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CATHERINE SCHRENKER POOLE



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CATHERINE SCHRENKER POOLE

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# LETTER OF INTENT

CATHERINE SCHRENKER POOLE

My passion for the arts and the arts educational communities has been carried throughout my career. I can create, build, and nurture alliances between community and the arts. My ability to “think out of the box” provides creative marketing opportunities for stimulating the community’s participation in the arts and initiating unique ways to bring art into the community. I have served on committees that have involved experiential education, grant funding opportunities, gallery exhibitions, museum acquisitions, fundraising for galleries and student exhibitions. My qualifications include a Bachelors (BFA), and Masters Degree (MFA) in Design, many years in higher education, professional speaking and consulting, graphic design and marketing -including social media venues. My career objectives are to assume an administrative role or teaching position in a creative, educational environment.

I have taught graphic design and color theory at all levels through graduate programs. While at Warsaw University in Warsaw, Poland (1996) I taught post graduate as well as graduate programs in the Philosophy Department. My last nine years in academia were at The University of Notre Dame. It is there that I researched and wrote grants with a particular interest in experiential learning and community outreach. I served on various committees, including Admissions and Financial Aid Committee, which gifted me with insight regarding grants, scholarships, and funding. I have worked with museums, helped initiate and prepare exhibitions, both student and professional. With a Campus/Community grant I was able to bring an experiential arts education program to an inner-city school in South Bend, Indiana that had no existing art courses. This included a gallery exhibition at the end of the school year, complete with full media coverage and community involvement.

Currently, along with my design projects, I have also pursued my love for watercolor painting, which has resulted in two gallery shows and multiple sales of paintings and prints. Intrigued with the interplay of light, water and pigment, my watercolors have been described as having “more color than water” due to my unusual technique of layering color on color to achieve saturation, depth and realism.

Investing in the educational community and the arts is beneficial to all. My experiences will allow me to be sincere, honest, and heartfelt when communicating the vision and projects of the institution. I respect and appreciate our musical heritage, the performing arts, as well as visual arts. I have strong international ties to the performing and creative art communities.

Self-motivation, multi-tasking, and clear concise communication are a strongpoint of my character. I pride myself in my ability to accept even the most difficult challenges with optimism and achieve results. I am a kind person, with a healthy sense of humor and a wonderful work ethic and believe in order to be a good manager, one must be a strong leader.

My strengths from an administrative perspective include:

- strong leadership and management skills
- excellent communication and presentation skills, public relations
- organizational skills
- a willingness to set, work, and meet deadlines

My strengths as a professor include:

- insightful and informative lectures
- creative projects current to the times and technologies
- motivation and inspiration
- a genuine love for students
- command of the classroom
- ability to guide creativity
- help each individual recognize their own personal strengths

I believe in creating strong connections between the campus and community and know in my heart that experiential learning is an integral part of any curriculum.

My strengths as a designer include:

- ideation and an ability to identify and solve problems
- an ability to accept even the most difficult challenges with optimism and a smile
- I can initiate results
- motivate and encourage individuals to recognize, own, BE PROUD OF their unique creative contributions
- welcome a unified effort on behalf of a common goal.

## CONTACT INFORMATION

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### **Catherine Schrenker Poole**

PO Box 1602  
Abingdon, Virginia 24212-1602  
276.206.0627 *(c)*  
276.698.0336 *(h)*

***cpoole@catherinepoole.com***

## EDUCATION

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### **Master of Fine Art (MFA)**

Design  
Cranbrook Academy of Art  
Bloomfield Hills, Michigan  
1987

### **Bachelor of Fine Art (BFA)**

Graphic Design  
Hope School of Fine Arts  
Indiana University  
Bloomington, Indiana  
1984

## SKILLS AND PROFICIENCY

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### **Adobe Creative Suite**

Illustrator, InDesign, Photoshop \*Currently learning to design/develop Apps

### **Microsoft**

Microsoft Word, PowerPoint, Excel

### **Social Media**

WordPress (Web Design Platform), Twitter, PingFM, FaceBook, YouTube, Flip Video, Skype, LinkedIN, Cafe Press, and various other social media platforms.

