

Design Psychology 101

By Kelli Ellis

"There must be more to life than having everything." - Maurice Sneak

"There's no place like home" - Dorothy

I seek to maximize the positive impact that environments can have on their users, what I call **Design Psychology**. Because my focus is on how my clients interact with their homes and their experiences in their homes, rather than just aesthetics, what I do complements interior design work. It's about making the most of your home and making it work for you, and support you. The two together create an over-all lifestyle design.

By being aware of who you are and being intentional about your surroundings, you can create a lifestyle that works for you and those who live with you - without it being difficult, time-consuming or costly. We will focus on creating environments that encourage balance. Individuals and their homes are equal partners in the process of change. There really is no place like home, especially if that home is a real reflection of the people who live in it, and it is their functioning haven. Like any lasting change, creating a home takes a bit of time and effort, but with some practical tools and an inward focus, it doesn't have to be complicated or expensive. In fact, the process itself, is a fulfilling self-discovery process.

Haven's

What does it mean to be an equal with your home? What does it mean to create your haven? How can you design a lifestyle using your home? By definition a **haven; any place of shelter and safety; refuge; asylum**.

In lifestyle design, Haven's are area's of positive energy that bring us close to ourselves, each other and our goals. Haven's can help you infuse your life with energy, peace, and contentment. Each haven in your home has a purpose, meaning and function. Every room in your home has a distinct purpose. To create the ideal Haven in each room, you must define it's purpose and ultimate function. For example, the living room is a

room that should help you do just that - live. It should be a multi-functioning room for the inhabitants of the home. Historically, it was the room full of off-limits furniture and the homes' showcase. It was where the fancy furniture lived alone! Today, using **Design Psychology**, we can create a functioning haven in the Living Room by making use of the real estate available to us. Perhaps a Media Room, a Library, a Game Room, a Music Room...the answer could be a combination all these ideas. Deciding on your room's function is the first important step.

The second element to consider is the necessary "feel" of the room. This where your room and you, work together. Remember when you have walked through model homes or the homes of friends and have felt comfortable or uneasy? Think of times you have vacationed and the relaxing surroundings of your resort. Reflect upon those elements in your parents home that bring you good feelings and fond memories. Are you most comfortable in simple, modern rooms or traditional, ornate rooms? When you walk into your favorite hotel, how does your entrance feel? Think of your favorite home accessory store, how do you feel when you walk inside? When you see your favorite chair, how do you feel? Most of don't stop and reflect upon each of these emotions every time we walk through our homes or stores. Take a few moments and walk around one room in your home. Look at each piece of furniture, the wall colors, the windows and their treatments, the flooring, the art, the ceilings, the lighting, and make conscience effort to have an emotion about each item. When I see _____, I feel _____. You will amazed at how much these items collectively impact your daily life. If most of your feelings are negative, guess what, your room is working against you. Your room is bringing you down.

The third element is bringing function and feeling together. For instance, we have decided the main function of a room is to be the home office and craft room. At this step, proper space planning is very important. Having the exact dimensions of the room and an accurate space plan is key to the room success. (www.thekellikit.com) We will save ourselves valuable time and money knowing exactly what will fit into our room before we shop. Dedicating room for an appropriate size desk, craft table and specific storage needs pertaining to both, is essential. We know the room must have these specific elements, but what is more important is how they are placed in the room. The way in

which the room flows is essential. We must be able to move freely from the door to the desk, the table and storage areas with ease, or we will not want to use the room as intended. An invitingly functional room is a comfortable room. And a comfortable room is an ultimately successful room.

When designing the feeling of a room, we must consider color. Aside from having a favorite color or liking certain colors, colors elicit a physical as well as emotional response from us. Color is simply energy—energy made visible. As human beings, it's the only energy we can actually see. The familiar spectrum of the different light wavelengths (red, orange, yellow, green, blue, indigo and violet) is visible when we see a rainbow, or when we view the colors created as light is refracted through a prism. In the late 1950s, the color researcher Robert Gerard investigated further. He noted that in human beings, both psychological and physical activity appear to increase as the wavelength of the light increases. In other words, reds, oranges and yellows are just naturally more stimulating to us than greens, blues and purples. He noted that our bodies respond to color even if we can't see it. Blind-folded test participants had higher respiratory rates and heart rates when exposed to red light versus blue light. Even understanding the traditional color wisdom—reaching as far back as ancient Egyptian times—offers similar conclusions, though based on a very different, non-scientific approach.

Ancient Color Meanings and Modern Physical Effects;

RED = VITALITY, ENERGY, COURAGE

Physical effects: Stimulates brain activity, increases heart rate, respiration and blood pressure, gives energy and self-confidence.

ORANGE = HAPPINESS, INDEPENDENCE, CONFIDENCE

Physical effects: Energizes, stimulates the appetite and digestive system, removes inhibitions, and fosters sociability.

YELLOW = AWARENESS, WISDOM, CLARITY

Physical effects: Energizes, relieves depression, improves memory, increases awareness, perception and understanding. Also stimulates the appetite.

GREEN = BALANCE, LOVE, PEACE

Physical effects: Soothing, relaxing mentally as well as physically, helps alleviate depression, nervousness and anxiety, offers a sense of renewal, self-control and harmony.

BLUE = KNOWLEDGE, RELAXATION, HEALTH

Physical effects: Calming, lowers blood pressure and decreases respiration. Ideal for sleep and over-active children. Enhances communication and decision-making

INDIGO = INTUITION, IMAGINATION, UNDERSTANDING

Physical effects: Strengthens intuition and imagination, increases dream activity. Helps connect us to our unconscious mind

VIOLET = CREATIVITY, WISDOM, INSPIRATION

Physical effects: Suppresses appetite, provides a peaceful environment, relieves tension, and is good for migraines. Promotes inner strength, wisdom, kindness, artistic talent and creativity.

After learning color meanings old and new, we would best serve ourselves by painting the home office and craft room a Violet wall color with mellow yellow accents. We have effectively becomes partners with our room and created a beautiful, functioning room we can enjoy, and one in which we can be productive.

As you can see there is much to learn about Design Psychology, and how it can enhance your life in so many ways. Ways in which you haven't thought your room and it's layout, color, design, and furnishings directly effect your and your success. Here are the many ways I can help you enhance your life through Design Psychology.

- One-on-one Consultation in your home
- "Lunch and Learn" with your Company
- Speaking at your group functions, company events, clubs or corporations.
- I am also available to consult the Media about the exciting and emerging field of Design Psychology.

I am excited to announce the Design Psychology Academy's newly formed program to make you a Certified Design Psychologist (CDP). With this distinctive title, you will have the

skills needed to;

Accurately guide your design clients to more functional, positive spaces. Learn how to be intentional about your designs while creating beautiful haven's. Learn the deeper meaning of our shelters, the psychology behind the content client, and much more.

This professional training course is a perfect compliment to the careers of;

Interior Designers

Interior Decorators

Architects

Life Coaching Professionals

Home Staging Professionals

Real Estate Agents

Design Trade Professionals

Kitchen and Bath Designers

Do-It-Yourselfers

Finish Contractors

Feng Shui Practitioners

Space Planners

Psychologists

Color Therapists

Marriage and Family Therapists

Enhance your career, get started today.....

<http://www.DesignPsychologyAcademy.com>