Color Me In

A grouping of 8 short films that utilize color theory to tell Tatum's personal experiences while coming out as a part of the LGBTQ+ community. Each film was shot in a specific color of the rainbow to highlight specific emotions that have shaped her identity today.

Presented By:

Tatum Poirier

Multimedia Production and Design '21

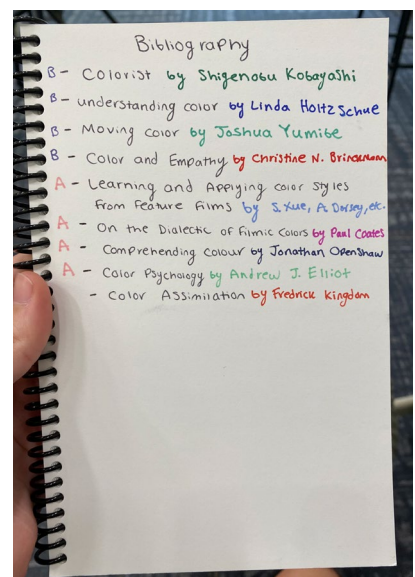Research Mentors:
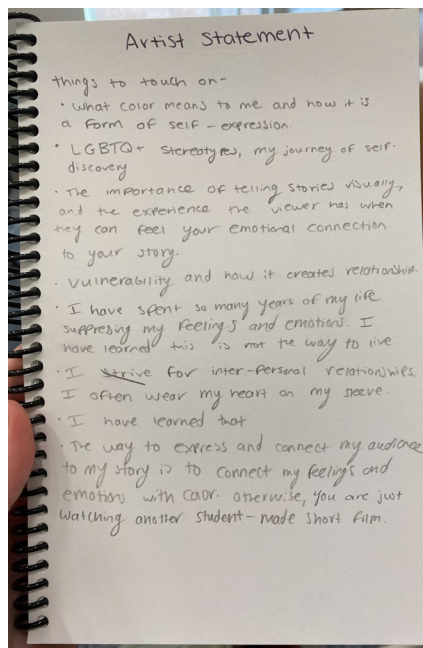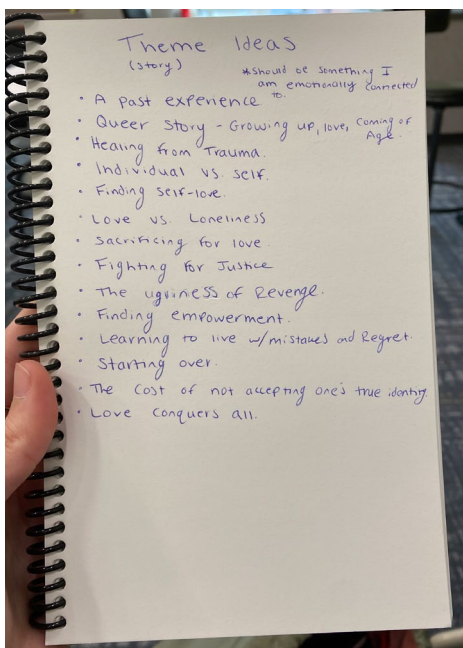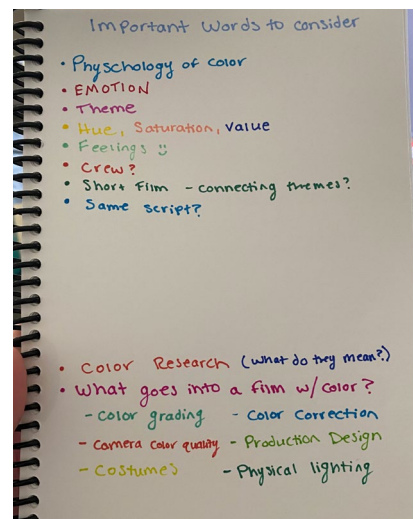
Ryan Gibboney, M.F.A.

Luke Fragello

Juniata College

INTEGRATED MEDIA ARTS

BEGINNING IDEAS

Research Map   8/26

Film + Color Theory

- Length?
- Crew?
- Script?
- Subject?
- Equipment?
- What story should I tell?
- Words? or just communicate through feeling/color?

— Colorist — by Shigenobu Kobayashi
- Chapter 1
- Chapter 2
- Chapter 4 ☆

exercise 1: like: 26, 18, 33, 22, 56, 66, 46, 35.
dislike: 9, 99, 74, 100, 101.
Determination: I am a "Tone-type".

exercise 2: nonchalant, masculine, flamboyant, vigorous, happy, cute, jovial, earnest, nostalgic, honest and straightforward, humorous, charming.
Results: Romantic, casual, Gorgeous.
Technique: H/CO, T/si, H, Cl.

Important Words to consider
- Physchology of color
- EMOTION
- Theme
- Hue, Saturation, Value
- Feelings ☺
- Crew?
- Short Film - connecting themes?
- Same script?

- Color Research (what do they mean?)
- What goes into a film w/ color?
  - Color grading   - Color Correction
  - Camera color quality   - Production Design
  - Costumes   - Physical lighting

Theme Ideas
(story)   *Should be something I am emotionally connected to.
- A past experience.
- Queer Story - Growing up, love, Coming of Age.
- Healing from Trauma.
- Individual vs self.
- Finding self-love.
- Love vs Loneliness
- Sacrificing for love.
- Fighting for Justice
- The ugliness of Revenge.
- Finding empowerment.
- Learning to live w/ mistakes and Regret.
- Starting over.
- The cost of not accepting one's true identity.
- Love conquers all.

