



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD



**SUMMER
WORKSHOP
2025**

COLOUR, MATERIAL AND FINISH (CMF)

Conceptual Narratives: A Reflexive Approach to Colour Design

June 2-6, 2025 **BENGALURU CAMPUS**
Anchor Faculty : Nijoo Dubey

Limited Seats Available!

13 years and above

Minimum Seats: 12

Maximum Seats: 20



What is this Workshop about?

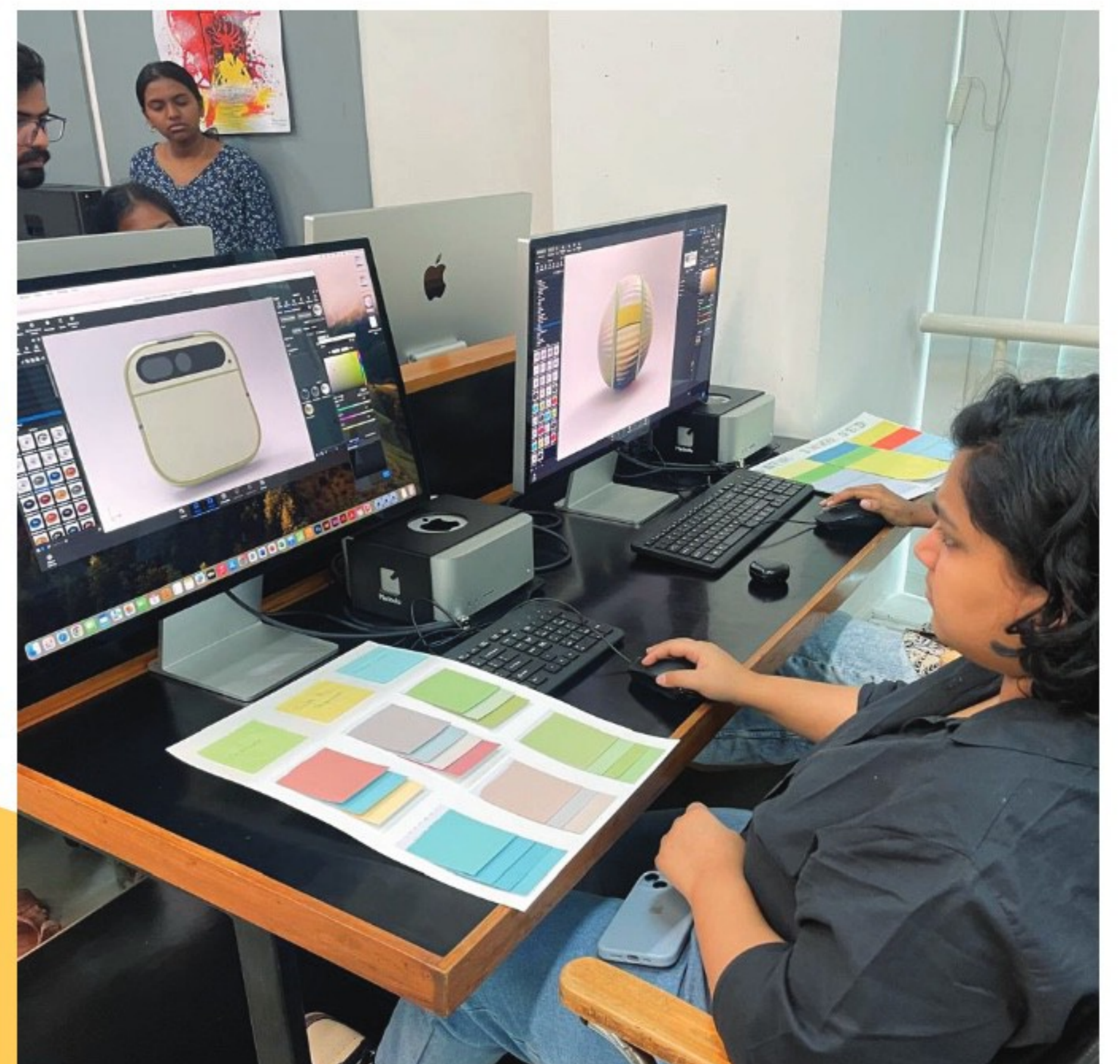
The decision to use certain colours in a design project hinges on the development of thematic narratives. While there exists an overarching process to enable the design of CMF of a product, there is paucity of structured methods to design thematic narratives. The aesthetics of a product needs to embody 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 Conceptual 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?

