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Biophilic Color

11 Principles of Biophilic Color for Design and Architecture to Drive Behavior for Health

HSW CEU Webinar

November 19, 2025

10:00 am PT / 1:00 pm ET

AIA – AIABC Session 5 1 HSW/LU
IDCEC - CC- 120492 -1004 1 HSW/CEU

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11 Principles of Biophilic Color
For Design & Architecture
to Drive Behavior for Health

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Course Description:

The Biophilic relationship between human and color is different to, deeper and broader than is commonly promoted. Color and Nature lie at the intersection of architecture and human health and wellbeing. This course introduces and explores the 11 Color Principles of Biophilic Design and exposes neuroscientifically validated color design principles known to and used by neuromarketing and IRL, UI & UX* design to drive human behavior and physiology. Learn to influence the ability to thrive in any environment. Discover the truth about biophilic color, understand the need to apply gestalt design principles and learn to apply color in the built environment to promote 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 the lens of Behavioral Science, psychology, neuroscience, neuroarchitecture, neuromarketing, IRL, UI & UX* Gestalt Principles, the 15 Biophilic Patterns and the 11 Biophilic Color Design Principles.

*IRL – In Real Life, UI –User Interface, UX – User Experience