



## MEMBER TRAINING - Fact Sheet

### CMG's Workshops



Workshops are an integral part of the CMG experience. During CMG's Conferences, members are pre-assigned to small, participatory groups to analyze color and design trends, and discuss how these trends will influence product lines.



**The Workshop Goal** is to retrieve valid information regarding color, design, trends and marketing directions for the successful promotion of member's products in an ever-changing marketplace.



#### **Consumer and Contract Colors Workshops**

Multi-Disciplined Color Experts are combined into Workshops to determine colors being used NOW and colors that are coming NEXT! (*Formerly separated into Colors Current and Color Directions Workshops*). Color Workshops are mixed industry.



#### **Color Visions**

CMG members in Visions Workshops discuss general color direction for the future based on trends and influences that are not industry or product-specific. Color Visions members are contract and consumer members performing cross-industry future color research and who propose color for multiple industries.



**Color Expressions Workshops.** CMG's Fall Conference attendees participate in Workshops to develop valid cross industry design and color direction for wood grain finishes, special effects, graphic design, color combinations and others.



### Workshop Terms

**Classic Colors** are basic colors that have lasting historical and artistic significance. They have continuous presence in the marketplace. Classic Colors are updated periodically. Examples: black, white, jewel colors.

**Color Directions** - the directional change (i.e., warmer/cooler, lighter/darker, clearer/grayer and/or the relative importance of a hue) a color family may be expected to take in the future. Color Directions® Forecast Colors frequently are variations of existing colors, but sometimes a 'new' color to market is forecast to be important, trend-defining or trend-setting and therefore 'directional'.

Color Directions® can be described as an inclination, tendency, course or trend. The color selected for CMG cards are intended to show the course that the color may take. They are not meant to represent exact shades, nor are they meant to be used in their precise value, hue or chroma, but to be interpreted by each member as to their usefulness in specific products. For example, one member may use a lighter value, while another may find a brighter chroma more useful.

**NOW Colors** – CMG colors in use by your Company now.

**NEXT Colors** – Colors that you see coming or are anticipated to be in your product or market.

**Established Colors** are colors which are basic and stable to members' industries. They have been in the product line for at least one year, and can be considered best sellers at the present time.

**New Introduction Colors** are committed and definite for a product line. They may not be in marketplace currently, but are in the planning stages to be introduced. They are actual colors that CMG members are certain will be introduced, unlike Forecast Colors which are anticipated to be introduced.

**Final Consensus Card** - After CMG Workshop participants have constructed their color boards with input from each member of the group, the Steering Committee meets to determine the content of the final card. Each Workshop's color board and written and verbal comments are used as input to help come to consensus.

**Forecast Colors** are colors which represent the color directions that are anticipated to be introduced in members' industries in the future. They are new colors, not represented on previous CMG cards, and are not yet visible in the marketplace.

**Hue, Value and Chroma** - Just as a box has three dimensions of height, width and depth – color has three dimensions of hue, value and chroma.

- Hue is a color's relative position on the color wheel. Hue is that attribute of a color that tells you if the color is red or green or blue...the color family of a color. Use the words 'warmer' or 'cooler' when describing hue differences.
- Value is a color's lightness or reflectivity as measured against a gray scale from white at the top to black at the bottom. Use the words 'lighter' or 'darker' when describing value differences.
- Chroma is a color's intensity, purity, clarity or saturation measured by its departure from grayness. Use the terms 'clearer' and 'grayer' when discussing differences in chroma.

**Metamerism** is a scientific description of a common color phenomenon: two colors samples which appear to match under one light source no longer match when viewed under a different light source. In many cases this is because the samples are made with different pigment or colorants.

There are three components of a color; light source, object (geometric) and observer (a person or device). Each of these can cause Metamerism.

- Light Source Metamerism - occurs when a light source is changed, since every light source has a different spectral power curve, which shows the different amounts of energy being emitted at different points in the visible spectrum.
- Geometric Metamerism - Two colored objects may appear as a mismatch even though they are coated with or are made from the same material and are viewed under the same light source. This may be because their surface texture or surface particles sizes or orientations are different. This variation results in geometric Metamerism.

- Observer Metamerism – occurs when different people observe a color that is the same to be different. The same can also occur when different devices read a color and provide different results.

Whenever two colors appear to match but do not have the same reflective curve, a 'metameric match' exists.

**Facilitators** - CMG members volunteer to serve as Facilitators of Workshops. Each has the responsibility to organize both the verbal and visual input of their group into information Report Back that provides insight as to the why the colors or designs are important moving forward.

**Steering Committee** is composed of the Facilitators from each of the Workshops. It is supervised by the Committee Chairmen, with the goal of determining the final card through consensus. The final card and Report Back are produced and presented to the membership by Committee Chairmen on the last day of Conference.

**FOR MORE INFORMATION PLEASE CONTACT CMG HEADQUARTERS ON 703.647.4730.**