1. Thorough understanding of user's values and aspirations.
2. Designing CMF for specific users.
3. Creating coherent and potent concepts for their CMF designs.
4. Application of themes on products and on materials

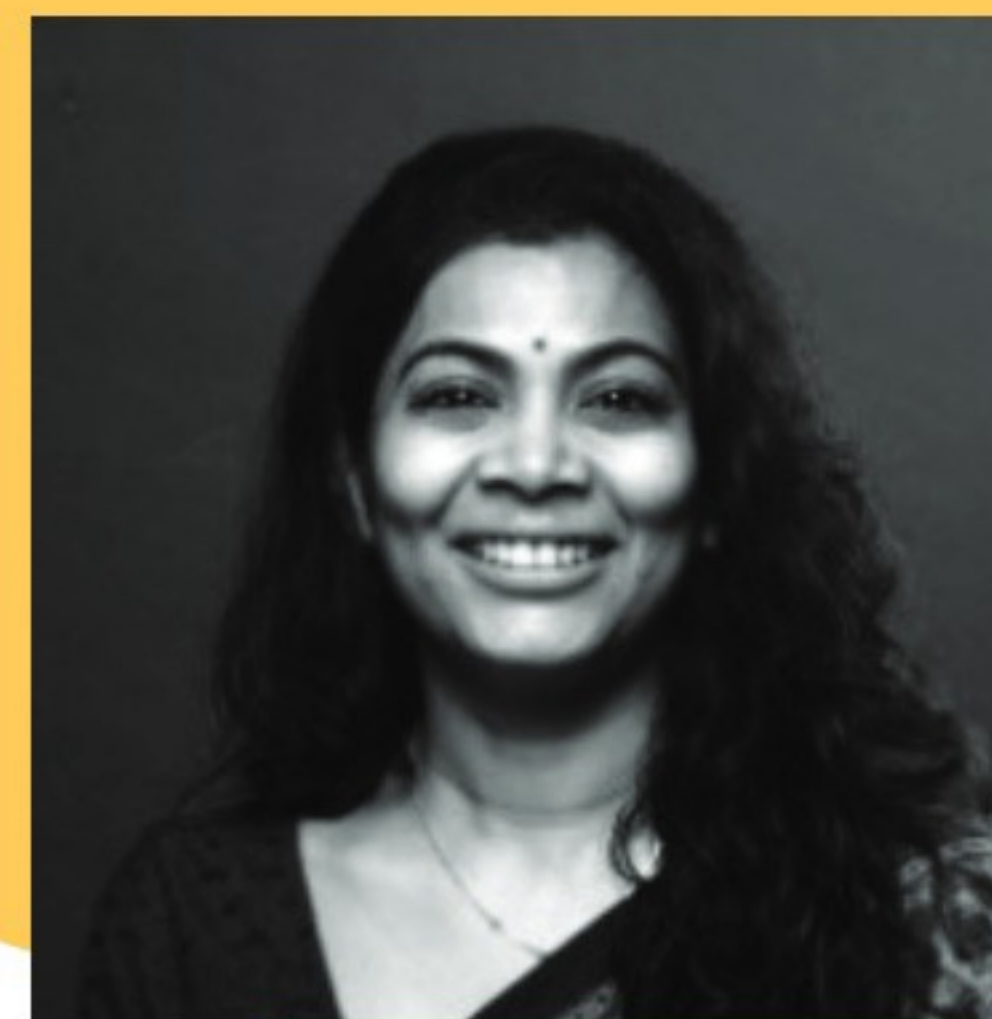
Who should attend?

This workshop is open to anyone with an interest in colours and materials.





SUMMER WORKSHOP 2025



NIJOO DUBEY
ANCHOR FACULTY



Nijoo Dubey is a design educator and practitioner with a background in Architecture and a master's in Furniture & Interior Design from NID, Ahmedabad. With over a decade of experience, she has taught across departments like Product Design, Retail Experience, and Interior Design. Her focus areas include Design Process, Form, Colour & Form, CMF, and Research. At the NID-Asian Paints Colour Lab, she led research that shaped India's first colour selection tools, which she presented at international forums such as AIC and ICVS.

Currently pursuing a PhD at NID, her research explores the intersection of Colour, Culture, and Products. She has conducted workshops and consulted for brands like Big Bazaar, Kohler, and KPMG, and chaired the first Design Research Symposium in India, Insight2015. A firm believer in the power of good design, she blends artistic sensitivity with a deep commitment to making life more beautiful, cleaner, and meaningful.

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.

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.

Postal address for DD / PO as below

Industry Programmes and Projects (IP&P)
National Institute of Design
Paldi, Ahmedabad 380007. Gujarat
Phone: 079-2662 9767 / 9746
(Monday to Friday, 10 am to 5 pm)

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 the QR code for details of workshops and registration.



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