

# FROM PRISMS TO PANTONE: COLOR, RACE, & TECHNOLOGY

WINTER 2023  
TU/TH 11:30 AM - 1:00 PM  
DIGITAL 357  
LIDA ZEITLIN-WU

In this class, we will take a deep dive into the rich, fascinating, and sometimes overwhelming topic of color as it is mediated by technology, culture, and politics. By doing so, we'll open up a larger conversation about how technology shapes our perception of the world and ourselves. A major conceptual thread running throughout the course will be around the complex relationship between color and race. Throughout the semester, we'll look critically at the ways in which color technologies from photography to biometrics have historically been calibrated in a way that privileges whiteness and perpetuates racial bias. Please email Sarah Torsch ([dsi-studentservices@umich.edu](mailto:dsi-studentservices@umich.edu)) with any questions.

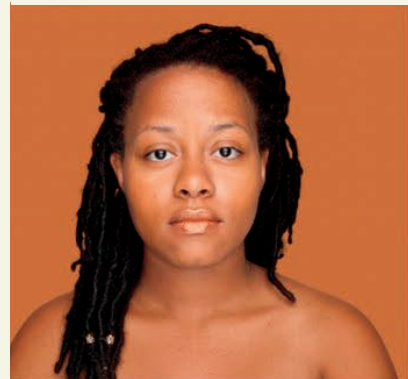
\*Portraits from  
Angelica Dass's  
*Humanae*



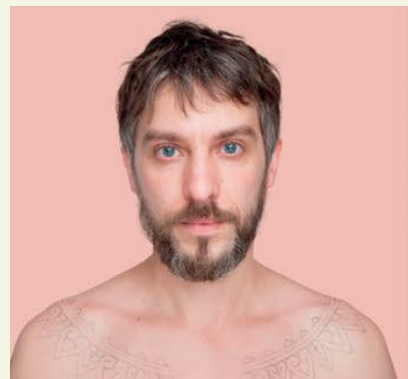
PANTONE 316-5 C



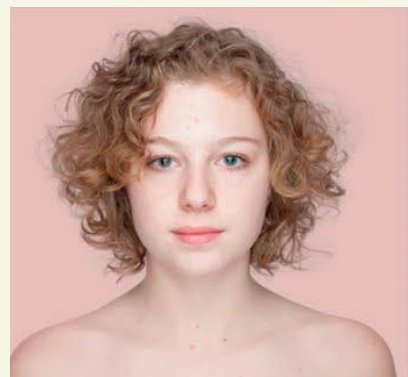
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