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COLORGUILD.COM
AIA PROVIDER #5011984
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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.

Functional Color & Biophilia for Increased Learning Success in Education



HSW CEU Webinar

October 15, 2025

10:00 am PT / 1:00 pm ET

AIA - AIAEDU Session 6 1 HSW/LU
IDCEC - CC-119666-1004 .1 HSW/CEU



Course Description:

Citing the neurobiology of learning, recent **scientific case studies** and **best practices** this course exposes how to design with and use color & biophilia to increase learning success. Explore **proper color selection and application** incorporated with **proper use of biophilia foster engagement** and increase **success in learning** in all ages from **pre-school to elder**. Discover how we learn, how the brain and body respond to color and nature, what to incorporate and eliminate in designs especially those in low-funded environments. Understand the role of stress and trauma have in learning and **what architects, designers and educators must know about Trauma-Informed Design in education**. Learn how to inspire **greater engagement, easier learning, better retention and outcomes**.

Learning Objectives:

1. Discover important neuroscience of learning, how the brain processes the stimuli in the environment and which design cues will foster better learning.
2. Understand the principles of Trauma-Informed Design as applied to the learning environment for greater learning outcomes.
3. Understand how biophilia and the proper use of color have been shown to enhance learning outcomes.
4. Know which colors to use and how, how to craft a better learning color palette and how to apply color to enhance learning across the needs of various age groups, for enhancing better learning, better retention and better outcomes.



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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

Biophilic Color

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

HSW CEU - Webinar
19 November, 2025
Wednesday
10:00 am PT – 1:00 pm ET



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



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Color In Healthcare & Trauma-Informed Design

December 17, 2025

HSW CEU Webinar

10:00 am PT / 1:00 PM ET

AIA - AIACH2023 Session 9 1 HSW/LU
IDCEC - CC-118950R1-1000 .1 HSW/CEU

Course Description

Color is omnipresent in our world, offering a **diverse range of signals, narratives, and emotions**. In **healthcare, hospitals, and clinical settings**, purposeful and functional **color choices and application** have been shown to assist patient and family members by **reducing stress, providing calm and accelerate healing**.

This presentation delves into the **evolving trends in healthcare** and addresses how **color can be** utilized to **meet the unique needs** of the various **cohorts** within health care environments, **healthcare professionals, patients and family, across different age groups, from pediatrics to geriatrics, in various clinical and hospital settings**.

We explore the **development** of an appropriate **color palette** and the application of color in healthcare environments, **Trauma-informed Design**, how to **use color to empower thoughtful, empathetic engagement** and **foster well-being** for in the healthcare setting.

Learning Objectives:

1. Explore the science-backed and evidence-based methods for selecting and effectively employing colors within a range of healthcare settings.
2. Learn optimal color choices to meet the needs of healthcare professionals, patients, families of varying age and gender groups within one color palette.
3. Gain insights on utilizing color to create an environment that promotes empathy. Understand Trauma-Informed Design to support trauma-informed care.
4. Explore fundamental guidelines to craft a unified, empowering color palette.

Color In Healthcare

& Trauma Informed Design

The Health, Safety, Wellness Color Webinar

December 17, 2025
10:00 am PT / 1:00 pm ET
1 hr. Webinar



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