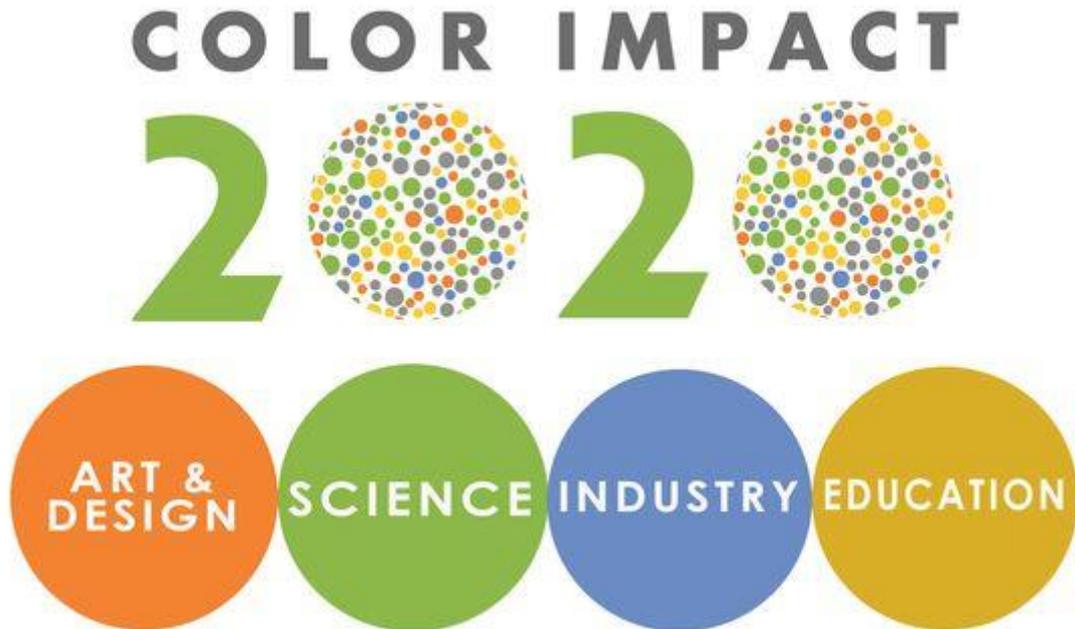


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 JUNE 6, 2020
 

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## COLOUR THEORY DEBATE



I submitted three abstracts for Color Impact 2020 and after a peer review process, I was chuffed that all three were accepted. One paper was selected for participation in the Point/Counter Point debate and the final version of this paper, entitled 'A defense of traditional colour theory', was submitted to the organizing committee in April 2020.

Color Impact 2020 was originally planned as a conference to be held at Yale University; however, due to Covid-19, the conference became an online symposium.

The Point/Counter Point debate was planned and delivered by myself and Maggie Maggio. Robert Hirschler took on the role of mediator and we discussed the relevance of traditional colour theory and the proposal to amend colour theory to reflect the science of colour.

My presentation included a description and definition of traditional colour theory plus an assessment of the ontological and epistemological assumptions that underpin this branch of theory. The presentation also noted that constructs common in traditional colour theory have become a language used and understood by professionals across many sectors including design, architecture, industry, branding and advertising.

Note – David Briggs' summary of Color Impact 2020

A summary provided by David Briggs on his [website \(http://www.huevaluechroma.com/1110.php\)](http://www.huevaluechroma.com/1110.php) includes a section relating to the Point/Counter Point debate between myself and Maggie Maggio.

David Briggs' summary not only features a misrepresentation of my paper and presentation as well as the structure and content of the debate but also inaccuracies about my professional role.

In his summary, David Briggs has cherry-picked information that suits his agenda, one that is which is biased against me. Specifically, both he and Robert Hirschler chose to ignore my definition of traditional colour theory and then bemoan the lack of a definition plus David Briggs quoted Robert Hirschler's evaluation of traditional colour theory and not mine – despite these being essentially the same. In addition, David Briggs implies in his summary that the positions defended by the participants of the debate (Maggie Maggio and myself) were incoherent – an implication that is defamatory in respect to our professional reputations.

In response to my request to amend his summary, David Briggs edited my professional details but did not amend his misrepresentation of the debate.

David Briggs' website does not allow for comments or a right of reply. Now and in the past, I have found him to be dismissive of different perspectives, often taking an *ad hominem* approach to views that don't agree with his own. Plus he often fails to separate the author from the subject matter which is akin to suggesting that an author that writes about paedophilia is himself a paedophile. Whether this is some form of misogyny, toxic masculinity or Trump-inspired rudeness is unclear but definitely unfortunate.

It is noted that David Briggs' PhD research focused on paleontology and, while he has experience teaching colour, he is unqualified to comment extensively on colour theory – here's a [link](https://espace.library.uq.edu.au/view/UQ:366146) (<https://espace.library.uq.edu.au/view/UQ:366146>) to David Briggs' PhD thesis.