Artist Statement

things to touch on-
- What color means to me and how it is a form of self-expression.
- LGBTQ+ stereotypes, my journey of self-discovery
- The importance of telling stories visually, and the experience the viewer has when they can feel your emotional connection to your story.
- Vulnerability and how it creates relationships.
- I have spent so many years of my life suppressing my feelings and emotions. I have learned this is not the way to live.
- I strive for inter-personal relationships. I often wear my heart on my sleeve.
- I have learned that
- The way to express and connect my audience to my story is to connect my feelings and emotions with color. Otherwise, you are just watching another student-made short film.

Bibliography
B - Colorist by Shigenobu Kobayashi
B - Understanding color by Linda Holtzschue
B - Moving color by Joshua Yumibe
B - Color and Empathy by Christine N. Brinckmann
A - Learning and Applying color styles from Feature Films by S.Xue, A.Dorsey, et.
A - On the Dialectic of filmic Colors by Paul Coates
A - Comprehending Colour by Jonathan Openshaw
A - Color Psychology by Andrew J. Elliot
- Color Assimilation by Fredrick Kingdom

INSPIRATION

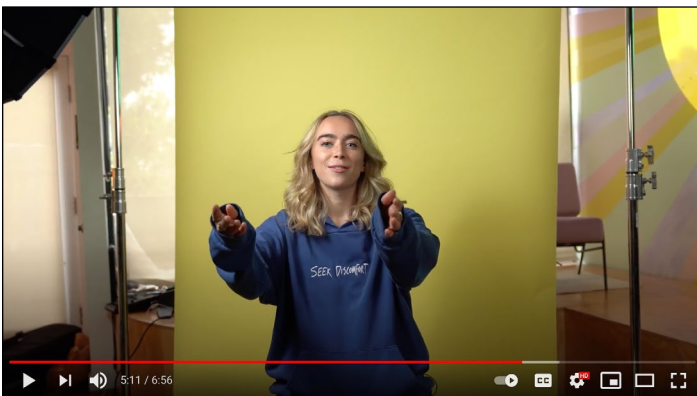I'm Gay - Eugene Lee Yang

Fundraiser

18,492,052 views • Jun 15, 2019

1.6M   67K   SHARE   SAVE   ...

The Try Guys ✓
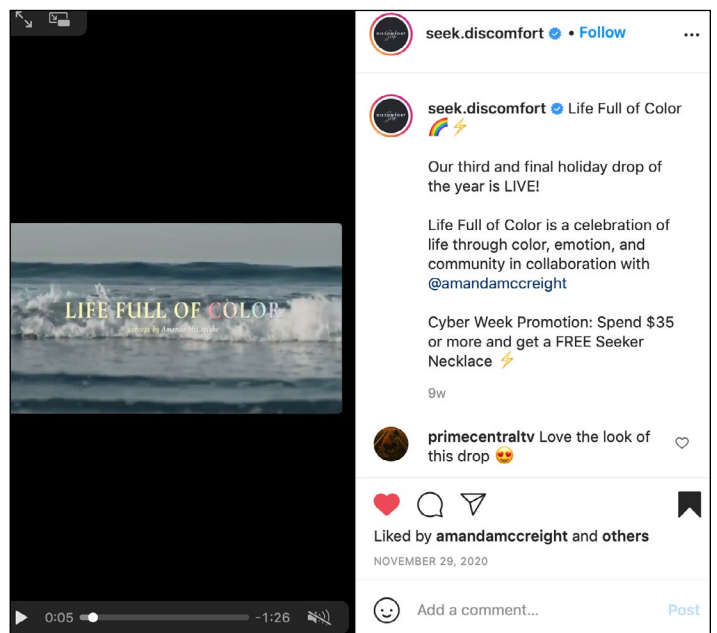7.38M subscribers

SUBSCRIBE

The Way She Got Yes Theory's Attention (and made her dream come true)

24,140 views • Dec 2, 2020

9.3K   40   SHARE   SAVE   ...

Yes Theory PLUS
251K subscribers

SUBSCRIBE

seek.discomfort ✓ • Follow   ...

seek.discomfort ✓ Life Full of Color 🌈⚡

Our third and final holiday drop of the year is LIVE!

Life Full of Color is a celebration of life through color, emotion, and community in collaboration with @amandamccreight

Cyber Week Promotion: Spend $35 or more and get a FREE Seeker Necklace ⚡

9w

primecentraltv Love the look of this drop 😍

Liked by amandamccreight and others
NOVEMBER 29, 2020

Add a comment...   Post

0:05   -1:26

DESIGN STATEMENT

Tatum uses color in her daily life as a form of self-expression. Growing up, she never really understood why she was drawn to colorful things. She would often be asked, "what's your favorite color?" and she always had a difficult time picking just one. Tatum knew that she couldn't express herself with just blue, or green, she wanted them all to be her favorite. Once she got a little older and began to come to terms with the fact that she was a part of the LGBTQ+ community, Tatum realized she felt deeply connected to the rainbow and what it symbolized. This project is aimed at understanding how different colors energize her and then ultimately learning to communicate those feelings through film.

