

La Psicologa Del Color Segn Eva Heller

Eva Heller

Psicología del color Eva Heller, 2012-08-20 Este libro aborda la relación de los colores con nuestros sentimientos y demuestra cómo ambos no se combinan de manera accidental, pues sus asociaciones no son meras cuestiones de gusto, sino experiencias universales que están profundamente enraizadas en nuestro lenguaje y en nuestro pensamiento. Organizado en 13 capítulos que corresponden a 13 colores distintos, el volumen proporciona una gran cantidad y variedad de información sobre los colores: desde dichos y saberes populares, hasta su utilización en el diseño de productos, los diferentes tests que se basan en colores, la curación por medio de ellos, la manipulación de las personas, los nombres y apellidos relacionados con colores, etc. La diversidad de este enfoque convierte a la obra de Eva Heller en una herramienta fundamental para todas aquellas personas que trabajan con colores: artistas, terapeutas, diseñadores gráficos e industriales, interioristas, arquitectos, diseñadores de moda, publicistas, entre otros.

A Psicologia das cores Eva Heller, 2022-03-31 Este livro aborda a relação das cores com os nossos sentimentos e mostra como as duas coisas não se combinam por acaso, já que as relações entre ambas não são apenas questões de gosto, mas sim experiências universais profundamente enraizadas na nossa linguagem e no nosso pensamento. Organizada em treze capítulos, correspondentes a treze cores diferentes, a obra oferece um rico painel de informações sobre as cores: de ditados e saberes populares até sua utilização na área de design de produto, os diversos testes baseados em cores, as terapias cromáticas, a manipulação de pessoas, os nomes e sobrenomes relacionados com as cores etc. A diversidade desta abordagem faz do trabalho de Eva Heller uma ferramenta indispensável para todos os que trabalham com cores: artistas, terapeutas, designers gráficos e industriais, decoradores, arquitetos, designers de moda, publicitários, entre outros.

Embark on a transformative journey with this captivating work, Discover the Magic in **La Psicologa Del Color Segn Eva Heller** . This enlightening ebook, available for download in a convenient PDF format Download in PDF: , invites you to explore a world of boundless knowledge. Unleash your intellectual curiosity and discover the power of words as you dive into this riveting creation. Download now and elevate your reading experience to new heights .

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