Assignment 3

Assignment: Visit any good retail store and make the related case study. Develop a list of at least 10 themes and descriptors that communicate your visual and emotional ideas related to colour and lighting effect.

I visited a book shop for purchasing some books for my daughter . There I saw lots of lighting like

1. Ambient lighting for general purpose
2. Task lighting for reading area
3. Books are high lighted with light with warm and cool colours . that’s very attractive
4. In stair area I can see some small niches with some colourfull lighting .
5. Inside they are provided interior visual and tactile texture which is emphasised with track lighting.

 Any way it was wonderful .The beautiful arrangement of light attract the customers very much .

