

LIDA ZEITLIN-WU

Department of Film, Television, and Theatre, University of Notre Dame
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UNIVERSITY APPOINTMENTS

Assistant Professor (2025- present)

University of Notre Dame, Notre Dame, IN
Department of Film, Television, and Theatre

Assistant Professor (2024-2025)

Old Dominion University, Norfolk, VA
Department of Communication & Theatre Arts and the Institute for the Humanities

Mellon Postdoctoral Research Fellow (2022-2024)

University of Michigan, Ann Arbor, MI
Digital Studies Institute

EDUCATION

University of California, Berkeley

Ph.D. Film & Media, 2022

Dissertation: "Seeing by Numbers: Color Systems and the Digitization of Perception"
(Committee: Mary Ann Doane (chair), Jacob Gaboury, Kristen Whissel, Abigail De Kosnik)

M.A. Film & Media, 2018

M.A. Comparative Literature, 2017

The University of Chicago

B.A. with Honors, Slavic Languages & Literatures and Visual Art, 2014

RESEARCH INTERESTS

Media history and theory, color, sensory studies, digital media, science and technology, history of capitalism and consumer culture, race, visual and material culture, critical food studies

PUBLICATIONS

Book Manuscripts

How Color Became a Technology: The Making of Chromatic Capitalism (under contract with Duke University Press)

Books

[*Technoskepticism: Between Possibility and Refusal*](#). Palo Alto, CA: Stanford University Press

"Sensing Media: Aesthetics, Philosophies, and Cultures of Media" series. 2025, 240 pages.

Multi-authored with the [DISCO Network](#): Josie Williams, David Adelman, Huan He, Rianna Walcott, **Lida Zeitlin-Wu**, Jeff Nagy, Aaron Dial, Kevin C. Winstead, Catherine Knight Steele, Stephanie Dinkins, M. Remi Yergeau, André Brock, Lisa Nakamura, and Rayvon Fouché

Honorable mention, Ángel David Nieves Book Award for Best Edited Collection, American Studies Association

[*Color Protocols: Technologies of Racial Encoding in Chromatic Media*](#). Cambridge, MA: The MIT Press, 2025, 416 pages.

Edited with Carolyn L. Kane, including four co-written introductory essays:

"Introduction: Color Codes"; "Grammars: Color Coding from the Enlightenment to 'Race Science'"; "Images: Lighting for Whiteness in Moving Image Media"; and "Algorithms: Recoding Color in an Age of Informatic Bias"

Peer-Reviewed Articles

2026 "Big Color Analytics: Privatization, Precarity, Pantone" (forthcoming in *Post45*)

2025 "On AI Colourisation: Algorithms, Ancestry, and Colour Beyond the Black Box." *Visual Studies* 40, no. 1 special issue: "Colourised Histories: Reading Digital/Analogue Photography and Film Archives Now," eds. Elizabeth Watkins and Dominic Williams (February 2025): 70-85.
<https://doi.org/10.1080/1472586X.2024.2433020>

2023 "What's Your Color? Mood Conditioning the Postwar Domestic Interior." *Camera Obscura* vol. 38, no. 3 (December 2023): 35-75. <https://doi.org/10.1215/02705346-10772575>

2020 "Fabricating Images at the Color Factory." *Frames Cinema Journal* vol. 17 special issue: "The Politics of Colour Media," ed. Kirsty Sinclair Dootson (Summer 2020).
<https://doi.org/10.15664/fcj.v0i17.2074>

2018 "Nabokov's Optical Paintbox: Color in The Real Life of Sebastian Knight." *The Nabokov Online Journal* vol. XII (Spring 2018).

