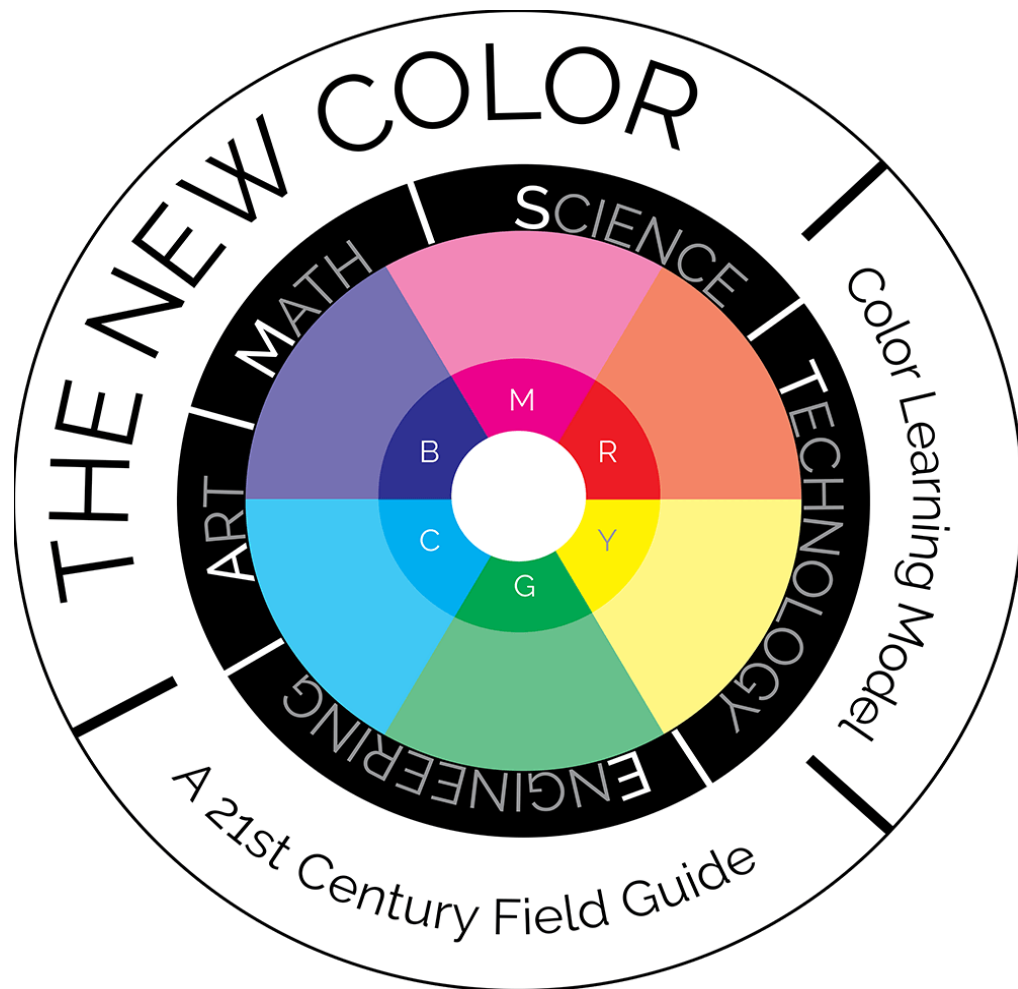


THE NEW COLOR explores the dense network of color codes that course through our lives every day, As a phenomenon of light and a mental construct, color is deeply woven into our lives. The goal of this course is for students to gain color literacy essential for communication - not just for artists and designers, but for everyone.



## SYLLABUS SPRING 2020

### THE NEW COLOR ART 350C

Professor Luanne Stovall  
TA Heather Den Uijl

Wednesday Evening Color Salons: ART 1.110, 6-8pm  
Friday Lab, ART 1.202: 10-11am or 11-12pm  
Email: luannelstovall@gmail.com  
Office: 3.304  
Office Hours: by appt.  
Prerequisites: None

Unique 20385 - W 6-8 in ART 1.110, F 10-11 in ART 1.202  
Unique 20390 - W 6-8 in ART 1.110, F 11-12 in ART 1.202

### COURSE OBJECTIVES

The New Color explores the dense networks of color codes that course through our lives every day. The goal of the course is for students to gain color literacy skills essential for communication across disciplines.

