

## Psychological connotations of color relationships between hand embroidery stitches

Assist. Prof. Dr. Asmaa Ali Ahmed Mohamed

Assistant Professor of clothing and textiles, Department of Home Economics, Faculty of Specific Education Assuit University

[elabasery\\_asmaa@yahoo.com](mailto:elabasery_asmaa@yahoo.com)

### Abstract

The universe around us is full of mysteries and secrets, and at every moment, man discovers many oddities in its details and minutes, and many interpretations have surprised scientists and researchers, including the strange and profound effect of colors in our lives. However, it plays more profound and significant roles, especially with regard to the psychological, mood and health status, and the use of their energies and vibrations in treatment and hospitalization and influencing patients with health and organic problems. Scientific and studied methods used by specialists, and those interested in advertising and marketing in companies and factories, to morally influence the public and convince them of the suggested good or service.

Dr. Georgette Savides, a consultant psychotherapist, talks about the use of colors in psychotherapy in a certain way to infer the patient's condition, as the patient's choices for specific colors in drawing and coloring have a certain psychological significance and a specific indication of the nature of feelings and emotions at that moment, for example, choosing black and dark colors denotes sadness, yellow denotes tension, white denotes serenity and psychological peace, while choosing blue and pink predominately interprets a state of comfort and relaxation in that moment.

Dr. Amal Atwa says that there are some people who do not realize the importance of colors and their impact on the psychological state of humans, although they are one of the powerful means of communication, and perhaps the first indication of the psychological impact of colors was in the saying of God Almighty in Surat Al-Baqarah in the name of God, the Most Gracious, the Most Merciful (It is a yellow cow, bright in color It pleases the onlookers), God Almighty is true, and in fact the yellow color really indicates joy and optimism, so marketing experts call the yellow color the color of happiness, for this reason the producers of a specific commodity that causes happiness deliberately use the yellow color to support the target effect.

She added that wearing clothes of a certain color gives a special impression to others, such as the preference of executives to wear black color, which gives an impression of strength and confidence, while wearing white color suggests purity and innocence, and for this it is prevalent in bridal dresses, while wearing pink color gives an impression of tenderness and romance. As for light violet (mauve) color, it suggests richness and mystery, and it was also explained that color preferences give an impression of the psychological nature of the human being.

And because the field of embroidery depends on connotations and symbols specific to the colors of the threads used during embroidery in general, hand embroidery, especially because of its great importance and technical features that the designer can use to add beauty and luster to the piece of clothing, as manual embroidery makes the piece of clothing more attractive to the wearer and to others. And this is what the researcher has followed in this research, in an attempt to identify the connotations of the color relations of the various hand embroidery stitches, by

implementing them on children's clothes. It is determined by the experiences that he/she receives during social upbringing, and accordingly, the childhood stage received attention and care from psychologists and education, and they developed the correct ways and methods for raising the child, whether psychologically, physically, socially, and other things, to prepare the child for reasons of care and protection from damage to become a normal personality who can manage the relations of the child Life in its various aspects (Abdul-Raziq, Marwa Abu Bakr: 2012, 42), and clothing is an important factor in the social upbringing of a living child. It comes into existence with a human nature that can be formed in different forms according to the goals of the socialization process, and to provide the most beautiful and latest clothes for the child and a means of developing a sense of beauty in the child (Mamoun, Amal Abdel-Sami and others: 20, 2020.), as the design of children's clothes includes three aspects arranged as follows in order of importance from functional design, structural design, and decorative design, and although the decorative design may serve mostly visible purposes, it is important not to affect the vital fit and performance and it complements both the functional and structural designs.

### **Previous Studies Related to the Research Experience**

Among the previous studies that dealt with this field is the study of (Hendawi, Adel Jamal and others: 2015), which aimed at how to draw inspiration from organic motifs to design manual embroidery units for children's clothing and evening wear for women, as explained by the study of (Hegazy, Sherine Mahmoud: 2016), the researcher aimed to combine the art of printing and embroidery to obtain different aesthetic effects on children's clothing aged (3-5) years and the study of (Zalat, Ali El-Sayed and others: 2017), which dealt with how to benefit from the methods of printing and embroidery in enriching the motifs of folk art for children's clothing? The study of (Mamoun, Amal Abdel-Sami and others: 2020) also examined how to develop a design vision based on the combination of collage art and hand embroidery to enrich the aesthetic aspect of children's clothing complements? And benefit from them in the service of small and medium industries, and provide the opportunity for young people to establish small industrial projects.

