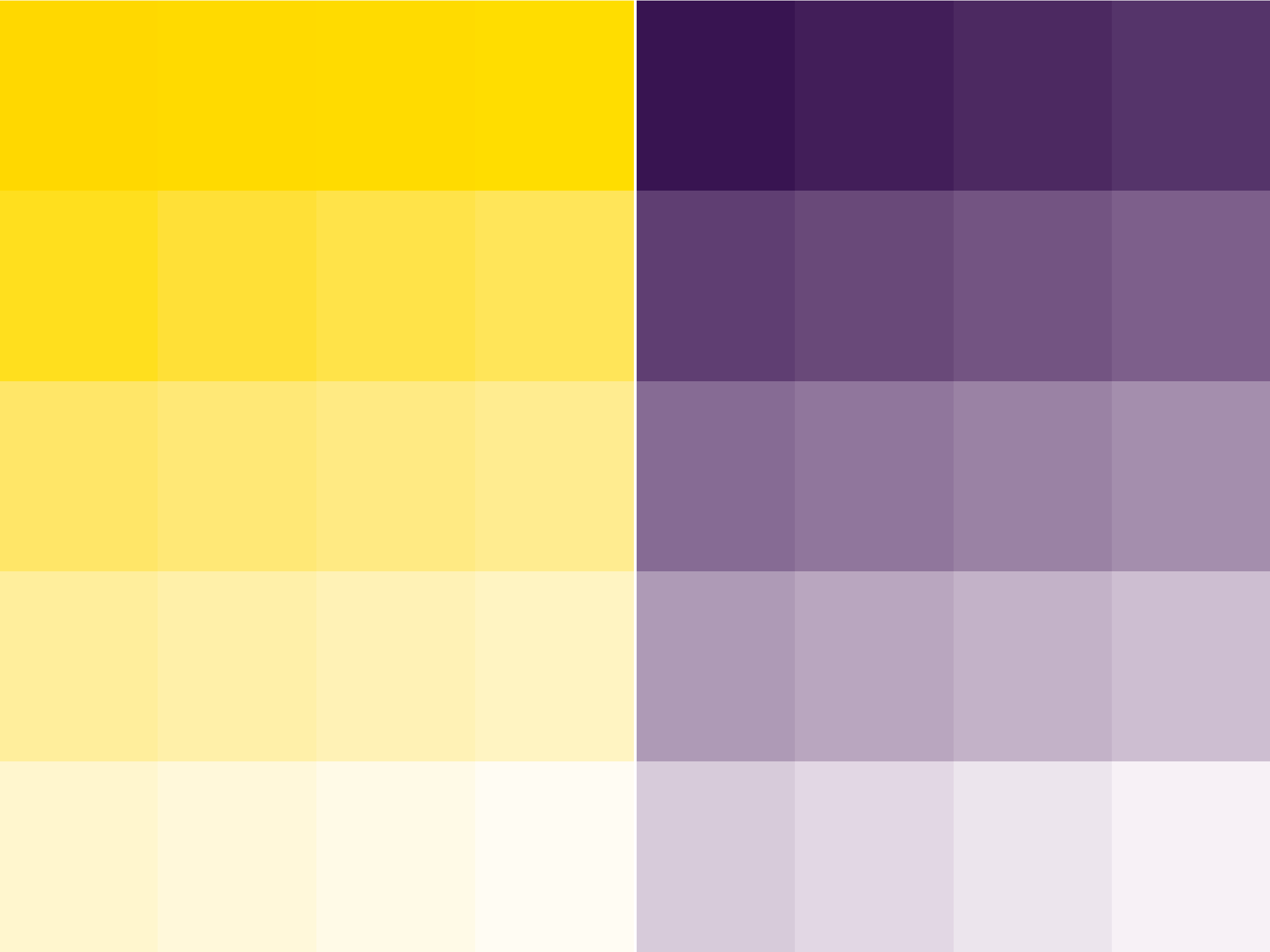




**YELLOW**



## **INTRODUCTION:**

**This is a book about the color yellow.**

**According to surveys in Europe, Canada, the United States and elsewhere, yellow is the color people most often associate with amusement, gentleness, humor, and spontaneity, but also with duplicity, envy, jealousy, avarice, and, in the U.S., cowardice.**

**This book will explore yellow from a personal perspective, documenting its presence in daily life as well as its place in history, culture, and industry.**



PHOTOGRAPHIC COLOR WHEEL ARTIFICIAL



PHOTOGRAPHIC COLOR WHEEL NATURAL



#### *OVERVIEW*

Yellow, wavelength 580, is present in both nature and industry. It is analogous to red and orange, and is complimentary to purple and violet.

