

COLOR EXPRESSIONS WORKSHEET



2010 Fall International Conference
Portland, Oregon, USA
November 5 - 9, 2010

We are excited that you will be participating in the COLOR EXPRESSIONS WORKSHOP in Portland! This workshop will allow full expression of color directions in special products, materials and design areas which are often difficult to show or describe in our Color Workshops.

This is the time to bring real samples and discuss color beyond two-dimensional restrictions - bringing the full impact of unique materials, processes and thought processes to the workshop table.

Now is the time to express yourself!

SIMPLY ...

Review this worksheet well ahead of the conference in Portland.
Gather information and samples to support your findings.
Prepare digital files and bring samples and stories to share at your workshop discussion table.
Augment your ideas with royalty-free, digital images.

GO DIGITAL AND GET REPRESENTED ...

Each workshop will deliver their consolidated findings to the Color Expressions committee chair in digital format on a flash drive. To facilitate this process it is strongly recommended that you prepare and contribute your information in digital format. Samples and trend boards are encouraged to illustrate concepts and provide richness to the workshop experience, however they can not be integrated into the final report back. Only royalty-free images may be used in the final report back.

We look forward to seeing you in Portland!

COLOR EXPRESSIONS COMMITTEE

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Board Liason, Color Expressions Committee
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Note: You are eligible to participate in this mixed-industry Color Expressions Workshop based on the information you have given to CMG. If you have a question concerning your category, please contact CMG at 703.647.4730 to discuss the appropriateness of your Workshop placement.



COLOR EXPRESSIONS WORKSHEET

We have defined several areas of discussion to express directions in these more intricate areas of color expression. One of these should be of special interest to your own company and color design process.

STEP ONE: CHOOSE . . .

Please choose ONE AREA in which you would like to participate:

COLOR COMBINATIONS:
INTIMATE COMBOS

If you design patterns such as textile, wall paper or laminate design, define up to three (3) new directions that pattern design will be moving. Consider scale, organic or structured, rigid or flowing, image directions, etc. Then prepare two (2) colorways for each direction that would be used on your own real world product.

COLOR COMBINATIONS:
PRODUCT

If you combine colors on the products such as toys or cell phones, define up to (3) new ways that color will be combined. Then prepare (2) color combinations for each new direction as it will be used on your own real world product.

COLOR COMBINATIONS:
ENVIRONMENT

If you combine color on materials to be used to create living environments, such as interior/exterior design, define up to (3) new ways that color will be combined. Then prepare (2) color combinations for each new direction as it will be used on your own real world product.

Wherever possible use Now Colors and Next Colors as determined at the 2010 Spring Conference for your combinations.

The Workshop will include presentation of these ideas and discussion of real world challenges and solutions existing during the design and selection of color combinations for future product.

EXTERIOR HOME

Forecast color and materials directions for any exterior home products; including building materials such as siding, doors and windows, roofing, stone / brick, hardware or landscaping products and other outdoor product materials. Discuss the nuances of color by effect of shape, texture, light, finish, materials & composition, etc. Bring digital images and real samples to support your workshop.

WOOD GRAINS

Forecast color directions for any wood grain you apply to products. Discuss the nuances of color by effect of shape, texture, light, finish, materials & composition, etc. Bring digital images and real samples to support your workshop.

METALLIC FINISHES

Forecast color directions for any metallic finish you apply to products. Discuss the nuances of change by effect of shape, texture, light, finish, materials & composition, etc. Bring digital images and real samples to support your workshop.

SPECIAL EFFECTS

Forecast directions for any special effect you apply to products. Discuss the nuances of change by effect of shape, texture, light, transparency, layers, chemistry, etc. Bring digital images and real samples to support your workshop.

GRAPHIC DESIGN

Forecast color directions and discuss future issues relating to all areas of graphic design & discuss topics such as:

- Color & design qualities in layout of pages, or products
- Changes in use of fonts/typography
- Web design, animation, video: Changes and trends
- Managing color from design to production for brand consistency
- Changes in method: digital vs. handcrafted artwork, stock vs. custom photography

Bring digital images and real samples to support your workshop.



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STEP TWO: BRAINSTORM BEFORE YOU ARRIVE

Present only **NEW** ideas and directions in your **SELECTED** Workshop area.

