



BLENDING INTENSIVE PROGRAMME

GENERAL INFORMATION

BIP Title	Living in Colours: A Cross-Disciplinary Erasmus+ Experience
BIP Code	
Coordinating Institution - Faculty	University of Agronomic Sciences and Veterinary Medicine of Bucharest (USAMVB)
Dates for physical mobility	July 13-17, 2026
Proposed period for virtual component	July 1-10, 2026 July 28, 2026
Priorities addressed	Inclusion and diversity Digital transformation Environment and fight against climate change Participation in democratic life Others
ECTS	3
Objectives and short description / abstract	This Blended Intensive Programme (BIP) offers an interdisciplinary exploration of the power of colour across multiple domains. <i>"The Rainbow Diet"</i> investigates the relationship between the consumption of colourful foods, phytonutrient diversity, and human health. The programme then extends into the field of garden design, where participants examine the principles underlying colour selection and combination in plant arrangements, considering aesthetic balance, spatial harmony, and seasonal expression. Building upon these foundations, the study advances to the art of <i>Ikebana</i> , through which students develop an understanding of compositional balance, natural harmony, and the expressive potential of form and colour. The final module addresses the psychology of colour in marketing and branding, analysing its impact on consumer perception and behaviour within industries such as beer and wine.

	Hosted by USAMV Bucharest, this hands-on programme integrates creative workshops, intercultural tastings, and applied activities, fostering both theoretical understanding and experiential learning in a multidisciplinary context.
Methods (including final evaluation method) and results / learning outcomes	<p>Final evaluation method: project</p> <p>Learning outcomes - At the end of the Blended Intensive Programme, the students will be able to:</p> <ol style="list-style-type: none"> 1. The fundamental principles regarding the role of color in nutrition, including the correlations between natural pigments (phytonutrients) and their physiological effects on health; 2. Chromatic theories and principles applied in landscape design and floral arrangements; 3. Elements of aesthetics, symbolism, and composition specific to the art of Ikebana and other visual traditions; 4. The psychological and cultural mechanisms through which color influences consumer perception, emotion, and behavior; 5. The applications of color in marketing, branding, and visual communication, with specific references to the food industries (e.g., beer, wine).
Partner institutions	TBA
Total number of learning hours	<p>75 hours, divided as follows:</p> <p style="padding-left: 40px;">25 hours of virtual component</p> <p style="padding-left: 40px;">40 hours of physical mobility (minimum 5 days)</p> <p style="padding-left: 40px;">10 individual study hours</p>
Scientific coordinator	Prof. dr. Cîmpeanu Carmen Laura
Administrative coordinator	Prof. dr. Orțan Alina
Teaching team (professors from partner universities are welcomed to teach)	<ol style="list-style-type: none"> 1. Prof. dr. Cîmpeanu Carmen Laura 2. Prof. dr. Orțan Alina 3. Prof. dr. Bahaciu Gratiela 4. Conf. dr. Peticilă Adrian 5. Conf. Vera Dobrescu 6. Conf. Dragoș Smedescu 7. Clinical psychologist Yolanda Crețescu 8. Lecturer Mihaela Drăgoi 9. Drd Barbu Florentina Vinica

	10. Drd Anghel Andrei Cristian 11. TBA
Number of learners	15-20
Target group / learner profile (study level, specialisation etc)	Bachelor's or Master's degree in agronomy, horticulture, landscaping, biotechnology and management
Selection criteria (English language level, prerequisites)	English B1/B2 Knowledgeable in agronomy, horticulture, landscaping or marketing

TEACHING CONTENT

	Daily program	Content - lectures, workshops, educational trips.
Virtual component	July 1, 2026	<ul style="list-style-type: none"> Welcome speech, short presentation of the BIP, presentation of the universities/faculties Presentation of the blended intensive program (BIP) Teachers' presentation Students' introductory presentations.
	July 2, 2026	<ul style="list-style-type: none"> The power languages of colours
	July 3, 2026	<ul style="list-style-type: none"> Colours in local traditions
	July 6, 2026	<ul style="list-style-type: none"> How colors shape the mind: a neuroscience perspective Colours in nutritional diversity and disease prevention
	July 7, 2026	<ul style="list-style-type: none"> Hacking the Brain: can color change the way we perceive food?, part I
	July 8, 2026	<ul style="list-style-type: none"> Chromatic harmony in gardens and parks
	July 9, 2026	<ul style="list-style-type: none"> Plant pigments as natural warning signals From colour to cure: therapeutic potential of plants' bioactive compounds
	July 23, 2026	<ul style="list-style-type: none"> Mid project feedback (ongoing project draft to be sent 1 day before by the students)
	July 28, 2026	<ul style="list-style-type: none"> Students' final projects presentations; Final conclusions of the BIP.
Physical mobility	July 13, 2026	<ul style="list-style-type: none"> Opening ceremony

		<ul style="list-style-type: none"> • Research Center pigment extraction workshop • Campus Tour • Lunch break (free time 1.5 hours) • Vertical farming workshop • Field trip to Bran • Traditional dinner
	July 14, 2026	<ul style="list-style-type: none"> • Hacking the Brain, part II • Workshop lunch • Rainbow diet • Networking bbq
	July 15, 2026	<ul style="list-style-type: none"> • Cultural heritage and colours (Dracula Castle visit and colour assessment) • Lunch break (free time 1.5 hours) • How colors shape consumer perceptions in Marketing • Sources of functional pigments in health - wine tasting workshop
	July 16, 2026	<ul style="list-style-type: none"> • Trip to Bucharest • Lunch break (free time 1.5 hours) • Colour significance in Ikebana • Colours in urban landscaping of Bucharest
	July 17, 2026	<ul style="list-style-type: none"> • The impact of color on emotional balance and well-being • Lunch break (free time 1.5 hours) • Organoleptic analysis and colour impact of Romanian horticultural species • Closing ceremony