The New Color is structured as a multidisciplinary STEAM Learning Model, operating at the intersection of Science, Technology, Engineering, the Arts, and Math. Semester modules include weekly color salons with a guest speaker series, hands-on labs, research projects, readings, group discussions, and field trips. Topics include Color Perception, Basic Color Terms, Color Science: Physics of Light, Color Vision, Color Perception, Color Order Systems, Color Mapping, Color Pigments, Color History, Color Interaction, Color Psychology, and Color Management: Color Tool Kit with 12 Chromatic Strategies.

### COURSE EVALUATION

- 35% Projects
  - 10%: Color Research: Red, Pink/Magenta, Orange, Yellow/Gold, Green, Blue, Purple, White, Grey/Silver, Brown, Black
  - 25%: Final Project: 12 Chromatic Strategies Presentation & Lookbook
- 25% Class Journal / Color Salon Reflections / Color of the Week
- 10% Readings: Guided Discussions
- 10% Midterm Test / Color Literacy Terms (Canvas)
- 10% Final Test / Color Literacy Terms (Canvas)
- 10% Participation / Attendance

READING ASSIGNMENTS / COURSE PACKETS will be delivered to the class for purchase. The packet contains texts that are mandatory for the course. The readings provide insight into the phenomenon of color, related to the themes addressed in the course. Students will be assigned to teams (1-5) to lead the five class discussions in the Friday labs.

COURSE PACKETS can be purchased by contacting Jerome Kubala at Deep Eddy Media.  
Phone: 512-497-6662; Email: jerome.kubala@gmail.com

THE NEW COLOR offers weekly Wednesday Evening Color Salons, featuring guest speakers paired with diverse color-focused topics. This component of the course is mandatory for enrolled students, and free and open to UT and the public.

#### GUIDED DISCUSSIONS (TEAMS 1-5)

Each student will be assigned a team number (1-5), a group of students, and a specific reading from the course packet. Each team will guide a class discussion during the assigned Friday lab. Teams will be determined by a Canvas algorithm. Each team is required to meet in advance (outside of class) to decide key points to be discussed.

**EVALUATIVE SUMMARY SHEET:** Before the group discussion, each student in the team will be given an Evaluative Summary Sheet, to summarize the assigned article in preparation for the group discussion. Thoughtful engagement by each student is essential.

**A CLASS JOURNAL** is required to be kept solely for this course.

The purpose of the journal is to record your responses to the material, conversations, and experiences regarding the nature of color. You are welcome to choose your preferred method: paper journal and/or digital notes.

Each week you are required to upload the following information to Canvas:

1. Write a paragraph summarizing your Weds Evening Color Salon experience and pose one key question in response.
2. Record your Color of the Week. Name your color, write a brief comment on why you chose this color, and provide the closest RGB or HEX number.

**ATTENDANCE** is fundamental to your participation score, and will be taken during Wednesday guest lectures and Friday labs.

**GRADES** are based on the following evaluation structure:

A 94-100, A- 90-93, B+ 87-89, B 84-86, B- 80-83, C+ 77-79, C 74-76, C- 70-73, D 60-70

Plus and minus grades are utilized for the final class grade.

The University of Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY.