#### *PIGMENT*

Yellow is one of the first natural pigments to be used by early humans. Ochre is a natural clay earth pigment that ranges from yellow to deep brown, and has been used since prehistoric times. Pieces of ochre engraved with abstract designs have been found at the Blombos Cave in South Africa, dated to around 75,000 years ago.

Limonite is also a common source of yellow pigment. It has been found in many Neolithic pictographs, and throughout history is thought to have been one of the most important pigments for creating paints in the yellow to brown color range.

Currently, Cadmium yellow is a common

source of yellow pigment. Synthesized from cadmium sulfide (CdS), it has been in use since about 1840 to today. According to ColorLex, cadmium sulfide pigments may get banned in the near future because of their toxicity.

#### *EGGS*

Egg yolks are yellow because of a chemical called Xanthophyll. A 1915 paper written by scientist L.S. Palmer reads,

“The yellow pigment of the egg yolk has recently been identified from a chemical standpoint by Willstatter and Escher. These investigators isolated the principal pigment from the yolks of 6,000 eggs in crystalline form, and from its chemical constitution and properties believe it is to be isomeric with the crystalline xanthophyll of the chloroplast. (Palmer, September 1, 1915)”

The study was done in order to better understand how to fortify chicken feed to

produce yellow yolks, which consumers think are a sign of healthful eggs. The findings showed that yellow corn was a good way to ensure eggs laid had yellow yolks.

#### *SPORTS*

Many sports use yellow cards as a way to signify caution, including field hockey, badminton, and equestrian sports. The most notable yellow cards are from soccer.

Red and yellow cards were invented by Sir Kenneth George Aston, who was inspired by traffic lights to color code game infractions. Players and spectators would understand the meaning of the colors regardless of their involvement in the sport. Yellow has since become the standard color to caution players in sport.

#### *BUSINESS*

According to Color Psychology, yellow is often associated with “happiness and optimism”. In 2017, Lufthansa airlines added yellow to its business color scheme in a rebrand introduced

by German graphic designer Old Aicher. Business Insider says that it was considered “one of the most successful rebrands of the 20th century.”

**COLOR  
SWATCH  
NAMES  
FOR  
YELLOW (REAL)**

- 1. Mac and Cheese**
- 2. Golden Plumeria**
- 3. Goldenrod**
- 4. Butter Up**
- 5. Olden Amber**
- 6. Sun Yellow**
- 7. Neon Yellow**
- 8. Banana Mania**
- 9. Forsythia**
- 10. Gusto Gold**

**COLOR  
SWATCH  
NAMES  
FOR  
PURPLE (REAL)**

- 1. Berry Frappe**
- 2. Clematis**
- 3. Spangle**
- 4. Forever Lilac**
- 5. Forget-Me-Not**
- 6. Novel Lilac**
- 7. Purple Mountain Majesty**
- 8. Orchid**
- 9. Vivid Violet**
- 10. Eggplant**

**COLOR  
SWATCH  
NAMES  
FOR  
YELLOW (FAKE)**

- 1. Daisies**
- 2. Free-Range Egg Yolk**
- 3. Smog**
- 4. Highway to the Danger Zone**
- 5. Summer Squash**
- 6. Lemonade**
- 7. ColdPlay**
- 8. Olio-Margarine**
- 9. Post-it Note**
- 10. Tornado Watch**

**COLOR  
SWATCH  
NAMES  
FOR  
PURPLE (FAKE)**

- 1. Deep Space 10 96**
- 2. Berry's for Brunettes**
- 3. Raisinette**
- 4. Velvet Vixen**
- 5. Manservant, Fetch the Merlot**
- 6. Blackcurrant**
- 7. Teacher's Cardigan**
- 8. Crepuscular**
- 9. Easter Egg**
- 10. Lowkey Vibing**

01.22.21

*The first thing I thought of was the sun. and then the asian slur.*

01.24.21

*Yellow makes me think of stoplights and butter I can't eat, and daisies. It is happy and dangerous- caution signs are always yellow.*

01.25.21

*I don't own any yellow clothes- the color doesn't mesh well with my brain. My friend Leah during her relentless wholesomeness loved yellow. Lemons.  
That morton girl's coat. Eggs. Curry. Turmeric stains  
Bad teeth, good hay. Healthy pee*

01.26.21

*I think it's the most controversial of the primary colors. Love it or hate it*

01.27.21

*I know a person who knows a person who has yellow eyes. Apparently they've had trouble with addiction. i wish them well.*

01.28.21

*You know, that one brand of vegan butter  
Earth balance. Lovely.  
Leaves in autumn, osteoperosis.*

01.29.21

*Canaries, stars, the moon, apples, watermelons, banana (outside)  
pineapple (inside)*

