

الاستفادة من علم الطاقة البشرية "الهاله" في وضع منظومة لونية تخدم الجانب الجمالي للمنتجات

"Utilization of Human Energy Field " The aura "in the development of a color system serving the aesthetic value of the products "

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Abstract:

The color of the most important design elements relied upon by the designer in the product in the market success, where the color and the means of communication between the producer and the consumer, so it occupies color choice in the design mind of the designer dramatically, but the designer is based on the theory of significance in the choice of the color of his product where it's theory learned through the stages of study, and is intended theory connotation is that the color meaning and symbolic significance fixed for example white expressive purity, , green color of peace, and the red color of excitement and attract attention, and black color strong and sadness, and violet color of dreams and imagination so linked to this color in the designer mind as a feminine color, so we find that the designer's choice of color has been associated with this theory, which led to the division of products into groups, each group with color. for example, we find that the household products "refrigerator - Eelectric washer Burner - Cooking oven.... etc " relied on white and gray colors, white is considered a key color for these products, and gray is the color of the severity of manufacturing " Stainless steel" it does not accept paint, which was imposed on the consumer a similar range of products even though the design difference, but the color is imposed by the designer based on the connotation led to the theory of sense Consumer non-difference between products, creating a kind of boredom and monotony in products have consumer, I have summarized the research problem in providing another theory in colors benefiting industrial designer, offering his philosophy and different vision in his choice of color, a theory "The aura" and mean human energy of Light that surrounds the human body, which can not be seen with the naked eye, it is made up of seven color levels from the inside out is the color red, orange, yellow, green, light blue, Purple, it is color spectrum or light colors, and has been associated with each level of a portion within the human called body " Chakra" as it was called the Chinese and these seven Chakras considered centers of internal energy of man, Colors and regularity of the human light around the human body shows that the human sound healthy and physically, but the difference in the color of the human light any fading color, or irregular human light Del so that the human patient, and this human energy "The aura" has already been filmed some cameras, and research and studies that have been made in this area proved to be a delightful colors and beautiful flowers strengthen the pulse corona and makes one

more dynamic and optimistic and sadness and pessimism works to blur the aura bringing humans to the disease.

The study dealt with the colors of "The aura" explanation and analysis, and the meanings of these colors, which is a creation of the Creator Almighty, and concluded that some of the results of the most important: -

1. Color energy penetrates the body through the skin touching the operations and functions of the organs of the body as a contribution to the sunshine vitamin composition (d).
2. Each color from the color of Human Energy Field that God took the man for part interacts with a portion of the human body.
3. Exposure to strengthen the cheerful colors of the aura pulse and make man more dynamic and optimistic.
4. Avoid choosing colors faint "pastel" products.
5. Use colors that speak to members of the human body for the products you are dealing with, for example, computers, which deals with human as the longest possible period of her most suitable color is violet, where addresses the mind.

Keywords: The aura - Denotation theory - Denotation theory In product design Applications - in psychology True Colors Theory - Meanings of colors in The aura.