

## Creating the viewing experience of color in design practice

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### ABSTRACT

A number of scientific formulas have been developed to account for the color viewing experience in an objective manner. Apart from the scientific rigor, color designers often confine themselves to the standard viewing condition. Honestly we never view the color under the D65 in our daily lives. Identical surface reflects different energy spectrum by the light sources, and additionally we subjectively judge the color in relation to the ambient lighting. Viewing experience of color involves physical properties of light, human ergonomics, and affective science. Consequently, the appeal of color is assessed highly dependently on the given circumstances. The complex aspect of color perception is not confusing us but does enrich our experience of color and light. In this lecture, I demonstrate some case studies that describe the process of designing and evaluating the color experience in actual design practice from home appliances to automobile. The design method and tools are suggested, and interactive discussion with audience is expected.