01.30.21

*I think one time earlier this summer, in quarantine, the sky turned yellow before that weird non-storm. the whole sky turned dark and then orange and then yellow. ithought the world was ending. it's so strange, ho wjust when life seems so stationery the sky decides to show off in a very scary way. Bianca said that her and her pals had to pull over because there was a tornado warning. i've never experienced a tornado. wasn't there one in roger's park that day? scary stuff.*

01.31.21

*i feel like yellow is the color of a lot of foods, both natural and manufactured. i remember once i listened to a podcast about the history of margarine and there was this whole legislative/lobbying problem because people were putting artificial yellow dye in their olio. It was problematic because, according to the actual dairy farmers, consumers would think that yellow butter was better, so even if margarine isn't real butter they would pick it just because of the color.*

02.1.21

*Pain, suffering, self-loathing, bruises.*

02.02.21

*Wine, dusk, levitating with rage channeling the energy of wayward spir-  
its, outreached fingers smiting the unworthy  
The shelf in the ocean that drops off to nothing  
Microsoft teams, slack notifications*

02.03.21

*mixing blue raspberry and wild strawberry sno-cone flavors, being  
handed a little paper cone full of ice. Smearing my lips with it to look  
more adult  
lipstick, eyeshadow, smokey eyes and hookah lounges. Lilac, heliotrope,  
crocus, cosmos, roses, glowing mushrooms that definitely produce  
some kind of hallucination or death.*

02.04.21

*Nightshade, rain, sleep. Lavender and chamomile.  
Clouds floating above a stormy sea, drifting past the most beautiful  
sunset I've ever seen.  
All my cardigans, some of my socks, a sweater that used to belong to my  
friend's grandma.*

02.05.21

*Sparkly itchy tulle scrapes my legs as I prance around an oriental rug  
in my childhood home, wand aloft. I am the sugar plum fairy, off to save  
Barbie.  
The world outside is still a deep, dark blue. Cough syrup is poured into  
the flimsy plastic cup, I drink it down and cringe. My throat burns. I'm  
five.*

02.06.21

*Black beans need to soak for several hours, up to 12, before I put them  
in the instantpot with a bay leaf and many cloves of garlic. The beans  
dye the water a deep, deep indigo. It looks black, but it's not. Red onions  
and cabbage are not actually red, they are a dazzling shade of purple,  
magenta, sweet and crunchy. I shred them both into a slaw, or pickle  
them with apple cider vinegar. One part water, one part vinegar, a little  
bit of sugar. Some peppercorns.*

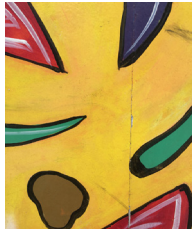
02.07.21

*"You should wear more purple," Claire says. "I've always thought Purple  
is a universally flattering color!" I say. "Yeah," she says, "but right now  
I'm talking about you specifically."*