### **Letter Press/Traditional Print Media**

## CERTIFICATIONS

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### **Consulting Hypnotherapist (CHt)**

National Guild of Hypnotists (NGH)  
Marlborough, Massachusetts  
2007

### **Diabetes Motivational Coaching Certification**

Diabetes Research Association of America  
2006

## ACADEMIC APPOINTMENTS

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**Assistant Professor** 1991-2001  
Design and Color Theory  
University of Notre Dame ~ Notre Dame, Indiana

**Visiting Professor** 1993-1994  
Philosophy Department  
Warsaw University ~ Warsaw, Poland

**Area Coordinator** 1989-1991  
Design Communications  
Indiana University at South Bend ~ South Bend, Indiana

**Assistant Professor** 1987-1989  
Indiana University Purdue University  
Department of Visual Communications  
Herron School of Art ~ Indianapolis, Indiana

**Instructor: Basic Design** 1986  
Eastern Michigan University ~ Ypsilanti, Michigan

## EXHIBITIONS/PRESENTATIONS

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**The Influence of the Color Red in Polish Society 1930-Present**  
Snite Museum of Art  
University of Notre Dame ~ Notre Dame, Indiana  
May 1999

**Catherine Poole: Solo Exhibition**  
Snite Museum of Art  
University of Notre Dame ~ Notre Dame, Indiana  
May-August 1999

**The Fine Art of Information**  
The History of the Polish Poster 1945-Present  
Indiana University ~ Bloomington, Indiana  
November, 1994

**Interpretations of Her Soul**  
Experiential Teaching Final Project  
University of Notre Dame: Snite Museum of Art ~ Notre Dame, Indiana  
December, 1995

**Interpretations of Her Soul**  
Experiential Teaching Initial Project  
Lilly Teaching Fellows National Conference ~ New Harmony, Indiana  
April 1993

**American Graphic Design in the Twentieth Century**  
Visiting Faculty, Warsaw University  
June, 1994

**Center for Social Concerns: University of Notre Dame**  
Featured presenter for national committee on experiential learning techniques. Two well-publicized projects were experiential projects with South Bend Center for the Homeless and St. Adalbert's Catholic School.

## PROFESSIONAL EXPERIENCE

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### **Consultant**

- The Freshaire Choice Brand Paint Akzo Nobel Netherlands
- Eastman Chemical Kingsport, Tennessee
- The Obvious Expert, Tampa, Florida
- Newell-Rubbermaid Milwaukee, Wisconsin
- Reebok International Boston, Massachusetts
- St. Joseph's Medical Center South Bend, Indiana
- Bristol Regional Medical Center, Bristol, Tennessee
- Johnston Memorial Hospital, Abingdon, Virginia

### **Interviews and Articles include:**

House Beautiful, Woman's Day, Redbook, Amoena Life, Woman's World, American Profile, Bill Gottlieb's NYTimes Best Seller on Men's Health (2012)

Appeared on "In Style", Knoxville, Tennessee, Maria Arita, Channel 11 News, Dallas, Texas. Welcomed guest on variety of radio shows, including: "In Touch" with host Elsom Eldridge, Lee Channing's Spirits Evolving, radio interview with Jean Nayar of Women's Day.

### **National Spokesperson: The Queen of Color 2009-2010**

The Freshaire Choice Brand Paint  
The Home Depot

### **Founder: Queen of Color Enterprises, LLC March 2008-Present**

Abingdon, Virginia

Successful branding and marketing, development of Queen of Color Brand. Includes Social Marketing, Blogs, Vlogs, and other social media venues. Consult and support small business owners in building a brand, marketing their brand, how to develop and market products: books, videos, etc. as well as motivation to succeed in their marketing efforts.

### **Board of Trustees 2010-Present**

Centerpoint Education Center  
Carl Jung Studies ~ Casselberry, Florida

### **Faculty Member in Good Standing 2007-Present**

National Guild of Hypnotists presentations and workshops:

- How to Market Your Business for Under \$50/Month
- Color, Emotions, and Disease
- Non-Verbal Communication
- The Importance of Emotional Intelligence

### **Chief Marketing Officer 2008-2010**

The WIN Firm

- AllDerma Skin Care
- SafeGate Security

### **Co-Founder/Marketing Director 2003-2008**

Integrated Health Concepts, LLC ~ Bristol, Tennessee

### **Director of Education 2007-2008**

Integrated Health Concepts, LLC ~ Bristol, Tennessee  
Continuing Education Program

Authored, implemented certification program with IACET specifications. (International Association of Continuing Education Training)

### **Consultant/Author/Designer 2001-Present**

Catherine Poole Communication

Published Everyday Lessons, 2004

Traveled, spoke, presented workshops on color and emotions.