2016 "Transmedia Adaptation, or the Kinesthetics of Scott Pilgrim Vs. The World." *Adaptation: The Journal of Literature on Screen Studies* vol. 9, no. 3 (2016): 417-427. <https://doi.org/10.1093/adaptation/apw033>

Peer-Reviewed Essays (Open Review)

2023 "Meditation Apps and the Unbearable Whiteness of Wellness." *Just Tech. Social Science Research Council*. November 1, 2023. <https://just-tech.ssrc.org/field-reviews/meditation-apps-and-the-unbearable-whiteness-of-wellness>

Book Reviews

2026 Review of Thomas R. Parker, *Paranatures in Culinary Culture: An Alimentary Ecology* (Minneapolis, MN: University of Minnesota Press, 2025). (forthcoming in *Critical Inquiry*)

2022 Review of Tung-Hui Hu, *Digital Lethargy: Dispatches from an Age of Disconnection* (Cambridge, MA: The MIT Press, 2022). *Critical Inquiry* 49, no. 5 (Summer 2023). <https://doi.org/10.1086/725043>

2022 Review of Anna Watkins Fisher, *Safety Orange* (Minneapolis, MN: University of Minnesota Press, 2021). *New Media & Society* vol. 24, no. 12 (2022): 2771-2773. <https://doi.org/10.1177/14614448221117768>

Selected Public Writing

2026 "Mama Don't Take my Chromophobia Away: Pantone's 2026 Color of the Year is Selling Us a White Fantasy." *The Los Angeles Review of Books*, February 4, 2026. <https://lareviewofbooks.org/article/pantone-color-year-cloud-dancer-whiteness-fascism-eugenics/>

2019/ 2015 "Zhan Wang: Morph." *LEAP / 艺术界*, vol. 31, February 2015 (re-published in 2019 in "Best of LEAP" commemorative issue). Exhibition Review. Published in both English and Chinese translation.

2014 "Creative License: Degrees for Art." *LEAP / 艺术界*, vol. 30 (themed issue on "Education"), December 2014. Published in both English and Chinese translation.

2014 "Tolstoy: The First Russian Daoist?" Exhibition review of "Leo Tolstoy and His Era" at The National Museum of China, Beijing. *The Art Newspaper China*, October 2014. Translated into Chinese.

Translations

2014 With Wu Hung "About East of Que Village: A Conversation Between Yang Fudong and Wu Hung." Mandarin to English (Published to accompany *Yang Fudong: East of Que Village*, a focused solo exhibition of video works, presented at the Reva and David Logan Center for the Arts from February 28- March 30, 2014).

Fellowships, Grants, Honors and Awards

2025 American Counsel of Learned Societies (ACLS) Fellowship

- 2024 Nominated for Nakamura Exceptional Teaching Award, University of Michigan
- 2022 DISCO Network Postdoctoral Research Fellowship, Mellon Foundation
- 2021 Campus Course Development Grant: Pedagogy Seminar for Graduate Student Instructors in Film & Media (with Professor Mark Sandberg)
- 2021 Women in Technological History Conference Grant, SHOT annual meeting
- 2021 Campus Course Development Grant: Anti-Racist Moving Image Pedagogy Seminar for Graduate Student Instructors in Film & Media (with Professor Mark Sandberg)
- 2021 Baird Society Resident Scholar (Cooper-Hewitt, Smithsonian Libraries)
- 2020 Daniel E. Koshland, Jr. Fellowship in the Art of Teaching Writing, Townsend Center for the Humanities, UC Berkeley
- 2020 Summer Dissertation Writing Grant for Arts & Humanities, UC Berkeley Graduate Division
- 2019 Outstanding Graduate Student Instructor Award, UC Berkeley
- 2019 Graduate Student Training Grant, The Institute of Slavic, Eastern European, and Eurasian Studies, UC Berkeley
- 2018 Foreign Language and Area Studies Scholarship (Russian)
- 2016 The Adaptation Essay Prize (*Adaptation: the Journal of Literature on Screen Studies*, Oxford Academic Journals)
- 2015 Yoshiko Uchida Endowed Scholarship for graduate study, UC Berkeley
- 2014 Louis Sudler Prize in the Performing and Creative Arts, The University of Chicago
- 2014 George V. Bobrinskoy Award for Excellence in Russian Languages & Literatures, The University of Chicago

