

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

**Prof. Dr. Safaa Ebrahim Abd Al fatah Hanfy**

**Professor of Product Design Department, Faculty of Design and Arts, Princess Noura  
Bint Abdul Rahman University  
com. safaaaa24@gmail**

## **Abstract:**

It is well known and scientifically proven that God created man from body and soul and has mixed the human structure with elements, electrical waves and self-radiation so that they are fully homogeneous with the elements in the surrounding universe of electromagnetic waves, cosmic rays and chromatic oscillations, both of which are composed of different degrees of wave oscillations, Life by these electrical and radiological energies.

Each person has radios that differ in their wavelength, number of vibrations and frequencies, and each person is independent of the other in qualities and nature.

Each person has its own special light, its own wavelength and frequency, like fingerprints. Each person emits its own radiation and receives radiation from the universe from the radiation and vibrations that surround it in the environment Which he lives.

Wave radiation and vibrations also cause health, illness, love and hate. Therefore, if the waves sent and received between one person and another converged resulted in a strong understanding and love, and the more they are produced whenever it resulted in disagreement and hatred, has been studying the effect of colors on our psychological and health, and our way of thinking by scientists for many years. A person who prefers a certain color to another color has to do with the effect of that color on that person's sense. The color is light or visible radiative energy with a certain wavelength. The optical receptors labeled with the cones in the retina translate this energy into colors. The retina contains three types of cones: blue, green, and red, and the rest are colored by mixing these three colors.

According to studies by Dr. Alexander Chaus, director of the American Institute for Biomedical Research in Tacoma, Washington, when the energy of light enters our bodies, it alerts the pituitary and pineal gland, which in turn leads to the secretion of certain hormones that produce a set of physiological processes. This explains why colors have that direct control over our thoughts, moods and behaviors. Surprisingly, colors have an effect even on the blind, and those who think they feel color, due to the frequencies of energy generated within their bodies and indicates that the colors we choose for our clothes and our home and the products we deal with have a profound impact on us.

It is known that colors reduce tension, and they fill the human energy, but it relieves pain and other physical problems. It is worth noting that this idea is not new. In fact, this treatment is originally from ancient Chinese heritage science and is called "Feng Shui".

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 - Electric 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.

### **key words**

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

### **Research problem**

- 1 - The product designer adopted Denotation theory to choose the colors of the products that he designs, a theory that he learns during the stages of his studies
- 2 – The designer possesses a limited ability to choose colors whose products are subject to the Denotation theory to the limits of his knowledge
3. the products position in a single chromatic mold according to the nature of their use.
4. Denotation theory has imposed a fixed color set on products that have not changed in years.

**Research Objectives: -**

- 1 - the presentation of another theory, "Aura theory" in addition to the Denotation theory for use in the design of products.
- 2 - the designer philosophy ideas renewal which he depends on his choice of product colors.
- 3 - Apply a new color group based on philosophy and thought in the field of product design.
- 4 - Breaking boredom and monotony that already exist in product colors

**Research methodology: -**

Descriptive analytical method.

**Plan Research: -**

The research depends on a set of basic axes that can be presented as follows:

**The first axis includes:**

- 1- The role of color in design.
- 2 - Effects of colors on the human.
3. True Color Theory "In Psychology"

**The second axis includes:**

- 1 - Theory of psychological significance of colors.
- 2 - Application of the Denotation theory in the design of products.
- 2 - Aero theory "human energy light."

**The third axis includes:**

- 1- The meanings of colors in the aura.
2. Search results.

❖ We can summarize the first axis of the study in the effects of colors directly and indirectly on the user and through which the designer can to how to employ these colors in many areas of his life, including the field of product design, and that the colors not only bear the mood with them, but the implication of expression and can be a good expression Resulting from the good use of it in the form of interest, the color may reveal several things.

That color has some effect on the cognitive performance of man. Suggesting that we can be cognitively driven by the physiological excitement produced by color. Sixty-year study indicated (Sttoen 2003) In its results, red color levels increased excitation A group of individuals. Note that when excitement is associated with a task, it causes a deficit in cognitive performance. Figure 1 illustrates the effect of each color on the mind and thinking.

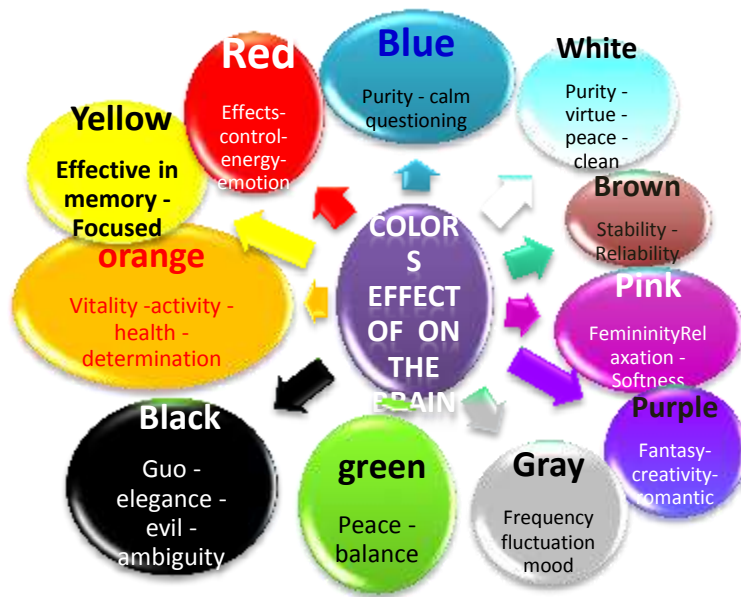


Figure 1

❖ The second axis includes the explanation and analysis of the negative and positive color indications on the human and how this theory derives from the meanings of colors in nature, and how the meanings of colors influenced the designer in his choices for the colors of products, and then the presentation of the meaning of the Aura which is associated with the life creatures, This energy ends with the end of his life. Aura differs from one person to another in their colors and forms and their various densities of certain signs related to the functions of vital organs and the incidence of diseases or mental disorders, intellectual or emotional; as demonstrated by the experience of Dr. Thlma in the United States, where she was able to use the method "Kirlian" to portray lovers I saw the integration of the halo, and she rounded the hands of two people who reproached each other and photographed the hands and found that the radiance emanating from the hands Disagree.

Figure 2 illustrates two models of the first aura showing the congruence of the halo between two persons, and the second illustrating the perception of colors and places of chakir.



Figure 2

It was found that the bright colors and beautiful flowers strengthen the vibration of the aura and make the owner more lively and active and optimistic and works of grief and pessimism to obliterate the aura, which leads to human disease.

Then the study of colors in the science of aura, which was associated with the presence of places of blondes inside the human body, and located in multiple places at the top of the head and between the eyes and throat and heart and the upper part of the stomach and liver and the bottom of the spine, which were linked to each color of aura colors.

❖ 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.