**Beyond Food and Fat: Color Connections with Weight Release** (tentative title)  
2012  
Final manuscript ready for editing and publication.

**Everyday Lessons:**

**Understanding the Events, Interactions, and Attitudes That Make Up Your Life**  
Integrated Concepts Publishing, Middletown, Indiana  
2004

**Beyond Food and Fat**

**8 Self-Hypnosis Audios with Support Workbook**

Audio and DVD Programs focusing on color connections  
2011

**Releasing Cigarettes**

**10 Self-Hypnosis Audios with Support Workbook**

Audio and DVD Programs focusing on color connections  
2011

**Thinking Wealthy**

Self-Hypnosis Script and Audio  
2010

**Releasing the Opinions of Others**

Self-Hypnosis Script and Audio  
2010

**Living Color: an Introduction to Color**

**A Guide to Color, Dis-ease, and Emotions**

DVD series: 8 DVD's

An audio Power Point presentation recorded live at The National Guild of Hypnotists Worldwide Conference August 2009

[SELECTED] SPEAKING ENGAGEMENTS

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Eastman Chemical Corporation, Kingsport, TN  
Reebok International, Randolph, Mass  
Newell-Rubbermaid, EZPainter Madison, Wisconsin  
Media Day, FreshAire Choice Paint Brand and Home Depot Corporation New York City  
National Guild of Hypnotists Annual Worldwide Convention Marlborough, Mass  
American Book Store of Amsterdam and Den Haag, Netherlands  
University of Warsaw, Warsaw, Poland  
The Central and Eastern European School Associations, Warsaw, Poland  
Mt. Roger's Southwest Virginia Community Services, Wytheville, Virginia  
Color, Emotions and Dis-ease Workshop Topsail Island, NC  
Healing Grace Seminars Dallas, Texas  
Transitions Books, Chicago, IL  
Media Day, FreshAire Choice Paint Brand and Home Depot Corporation San Francisco  
HOME (Holistic Mentoring) Program, Abingdon, VA  
National Guild of Hypnotists Solid Gold Presenter, Las Vegas, Nevada  
Women in Business Keynote for 3 consecutive years for Tri-State area  
Author 101 Seminar Series Washington, DC  
Book Expo of North America, Washington, DC  
HMG (Holston Medical Group) Tri-Cities (Johnson City, Bristol, Kingsport) TN  
International Women's Day Conference, Bristol, Tennessee  
Thinking Wealthy! Workshop in Winston-Salem, NC

## INVITED ACADEMIC PRESENTATIONS

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### **The Benefits of Cross-Disciplinary Teaching Within the Foundation Curriculum**

Mid-America Art Association  
Southeastern Art Association Annual Conference, October, 1997  
Virginia Commonwealth University ~ Richmond, Virginia

**Color and Subliminal Repercussions in Advertising**, March 1996  
Warsaw University, Department of Aesthetics ~ Warsaw, Poland

**Explorations in Color Therapy**, February, 1996  
The American School of Warsaw  
Psychology Department ~ Warsaw, Poland

**Color as Non-Verbal Communication**, March, 1996  
The American School of Warsaw  
Psychology Department ~ Warsaw, Poland

**Utilizing Color for Successful Product Design**, April, 1996  
Caersbach and Associates (German Company based in Warsaw) ~ Warsaw, Poland

**Experiential Learning in the Classroom**, October, 1995  
Center for Social Concerns (guest speaker)  
University of Notre Dame

**Partners in Education: Bringing Together K-12 and Higher Education**, April 1995  
Speaker and Workshop Leader: Experiential Learning and the Arts  
Statewide Conference IUPUI Department of Philanthropy ~ Indianapolis, Indiana

## UNIVERSITY SERVICE

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Academic Advising (I enjoy this immensely) 1991-2000

Freshman Year Advising, University of Notre Dame 1991-2000

Invited Keynote Junior Parents Weekend, University of Notre Dame 1997

BFA and MFA Thesis Committees 1991-2000

- Angela Michelutti, 1992
- Tim Legge, 1994
- Scott Mann, 1997
- Stephanie Cunningham, 1995
- Rhyan Forman, 1995

Admissions and Financial Aid Committee 1996-1998  
University of Notre Dame

Communications Director, Center for Social Concerns



**Campus/Community Grant: \$10,000** 1999-2000

Center for Social Concerns/University of Notre Dame

This award was for the project entitled "Everyone Has a Story" and would pair up a design student with a lonely elderly person in the community. Through visits and interviews, the student would document, write, create, design, then present a unique life story based on their interactions.