## WEEKLY CALENDAR

Calendar dates UT Room # Art Building	Weekly Topics	Wednesday Color Salon 6-8pm  Guest Speakers	Weekly Reading Assignment  For the following week	Friday Lab  10-11am 11-12pm	Homework Assignment:  For the following week
Week 1  1/22: ART 1.110 1/24: ART 3.210	What is Color?  21st Century Color Literacy	Luanne Stovall  Welcome Fellow Trichromats!	Reading 1: Pastoreau Red, History of a Color Spike Bucklow The Alchemy of Paint	Introductions  <i>Color Bias, Emotional Triggers</i>	Purchase Course Reading Packet;  Reading 1
Week 2  1/29: ART 1.110 1/31: Blanton Museum	Hidden in Plain Sight: Painting Codes in Early Modern Europe	Christine Zappella, Blanton Fellow of European Painting	Reading 2: <i>Henri Matisse: Notes of a Painter; On the Spiritual in Art</i>	Blanton Museum Slow Looking Color Module 1  Christine Zappella	Weekly Color & Salon Reflection (Canvas)  Reading 2
Week 3  2/5: ART 1.102 2/7: Blanton Museum	Flatland: Color in Early 20th Century Modern Art	UT Art Historian Dr. Linda Henderson	Reading 3: M.Livingstone <i>Vision &amp; Art Brain Rules</i> Discussion 1: (Team 1)	Blanton Museum Slow Looking Color Module 2  Siobhan McCuskers	Team 1: Prepare for Discussion  <i>Weekly Color &amp; Salon Reflection</i>  Reading 3
Week 4  2/12: ART 1.102 2/14: ART 1.202	Color Vision: Why Isn't Purple in the Rainbow?	Rice University Baylor College of Medicine Neuroscientist Xaq Pitkow	Reading 4: R. Blaszczyk <i>Color Revolution Introduction</i> Discussion 2: (Team 2)	Discussion 1: (Led by Team 1)  <i>Vision and Art, Brain Rules</i>	Team 2: Prepare for Discussion <i>Weekly Color &amp; Salon Reflection</i>  Reading 4
Week 5  2/19: ART 1.110 2/21: ART 1.202	Where Do We Go From Here?  Mapping the 21st Century Color Space	Nader Sadoughi  Color Mapping	Reading 5:  R.Blaszczyk <i>The Fashion Forecasters</i>	Discussion 2: (Led by Team 2)  <i>Color Revolution: Introduction</i>	Color Research Teams Colors 1-10 <i>Weekly Color &amp; Salon Reflection</i> Reading 5
Week 6  2/26: ART 1.110 2/28: ART 1.202	The Color of Fashion: Cracking the Culture Codes	Fashion Industry Professionals Michelle Washington, Xitlalt Herrera-Salazar	Reading 6:  Michael Ryan: <i>A Taste for the Beautiful</i>	Color Research Presentations (Teams 1-5)	<i>Weekly Color &amp; Salon Reflection</i>  Reading 6
Week 7  3/4: ART 1.110 3/6: ART 1.202	Beauty & Danger: Color Coded Nature	UT Animal Behaviorist Michael Ryan	Reading 7: Valerie Steele <i>Pink: Introduction</i> Discussion 3 (Team 3)	Color Research Presentations (Teams 6-10)	Midterm Test (Canvas)  <i>Weekly Color Salon Reflection</i> Reading 7