"Color Me In" is a short film about growing up as a part of the LGBTQ+ community and the process of coming to terms with she was. This was an extremely uncomfortable piece for her to work on and allow the public to see, as Tatum still struggles with accepting who she is. Tatum constantly battles with feeling like she needs to prove that she is a a part of the LGBTQ+ community. She believes this project will not only help her to feel heard by her community, but will allow her to grow in ways she didn't even know was possible.

This project was created with no budget.

ARTIST STATEMENT

Tatum Poirier is a filmmaker working on her degree in Multimedia Production and Design. Tatum has worked on various different video projects during her time at Juniata College. She has been a part of Juniata's Video Production team, a Junior Video Producer for their Digital Media Studio, and a Juniata Associate for Juniata's Athletic Communications department. Tatum's current project, "whatever I decide to name this" is a short film that explores the ideas of color theory in film as part of her yearlong Distinction Research at Juniata College. Color plays an important role in the emotions the viewer experiences while watching a film. Her film will connect the concept of color theory with a short story about her experience growing up as part of the LGBTQ+ community. She wanted to have a team of creative individuals to take on every step of the film process for this project, therefore she recruited Anna Sule and Rohan Bandekar to help her out.

Tatum's work is driven by the need for people to understand who she is at her core. Growing up, she was always taught that being vulnerable was a sign of weakness. Tatum wants to shift that narrative because she believes the best way to connect with people is to let them see her true colors. In her film "Color Me In", color is visually connected to her feelings and emotions. This project has allowed Tatum to pull out some of her deepest emotions and share them in a way that allows her audience to connect and understand her on a deeper level.

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Kobayashi, S. (1999). Colorist: A practical handbook for personal and professional use. London: Kodansha International.

Kuo, A. (Director). (2019, November 30). PRETEND - An LGBTQ Short Film [Video file]. Retrieved from https://www.youtube.com/watch?v=svRtuAVdYDI

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"50+ Examples of Movie Color Palettes." StudioBinder, 21 Sept. 2020, www.studiobinder.com/blog/how-to-use-color-in-film-50-examples-of-movie-color-palettes/.

RESEARCH MAP

Color Theory in Short Film

1. Research

1.1 Read color theory based books

1.2 Watch short films produced by students

1.3 Utilize the library

2. Experiment with Color

2.1 What does each Color mean?

2.2 How do certain colors make me personally feel?

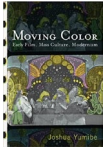2.3 What colors make sense with the story that I want to tell?

3. Determine Story

3.1 Find someone to help me write my story

3.2 Determine how long the film will be and if there will be any words

3.2 How do I want my story to resonate with viewers?

4. Produce

4.1 Determine equipment needed

4.2 Do I need outside help?

4.3 Plan out filming schedule

CRITICAL REVIEWS

Tatum Poirier \\ September 28, 2020

Moving Color, by Joshua Yumibe, looks back on the history of color in silent films. I chose this book because before I can write a story, I need to understand the history of color in film and what it has symbolized in the past. A film's color not only moves upon the screen, filling our eyes and imaginations, but it also reflects back into a theater's color space, immersing our bodies in saturated light. Color is incredibly important, especially when it comes to telling a story with no words. You have to communicate your story through familiar colors, actions, and environments, so that your viewer can follow along with the story you are trying to tell. Reading this book has raised the question of whether or not I want to use dialogue in my project. I think if my focus of this project is to best utilize color theory and showcase how important color is, then maybe I should just pour all of my focus into color. As I continue to read this book, I believe it will help me better solidify the answer to that question.

Color cinema took its shape and being from its culture at the turn of the century. Color was not then only a topic for theorists, but this was also an era when color was pouring into all aspects of modern life: from street signs, wallpapers, and fabrics, to the art of Claude Monet, Vincent Van Gogh, and Pablo Picasso. Yumibe talks about how color was once viewed as both imaginative and harmful to the viewer's eye. It is hard for me to imagine a world where people viewed a lot of color as harmful to the viewer, especially because I crave color in just about every aspect of my life.

Technology has moved past the point of needing to hand color films like they used to in the early 1900s, but some of the methods they used may help me figure out how I can best color my film to fit the story I want to tell. There are two different types of coloring in film. First, natural coloring refers to the photographic reproduction of color through additive or subtractive processes of filtering light into different wavelengths that can be chemically recorded onto a film base and then reproduced in printing and/or projection. Natural color processes such as Friese-Greene, Kinemacolor, and Prizmacolor far precede three-strip Technicolor (as do the various two-color processes developed by Technicolor), and there are various technological histories of these processes. The second, less-studied category, which is the focus of this particular book, is that of applied coloring, and refers to films colored manually after the photographic exposure and development of a print.

Though silent films feel like an early 1900s film trend, I believe that the practices they used to create them will be very beneficial to my project. I will continue to read this book and hopefully it will help lead me to some answers.

Yumibe, J. (2012). Moving Color : Early Film, Mass Culture, Modernism. Rutgers University Press.