**International Symposium on Healthcare Design: Scholarship/Travel Grant** 1999

Granted scholarship by this organization to attend annual conference on design issues in the healthcare arena.

**University of Notre Dame: Research Sabbatical** 1998-1999

Research focus on comparing (connecting) the role of women in society with the color palettes in kitchen design from 1950's-present.

**Institute for Scholarship in the Liberal Arts (ISLA)**

**Faculty Summer Stipend** 1997

Support for research and implementation of "Poland and the Color Red" Poster Series. Finished Series exhibited in Snite Museum of Art February-March 1998

**Faculty Exchange Program** 1996

Warsaw University, Warsaw, Poland

Philosophy Department: Curriculum based on the philosophy of color

**Summer Research Travel Grant** 1994

The Fine Art of Design: Polish Poster Art

Warsaw, Poland

**Lilly Teaching Fellowship** 1993

Eli Lilly Corporation/Lilly Endowment

Included support for development of undergraduate curriculum. This was a semester-long fellowship that brought together outstanding teaching faculty from Michigan State, University of Virginia, South Carolina, Tulane, Case Western, Temple, Wisconsin, and Vanderbilt. The result of this fellowship was the course 416S: Visual Perception and Creative Typography

## SELECTED COMMUNITY SERVICE

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### **Non-Emergency Ambulance Driver**

Medical taxi for residents of Appalachian region of Southwest Virginia.  
Abingdon, Virginia  
2012-Present

### **Greendale Rest Home**

Abingdon, Virginia

### **Graystone Rest Home**

Castlewood, Virginia

Organize donations for residents, spend time with them, organize art projects  
2012-Present

### **Copper Crest Therapeutic Horseback Riding Program**

Volunteer time and work with developmentally disabled and the horses. I also offer design resources for the program.  
Every Thursday since 2007

### **Mount Rogers Community Services Board**

Speaking and Workshops on Color and Emotions

Wytheville, Virginia

2009-Present

### **Anderson Fine Arts Center**

Anderson, Indiana

Volunteered for Summer Art Camp

Summer 2004

### **Center for Social Concerns: University of Notre Dame**

Through this center I began my relationships with South Bend Center for the Homeless and St. Adalbert's Catholic School.

### **St. Adalbert's Catholic School**

Implemented experiential program to bring weekly art classes into this inner-city school. The semester concluded with a gallery opening for the elementary students. We transformed their hallways into free standing gallery walls and held an opening which brought prominent figures to the school to promote the students' efforts. It was covered by all local media and brought attention to the importance of keeping art programs in the schools.

1999-2000

## PATENTS/TRADEMARKS

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### **The Color Deck 1997**

**Patent Number: 5,692,750 Date of Patent: December 2, 1997**

According to the definition in the application: "A card game which includes a set of cards, each having on one side solid color areas, dual color areas, or symbols, to provide a method of producing hypothetical personality profile by sequentially arranging specific number of cards in a predetermine layout. Each card of the layout represents a personality trait according to the game instructions and each location of the layout represents a contest, defined in the game instructions, for interpreting the personality trait definition."

### **FaceCraft Tattoo Crayons 1998**

**Registration Number: TX 3-7-713-305 Date of Registration: January 26, 1998**

This product was developed for children as an alternative means for face painting. It is a set of color water-soluble crayons that can allow an individual to draw and/or color an image on paper then transfer that image onto their skin resulting in a unique and original tattoo that can be washed off with water. A patent was not available for this product due to the restriction that the crayons already existed. What was created was an original method of use and an instruction manual.