LECTURES AND PRESENTATIONS

Invited Talks and Events

- 2025 "Meet the Author: Crosstalk of the Senses." Centre for Sensory Studies, Concordia University. May 10, 2025, Montreal, QC.
- 2025 "Pantone and the History of Barbie Pink: Lida Zeitlin-Wu in Conversation with Sara Woodbury." In conjunction with "Out of the Box: A Barbie Doll Retrospective," Barry Art

Museum, Old Dominion University. March 18, 2025, Norfolk, VA.

- 2025 "The Wheel and the Grid: Color, Technology, and the Rise of Chromatic Capitalism." Film and Media Studies Program, Yale University. February 3, 2025, New Haven, CT.
- 2024 "Color Codes: Standards, Selfhood, and the Rise of Seeing by Numbers." The Moving Image Workshop, Department of English, Michigan State University. April 4, 2024, East Lansing, MI.
- 2024 "The Wheel and the Grid: Color Standards and the Rise of Seeing by Numbers." Department of Comparative Literature, Harvard University. February 28, 2024, Cambridge, MA.
- 2024 "What Does Wellness Sound Like? The Case of Meditation Apps." For CMN 3 "Image Sound & Text: Persuasion in the City." (Professor Carolyn L. Kane), School of Communication and Design, Toronto Metropolitan University. February 12, 2024. Virtual.
- 2021 "Fabricating Images at the Color Factory: The Experience Economy and Post-Instagram Aesthetics." For CMN 210 "Text, Image and Sound" and CMN 3 "Communication with Color" (Professor Carolyn L. Kane), School of Communication and Design, Toronto Metropolitan University. January 2021. Virtual.

Conference and Panel Participation

- 2026 "The Precarious Aesthetics of Pantone's Color of the Year." Society for Cinema and Media Studies. Chicago, IL, March 26-29, 2026. *(Co-organizer and presenter)*
- 2025 "Book Launch and Seminar- Color Protocols: Technologies of Racial Encoding in Chromatic Media." Special Interest Group on Colour and Film, British Association of Film, Television, and Screen Studies, October 30, 2025.
- 2025 "Making and Breaking Color Worlds: Technologies of Racial Encoding in Chromatic Media" (roundtable). Association for the Study of the Arts of the Present, Houston, TX, October 22-25, 2025. *(Co-organizer and presenter)*
- 2025 "Media and Hierarchies of the Senses" (roundtable). Uncommon Senses, Concordia University, Montreal, QC, May 7-10, 2025. *(Organizer, chair, and presenter)*
- 2025 "Technoskepticism: Between Possibility and Refusal" (book launch roundtable). Centre for Digital Culture / Department of Digital Humanities, King's College London. London, UK, May 21, 2025. *(virtual participation)*
- 2025 "Personal Color Analysis and the Global Flows of Chromatic Capitalism." Society for Cinema and Media Studies. Chicago, IL, April 3-6, 2025. *(Organizer, chair, and presenter)*