CRITICAL REVIEWS

 Tatum Poirier \\ September 28, 2020

How to Use Color in Film, provides the reader with the basics of using color in film. There are no absolute rules for color selection, and I think this is why I am having a hard time finding articles on color theory, specifically in film. I ultimately think it is up to the creative to decide how they want their color to be perceived. "For example, in *The Sixth Sense*, M. Night Shyamalan uses the color red to represent fear, dread and foreshadowing whereas in *Pleasantville*, David Lynch uses red to represent hope, love and sensuality. Color theory norms should be understood by filmmakers, but never seen as a limitation" (Pg.6). Color theory should be something used by filmmakers to help them tell their story, not to scare them away from telling their story. When I think about all the aspects that tie into the color of one scene, I get overwhelmed. Looking ahead, I need to change my mindset so that I view color as an opportunity, rather than a threat.

There are three main components of a color: hue (the color itself), saturation (intensity of the color), and value (darkness/lightness of the color). Some key purposes of color include: 1. Elicit psychological reactions with the audience 2. Draw focus to significant details 3. Set the tone of the movie 4. Represent character traits and more 5. Show changes or arcs in the story. While single color schemes can hold deeper meaning, a color scheme is most effective when communicating themes throughout the film. Four common types of color schemes are, but not limited to, monochromatic, analogous, complementary, and triadic. **Monochromatic** means that you use multiple shades of the same color. "Using monochromatic colors can create a deeply harmonious feeling that is soft, lulling and soothing" (Pg. 8). **Complementary** colors live opposite of one another on the color wheel. "No matter the color selection, complementary colors combine warm and cool colors to produce a high-contrast, vibrant tension in film" (Pg 11). **Analogous** colors neighbor each other on the color wheel. "They create an overall harmonious and soothing viewing experience" (Pg. 13). **Triadic** colors are three colors arranged evenly spaced throughout the color wheel. One color should remain dominant while the others are used as an accent. "This is one of the least common movie color schemes, but when used it can be striking and vibrant" (Pg. 15). **Discordant** colors are colors used that are not within the film's color scheme. These colors are used to help a character, detail, or moment stand out from the rest of the film. **Associative** colors are used to represent a theme or character in a film to connect visual storytelling elements. Using **transitional** colors can help indicate a change in either a character, story, or theme.

While there is not a tell-all guide on how to use color in film, the next thing I want to study is universal color theory. I want to better understand what emotional response is tied to each color on the color wheel. This was a good start to understand the basics of color theory and to understand what I want to research next.

"50+ Examples of Movie Color Palettes." *StudioBinder*, 21 Sept. 2020, www.studiobinder.com/blog/how-to-use-color-in-film-50-examples-of-movie-color-palettes/.

DEADLINES   **IM497** IMA Research / **SP** 2021

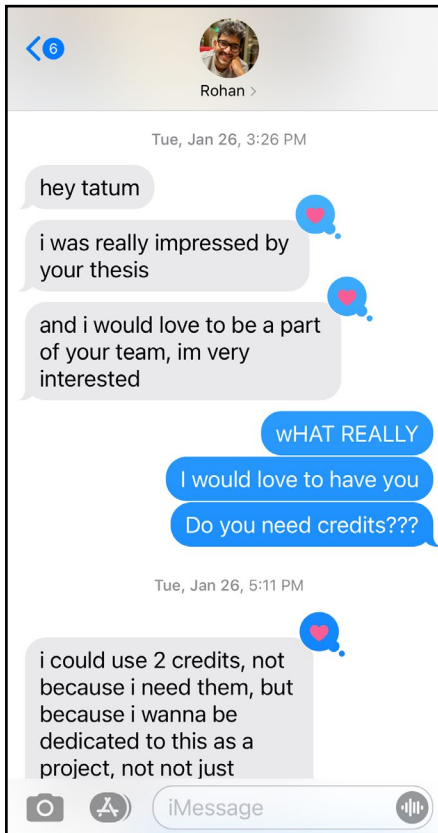| WEEK	TIME FRAME	TASK
Week 1	1/25 - 1/29	Establish a team, make sure everyone who wants to be involved knows their role.
Week 2	2/1 - 2/5	Review script/storyboards as a team and make final edits.
Week 3	2/8 - 2/12	Determine and begin reserving filming locations and equipment.
Week 4	2/15 - 2/19	Do a dry-run shooting.
Week 5	2/22 - 2/26	Begin filming.
Week 6	3/1 - 3/5	Filming
Week 7	3/8 - 3/12	Filming
Week 8	3/15 - 3/19	Filming
Week 9	3/22 - 3/26	Filming
Week 10	3/29 - 4/2	Editing
Week 11	4/5 - 4/9	Editing
Week 12	4/12 - 4/16	Editing
Week 13	4/19 - 4/23	Th 4/23/20: Liberal Arts Symposium
Week 14	4/26 - 4/30	Document project.
Week 15	5/3 - 5/7	5/5: Last Day of Classes 5/13 Last Day of 20/Spring semester