Calendar dates UT Room # Art Building	Weekly Topics	Wednesday Color Salon 6-8pm Guest Speakers	Reading Assignments	Friday Lab 10-11am 11-12pm	Homework Assignments
Week 8 3/11: ART 1.102 3/13: ART 1.202	Your Color Design Tool Kit	Luanne Stovall 12 Chromatic Strategies Stephanie Zeller Data Visualization	<i>Reading 8:</i> P. Bellantoni: <i>If It's Purple...</i> , Valerie Steele <i>Pink: Deceptively Demure</i>	Discussion 3 (Led by Team 3)  Valerie Steele <i>Pink: Introduction</i>	Final Project 12 Chromatic Strategies <i>Weekly Color Salon Reflection</i> Reading 8
SPRING BREAK 3/16 - 3/21	N/A	N/A	N/A	N/A	N/A
Week 9 3/25: ART 1.110 3/27: ART 1.202	Storytelling in Color for Film & Theatre	Filmmaker Nancy Schiesari Lighting Designer Sven Ortel	Reading 9: Philip Ball: <i>Eye of the Beholder, &amp; Rainbow Wars</i> Discussion 4 (Team 4)	Color Interaction Lab 1  Color Order Pigment Mixing	Final Project 12 Chromatic Strategies <i>Weekly Color Salon Reflection</i>  Reading 9
Week 10 4/1: ART 1.102 4/3: ART 1.202	Underground: Colored Earth & Pigment Power	Ochre Archivist, Artist Heidi Gustafson  UT Anthropology Phd candidate Megan Gette	Reading 10:  Victoria Finlay <i>Color, a Natural History of the Palette</i>	Discussion 4: (Led by Team 4)  Philip K Ball <i>Eye of Beholder &amp; Bright Earth</i>	12 Chromatic Strategies  <i>Weekly Color Salon Reflection</i>  Reading 10
Week 11 4/8: ART 1.110 4/10: ART 1.202	Color Wayfinding: Navigating the Built Environment	Architect Meeta Morrison  Interior Designer Harmony Edwards	Reading 11:  <i>Color Revolution, Chapter 9</i> Discussion 5 (Team 5)	Color Interaction Lab 2: Afterimages 12 Chromatic Strategies	Final Project 12 Chromatic Strategies <i>Weekly Color Salon Reflection</i> Reading 11
Week 12 4/15: ART 1.110 4/17: ART 1.202	Eating the Rainbow	Charlotte Herzele UT Nutrition	Reading 12: David Kastan: <i>On Color, (Yellow Perils)</i>	Discussion 5: (Led by Team 5) Color Revolution Chapter 9	Final Project <i>Weekly Color Salon Reflection</i> Reading 12
Week 13 4/22: ART 1.110 4/24: ART 1.202	Emotional Triggers & Color Branding	Marty Butler, Butler Bros. Leana Shefman YETI	Reading 13: Josef Albers: <i>Interaction of Color</i>	Graduate Painting Studio Tour Heather Den Uijl	Final Project <i>Weekly Color Salon Reflection</i> Reading 13
Week 14 4/29: ART 1.110 5/1: Ransom Center	Presentations: 12 Chromatic Strategies	12 Chromatic Strategies Presentations: Students	N/A	Ransom Center: Interaction Of Color Josef Albers	Final Test (Canvas)
Week 15 5/6: ART 1.110 5/8: ART 1.202	Final Test (Canvas)	Presentations: 12 Chromatic Strategies : Students	N/A	Color Interaction Lab 3: Color Design	N/A

## THE NEW COLOR ART 350C // WEEKLY CALENDAR

---

Week 1. Welcome Fellow Trichromats! What is Color Literacy?

---

(1/22) Wednesday 6- 8:00pm, ART 1.110: Luanne Stovall, Artist, Color Theorist.

Introduction, What is Color? Syllabus Overview. Handout: Color Literacy Survey. Course Packets are available to students and guests the first two weeks of class.

Key Concepts: Color Literacy, Color as a STEAM Learning Model, Color Perception, Color Order Systems, Primary Colors, Achromatic Colors, Color Bias, Synesthesia, Color Mapping, Color Field Evolution, Additive and Subtractive Color Systems, 3 Dimensions of Color

(1/24) Friday Lab: 10-11am or 11-12 noon, ART 1.202:: Roundtable: Color Bias, Emotional Triggers

NOTE: All Friday Labs will meet in ART 1.202 unless another location is specified in the syllabus.

### Homework

Purchase Course Reading Packet / Jerome Kubala

Reading 1: *The Alchemy of Paint*, Chapter 7, Spike Bucklow

---

Week 2. Hidden in Plain Sight: Painting in Early Renaissance Europe

---

(1/29) Wednesday 6- 8:00pm: Christine Zapella, Blanton Museum Fellow, European Painting

(1/31) Friday Lab: 10-11am or 11-12 noon: Meet at the Blanton Museum, Slow Looking Module 1: Christine Zappella, Renaissance painting. Bring class journal.