Clothes and their accessories and the study of (Ahmed, Asmaa Ali and others: 2020), which clarified the effect of optical illusion on children's clothing and its implementation by star embroidery, and a study by (Andrew, J Elliot: 2015)

which explained that colors have a very important role on children.

The psychological significance of embroidery stitches is considered one of the most important factors that affect the building of personality, especially children. The clothing is the first basis on which this brick is built.

**Therefore, the research experiment** was based on determining what are the psychological implications of the colours of hand embroidery stitches by unleashing renewed thinking during the implementation of children's clothing with stitches Diverse embroidery and displaying these clothes to expert professors specialized in the fields of clothing, textiles, art education and psychology. The objective of the research experiment is to identify the psychological implications of hand embroidery stitches and their effect on the child when implemented on children's clothing. The research experiment was applied to a number of (25) executed pieces

and embroidered them in a distinct and technical manner, then the executed pieces were judged by specialized professors through an evaluation card for the executed pieces.

**The Problem of the Research:** What is the possibility of benefiting from the psychological implications of the colour relationships of different embroidery stitches by implementing them on children's clothing?

**Research Objective: The research aims to:**

- 1- Take advantage of the psychological implications of the colour relationships of the different hand embroidery stitches.
- 2- To highlight the psychological aspect of the colours of the threads used in hand embroidery.
- 3- Emphasis on the aesthetics of hand embroidery to enrich the field of children's clothing.

**Limitations of Delimitation Research:**

- 1- Objective limits: The research experiment was carried out using the method of hand embroidery with various stitches on children's clothes in a distinguished scientific and technical style.
- 2- Spatial limits: the researcher carried out her own research experience in the clothing and textile factory (211) in the Department of Home Economics, Faculty of Specific Education, Assiut University.
- 3- Time limits: The research experiment took (8) weeks.

**The research hypothesis is as follows:**

**The first hypothesis:** There are statistically significant differences between the colour relations of the executed hand embroidery stitches.

**The second hypothesis:** There are statistically significant differences in the aesthetic aspect and psychological significance between the executed clothing items.

Research Sample: The research sample included:

Specialists: they mean the faculty members in the Department of Home Economics in the faculties of specific education, specializing in “clothing and textile” and “art education”, and in the home economics faculties “department of clothing and fabric” to get acquainted with their opinions about the executed pieces, as well as professors specializing in the field of psychology.

**Research Tools:** An evaluation form for professors specializing in the implemented clothing items.

**Research Methodology:**

- 1- The descriptive approach
- 2- The experimental approach: through the implementation of (25) pieces of children's clothing, which the researcher implemented, and then evaluated by the specialized professors.

**Research procedures:**

- 1- Using distinct thread colours to make hand embroidery stitches.
- 2- The researcher implemented various embroidery stitches on children's clothes.
- 3- Evaluation of clothing pieces executed by specialized professors.

**The results of the research experiment** indicated achieving proportionality between the shape and the floor and fixing the colour of the floor, which led to achieving balance, unity and sovereignty in the designs proposed for implementation, which confirms the significance of the stitches used as decorative units to enrich the aesthetic aspect of the executed clothes, and that the availability of colour homogeneity and the employment of some stitches in the style of the symbol in a high degree, which confirms the hypotheses of the study. The results were also good in some designs, which indicates the acceptance of the idea by the professors specialized in the field of psychology, clothing and textiles, to translate the stitches of some hand embroidery stitches into plastic designs for decorating children's clothes in an image that fits the spirit of the age.

**References:**

1. Wiliam ,Enthoven Jacqueline,(1999): "The Stitches of Creative embroidery". New York Van nostnanol reinhold company.
2. J Elliot , Andrew ,(2015): Color and psychological functioning: a review of theoretical and empirical work, Published online 2015 April 2. doi: 10.3389/fpsyg.2015.00368 ,Article notes Copyright and License information Disclaimer, This article has been cited by other articles in PMC
3. Mitsuhik, Hanada(2017): Correspondence analysis of color–emotion associations, colour and application journal ,volume 43,issue 2, April 2018,pages 224-237.
4. Elliot AJ, Maier MA, Moller AC, Friedman R, Meinhardt J.(2007): Color and psychological functioning: the effect of red on performance attainment. J Exp Psychol Gen. 2007;136(1):154-68. doi:10.1037/0096-3445.136.1.154
5. ST, Azeemi, SM, Raza.(2005): A critical analysis of chromotherapy and its scientific evolution. Evid Based Complement Alternat Med. 2005;2(4):481-8. doi:10.1093/ecam/neh137.