ORGANIZE YOUR RESEARCH

- Use a presentation format (PowerPoint is recommended)
- Bring real samples, mood boards, and stories to augment your digital presentation
- Communicate effectively
- Please limit your directions to no more than six

LIST KEY TRENDS/EVENTS WITH POTENTIAL TO INFLUENCE YOUR COLOR EXPRESSIONS IN THE NEXT THREE YEARS

- Culture Psychographics/Consumer behavior
- Demographics/Society/Consumer attitudes
- Entertainment/Leading edge industries
- Technology/The economy
- Nature & environment/US & world political considerations

STEP THREE: EXPERIENCE THE STORYTELLING IN THE WORKSHOP

MEET YOUR GROUP & FACILITATORS:

Your Workshop Facilitators will help guide you into the process of sharing your research. Handouts will be available to help with things like Color terminology and the time frame available for the day's discussion.

PRESENT YOUR RESEARCH

You will have the opportunity to present your research to your group:

- Show samples, view photos or other references, discuss experiences and problems.
- Experience the valuable exchange of information.

DISCUSS COLOR USING THE FORMAT AND TERMINOLOGY PROVIDED

When you need to describe the color movement in your specific Color Expressions area you can use the terms & color diagram provided here to describe changes in color.

COLOR TERMS:

Hue - the movement of color within and among color families.

Chroma - movement of color clarity or saturation.

Value - the movement of color lightness/darkness.

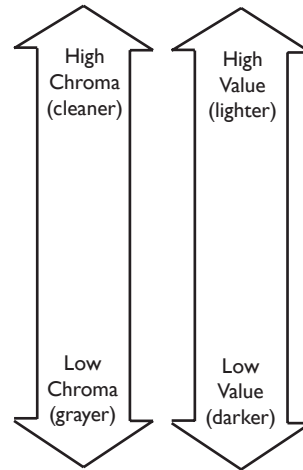
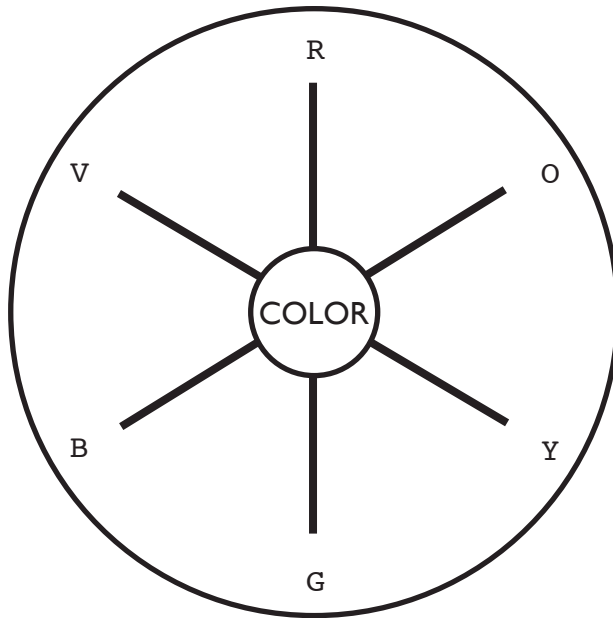
COLOR DIRECTIONS DIAGRAM

(Shown on the next page)



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COLOR DIRECTIONS DIAGRAM - IN WHAT DIRECTION ARE COLORS MOVING?



EXAMPLE

Movement of Color

Placing a mark in these positions indicates that the forecast color (a red) has moved toward orange, with more chroma but equal value to a similar color or color family.

STEP FOUR: CONSOLIDATE YOUR INFORMATION

REFINE THE INFORMATION AND IDENTIFY THE DIRECTIONS

Hone the stories of the future to the most important top six movements that will shape your specific Color Expression in 1- 3 years.

You have defined up to six points of discussion to show directions in your area of color expressions. Describe them on the following page and attach or bring accompanying samples.

SAMPLE SHEET FOR PRESENTATION

Don't forget to bring your samples, any tools for presentation, your worksheet, and your creativity!

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Six points of discussion to show directions in your area of color expressions:

1.	2.
3.	4.
5.	6.



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COMPANY _____
INDUSTRY _____
PRODUCT _____

