

# THE POWER OF COLOR SELECTION

## VIRTUAL CEU WORKSHOP

The Power of Color

Sept 11, 2024 | 12:00 - 1:00 pm PST



**Scott Roschi,**  
**Creative Director at**  
**Landscape Structures**  
**Inc.,** brings over 30 years

of design expertise and a childhood passion for building cities in sandboxes to his role. He leads the creative direction for playground designs, contributing to over 50,000 imaginative and inclusive playgrounds worldwide.

Beyond playgrounds, Scott's work includes comprehensive branding across tradeshows, catalogs, and videos. A proud member of the Color Marketing Group®, he stays at the forefront of color trends, ensuring his designs are both visually stunning and personally engaging.

**PLACE:** Join us from anywhere, this course is virtual.

**RSVP:** Please RSVP by Sept 9, 2024  
Call: 909-499-1896 | [email: lauren@exerplay.com](mailto:lauren@exerplay.com)  
*Meeting link will be provided upon registration.*

Color is vital to the human experience. Through color, we feel; we communicate; we heal. In advertising it is used to sell products; in our lives, in our schools and offices use it to increase productivity.

When it comes to communication, color is unbeatable. Unconscious or otherwise, color can evoke emotions, inspire reactions, and change modes of thinking. It can excite or soothe your mood, raise, or lower your blood pressure, and even whet your appetite! Whether it's innate or learned, it's undeniable that color has a vital impact on how we go about our lives. It can affect the way we feel, how we think, how we interact with one another, and whether we buy a specific item. Color is a subtle yet powerful communication tool, and it informs the way we see and how we feel about the world.

**.1 CEUS, 1 LUS AND 1 PDHS, WHICH MEET HEALTH, SAFETY AND WELFARE CREDITS. AIA CREDIT INCLUDING NANO UNITS ALSO AVAILABLE.**

### LEARNING OBJECTIVES:

After this 60-minute Learning Academy session, you'll have an understanding of the following learning objectives:

1. The basics of color theory and how the development of children's visual skills can be used to influence childhood wellbeing.
2. That preferences for colors evolve and develop just as children/individuals evolve and develop.
3. The importance of using research over preference when it comes to selecting color.
4. The impact color has in the built environment including on the playground.

**NO COST TO ATTEND**

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