01



02



03



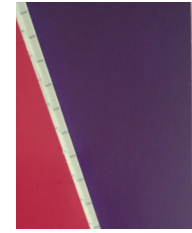
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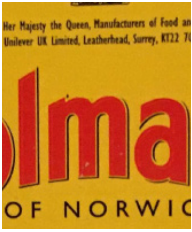
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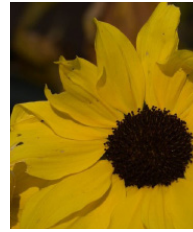
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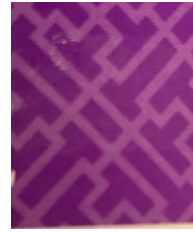
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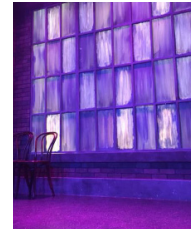
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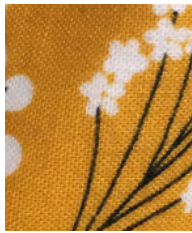
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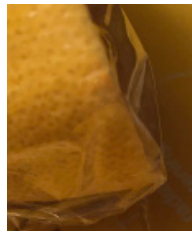
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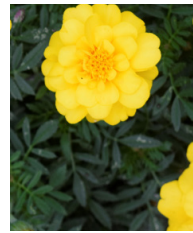
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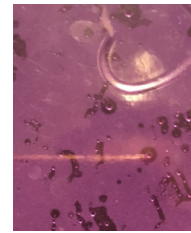
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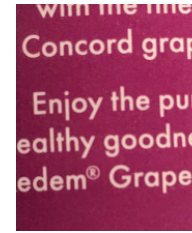
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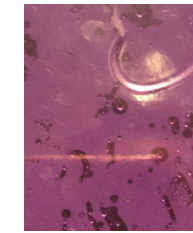
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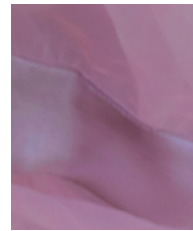
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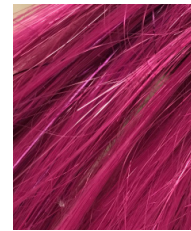
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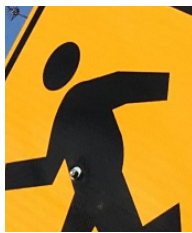
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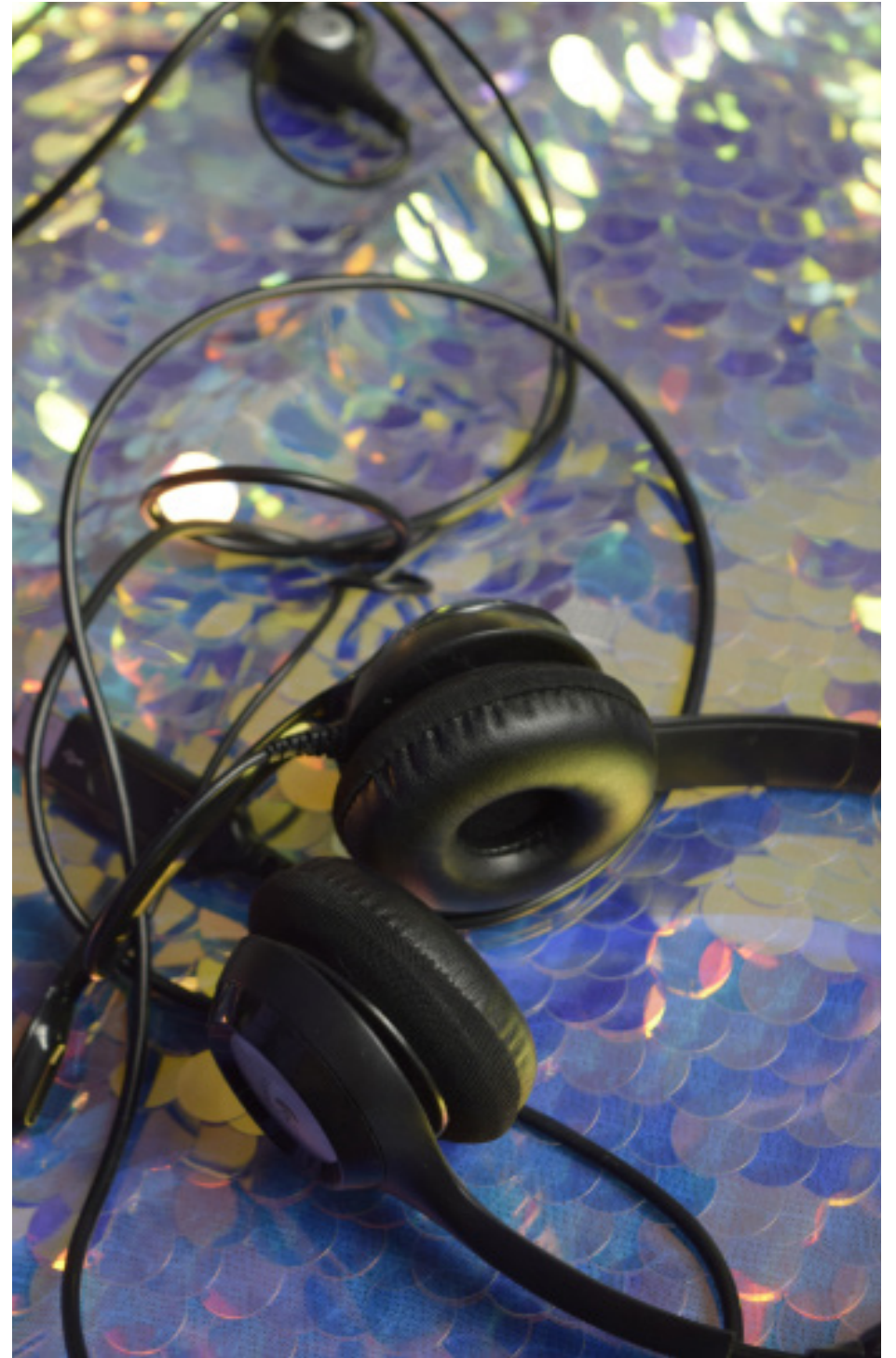


20





RUSTED SHIPPING CONTAINER OUTSIDE THE LIBRARY.



HEADPHONES ON SEQUINS FOR BECCA'S POSTER PHOTOSHOOT.





CORN AT THE FARMER'S MARKET OUTSIDE THE MUSEUM OF CONTEMPORARY ART.



THE ONE WIG I OWN.





