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Design to Subconsciously Influence Human Behavior with Color

HSW CEU Webinar

September 17, 2025

10:00 am PT / 1:00 pm ET

AIA – AIASD Session 3 1 HSW/LU
IDCEC - CC11591R1-1003 1 HSW/CEU



Course Description:

Our spaces are creating behavior and the lives and outcomes of those who live, work, learn and play in them. Marketers, Web (User Interface) designers, In-Real-Life Environment designers including Disney Imagineers use color, design and more to prime our behavior. This presentation looks at how to use the current neuroscience to discover how the “user interface” between our bodies and spaces drive behavior. Discover how the mind processes the environment, how bodies read spaces, how behavior is influenced by design cues subconsciously. Learn to shift our current “default design zeitgeist” to one that will nourish the human body, mind, health, immunity and effectiveness.

Learning Objectives:

1. Understand basic principles of neuroscience currently in use today by major corporations and UI interface designers as applied to the design of the built environment.
2. Learn how to evaluate exterior and interiors and the design cues for their influence and explore design alternatives to bring human, design and desired outcome into alignment
3. Understand how the body reads and responds to color, light, shape and layout, as either stress producing or health producing. Know which changes are necessary to restore human to homeostasis and preferred behavior for the task and desired outcome.
4. Understand basic principles of neuroscience currently in use today by major corporations and UI interface designers as applied to the design of the built environment.