




SAY IT WITH COLOURS

- 
- New media are fashionable and appeal to many students
 - Print media are perceived as **outdated**
 - Print media profiles in Belgium are **bottleneck jobs**

Goals of this project

- To put our **graphical knowledge, expertise and infrastructure** at the disposal of different Flemish target groups.
- The **distribution of knowledge** to the technical and vocational secondary **educational personnel**.
- To encourage young people to follow graphical education in order to ensure the **student flow to higher education**.
- To develop a **didactical lending kit** for teachers



Theoretical session

- Introduction to the world of colours
- How the human eye observes colours

Munsell test

Colour blindness test

- Colour in the printing process

Screen calibration

Metamerism

Practical organisation: On location– 2 hours



SAY IT WITH

COLOURS

Practical session

- Measuring and evaluating colours in a graphical environment
- Printing a design of their own

Practical organisation: Mariakere campus site – ½ day





OUR EXPERIENCE WITH THIS PROJECT

- a lot of work but a **positive** experience
- **everybody benefits** from this project
- 12 different schools – 200 students

OUR FUTURE PERSPECTIVES

- national en international distribution

SAY IT WITH

COLOURS

If you want more information about this project, please feel free to contact us this evening.