- 2024 "Legibility and Community in Digital Studies with Huan He, Kevin Winstead, David Adelman, Aaron Dial, Jeff Nagy, Rianna Walcott, Brandy Pettijohn, and Lida Zeitlin-Wu" and "Little Memes: Storying Race, Gender, and Disability in the Digital Studies Classroom with Remi Yergeau, Huan He, Toni Bushner, and Lida Zeitlin-Wu." DISCO Network Summit. University of Michigan, Ann Arbor, MI, June 14-15, 2024.
- 2024 "Color Standards and the Rise of Seeing by Numbers." Mass Culture Workshop, The University of Chicago. Chicago, IL, March 22, 2024.
- 2024 "The Right to Speed Watch (or, when Netflix Discovered its Blind Subscribers)—Neta Alexander in Conversation with David Adelman and Lida Zeitlin-Wu." Digital Studies Institute. University of Michigan, Ann Arbor, MI, March 19, 2024. (*Virtual*)
- 2024 "Color, Race, and Technology in the Digital Studies Classroom." Special Interest Group on Colour and Film, British Association of Film, Television, and Screen Studies. Session on "Teaching Colour," March 21, 2024. (*Virtual*)
- 2024 "Rethinking Racial Colorblindness Through Digital Color Grading in *Pleasantville*." Society for Cinema and Media Studies. Boston, MA, March 14-17, 2024.
- 2023 "'The Great White Way': Photography and America's White Imaginary— Carolyn L. Kane in Conversation with Lida Zeitlin-Wu." Digital Studies Institute. University of Michigan, Ann Arbor, MI, October 24, 2023.
- 2023 Roundtable: "Building Digital Networks of Knowledge and Care: DISCO Scholars in Conversation." American Studies Association. Montreal, QC, November 2-4, 2023.
- 2023 "The Rise (and Fall?) of Pantone's Color of the Year." Association for the Arts of the Present. Seattle, WA, October 4-6, 2023.
- 2023 "Whiteness and/as Wellness: The Case of Meditation Apps." Special Interest Group for Computing, Information, and Society, September 21-23, 2023 (virtual). (*Organizer, chair, and presenter*)
- 2023 "Color." Digital Keywords. DISCO Fellows Presentations. February 23, 2023. (*Virtual*)
- 2022 "The Color Grid and the Codification of Race." Society for Cinema and Media Studies. Chicago, IL, March 31-April 3, 2022 (virtual). (*Organizer, chair, and presenter*)
- 2021 "'Choose Your Color': Mood Conditioning the Postwar Domestic Interior." Society for the History of Technology/ History of Science Society (joint panel). November 18-21, 2021 (virtual). (*Organizer, chair, and presenter*)
- 2019 "Color Wheel, Color Grid: Thresholds of Perception." "Technocultures Workbench:

- "Making and Thinking Futures." UC Berkeley, Berkeley, CA, September 13, 2019.
- 2019 "The Pastel Palette: Artifice, Digitization, and Ambivalent Aesthetics." Society for Cinema and Media Studies. Seattle, WA, March 13-17, 2019. (*Organizer, chair, and presenter*)
- 2018 "Referential Mania Goes Live: NABOKV-L and the Emergence of an Online Critical Discourse." Society for Cinema and Media Studies. Toronto, ON, March 14-18, 2018.
- 2016 "Transmedia Adaptation, or the Kinesthetics of Scott Pilgrim Vs. The World." "& Media," UC Berkeley Department of Film & Media graduate conference. Berkeley, CA, September 23-24, 2016.

TEACHING AND PEDAGOGY

Curriculum Development and Course Design

Old Dominion University

2024-2025 Develop new methods class for interdisciplinary MA in the Humanities

University of Michigan

2022-2024 DISCO Network Curriculum Development Fellow
(develop and plan infrastructure for new curriculum in race, ethnicity and disability studies; create scholarly programming for teaching and mentoring)

2023 Undergraduate Major Committee, Digital Studies Institute (Created a set of design principles and mock proposals for new major in Digital Studies encompassing creative practice, critical analysis, and social practice)

University of California, Berkeley

Spring 2022 FILM 193, "Intermediate Film Writing"
(new academic writing seminar for Film & Media undergraduate majors)- with Dr. Emily West

Fall 2021 FILM 375, "Teaching Reading and Composition through Film & Media"
(new pedagogy course for F&M Graduate Student Instructors with a focus on anti-racist pedagogy and equitable course design)- with Professor Mark Sandberg

COURSES TAUGHT

Old Dominion University, Instructor of Record (2024-2025)

