COLOR GUILD
GLOBAL COLOR AUTHORITY

AIA Continuing Education Provider

A Color Guild Member Exclusive Presentation

Biophilic Color

Taking Cues from Nature to Meet Our Human Needs in a Changing World

AIA: CG-BIO-101 Session __ 1 HSW LU

AIA Approved Continuing Education

Course Description:

This course introduces and explores the 11 Color Principles of Biophilic Design, examining how color and nature intersect with architecture to influence human perception, physiology, and behavior. Drawing on research from environmental psychology, neuroscience, and applied design disciplines, the course presents color strategies that have been validated and widely used in fields such as neuromarketing and real-world user experience (UX) design to shape emotional response, attention, stress regulation, and decision-making. Participants learn how these same principles can be responsibly applied within the built environment to support cognitive ease and psychological resilience. The course defines what makes color biophilic, demonstrates how color functions as environmental and biological information processed by the nervous system, and explains how chromatic design can be integrated with Gestalt principles and spatial organization to improve legibility, comfort, and human performance. Through practical examples, participants gain tools to apply color as a low-cost, high-impact design strategy for creating environments that support positive human outcomes in a changing world.

Learning Objectives: Participants will

- Identify and describe the 11 Principles of Biophilic Color and develop biophilic color palettes for architectural and interior design applications.
- Explain how nature-derived color conditions influence human perception, physiology, and behavior through unconscious neurological processes that affect stress response, attention, and performance.
- Apply biophilic color design cues and strategies within the built environment to support occupant functioning, environmental comfort, and long-term well-being.
- Evaluate the human experience of built environments using principles from neuroscience, neuroarchitecture, real-world UX design, Gestalt theory, the 15 Patterns of Biophilic Design, and the 11 Biophilic Color Design Principles to inform evidence-based design decisions.

To have this presented live (in-person or virtual) for your firm or group, reach out to Fawn Chang:
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HSW Justification

Unlike conventional biophilia or color theory courses that focus primarily on natural hues such as greens, blues, and browns, this course demonstrates how all colors function as biological and environmental signals processed by the nervous system. Participants learn how different chromatic conditions influence attention, arousal, recovery, orientation, and behavioral readiness, and how color can be intentionally applied as a regulatory design tool to support human functioning in real-world environments. Drawing on research from environmental psychology and neuroscience, the course examines how chromatic conditions affect orientation, fatigue, stress load, and psychological resilience. It further explores how poorly calibrated color environments can contribute to disorientation, sensory overload, reduced performance, and long-term mental strain. The course also addresses welfare outcomes through instruction on integrating color with biophilic and Gestalt design principles to improve spatial legibility, reduce cognitive load, support visual comfort, and enhance occupant functioning in workplaces, educational facilities, healthcare environments, and residential settings. By translating evidence-based research into practical architectural and interior design strategies, this course equips participants to apply color as a non-pharmacological design intervention that supports safer navigation, reduced stress exposure, improved environmental comprehension, and overall occupant well-being—directly aligning with AIA Health, Safety, and Welfare (HSW) criteria.

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