

# KVIT 2019

## Mood Guide



## Opening

All lights in theme color, KVIT conference 2019 projections. Warm tense music to incite the feeling of excitement. When introduction speech is imminent, turn off all lights, maintain projections and put up a spot on the presenter - full attention to the stage. Slowly ease up lighting to a calm mood light during the introduction.

The same color should be present in the lobby as well.

**RGB code: R24 G129 B132**

# Themes

1. Socialize with robots
2. UX in complicated systems
3. AI in healthcare
4. HMI in complicated systems
5. Finding the meaning of life in modern society
6. Body language
7. AI, Automation and HMI

## Derived keywords

Empathy 

AI 

Meaningfulness 

Technology 

Human 

Robots 

Life 

Future 

Culture 

Healthcare 

## Summary

According to Picular, from which the colors are derived, softer/human keywords are associated with warmer, more natural colors, whilst technological ones are almost exclusively blue-esque. When it comes to healthcare and robots, there's to some extent a human side of it, and hence those keywords are to a greater extent associated with earthy colors as well. There's also two kinds of future, the dark and dystopic, and the hopeful kind of future - seeing developments in a positive regard. For Kvit, we hope to strike a balance between the two, conveying the colors of human in harmony with technology.

# Derived themes




From the colors and keywords, three underlying themes has been derived. The three themes can be used in synchronicity or standalone. These are: "Meaningful Future", "Daring Technology" and "Warm Communication". Underpinning these categories are select moodboards that creates extends the themes with visual meaning, which is used to set the visual mood, as well as a framework for finding auditive pieces to enhance the experience.



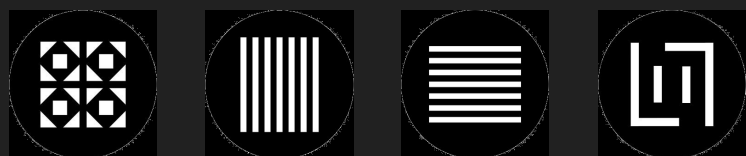
# Daring Technology

Daring technology is defined by its rough and daring geometry combined with highly contrasting colors and soundscape that puts you on edge. Due to its high contrast, it can be rounded off to fit the rest of the conference in general. For example, the daring shapes could be used in combination with softer music, or vice versa.

## COLORS

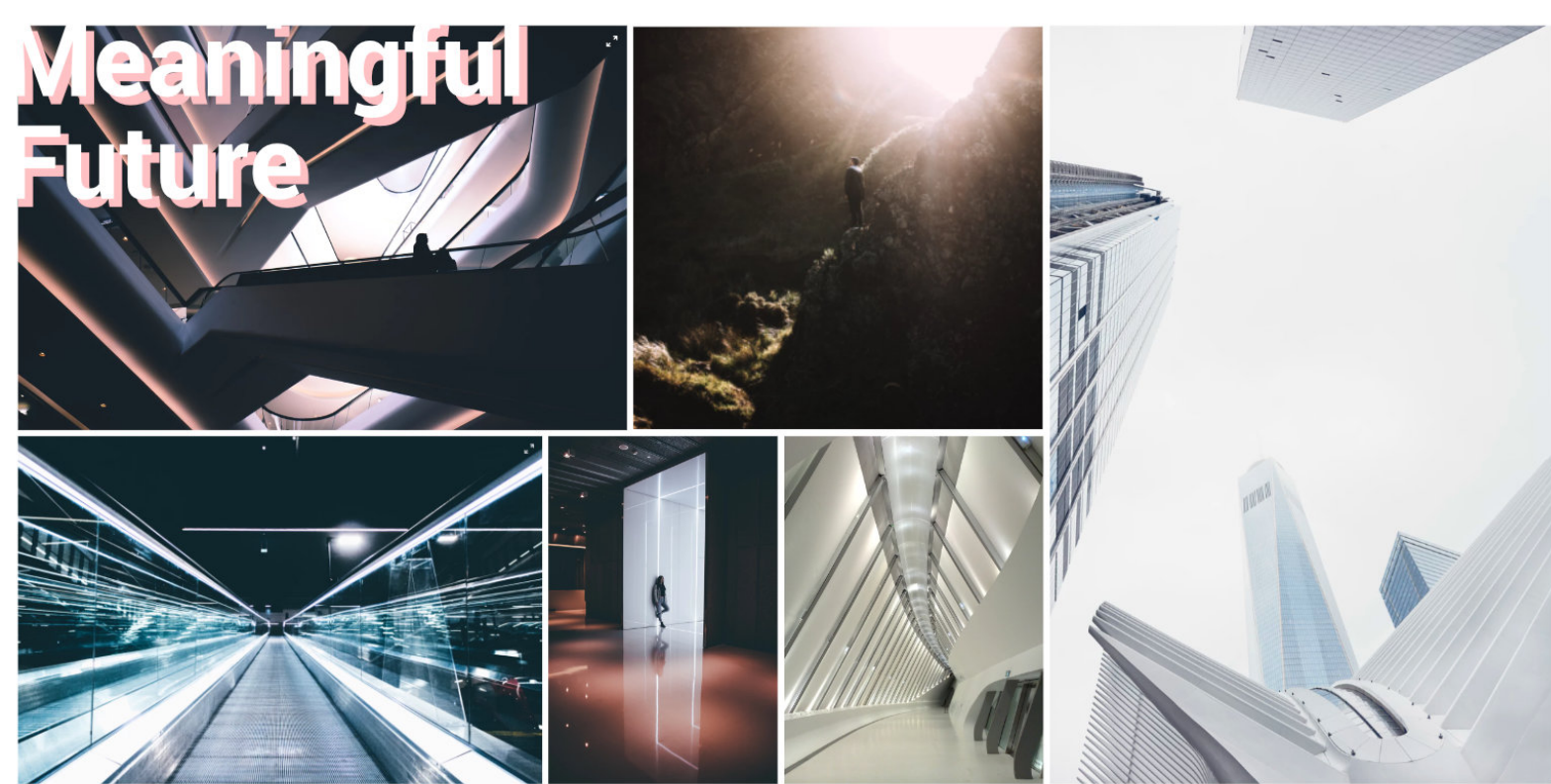
-  R204 G1 B1
-  R0 G106 B129
-  R255 G145 B0

## Shapes



## Sound




- Acronym - Mu 1
- Iglew - Urban myth
- Kaitlyn Aurelia Smith - Closed circuit



# Meaningful Future

Meaningful future is a clear cut between forward movements and soft shapes, suited for those topics involving visions of wellbeing. It's accompanied by soft colors, and is geometrically more organic than "Daring technology", yet it retains some of the key concepts in terms of overall feel.

## COLORS

-  R204 G1 B1
-  R0 G106 B129
-  R255 G145 B0

## Shapes



## Sound

SHXCXCHCXSH - Ss

Dauwd - Theory of colours

AKB & Slim Vic - Frusen kärlek på Hagaströms IP



# Warm Communication

Warm communication is a theme that we use for the most humanistic topics during the conference, such as topics regarding language, culture and our way of life. It's a purely harmonic theme with natural colors, organic shapes and a warm soundscape.

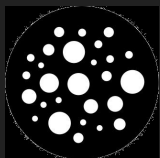
## COLORS

 R137 G210 B132

 R199 G181 B165

 R241 G230 B150

## Shapes



## Sound

Stenbit - At sea

Huerco S. - Promises of fertility

Susumu Yokota - Azukihiro no kaori