

**Title:** The Choices of Color: Exploring Color Selection from Maslow to AI

**Speaker:** Tien Rien Lee



**Abstract:**

Colors are ubiquitous in our daily lives, surrounding us at every turn, and we frequently find ourselves making decisions about them. Whether consciously or unconsciously, with or without a specific purpose, we engage in the process of color selection. How can we satisfy our psychological needs when it comes to choosing colors? Is it a challenging task? Can we simply defer this decision to the currently popular artificial intelligence systems that determine color choices for us? This article delves into the various methods we employ to select colors in our daily lives and raises questions about our reliance on existing tools like AI to make these decisions on our behalf.

**Biography:**

Dr. Tien-rein Lee, who holds a Ph.D. in Culture and Communication from NYU and a Master's degree in Electronic Imaging from UCLA, currently serves as a Chair Professor at the Chinese Culture University. His areas of instruction include color theory and its applications, communication technology, visual communication, and image arts, among other subjects. Dr. Lee has held distinguished roles such as the president of both the Chinese Culture University and Huafan University. He has also fulfilled duties as the Dean of the School of Communication, Chief of General Affairs, Director of the Information Center, and Head of the Department of Information Communication. From 2019 to 2020, Dr. Lee served as the chairman of the International Color Association (AIC). He organized the AIC 2012 conference in Taiwan and has been an active participant in the Asia Color Association (ACA) activities. As the founding president of the Color Association of Taiwan (CAT), he has made significant contributions to the field. Dr. Lee has pursued in-depth research in areas such as color preferences, color psychology, and the Chinese Five Element colors. Apart from academia, he is passionate about photography, pottery, and printmaking arts. He has further extended his talents to film, creating experimental films that have won him two Golden Harvest Awards.