

The Experience of Colour – ColourWeek 2009

For Artists, Architects, Designers, Design Educators

Call for Participation

ColourWeek 2009 features three half-day seminars dealing with the experiential and three-dimensional effects of colour in built environments. The seminars will be held on November 17, and 18 at the Embassy West Hotel and Conference Centre, Ottawa. Presenters are Cheryl Spina Dudley, ARIDO, IDC, IACC North America, Accredited Colour Designer, and Lee Fargo, Ph.D., Human Colour Vision and Colour Perception, University of California, San Diego.

Seminar 1: Tuesday, November 17, 2009

9:00 a.m. – 12:30 p.m., Ottawa Room, Embassy West Hotel, Ottawa

Suggested Audience: Artists, Architects, Designers, Design Educators

- I. Strategies for developing a colour palette
 1. Albers' use of middle mixtures
 2. Chroma bridging and colour genetics theory
 3. Using colour as a point of emphasis
 4. Perception of colour categories

- II. Psychological response to colour
 1. How you "feel" a colour
 2. Current research on colour emotion
 3. Individual differences in response to colour stimuli

- III. Three-dimensional colour space
 1. 3-D concept of colour
 2. Example of a 3-D model of a colour solid

The Experience of Colour – ColourWeek 2009

Seminar 2: Tuesday, November 17, 2009

2:00 p.m. – 5:30 p.m., Ottawa Room, Embassy West Hotel, Ottawa

Suggested Audience: Artists, Architects, Interior Designers, Design Educators

- I. The science of colour
 1. Spectral reflectance and absorption curves
 2. Successive colour contrast
 3. Colour metamerism
 4. Colour constancy
 5. Measuring colour differences – spectrophotometers, colorimeters

- II. Physiology of human colour vision
 1. The tri-chromatic signal
 2. The function of rods in cases of colourblindness
 3. The Purkinje shift
 4. Rod and cone spectral sensitivity curves
 5. Kinds of colour vision deficiencies – deuteranope, protanope, tritanope

- III. Memory for colour
 1. Rate your colour memory
 2. Colour categorization
 3. Colour constancy
 4. Range of human colour memory

The Experience of Colour – ColourWeek 2009

Seminar 3: Wednesday, November 18, 2009

1:00 p.m. – 4:30 p.m., Ottawa Room, Embassy West Hotel, Ottawa

Suggested Audience: Artists, Architects, Interior Designers, Design Educators

- I. The art of colour application
 - 1. Use of colour changes to add visual interest to buildings
 - 2. Architectural colour detail
 - 3. Colour fads, favourites, and flops
 - 4. Space, volume and light

- II. Colour use in architecture
 - 1. Using colour in large areas
 - 2. Use of colour as point-of-interest or way-finding
 - 3. Examples of effective colour use in architecture

- III. Colour and architecture
 - 1. Using colour to visually communicate function in public spaces (exteriors/interiors)
 - 2. Structured colour solutions
 - 3. Mixing a colour bridge of perceptual opposites

The Experience of Colour – ColourWeek 2009

About the Presenters:

Cheryl Spina Dudley is an award-winning architectural colour designer with over 20 years experience in the application of colour in spaces for public and private sector clients. She is an IACC certified colour consultant and past president of the International Association of Color Consultants, North America. In her thesis work she explored the application of light and colour in specialized public environments as well as the development of functional and aesthetic colour solutions for application in these environments. Cheryl has taught interior design fundamentals, colour theory and application to various audiences. She is a registered member of the Interior Designers of Canada, the Association of Registered Interior Designers of Ontario and the International Association of Color Consultants/Designers. She is the director of a colour design group that focuses on colour design education, consultation, materials and their application in public spaces.

Lee Fargo earned a Ph.D. in experimental psychology from the University of California, San Diego, (UCSD) in 1995. Her research involved human colour perception and specifically, colour memory and categorical perception. She has published articles in colour journals with her advisor, Dr. R.M. Boynton, a renowned colour vision scientist. Lee also completed a Masters degree in Applied Design at the University of Minnesota in 1987. Her thesis work included art pieces that explored simultaneous contrast and the development of strategies for designing colour palettes. She has exhibited her work in several juried shows. She taught beginning and advanced colour theory for 3 years in the Design Department at University of Minnesota and taught colour vision and colour perception at UCSD for 15 years. Lee is a director of a colour design school that focuses on the application of colour theory in the design process.

About the venue:

The Embassy West Hotel is located at 1400 Carling Avenue (south side of Carling, corner of Kirkwood), Ottawa.

Free Parking. Refreshments provided.

The Experience of Colour – ColourWeek 2009

How to register for ColourWeek 2009

Please register me for the following seminar:

Seminar Date:

- Seminar 1: Tuesday, November 17, 2009 - 9:00 a.m. - 12:30 p.m.
- Seminar 2: Tuesday, November 17, 2009 - 2:00 p.m. - 5:30 p.m.
- Seminar 3: Wednesday, November 18, 2009 - 1:00 p.m. - 4:30 p.m.

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Cell: _____

Fax: _____

email: _____

Fees:

Registration: \$200.00/person/seminar, includes refreshments and three self-directed CEU's

Payment Method

Cheque (Payable to: Cheryl Dudley & Company)

VISA:

Card Number	Expiry	Name
-------------	--------	------

MASTERCARD:

Card Number	Expiry	Name
-------------	--------	------

Note: Receipts will be available at the Seminar(s)

Send completed registration form and payment to:

ColourWeek 2009
Cheryl Dudley & Company
448 Brierwood Avenue
Ottawa, ON K2A 2H3
CANADA
Tel: 613.728.6653
Fax: 613.728.6768
email: csdudley@rogers.com

Registration closes on November 2, 2009

We look forward to seeing you at ColourWeek 2009.