### Homework

Reading 2: *Notes of a Painter*, H. Matisse, *On the Spiritual in Art*, W. Kandinsky

---

Week 3. Flatland / Color in Early Modern Art

---

(2/5) Wednesday 6- 8:00pm: Dr. Linda Henderson, Art Historian, UT Dept of Art History

(2/7) Friday Lab: 10-11am or 11-12 noon: Meet at the Blanton Museum / Slow Looking Color Module 2, with Siobhan McCusker, Blanton Museum; Bring course notebook

### Homework

Reading 3: *Vision & Art*, M. Livingstone, *Brain Rules*, John Medina (class discussion next week)

(Team 1) - Prepare for Discussion 1 on Friday 2/14

Video Link: Beau Lotto: [https://www.ted.com/talks/beau\\_lotto\\_optical\\_illusions\\_show\\_how\\_we\\_see](https://www.ted.com/talks/beau_lotto_optical_illusions_show_how_we_see)

---

Week 4. Seeing in Color: Why Isn't Purple in the Rainbow?

---

(2/12) Wednesday 6- 8:00pm: Xaq Pitkow, Neuroscientist, Rice U., Baylor College of Medicine

(2/14) Friday Lab: 10-11am or 11-12 noon: Discussion 1 (led by Team 1) - *Vision & Art, Brain Rules*

Homework

Reading 4: *The Color Revolution - Introduction*, R. Blaszczyk (class discussion next week)  
(Team 2) - Prepare for Discussion 2 on Friday 2/21

Video link: Color Naming / Berlin and Kay: <https://www.youtube.com/watch?v=gMqZR3pqMjg>

---

Week 5. Where Do We Go From Here? 21st Century Color Mapping

---

(2/19) Wednesday 6- 8:00pm: Nader Sadoughi, Color Management

(2/21) Friday Lab: 10-11am or 11-12 noon: Discussion 2 (led by Team 2) - *Color Revolution / Intro.*

Homework

Reading 5: *The Fashion Forecasters*, R. Blaszczyk, and *Red, The History of a Color, Chap 1*, M. Pastoreau

Video Links: Visual Storytelling <https://www.youtube.com/watch?v=aXgFcNUWqX0>

---

Week 6. The Color of Fashion: Cracking the Culture Codes

---

(2/26) Wednesday 6- 8:00pm: Michelle Washington, Xitlalt Herra-Salazar

(2/28) Friday Lab: 10-11am or 11-12 noon: Color Research Presentations (Teams 1-5)

Homework

Reading 6: *Taste of Attraction, Chapter 4*, Michael J. Ryan

Due 3/8: Color Research - 11 Colors (Team project)

Video: Beauty & Beast <https://www.nytimes.com/2019/01/09/magazine/beauty-evolution-animal.html>

---

Week 7. Beauty & Danger / Color-Coded Nature

---

(3/4) Wednesday 6- 8:00pm: Michael J. Ryan, Animal Behaviorist, UT Integrative Biology

(3/6) Friday Lab: 10:00-11am or 11am - 12 noon: Color Research Presentations (Teams 6-10)

Homework (next page)

Reading 7: *Pink: Introduction*, Valerie Steele (class discussion next week)

(Team 3): Prepare for Discussion 3 on 3/13

Midterm Test (Canvas)

Video links: Pigments and Skin Color: <https://www.youtube.com/watch?v=QOSPNUyFQ>

---

Week 8. Your Color Design Tool Kit: 12 Chromatic Strategies

---

(3/11) Wednesday 6- 8:00pm: Luanne Stovall, Tool Kit, Stephanie Zeller, Data Visualization

(3/13) Friday Lab: 10-11am or 11-12 noon: Discussion 3 (led by Team 3) - V. Steele, *Pink / Introduction*

Homework

Reading 8: *If It's Purple Someone's Gonna Die*, Bellantoni; *Pink / Deceptively Demure*, V. Steele

Video Links: Red vs Blue, The Secret Color Strategy

<https://www.youtube.com/watch?v=X31K6jammH0>

---

SPRING BREAK (3/16 - 3/21)