VARIOUS SUMMER GOURDS AT THE FARMER'S MARKET



LEGS ON DEMONTHON'S LIGHT UP FLOOR





LEAVES ON A WALL



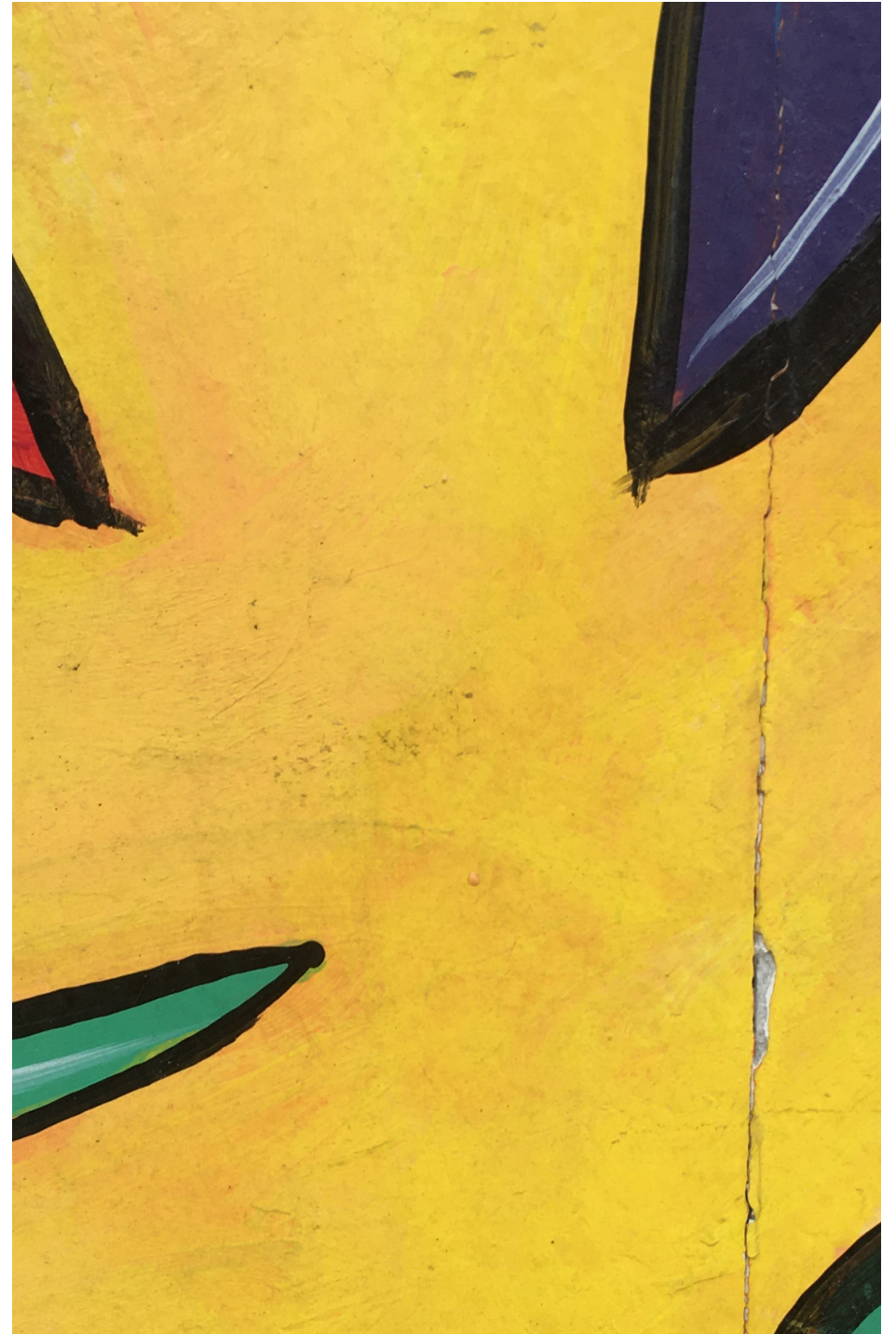
A HALF USED BAG OF YUKON GOLDS





#### DERRY'S SKIRT

*THIS IS DERRY'S SKIRT FROM A PHOTOSHOOT AGES AGO. I REMEMBER THE LAYERS OF IT, AND HOW IT WOULD SWAY IN THE WIND. NOTHING THAT BEAUTIFUL HAS EVER GRACED THE IO THEATER PARKING LOT, MAY SHE REST.*



