

## **An exploratory study on the relation between esoteric and design**

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### **Abstract**

The study is concerned with the discovery and proving that there is a relationship between esoteric and design, and thus designing a complete designs due to the depending on the three human attitudes, whereas depending on the rational aspect will form a Rational product (only a utilitarian), or depending on emotional aspect will form an emotional product. The product must be based on these three human attitudes to be complete. Every human has a set of human attitudes (I.e. Mind, Act and Sentiment), he take a decision based on wisdom and compatible with these three human attitudes to guarantee the success of his design as human being is the main goal of the designer. The designer uses the act attitude through designing products and purposes into the existence and thus balance should be exist between this act and both mind and sentiment. **Research problem:** the discovery and proving that there is a relationship between esoteric and design, and thus designing a complete designs due to the depending on the three human attitudes, whereas depending on the rational aspect will form a Rational product (only a utilitarian), or depending on emotional aspect will form an emotional product. The product must be based on these three human attitudes to be complete. **Research objective:** The discovery of the relationship between esoteric and design to attain the best design which depending on the three human attitudes so it doesn't become a rational utilitarian design or an emotional aesthetic design, but it must be based on the three human attitudes in order to be complete. **Research methodology:** The research depend on inductive method. **Practical application:** Practical application is carried out through thinking, because the ability of thinking of applying the quaternary rule (thinking, analyzing, distinguishing, deducing) enable thinking to extend and contain the deducing which thinking can achieve as the containing of an idea or an issue. Then the vibration of feelings intervenes because it has an applied nature and urge thinking to perform what it deduced in order to transform that deduction into an active consciousness. - Practical application is a coupling of reaction movement between thinking and feelings. Practical application is the axis of evolution that means the internal confrontation, which reflects outward as human being tests his connections by a practical result. **Research result:** All the current sciences work in human being and all modern sciences related to human being, and this is one of the most important sciences related to human being. Decisions must be balanced between mind, emotion and abilities as that science contain these three. How to apply this science and reach to a balanced design decision. Prove by decisive scientific evidence that products must depend on the three human attitudes in order to be complete, namely not to be rational utilitarian and ignore the emotional or the aesthetical aspect, or to be aesthetical in a way that lack the utilitarian aspect. Focusing on integrating this science and its application in designing of products in the curriculums of developed studies in order to keep up with the new millennium in the field of industrial designing. Also to enhance the thinking of industrial designer, and to identify the thinking and feelings of user and study it to produce products with a rational "utilitarian" and aesthetical "emotional from the side of security" value.

### **Key words:**

Sentiment, Emotion, Feeling, Mental images, Consciousness, Esoteric bodies

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