COMM 473/573: "Television and Society"
(mixed upper-division undergraduate and graduate)

COMM 488/595: "Introduction to Critical Race and Media"
(mixed upper-division undergraduate and graduate)

HUM 602: "Critical Methods in Humanities"
(Core course for interdisciplinary MA program in the Humanities)

University of Michigan, Instructor of Record

2023 DIGITAL 357/ FTVM 366/ ARCH 409/ AMCULT 311: "From Prisms to Pantone: Color, Race, and Technology" (upper-division elective)

University of California, Berkeley, Instructor of Record

2021 FILM 20, "Film and Media Theory" (lecture course; major requirement; intensive summer format)- remote

2021 FILM R1B, "Whose Poor Taste? Creating and Contesting Values on Screen" (writing seminar)- remote

2020 FILM R1B, "Taste: The Senses on Screen" (writing seminar)- remote
2019 NWMEDIA R1B, "Digital Aesthetics" (writing seminar; intensive summer format)

2019 FILM R1B, "TV After TV" (writing seminar)

2018 FILM R1B, "Seeing Double: Reality and Representation" (writing seminar)

2017 COMPLIT R1B, "Lost & Found in Translation" (writing seminar)

2016 COMPLIT R1B, "Tales of the Undead: Ghosts, Zombies, Vampires, and Their Afterlives" (writing seminar)

University of California, Berkeley, Teaching Assistant

2017/ 2018/ 2021 FILM 20, "Film and Media Theory" with Professor Mary Ann Doane (major requirement)

SERVICE AND LEADERSHIP

2023- Peer Reviewer, *Screen*

2023 Open Call Panel Chair, Society for Cinema and Media Studies

2021 Member of interdepartmental graduate student initiative at UC Berkeley advocating for AAPI-focused anti-racist curricular reform in undergraduate Reading and Composition courses

- 2020 Peer Reviewer, "Colour Contrast: Chromatic Connections in Cinema" (special issue of *Comparative Cinema*)
- 2020 Graduate Liaison for Departmental External Review, UC Berkeley
- 2019-2020 Graduate Student Representative, Department of Film & Media, UC Berkeley
- 2019 Humanities Discipline Cluster Workshop Leader, Graduate Student Instructor Orientation, UC Berkeley August 23, 2019

RELEVANT PROFESSIONAL EXPERIENCE

- 2021 Wine and Spirits Educational Trust (WSET) Certified Advanced Level 3
- 2019 Research assistant to Professor Aglaya Glebova (UC Berkeley) for *Aleksandr Rodchenko and Photography in the Age of Stalin* (Yale University Press, 2021)
- 2017-2018 Research assistant to Professor Abigail De Kosnik (UC Berkeley).
Transcribed and translated Russian materials for a project on media piracy and copyedited *#Identity: Hashtagging Race, Gender, Sexuality and Nation* (University of Michigan Press, 2019)
- 2014-2015 English Editor, LEAP / 艺术界 (bilingual contemporary art magazine), Beijing, China
- 2014 English wall text editor, "Myth/History." The Yuz Museum Shanghai opening show, May 18-November 18, 2014, Shanghai, China
- 2013-2014 Curatorial Assistant, Reva and David Logan Center for the Arts, The University of Chicago

LANGUAGES

English (native)

Mandarin Chinese (near-native fluency in speaking, advanced intermediate proficiency in reading and writing)

Russian (advanced intermediate proficiency in speaking, reading, and writing)

French (intermediate proficiency in speaking and writing, advanced intermediate proficiency in reading)

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Society for Cinema and Media Studies

Association for the Study of the Arts of the Present

Society for the History of Technology

(Special Interest Group for Computing, Information, and Society)

Uncommon Senses

(Centre for Sensory Studies, Concordia University, Toronto, CA)

British Association of Film, Television, and Screen Studies

(Special Interest Group on Colour and Film)