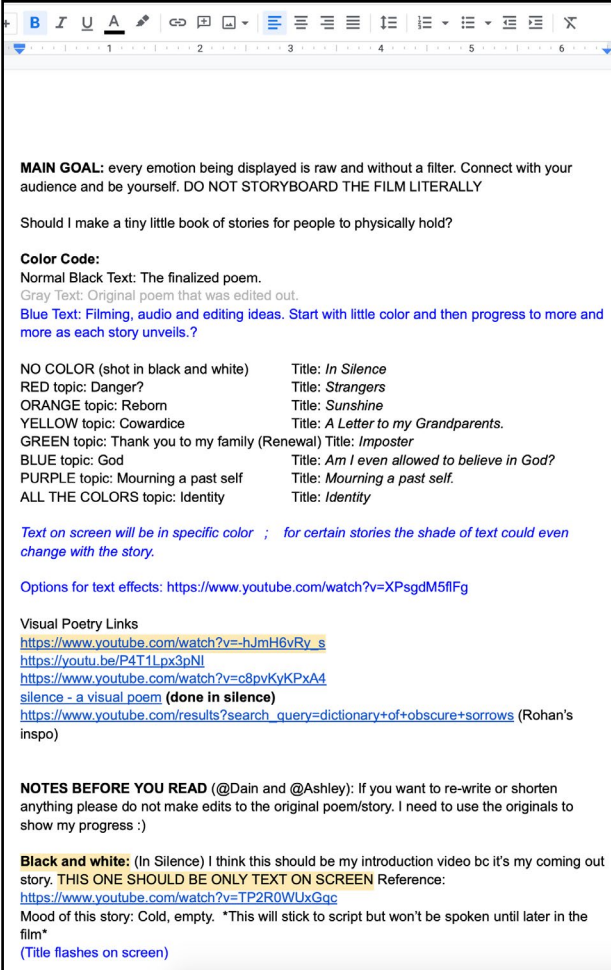# DEADLINES (UPDATED)   **IM497** IMA Research / **SP** 2021

WEEK	TIME FRAME	TASK
Week 1	1/25 - 1/29	Establish a team, make sure everyone who wants to be involved knows their role.
Week 2	2/1 - 2/5	Send out email to team and make sure everyone involved knows the layouts. Propose roles for team members and send rough draft of poems/poem ideas to Ashley and Dain for edits.
Week 3	2/8 - 2/12	Finalize poems and send to Hannah Bellwoar for final review. Start storyboarding with Rohan (and Ashley if she wants to help.)
Week 4	2/15 - 2/19	Continue storyboarding and picking locations for filming. Figure out how many/if we will need actors.
Week 5	2/22 - 2/26	Begin filming. I would like to film and edit the first video all in the same week so that we can develop a structure.
Week 6	3/1 - 3/5	Filming/work on promotional materials? Poster would be cool :)
Week 7	3/8 - 3/12	Filming
Week 8	3/15 - 3/19	Filming
Week 9	3/22 - 3/26	Filming
Week 10	3/29 - 4/2	Filming
Week 11	4/5 - 4/9	Anything that hasn't been edited up until this point will need to be edited.
Week 12	4/12 - 4/16	Final edits and possible re-shoots if needed. Release trailer for LAS on instagram.
Week 13	4/19 - 4/23	Th 4/23/20: Liberal Arts Symposium Finish anything and everything.
Week 14	4/26 - 4/30	Document project.
Week 15	5/3 - 5/7	5/5: Last Day of Classes

ESTABLISHING A TEAM

tatumrpoirier
Juniata College

tatumrpoirier HI please let me know if you want more information or want to be involved :) thank you for listening and sorry for being terrible at talking on camera 😎😳✌️

14w

sophiaging Ur cool 😎
14w 1 like Reply

rohanbandekar_ im in
14w 1 like Reply

volley_girl26 So cool😎
14w 1 like Reply

299 views
JANUARY 26

Add a comment...   Post

Rohan

Tue, Jan 26, 3:26 PM

hey tatum

i was really impressed by your thesis

and i would love to be a part of your team, im very interested

wHAT REALLY

I would love to have you

Do you need credits???

Tue, Jan 26, 5:11 PM

i could use 2 credits, not because i need them, but because i wanna be dedicated to this as a project, not not just

iMessage

WRITING

Working Google Doc:

MAIN GOAL: every emotion being displayed is raw and without a filter. Connect with your audience and be yourself. DO NOT STORYBOARD THE FILM LITERALLY

Should I make a tiny little book of stories for people to physically hold?

Color Code:
Normal Black Text: The finalized poem.
Gray Text: Original poem that was edited out.
Blue Text: Filming, audio and editing ideas. Start with little color and then progress to more and more as each story unveils.?

NO COLOR (shot in black and white)	Title: *In Silence*
RED topic: Danger?	Title: *Strangers*
ORANGE topic: Reborn	Title: *Sunshine*
YELLOW topic: Cowardice	Title: *A Letter to my Grandparents.*
GREEN topic: Thank you to my family (Renewal)	Title: *Imposter*
BLUE topic: God	Title: *Am I even allowed to believe in God?*
PURPLE topic: Mourning a past self	Title: *Mourning a past self.*
ALL THE COLORS topic: Identity	Title: *Identity*

Text on screen will be in specific color ; for certain stories the shade of text could even change with the story.

