



PRD 508 – Pengetahuan Material
CMF– Colour Material Finish

WHAT IS CMF?

- **Color, Materials, Finish** (CMF) is an area of **industrial design** that focuses on the chromatic, tactile and decorative identity of products and environments.



- “CMF is a specialized area of design that focuses on color, material and finish development. This involves trend research, materials and processes R&D, analysis, strategy and lots of creative thinking.” -Reiko
- **Reiko Morrison, a CMF consultant directly responsible for the look and feel of the Microsoft Xbox 360**



Xbox 360 Trend Research and Color Proposals

BELKIN IPOD CASE COLOR TREND RESEARCH



Belkin iPod Case Color Trend Research F09

BLINK:iD

BELKIN IPOD CASE COLOR PROPOSALS



Belkin iPod Case Color Proposals F09

BLINK-ID

HTC TREND FORECAST AND SAMPLE DIRECTION FOR TAIWAN DESIGN TEAM

BLUE BLACK

2004/2007 COLOR COLLECTION
SOPHISTICATED

- Is it blue or is it black...it's a mystery!
- Pearlescent finishes add more intrigue
- Very popular in automotive
- Also seen in casual styles



HTC Trend-Forecast and Sample Direction for Taiwan Design Team

BLINK:ID

PAINT FINISH

- When choosing a paint sheen, it's important to consider the area you are painting. Types of sheens include Flat, Matte, Eggshell Enamel, Satin Enamel, Semi-Gloss Enamel and Hi-Gloss Enamel. Each offers its own distinct benefits.



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