



# LIGHTING THAT ATTRACTS

*Lighting Design Factors Impacting Preference and Presence*

## DESCRIPTION

This 1-hour HSW learning unit explores the visual and psychological connections between architectural lighting and human preference. Although most occupants of a space don't understand why they prefer one space over another with differing lighting designs, this program outlines specific factors to consider for improving the emotional connection within an interior space. Proper application of lighting placement, distribution, brightness ratios, acoustic materials, and LED color spectrum can result in aesthetics and physical comfort that exceed occupant expectations. Applying best practices with these design factors can enable gains in retail and hospitality patronage as well as improve employee wellness and retention in working environments.

## LEARNING OBJECTIVES

- Understand how lighting elements impact occupant preference by satisfying their psychological and emotional expectations
- Describe how lighting placement and distribution impact psychological and emotional response
- Identify lighting factors to consider for designing comfortable visual and hearing environments
- List LED system considerations that improve space aesthetics, occupant well-being, and space functionality