Options for text effects: https://www.youtube.com/watch?v=XPsgdM5flFg

Visual Poetry Links
https://www.youtube.com/watch?v=-hJmH6vRy_s
https://youtu.be/P4T1Lpx3pNI
https://www.youtube.com/watch?v=c8pvKyKPxA4
silence - a visual poem **(done in silence)**
https://www.youtube.com/results?search_query=dictionary+of+obscure+sorrows (Rohan's inspo)

NOTES BEFORE YOU READ (@Dain and @Ashley): If you want to re-write or shorten anything please do not make edits to the original poem/story. I need to use the originals to show my progress :)

Black and white: (In Silence) I think this should be my introduction video bc it's my coming out story. THIS ONE SHOULD BE ONLY TEXT ON SCREEN Reference:
https://www.youtube.com/watch?v=TP2R0WUxGqc
Mood of this story: Cold, empty. *This will stick to script but won't be spoken until later in the film*
(Title flashes on screen)

Finalized Script:

NO COLOR (shot in black and white)	Title: *In Silence*
RED topic: Danger?	Title: *Strangers*
ORANGE topic: Reborn	Title: *Sunshine*
YELLOW topic: Cowardice	Title: *A Letter to my Grandparents.*
GREEN topic: Thank you to my family (Renewal)	Title: *Imposter*
BLUE topic: God	Title: *Am I even allowed to believe in God?*
PURPLE topic: Mourning a past self	Title: *Mourning a past self.*
ALL THE COLORS topic: Identity	Title: *Identity*

Black and white: (In Silence)
November 2016.

My mom asked
If I was into
any of the boys at school.

After a long-winded description,
Of this imaginary boy named Brady.

I realized
All I wanted to talk about
Was Rebecca.

I felt colorless
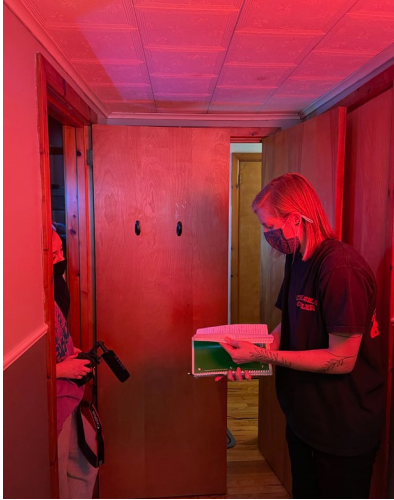in my own skin,
In my own thoughts.

I decided,
it was time to tell my mom
About Rebecca.
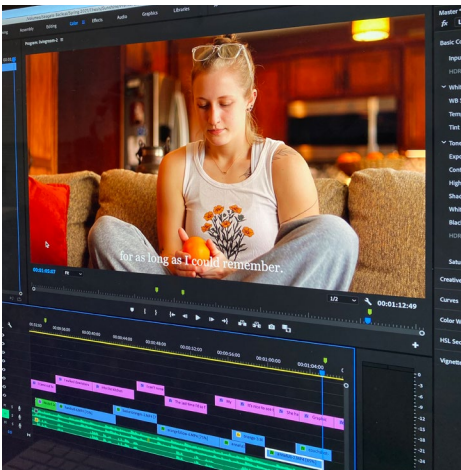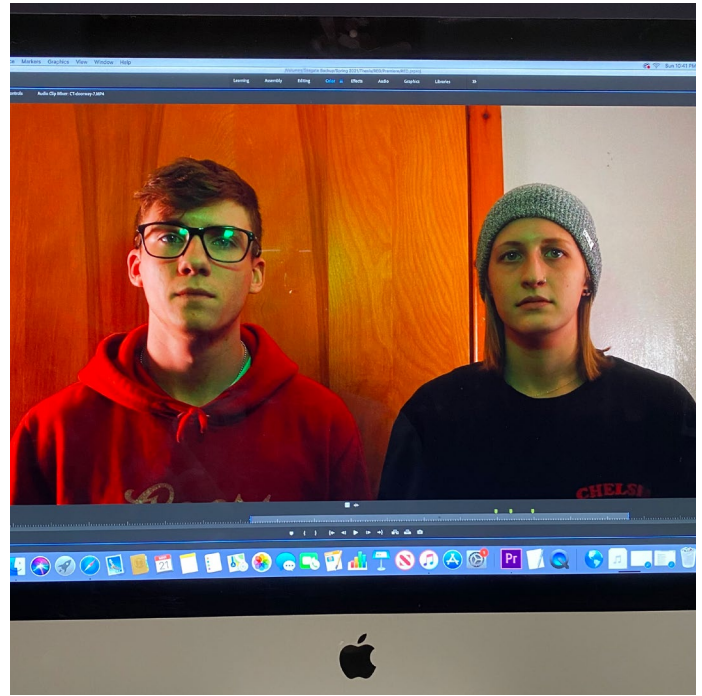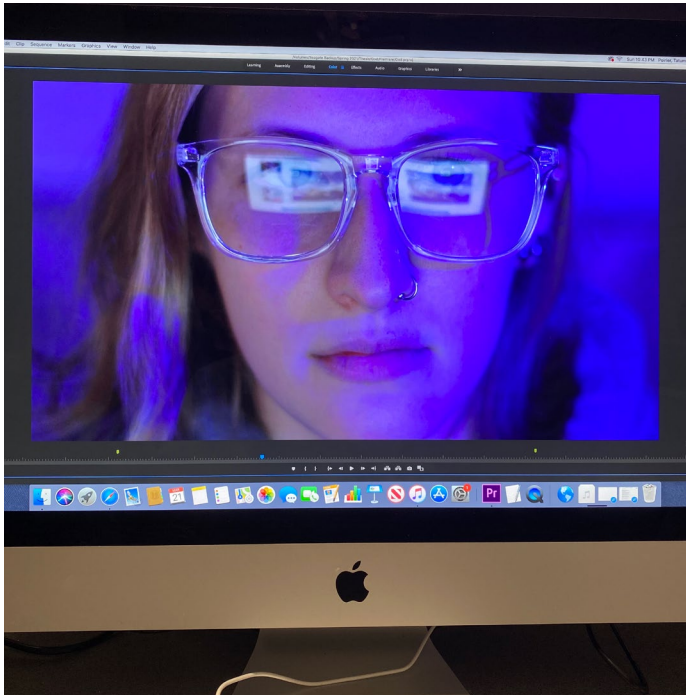
We sat *in silence*.

