

# The BNK Foundation

## *Branch organization for Dutch colour experts*

**It is time for a branch organization for colour experts in the Netherlands. An interest group that look after the interests of everyone who is professionally working with colour and ones to ensure quality in colour education.**

## **Reason**

For a long time various representatives of the colour branch have expressed the need to have a platform for quality in the field of colour.

In the vocational education the designations concerning colour are not definite. Much of the current colour education has been based on out-of-date and very restrictive knowledge, as a result of which the students have insufficient and incorrect knowledge of colour and its application. The cause is that teachers have been trained insufficiently and the correct educational tools are lacking. Moreover existing scientific research does not reach or insufficiently reaches teachers, students and professionals.

There is a need for good and transparent professional competence profiles of the professions in the world of colour specialists, - consultants and - technicians. The industry and the educational institutions are asking for support and lesson material.

Several requests have been made for development of training facilities for the branches in which the technical application of colour is important. For example in the textile industry, plastic industry and painting industry, etc. In-company training and training on the job is very expensive and frequent leads to unsatisfactory results. Several attempts to set up trainings has stranded for lack of support.

Reason enough for the establishment of the BNK Foundation (line organization for Dutch colour experts).

## **Mission and vision**

The BNK Foundation is the Branch organization for colour experts in the Netherlands and looks after their common interests. The colour branch consists of the industrial and creative colour branch. On behalf of the colour experts the Foundation will be the professional speaker for government and industry. The BNK Foundation will be the Colour Centre.

The BNK Foundation commits itself to a nationally and international colour knowledge management. The BNK Foundation will develop and support the development and distribution of scientific and applied colour knowledge. The BNK Foundation will offer platforms for communication between the various branches of the colour branch and for external communication from the branch.

The Foundation will ensure the quality of colour education and will promote the quality of colour applications in the branch.

## *Development of the vision*

The BNK Foundation will realize its vision by putting colour experts in contact with each other and by uniting them. The BNK Foundation will organize colour knowledge management by network meetings, cooperation with other organizations, workshops and (development of) education which has been based on professional competence profiles.

Educational organizations will make use of a common knowledge bank. The BNK Foundation will actively cooperate with institutions and professional partners in order to present scientifically and applied research and knowledge. Quality in colour applications means justified colour recommendation and controllable colour management. Knowledge of colour is very important here. It will mean that quality can be tested and controlled, also in the world of colour, where taste plays inescapably a strong role.

The BNK Foundation will use communication platforms such as: a current Internet site, a profession illustrated magazine, newsletters, congresses, etc.

## **Launching the BNK Foundation**

The objectives of The BNK Foundation are ambitious. To reach these objectives a branch organization must be established in the coming months which now and in the future will be carried by the branch as a whole.

### *Establishment line organization*

The coming months the branch organization will further be set up. In the governing board the following people will take a seat:

Mr. J.B.O. Floor (Chairman) ([jfloor@bnk-kleurdeskundigen.nl](mailto:jfloor@bnk-kleurdeskundigen.nl))

Mr. M.M. Kotterink (Secretary) ([mkotterink@bnk-kleurdeskundigen.nl](mailto:mkotterink@bnk-kleurdeskundigen.nl) )

Mr. E. van 't Ende (Treasurer) ([evantende@bnk-kleurdeskundigen.nl](mailto:evantende@bnk-kleurdeskundigen.nl) )

Secretarial Office:

Hilda Knol ([secretariaat@bnk-kleurdeskundigen.nl](mailto:secretariaat@bnk-kleurdeskundigen.nl))

The branch organization has a close cooperation with the HAN University in Arnhem and with several other organizations. In the time to come the cooperation with other organizations and experts will be expanded.

### *Council of Experts*

The branch organization is possible as a result of the support from within the branch. The Council of Experts exists of representatives from the branch in the Netherlands, completed with international experts. The Council of Experts has advisory power and as a consequence directs the policy of the foundation.

## *The platforms*

The BNK Foundation wants to develop its aims by working with several platforms. Within the foundation the following platforms are distinguished:

1. General
2. Colours advisors and Interior advisors (Intermediate vocational education)
3. interior decorators, Interior architects, architect (higher vocational education/higher education)
4. Technical colour specialists and research workers (higher vocational education/higher education)
5. Image consultant, graphically stylists and product designers (Intermediate vocational education)

## *Admission Committee*

The admission committee will handle requests from people/organizations that want to join the foundation. The admission committee ensures that there are clear rules concerning the admission, from its advising role and present expertise. This committee consists of members of the Council of Experts.

## *Education committee*

The education committee monitors the quality of education by giving advice, requested, but also non-requested advisory to the governing board of the foundation. The educational committee consists of members of the Council of experts.

## *Complaints and Mediation committee*

When appropriate a complaint can be lodged at the independent complaint committee of the foundation. This committee ensures that complaints are treated as adequately as possible. At mediation the conflict with the other party will be solved. An independent mediator will counsel the person/organization.

## *Secretarial office*

The secretarial office will be charged with the implementation of secretarial and administrative activities for the foundation. The secretarial office will report to the general governing board of the foundation and will receive hierarchical directives. Moreover the secretarial office supports the committees.

## *Research fund*

The BNK Foundation will set up a fund to stimulate research in the field of colour. For this a contribution will be asked from the interested parties in the branch.

# Project colour education

Perhaps the most formidable challenge for the Foundation immediately lies to the start, namely the development of education material which will have to meet the needs of the branch. As a preliminary analysis a vast interview survey has held concerning the need for education. Especially the outcomes of this survey have been an incentive energetic to give an interpretation of the wishes which were expressed by the branch. The aimed interpretation of these wishes will again reviewed at the starting stage of the project, so that as an early stage can be directed towards the best possible result.

## Colour occupations

At this moment the BNK thinks of the following professions and outflow levels of training to be developed:

Aesthetic professions:

- colour consultant
- colour designer

Commercial professions:

- Colour marketeer

Technical professions:

- Employee colour quality control
- Technical colour laboratory assistant/ colour maker

Allround expert:

- Colour expert

The education and the education material will be developed in modules which will represent skills of the total occupations.

The profession colour consultant can be incorporated into training in the Intermediate vocational education and higher vocational education as a separate profession, in which the line organisation checks the quality by means of attending the examinations.

## *The action plan*

The BNK Foundation has formulated a project that must give *the abovementioned* objectives.

### *Starting phase*

- Developing professional competence profiles (BCP) in the field of colour
  - Technical
  - Etstetic
- Inventory and study into already available sources

### *Development stage*

- Developing newly required source material
- Developing curricula (syllabuses)
- Developing a knowledge bank (online encyclopedia)

- Development of e-learning
- Development of teacher manuals
- Development of syllabi
- Development of examinations
- Development EVC-traject

#### *Preservation phase*

- Developing a quality register for the colour professions
- Developing promotion material on behalf of. the colour professions and colour education
- Organizing congresses
- Evaluation of the products from the start phase and development stage

#### *Quality register*

If a colour expert meets the training demands which have been laid down by The BNK Foundation, he is able to register in the quality register for colour experts. Registration in the quality register occurs on individual basis. In this way the expert will be receive the personal confidence to carry the quality inspection mark of the BNK Foundation.