---

---

Week 9. Storytelling in Color for Film & Theatre

---

(3/25) Wednesday 6- 8:00pm: Lighting Designer Sven Ortel, Documentary Filmmaker Nancy Schiesari

(3/27) Friday Lab: 10-11am or 11-12 noon: Color Interaction Lab 1, Color Mixing Demos

Homework

Reading 9: *Eye of the Beholder*, & *Rainbow Wars*, Philip Ball (class discussion next week)

Heidi Gustafson:

<https://www.nytimes.com/slideshow/2019/10/24/t-magazine/art/foraging-for-ochre-in-the-pacific-northwest.html>  
<https://www.nytimes.com/slideshow/2019/10/24/t-magazine/art/foraging-for-ochre-in-the-pacific-northwest.html>

(Team 4) - Prepare for Discussion 4 on 4/3

Video Links: Wes Anderson Color Design: <https://www.youtube.com/watch?v=BViZsXU9dzo>

Video Links: Visual Storytelling <https://www.youtube.com/watch?v=aXgFcNUWqX>

---

Week 10. Underground: Colored Earth & Pigment Power

---

(4/1) Wednesday 6- 8:00pm: Heidi Gustafson, Artist, Ochre Whisperer; Megan Gette, UT Ph.D. Anthropology candidate

(4/3) Friday Lab: 10-11am or 11-12 noon: Discussion 4 (led by Team ) - Eye of Beholder, *Rainbow Wars*

Homework:

Reading 10: *A Natural History of the Palette, Introduction*, Victoria Finlay

Video Links: Forbes Pigment Collection, Harvard University:

<https://www.youtube.com/watch?v=chECnSLVqMY>



---

Week 11. Wayfinding: Color Design in the Built Environment

---

(4/8) Wednesday 6- 8:00pm: Harmony Edwards, Interior Design, Dell Children's Hospital

(4/10) Friday Lab: 10-11am or 11-12 noon: Color Interaction Lab 2: Afterimages, 12 Strategies

Homework

Reading 11: *Color Revolution, Chapter 9 / Mood Conditioning*, R.Blaszczyk

Video Links: Sarah Zhang, *Lapis Lazuli in Woman's Teeth*

<https://www.theatlantic.com/science/archive/2019/01/the-woman-with-lapis-lazuli-in-her-teeth/579760/>

---

Week 12. Eating the Rainbow

---

(4/15) Wednesday 6- 8:00pm: Charlotte Herzele, UT Nutrition

(4/17) Friday Lab: 10-11am or 11-12 noon: Discussion / Team 5: Color Revolution / Chapter 9

Homework:

Reading 12: *On Color - Yellow Perils*, David Kastan

---

Week 13. Color Branding & Emotional Triggers

---

(4/22) Wednesday 6- 8:00pm: Marty Butler, Butler Brothers, Leana Shefman, YETI

(4/24) Friday Lab: 10-11am or 11-12 noon: Site Visit: Ransom Center, J. Albers Color Interaction

Homework

Reading 13: *Interaction of Color / Introduction*, Josef Albers

Due 5/1: 12 Chromatic Strategies presentations

---

Week 14. 12 Chromatic Strategies / Lookbook Presentations

---

(4/29) Wednesday 6- 8:00pm: Class Presentations, 12 Chromatic Strategies

(5/1) Friday Lab: 10-11am or 11-12 noon: Meet at Ransom Center J. Albers Interaction of Color portfolio

Homework

Study Guide / Final Test: Basic Terms and Concepts. Test will be available on Canvas 5/6 - 5/7

---

Week 15. 12 Chromatic Strategies / Lookbook Presentations / Color Interaction Lab

---

(5/6-5/10) Final Test (Canvas): Basic Color Terms and Concepts

(5/6) Wednesday 6- 8:00pm: Final Projects / Class Presentation

(5/8) Friday Lab: 10-11am or 11-12noon: Color Interaction