Are you mad at me?

No.
I am worried
for how people will treat you
Because I know
I won't be able to protect you
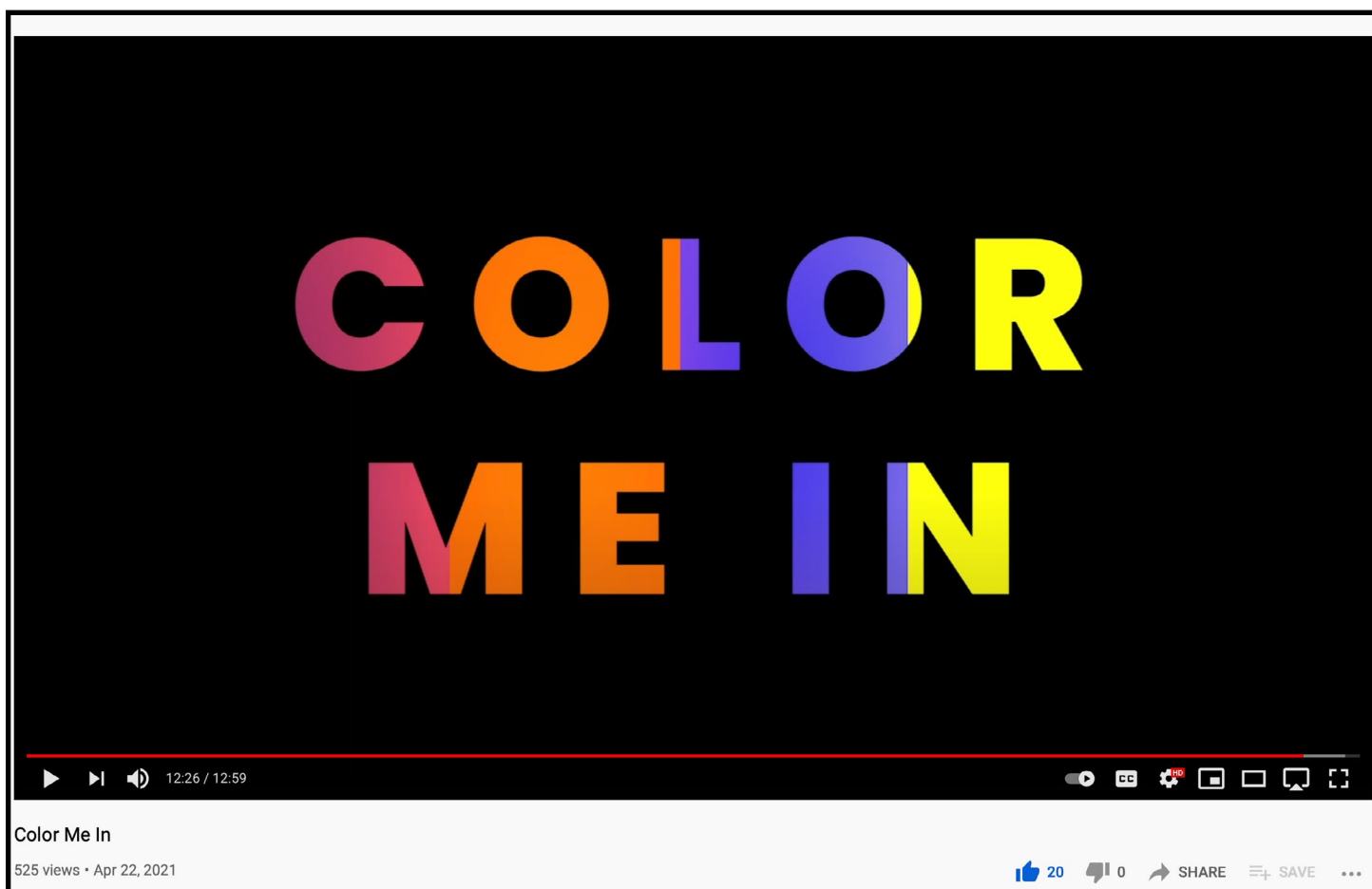From all the people
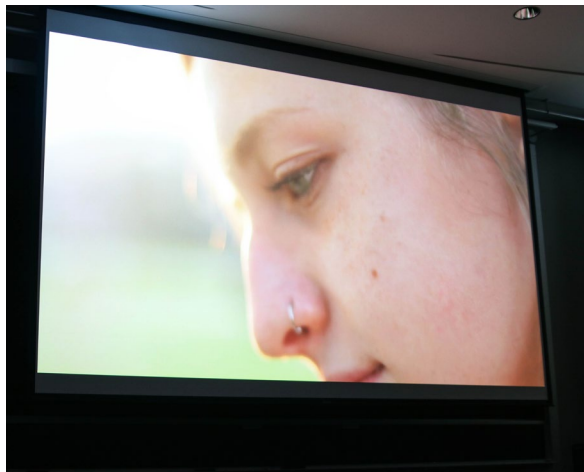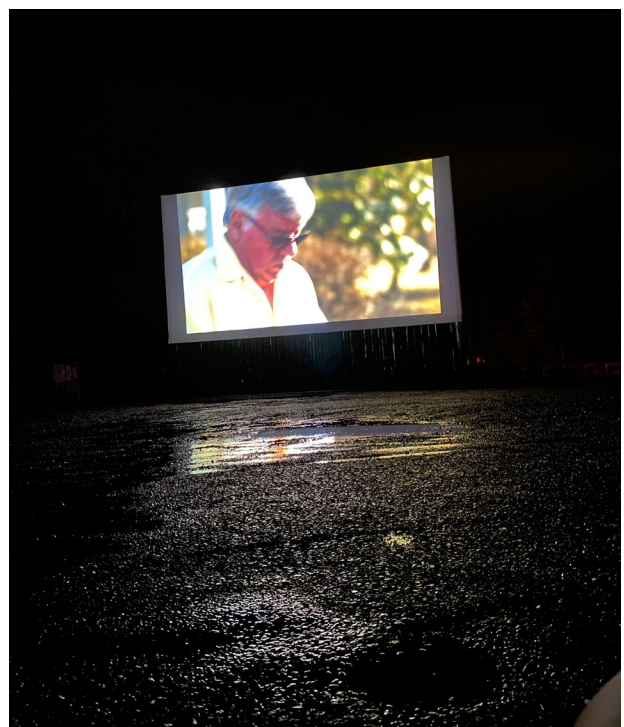Who will refuse to get to know you.

