21st CENTURY COLOR LITERACY PROJECT

Two Perspectives Presented By
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MAGGIE MAGGIO

TEACHING 21st CENTURY COLOR
Two Experimental Approaches
THE NEW COLOR - University
COLOR EXPLORERS - Kindergarten

THE NEW COLOR
A 21st Century Field Guide

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THE NEW COLOR, A 21st Century Field Guide
College of Fine Arts, University of Texas, Austin
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BAUHAUS@100 = EVERYDAY DESIGN

I prefer to live in color
David Hockney

GIANT RABBIT HOLE
Asking the Question
“What is Color?”
THE NEW COLOR reframes the color field as a dynamic phenomenon relevant to sensory perception, communication and visual literacy - not just for artists and designers but for everyone. This course offers a multidisciplinary way to explore the dense networks of color codes coursing through our lives every day and gain practical color competencies for 21st century applications.

COURSE OBJECTIVE: Students will gain color competencies essential for visual literacy essential to effective communication outcomes across disciplines.

COURSE STRUCTURE
- Guest speakers series increase a student's ability to evaluate color-focused concepts articulated by practitioners in the fields of art and design, neuroscience, biology, industry, health and wellness, psychology, and marketing.
- Course reading packet for class discussions, site visits, hands on labs for color mapping and color perception experiments, collaborative research projects

Color Competencies for Visual Literacy
- Color Evolution: Color Field Timeline
- Color Science: Physics of Light, Physiology of Vision
- 21st Century Color Mapping / Color Terminology
- Color Psychology: Emotional Triggers, Color Bias
- Color Perception: Color Interaction & Design
- Color & Industry
- Color & Wellness
- Color Field Tool Kit: 12 Chromatic Strategies
COLOR & WELLNESS

COLOR FIELD TOOL KIT
12 Chromatic Strategies

MOVING FORWARD

THE LONG TERM GOAL of this project is to reframe COLOR as a robust multi-disciplinary STEAM Learning Model at all educational levels, structured with clearly defined competencies aligned with 21st century industries – in order to enhance communications across all disciplines for more informed, inspired, and effective solutions.

COLOR FLUENT NOT COLOR BLIND

COLOR EXPLORERS
In the CLASSROOM

MAGGIE MAGGIO
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SMASHING COLOR
Co-Chair, International Color Association Study Group on Color Education
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COLOR FLUENT
NOT COLOR BLIND
VIBE of PORTLAND
Arts and Music Non-Profit
Founder - Laura Strieb

Rainbow Plus Project

Staff and Volunteers
Playing with Prisms + Light Table

RGB + CMY

Magenta + Yellow = RED!

Color Flowers + Color Flows
INTEGRATING SCIENCE + ART

LIGHT + VISION

INTERACTIONS + DIMENSIONS

ADDITIVE + SUBTRACTIVE MIXING

PRINTING + PARTITIVE MIXING

CLASSROOM COLOR

PROBLEM #1
Color Naming Is Fun

PROBLEM #2
Red Yellow Blue

PROBLEM #3
Color is 2D
PROBLEM #1
Color Naming

We Know Our Colors!

Letters

ABC

Shapes

Colors

Numbers

1 2 3

KINDERGARTEN CORE

BOARD BOOKS

COLOR NAMES IN BOARD BOOKS?

Basic Color Terms:

Black
White
Red
Green/Yellow
Blue
Brown
Orange
Purple
Pink
Gray

Their Universality and Evolution (1969)

LANGUAGE OF COLOR

Berlin and Kay
Which Color Is Magenta?

Magentasaurus Rex

Which Color is Cyan?

PROBLEM #2
Red Yellow Blue
Which Color Wheel?

Golden – Paint
Color Wheel Company – Print

PROBLEM #3
Color In 2D
3D Color in 2D

Runge Sphere

Kolormondo

NAEA + KOLORMONDO

Which Color Space?

WHY?

COLOR is an ideal STEAM* SUBJECT

* Science, Technology, Engineering, ART, and Math
“The entire creative process involves the whole brain.”
-Neuroscience of Creativity
COLOR is a Universal LANGUAGE

Languages allow us to -
• Tell Stories
• Express Needs
• Share Feelings

but . . .

Learning a Language Takes TIME

Exploring Color from Infancy

To Kindergarten + Beyond
COLOR is MULTI-DISCIPLINARY

Full Circle Back to THE NEW COLOR

COLOR is AWE-SOME