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Biophilic Color

11 Principles of Biophilic Color Design for Health and Productivity Outcomes

Webinar HSW CEU

May 2, 2024 | 12 Noon Central

AIA – AIABC Session 1 1 HSW/LU
IDCEC - CC- 120492 -1001 1 HSW/CEU



Course Description:

This course introduces and explores the 11 Color Principles of Biophilic Design. Color and Nature lie at the intersection of architecture and human health and wellbeing. We explore neuroscientifically validated color design principles known and used by neuromarketing and IRL UX design to drive human behavior and physiology and apply those to the built environment. This course explains what makes a color biophilic, describes how to use color with gestalt design principles and how application of color can be used to create successful human outcomes.

Learning Objectives

1. Discover and identify the 11 Principles of Biophilic Color; Explore Biophilic Colors, learn how to create a Biophilic Color palette, understand Biophilic Color Strategy
2. Understand the impact of Nature and Biophilic color on the human experience driving behavior and health through the unconscious to influence human biology and physiology, and behavior.
3. Identify Biophilic color design cues and utilize biophilic colors and biophilic color design strategies in the built environment to promote health and wellbeing.
4. Understand the human experience of the built environment through neuroscience, neuroarchitecture, neuromarketing, IRL UX Gestalt Principles, the 15 Biophilic Patterns and the 11 Biophilic Color Design Principles.