and fail to guide design practice based on design psychology theory in practice. As a result, it has become very common for product art and design to produce unsatisfactory results. At this stage, it is the focus of designers to solve the application of psychological theories in product art design and to improve the psychological fit between product art design and consumers, which is also the development requirement of the product art design field. Based on this, this paper conducts research with the fundamental goal of improving the quality of product art design, effectively using psychological elements, and realising the optimised design of product art based on psychology.

Subjects and methods: This research focuses on the current situation of psychology application in the field of product art design, and is based on practical experience and work cases to carry out effective research. In this process, various research methods such as literature method, case method and survey method will be used to analyse the relationship between product art design and psychology based on existing literature, design psychology theory and actual cases of psychology in product art design, and on this basis, an in-depth investigation will be carried out step by step to finally propose the optimisation strategy of product art design based on psychology.

Results: The study shows that it is necessary to analyse the relationship between products and consumers from a psychological perspective. Modern product art design needs to balance practicality and artistry, and should achieve the integration of emotional and rational design, which is the fundamental reason why design psychology was born. At this stage, product art design based on psychology is the

process of using design psychology as a guide to carry out the practice. At this stage, product art designers are required to focus on consumers' life patterns, identify their psychological needs, meet their individual requirements and provide functional and practical products. Aesthetically pleasing products. An analysis of product art design based on psychology can suggest scientific directions and ways of design optimisation, which can provide guidance to product art designers. Based on this study, a scientific approach to design can be drawn from the integration of psychology and product art design, and reliable recommendations can be drawn for subsequent product art design.

Conclusions: This research has always focused on product art design based on psychology, with the fundamental aim of using the clever integration of psychological theory to enhance the applicability and scientific nature of product art design. The research effectively explores the relationship between psychology and product art design, and proposes a product art design approach based on the integration of psychology. In this context, not only is the analysis of existing work experiences summarised, but also the discussion and outlook of future work goals are completed, making the direction in which design psychology should be used clearer. From a practical point of view, this research makes the requirements of modern product art design further clear, and clearly proposes measures for product art design based on psychology, so that the design work mechanism and system can be improved.

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ANALYSIS ON THE APPLICATION OF THE ENTHUSIASM OF THE ADMINISTRATORS TO THE EMPLOYEES IN COLLEGES AND UNIVERSITIES

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Background: The administrative management of colleges and universities mainly refers to the application of certain knowledge and methods to solve the practical problems in management for the different situations of each college and university. At present, there are various problems in the administrative management of China's colleges and universities, for example; the implementation of the system is not in place, most of the system content is on paper and cannot really be put into practice; the ability of the managers is not enough, some managers lack professional management knowledge and ability, etc. These problems cause obstacles to the administrative management of China's colleges and universities and seriously restrict the improvement of the efficiency of the administrative management of colleges and universities. Therefore, in order to improve the efficiency of university administration and increase the enthusiasm of workers, it is necessary to introduce management psychology, take the human heart as the research object, use the research of psychology on the law of human behavior and potential, strengthen the analysis of the psychology and behavior of administrative managers, improve the working method, increase the efficiency and fully mobilize the enthusiasm of workers. This paper briefly analyses the importance of management psychology in administrative management and the measures that should be taken to explore the specific application of management psychology.

Objective: The ultimate purpose of the application of management psychology in college administration is to improve the administrative management of colleges and universities and promote them to achieve better development. The administrative management of colleges and universities involves all aspects of colleges and universities, including teaching, scientific research, logistic management, personnel appointment, propaganda, organizational activities and campus construction. As the administrative management of colleges and universities involves a wide range, there are inevitably some problems. Therefore, in order to improve the administrative efficiency of colleges and universities, strengthen the management ability of colleges and universities, and further promote colleges and universities to achieve a high level of construction, it is necessary to reform the administrative management, strictly manage the personnel, improve the efficiency and mobilize the enthusiasm of personnel. The method of management psychology is used to motivate personnel and integrate all departments closely to fully improve the efficiency of the university.