#### CHEESIE'S WALL

*THE WALL AT CHEESIE'S HAS THESE MURALS OF PIZZA. I AM LACTOSE INTOLERANT. IT IS SAD EVERY TIME I WALK BY.*





RAINY ROSE, SEATTLE 2020



SHISO RICE SEASONING, CHICAGO PANTRY 2020





LATE SUMMER: TOMATOES



LATE SUMMER: PEACHES



LEMON WEDGES

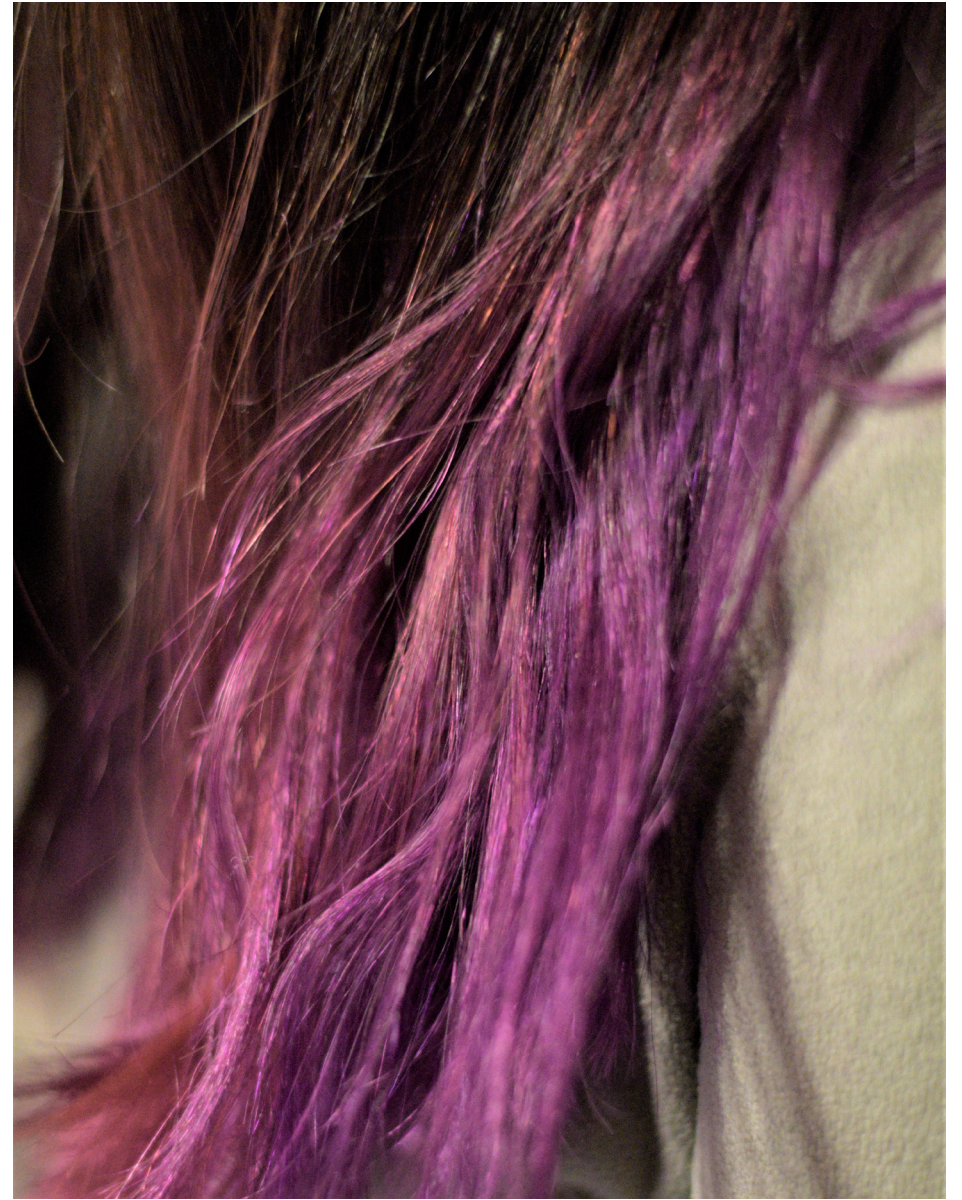


SET!





