

COLOUR MATERIAL FINISH (CMF) THEMATIC NARRATIVES - A Reflexive Approach to Colour Design

June 03-07, 2024

BENGALURU CAMPUS

Anchor Faculty: Nijoo Dubey

LIMITED SEATS AVAILABLE!

16 years and above

Minimum seats: 7

Maximum seats: 20



WHAT IS THIS WORKSHOP ?

CMF Design Process, Visual text, Psychographics, Thematic Narrative
The decision to use certain colours in a design project hinges on the development of thematic narratives. While there exists an overarching process to enable the design of CMF of a product, there is paucity of structured methods to design thematic narratives.

The aesthetics of a product needs to embody aspects of the user's value system. Colour, materials and finishes (CMF) form important codifying elements of the aesthetic milieu of the user.

Such an approach results in design outcomes that honour the user's sensibilities. The workshop aims to take the participant through a series of steps to be able to arrive at Thematic Narratives that are rich in storytelling and imagination as well as align to the aesthetic sensibilities and values of the user.

WHAT WILL YOU LEARN?

- Thorough understanding of user's Values and Aspirations.
- Designing CMF for specific users.
- Creating coherent and potent themes for their CMF designs.
- Application of themes on products and on materials.

WHO SHOULD ATTEND?

Practicing Designers, Design Aspirants





ANCHOR FACULTY



Nijoo Dubey currently teaches at the Universal Design discipline. She enjoys taking courses in Form Studies, Colour & Form, Research Methodology, Experience/Service Design, Colour Material Finish, Human Factors, Design Projects. She has been associated with the NID-Asian Paints Colour Research Lab in the capacity of Coordinator at the Bangalore as well as Ahmedabad campus. She was involved in setting up of the lab as well as conducting experiments and research. This work led to design some of

first colour selection catalogues in the country. Outcomes as papers have been presented at International conferences organised by AIC(International Colour Association)and ICVS(International Colour Vision Society). She is currently pursuing her Doctoral studies (PhD) from NID, Ahmedabad. The topic resides at the confluence of Colour-Culture-Products. She genuinely believes that good design can make the world a more beautiful, kinder, cleaner and interesting place and every moment of life rich and meaningful.

REGISTRATION:

Participants can select any 1 or more workshop in all phases in a single registration form.

Discount of 20% on the registration fees can be availed if 5 students from the same school / college register for the same workshop on single registration.

Visit our website www.cep.nid.edu or scan this for details of workshops and registration.



FEES:

Rs. 15,000/- inclusive of GST for one participant per workshop of five days duration (lunch and workshop kit bag will be provided).

Fees to be paid within 7 days of registration. Seat will be confirmed only after receiving the fee at CEP office desk.

MODE OF PAYMENT:

DD / PO in favour of NATIONAL INSTITUTE OF DESIGN payable at Ahmedabad.

For NEFT/RTGS NID banking details please send email request on cep@nid.edu with screenshot of registration form.



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