How does color influence us? Do we actually stop and think about the effects of color in our daily and professional lives? Does color change the way we act, think, proceed through the day—the choices we make? How much do we know about color? How does color matter? Seeing and perceiving color is a sensory experience that depends on different conditions and one’s own awareness. It is a complex process involving physics, chemistry, physiology, psychology, aesthetics, and art. Studies will be viewed critically through the lenses of contemporary aesthetical, material, environmental, formal, cultural, and social aspects of color (and light), including discussions in international color research. The course will look at theories of color and examine how these theories have changed over time due to scientific discoveries and cultural shifts, including principal color systems, methods of color harmony, effects of visual phenomena, and cultural and historical implications. The application provides structure to create meaning. Readings include selections from Anni and Josef Albers, David Batchelor, Willi Baumeister, Faber Birren, Adolf Hölzel, Derek Jarman, Paul Klee, Fiona McLachlan, Albert Munsell, Wilhelm Ostwald, Lois Swirnoff, and selected interior/architects, artists, and designers. The course format includes lectures, discussions, student presentations, and project reviews. The projects offer an opportunity to practice applying fundamental color design principles and be reviewed and discussed in class. Assignments and exams are graded on a percentage basis. The midterm and final exams cover readings, lectures, lab sessions, and projects. Graduate students complete an additional project on a discussed and selected topic in their possible research interest.