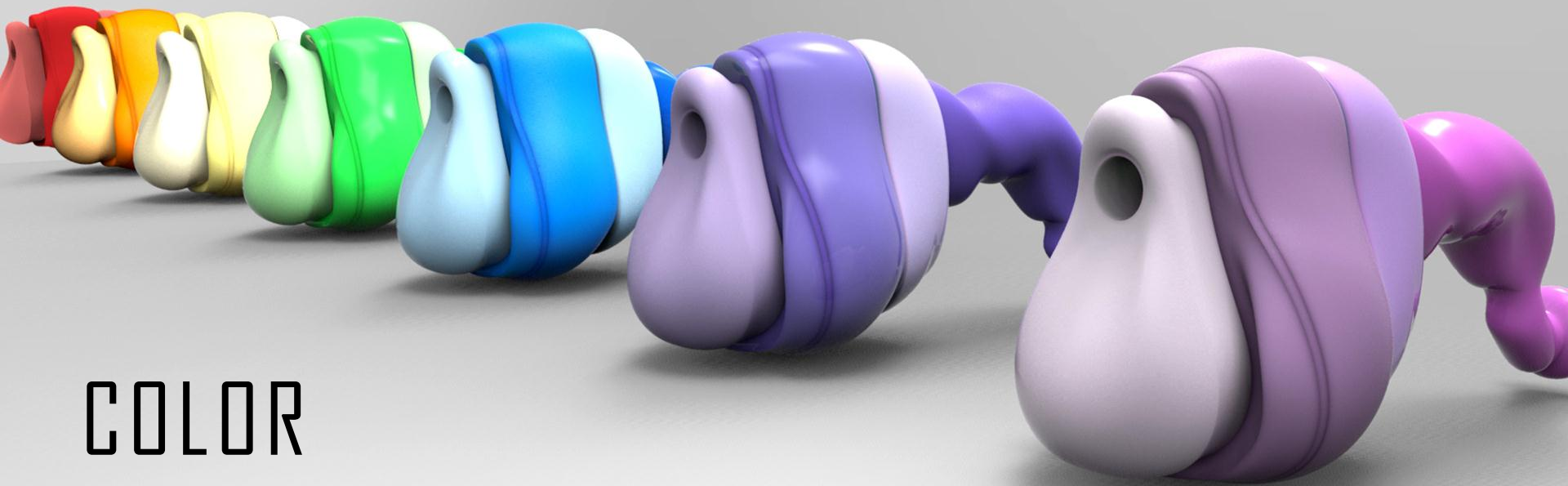




## DESIGN RESEARCH

[www.esaunggul.ac.id](http://www.esaunggul.ac.id)

**COLOR CONCEPT  
PERTEMUAN KE-8  
GEGGY GAMAL S., S.DES, M.DES  
DESAIN PRODUK / FDIK**



# COLOR CONCEPT

IMAGE PANELS & COLOR SIMULATION

Apa itu

**COLOR CONCEPT?**



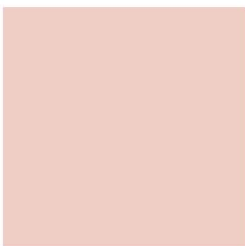
# COLOR CONCEPT

adalah pemilihan warna yang cocok pada studi produk tersebut. Color concept biasa menggunakan warna-warna dari 'PANTONE'. PANTONE biasa digunakan sebagai bahan penelitian dalam product design. PANTONE memiliki jutaan warna yang berbeda-beda walau perbedaannya hanya setetes 'atom'.





**PANTONE®**  
**13-0755**  
Primrose Yellow



**PANTONE®**  
**13-1404**  
Pale Dogwood



**PANTONE®**  
**14-1315**  
Hazelnut



**PANTONE®**  
**14-4620**  
Island Paradise



**PANTONE®**  
**15-0343**  
Greenery



**PANTONE®**  
**17-1462**  
Flame



**PANTONE®**  
**17-2034**  
Pink Yarrow



**PANTONE®**  
**17-4123**  
Niagara



**PANTONE®**  
**18-0107**  
Kale



**PANTONE®**  
**19-4045**  
Lapis Blue



**PANTONE®**  
**17-1558**  
Grenadine



**PANTONE®**  
**19-1725**  
Tawny Port



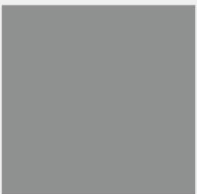
**PANTONE®**  
**13-2808**  
Ballet Slipper



**PANTONE®**  
**16-1341**  
Butterum



**PANTONE®**  
**19-4029**  
Navy Peony



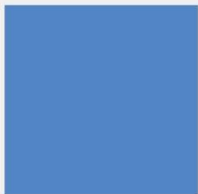
**PANTONE®**  
**17-4402**  
Neutral Gray



**PANTONE®**  
**19-4524**  
Shaded Spruce



**PANTONE®**  
**16-0543**  
Golden Lime



**PANTONE®**  
**17-4041**  
Marina



**PANTONE®**  
**17-1145**  
Autumn Maple

Pantone

# Color Concept

## ◆Color Concept

Natural and Casual

Simple, Natural, Happy atmosphere coloring

Color Styling

Keyword of Color Styling

To express nice and casual feeling, coordinate simple, natural, and happy color variations.

Description

Customers can select colors to fit his / her own lifestyle like Kitchen items and Ordered Furniture

Explanation



Keyvisual / Image

# Color Image Panels



## Color Simulation by CG



Simulasi Warna sebagai pembeda