THIS BOX USED TO HOLD SOAP BUT NOW IT HOLDS ALL MY MAKEUP



MY ROOMMATE'S HAIR. STILL ATTACHED TO HER HEAD, DON'T WORRY





CANTELOUPE

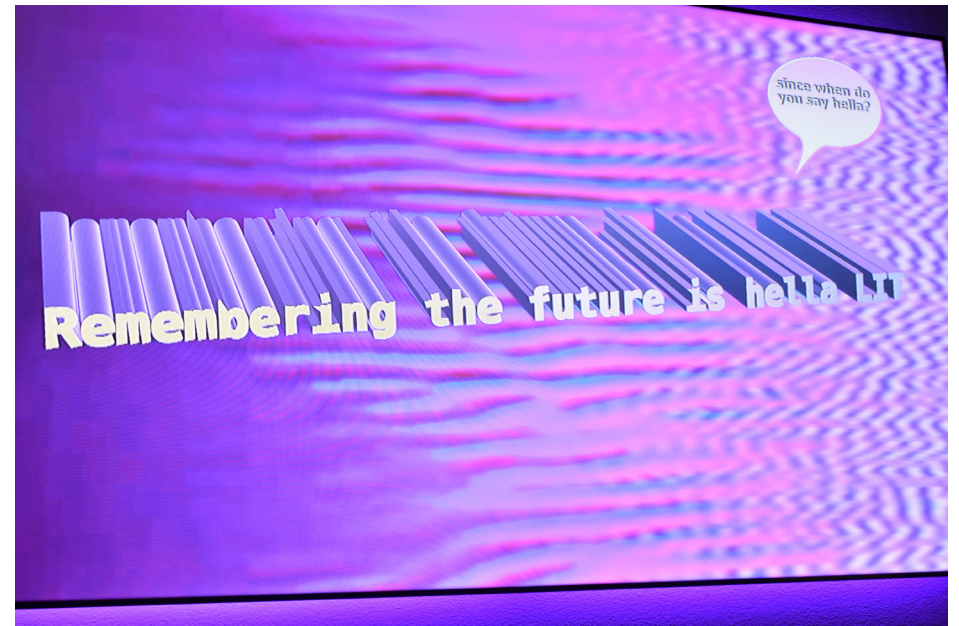


CARNATIONS





BEES AT PING TOM PARK, SUMMER 2019



THE MUSEUM OF CONTEPORARY ART, SUMMER 2018

*This is a record of a virtual interview between Amy Do and Michael NoCam, conducted asynchronously via Google Docs on January 13, 2021. All opinions stated therein do not reflect the views of DePaul University or the Void.*

**AD: How do you feel about pseudoscience and color as a way of healing or processing emotions, as addressed in the first reading color form and magic?**

I'm not entirely convinced the book was full of pseudoscience, but it sure felt like it was, and that the book was about to predict my horoscope. plus, the rhetoric used felt like fluff text to make the author sound more intelligent than they are.

**AD: Do you personally agree or disagree with the views expressed in color, form, and magic? do you think color can change the emotional experience in a meaningful way?**

Color can be used as a tool of healing. different studies have found that pink can be used on patients that are prone to aggression to make them calm down. and i do believe it can change the emotional experience of something. i think color has a lot more power than what we give it credit for.

**AD: In Koulhaas' "the future of colors is looking bright"; they write, "there are two kinds of colors. the ones that are integral to a material...and the ones that are artificial...the difference between color and paint. (219)." how has this manifested in terms of your color this week? do you prefer one over the other? Why?**

I don't prefer one over the other. i think that the natural colors that can be found on certain materials can be beautiful, and i often enjoy them. but there's also beauty in manufactured color. in terms of how it affects my research this week, i think the grey of stone contains a powerful statement, while the manufactured grey of armour also contains something culturally powerful.

**In David Reed's 'colour game' (2007), he writes, "in our world today artificial and natural colors and light combine in ways that are more varied and complex than humans have ever experienced before. the new colors and color relationships in the world that don't yet have emotional connotations and we as painters can create them...(227)." What kinds of color relationships stand out to you that include your color?**

Something that stands out to me is that there are so many colors, both warm and cold, that pair nicely with grey.

**What emotional connotations does your color have, personally and culturally? based on your research, do these connotations differ between cultures?**

My color seems to be more of a supporting color. that being said, i think grey gives off the feeling of strength and security. it's the color of stone and steel. although, it could also be seen as boring and dull when used alone.

**Yonka Shonibare wrote that '...color for me has always carried a cultural and colonial baggage relating to taste and class.' From a personal perspective, do you agree or disagree?**

I do agree, but only in certain scenarios. she talks about britain being grey compared to nigeria. but i think in her scenario, grey wasn't being utilized correctly, therefore it became overwhelmingly boring.

**How has your personal relationship with color changed over time?**

I have grown to like color a lot more. i was never really a fashion forward person, and my art was always grayscale because i used graphite. but i've grown to have a stronger appreciation for color in every form of media.

**The secret lives of color goes into the history of various pigments. during the study of your particular color, have you learned anything about history?**

I haven't necessarily learned anything new about history. i find it difficult to research the color on its own. i instead have to rely on my own perception of historical artifacts, and to rely on bits of information i've heard in the past such as the armour being polished to remove the blue hue.

**How do you feel about oatmeal?**

Yo, oatmeal is pretty decent. i don't much care for the flavor of it, but it works well with sugar, fruits, or yogurt.

