

CDRC



PRInteractive Media LondOn

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Company: Colour Design Research Centre (CDRC)

Project Name: Interactive Directions Supplement

Job Description: Production of an Interactive Direction Colour Trend Brochure

Project Details: The Colour Design Research Centre focuses on the development of company brand, product and advertising using specialist colour techniques. Since the late 1970s the centre's founder had developed strategies to calculate future colour trends. Directions is developed by the Colour Design Research Centre annually and is focused on future colour trends. PRInteractive Media London was responsible for the development and production of a digitised sample version of the directions catalogue. The interactive catalogue was produced on Digital Business Cards and anti-piracy techniques were applied to protect the content.