



CMF Design: The Fundamental Principles of Colour, Material and Finish Design

By Liliana Becerra

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CMF Design focuses on general key fundamental principles and processes of the use of colors, materials, and finishes as they apply to consumer products and consumer goods. It is also an overview of the different industries, the areas of expertise that professionals need to master, an overview of its emotional and functional context, and a step-by-step guide to the CMF process.

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Editorial Review

About the Author

Liliana is an independent design strategist, professor, writer and curator based in Los Angeles California. Through STUDIO LILIANA BECERRA Inc. Liliana and her team of global experts advise Fortune 500 companies and brands on the recognition of global insights, emerging trends and their articulation into strategic design opportunities. Liliana is also Faculty member of the Product Design department at Art Center College of Design in California, where she teaches design research, design insights and color, material & finish design.

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