**What do you look like? it's unfair that you alone are michael nocam and the rest of us mortals must be perceived with human eyes.**

Being a formless, eldritch horror of the void isn't the worst existence out there. buying a camera and forcing you all to witness that which cannot be given form would curse you all to a doomed existence, so it's best if i stay formless.

*MNC: In Yonka Shinobare's passage, they wrote that Pop art became a symbol of the blurring of the boundaries between design and art. In your experience, what media has helped you merge the two worlds together?*

A piece of media that has helped blur the boundaries between design and art is furniture (is furniture media? I suppose carpentry is a mediUM). I know we're talking about color in this class, but the general idea that people would want to design and construct beds that look like they're floating, or a couch that also looks like an egg is so funny to me. I saw Judy Chicago's giant installation for 2020 Dior Spring/Summer and it made me think a LOT about architecture. Now that we're spending a lot more time inside, I've grown to appreciate the things that empower us to sit, stand, lie down.

*Have you moved or traveled from one location to another and felt an emotional change as a result of new colors in your environment?*

This is a FASCINATING question. One time I was on a late-autumn walk with some friends in Oz park because I was a freshman and sad. It was really cold, and the primary colors of the walk were just the black of night and the glaring grey/white of week-old snow left on the ground that's frozen and re-frozen again into just... a Mass. The glare of car headlights speeding by, dark blue sky, cold.

We were traipsing around the inside of the park on this path when the wind started to blow, and I was enveloped in this swirling cloud of orange leaves. The warm-toned streetlamp light was shining through and on all of them as they fell from the trees, and there was that dry-leaf rustling noise everywhere around me, like whispering or something. It was kind of a magical moment. It felt like a pixar movie. I felt better after that. Orange is a great color.

*David Batchelor makes the argument that color is an object of extreme prejudice in western culture. Do you agree with the arguments that he makes about Chromophobia being used to purge color from culture?*

I think western culture is focused on capital, efficiency, money, time, and product. From a strictly capitalistic lens, playing around with color and making human-centric design seems to be a superficial pursuit UNLESS it directly leads to creating a product that can be sold for a profit. Why paint the concrete a fun color? That's just a waste of time. Keep making those weird box-houses, don't ask questions. Culturally speaking I think that color IS an object of extreme prejudice- because our institutions are built on and perpetuate white supremacy, colorism (and thus racism) are inexplicably linked to structures of power and therefore embed-

ded within cultural ideas of status and power.

*You seem pretty passionate about oatmeal, so how do you feel about it?*

I love oatmeal. Sweet, savory. I just made baked oatmeal yesterday and plan on slowly chipping away at it all week. My roommate gives me uwu eyes sometimes and I have to tell her "yes, I'll make the oatmeal cookies so you can have an ice cream sandwich". The first time I ever had it was at my childhood bff abby's house. Her dad, Richard, made steel-cut oats with honey. I thought it was glop for the longest time... then one day I liked it. A metaphor for the human experience.

*Have you found that your assigned color has cultural baggage? Perhaps some elitism, or classism?*

I mean as an asian person, I currently have a book on my shelf titled "YELLOW PERIL! An archive of anti-asian fear". So yes, I would say that the color yellow has some historical and cultural baggage as a slur.

Personally speaking I can't say it's my favorite color. It doesn't look good with my complexion. It's also the color of lots of cheeses, and I'm lactose intolerant to a fault. It's been three years since I've even considered mac and cheese. Yellow apples are the worst.

*Have you found that your assigned color has some positive associations? Perhaps with friendliness and warmth?*

I mean there's the line from the Harry Potter movies where Ron tries to turn his rat yellow with the iconic incantation, "Sunshine, daisies, butter mellow, turn this stupid fat rat yellow" which I guess is a small list of nice things that are yellow (excluding the rat).

This project has been a great reminder to pay attention to everyday life- once I started looking for yellow, I saw it everywhere. It turned my humdrum quarantine existence into a fun scavenger hunt for a while, and for that I am grateful.

*How does it feel to be made of matter and structure, rather than from pure energy given purpose?*

As an internationally renowned artiste who is on track to EGOT within the decade, I would say a corporeal existence is not a bad one. My chaise lounge is a comfortable place from which to hold court upon the world.

## ARTIST BIO

My work explores the relationship between Critical theory and unwanted gifts.





This book was formatted with Adobe InDesign as a project for DePaul University's Special Topics in Graphic Design: Color Theory, taught by Professor Heather Quinn. The typeface is Karrik, and all images are taken by me, Amy Do. The artist's bio was auto-generated by Artybollocks.com.

This book went through three rounds of edits and peer review. All views expressed therein are my own, and do not reflect the views of DePaul University or any of its affiliates.

Last edits made on 2/11/2021.

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