FILMING

EDITING

FINAL PRODUCT

PRESENTATION

Liberal Arts Symposium:

Creators Club Drive-In Film Premiere:

REACTIONS

tatum holy hell, your film was absolutely incredible. i hardly have the words. great fucking job, you deserve all the great things in your future!!! i wanted to ask in the chat abt your future plans but didn't want to intrude on the moment hahaha but i just wanted to let you know it was beautiful and i'm really glad i got to see it. hope all is well❤️

Tatum, Sophia's mom here. Sophia shared your senior thesis with me and I just watched it. WOW! What a powerful piece of art and truth. Silence and Fire sparked gratitude for your courage. I wanted to be close enough to wrap you in a hug. Reflection stole my breath. Sunshine warmed my heart. The section on your relationship with God broke my heart. NO ONE should be made to doubt God's love. You are a beautiful and beloved child of God. Thank you for sharing your journey with such vulnerability and courage.

i know i don't know you well at all but i am honestly so proud of you as a human being. you have always shined so bright and your art is more proof of that. you're a beautiful person inside and out and i am so so so happy for you 💛 (also you and your girl are absolutely ADORABLE!)

I wish you sooooo much happiness and more successes like this one :)

Tatum - I'm sure your phone is flooded with texts so no rush to get back to me, but I have so much to say... I can't possibly type it all so do you mind sending me your address? I'd love to write you a letter❤️

For now I want you to know how unbelievably proud I am of you and how much i look up to you. The courage that took... I am speechless. Your story, your vulnerability, your heart and soul ... they will 100% change the world. They already have.

I have so much more to say and I want it to be personal so I'd love to write you a letter. Tatum you are an

100% change the world. They already have.

I have so much more to say and I want it to be personal so I'd love to write you a letter. Tatum you are an incredible person. Your video literally made me cry. I am so moved. Thank you for sharing your story and who you are ... the world is a better place with you in it... living how YOU want to live ❤️

On top of all that THE FUCKING EDITING AND VIDEO QUALITY ANS AUDIO OMFG SO WELL DONE.. I am so so proud 😭🥹

YOU are an INSPIRATION my friend 💕

I just watched your video, very impressed. Your voice sounds so different and you looked like your older and so mature . Love you

Hey Tatum, just wanted to say I loved your thesis film! I thought it was extremely powerful and creative! I loved the way you told your story through the shorter clips and brought it all together at the end to show how each situation made you the incredible person you are today. It's caused me to start to reflect back on different situations in my life that have shaped me into who I am today and I really appreciate that. It's not always easy reflecting on certain situations but it's important to understand how they've made me who I am for better or worse. I hope all is well in life and I hope you're enjoying the final moments of your senior year!

Tatum thank you for sharing your amazing film (did I cry the whole time? Yes)! I'm so happy to see you growing into this amazing person and I'm so proud of you. I miss u and love u so much. I hope your story inspires many because you're an inspiration 🤍🤍

❤️