## PROFESSIONAL MEMBERSHIPS

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**NGH** 2008-Present  
**National Guild of Hypnotists**

**IACT** 2008-Present  
**International Association of Counselors and Therapists**

**TYPOCRAFTERS (President: 1997)** 1996-2000  
**International Association of Letterpress and Type Design**  
**Hosted International Conference at Notre Dame in 1997**

**National Association of Healthcare Design**  
Member from 1996-1999  
Received Scholarship to attend National Conference in Boca Raton, 1998.

**UCDA**  
**University and College Designer's Association**  
Member from 1989-1999

**ACD**  
**American Center for Design**  
Began as student member 1981-1987  
Professional Membership 1987-1999  
Faculty Sponsor of Student Chapters: Herron School of Art 1987-1989  
Indiana University South Bend Chapter: 1980-1991  
Notre Dame Student Chapter: 1991-1995 (and dual support with ND's IDSA Chapter)

**CAA**  
**College Art Association**  
Member from 1989-1999

**Color Marketing Group (CMG)** 1995-1999  
Boston, Massachusetts  
(Served on Networking Committee)

**Art Institute of Chicago**  
Individual membership from 1994, Sustaining Membership 1999-2007

## CURRICULUM OVERVIEW

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2D Foundations: Basic Design and Color Theory  
Introduction into Graphic Design  
Graphic Design II  
Advanced Graphic Design  
Typography I & II  
Typography III & IV

## ADVANCED COURSES

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Independent Study  
Professional Practice in Design  
BFA Thesis Formulation and Direction  
MFA Thesis Formulation and Direction



## REFERENCES

CATHERINE SCHRENKER POOLE

### **James (Edd) Hill**

President: Birthplace of Country Music Alliance  
Board Member: Birthplace of Country Music Museum  
Chairman and CEO: HVAC, Inc

phone (cell): 423 361 0123

email: ehill@hvac-inc.com

### **David Winship**

Educator

Growing Elder

Successful Aging Uniting Body, Mind & Spirit

Retired: Washington County Virginia Schools

Gifted and Talented Program

855 Edgemont North

Abingdon, VA 24210

phone: 276.492.5172

email: david@winship.us

### **Candace Coffin**

Director of Specialty Services

Mount Rogers Community Services Board

770 West Ridge Road

Wytheville, VA 24382

phone: 276 223 3207 (o) 276 920 4056 (c)

email: Candace.Coffin@mrcsb.state.va.us

### **Scott Mann**

Professor of Graphic Design

Coastal Carolina University

Myrtle Beach, South Carolina

phone: 773.944.5768

email: smann@coastal.edu



# PUBLICITY

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SELECTIONS FROM PRESS KIT

Catherine Poole, CH



Visit the freshaire choice healthy dose of color event. At participating the home depot locations. August 28-30.

Stop by for a cup of coffee, learn about the Freshaire Choice paint and enter to win one of several grand prizes.

- Two grand prizes: The Freshaire Choice paint for up to 5 rooms, an expert color consultation and all the supplies needed for the job
- Two runner-up prizes: \$500 gift card to The Home Depot
- 25 additional prizes: \$100 gift card to The Home Depot

For more information, to find an event near you or to enter to win, visit [dasecolor.com](http://dasecolor.com)

**THE HOME DEPOT**

It's amazing what a difference a little paint can make.

Color can bring health and balance to your life. It can influence your consciousness, soul and spirit. So choose a paint that contributes to your well-being too. The Freshaire Choice paint has an innovative technology that contains **NO VOCs**, harsh chemicals that make paint smell like paint and affect the indoor air quality of your home. With 86 premium colors in four inspiring collections, it's good for your family and better for our world.

[dasecolor.com](http://dasecolor.com)

**Rx What's your color prescription?**

According to Catherine Poole, the Queen of Color™, we are all made of color. Scientifically, we are composed of light, which makes us a spectrum of colors. Quantum physics reveals that in our world, we are made of light. So light is the language by which we live.

Recall the vibrant springs: "The sea is blue/green, or 'the sea is green with blue.'" With the Freshaire Choice paint, homeowners can reproduce color in their homes using their own color palette. Homeowners can reproduce color in their homes using their own color palette. Homeowners can reproduce color in their homes using their own color palette. Homeowners can reproduce color in their homes using their own color palette.

What's your color prescription? Take a look at the excellent evidence in front of you. Because the recommended practices that create a recipe of colors and textures make our lives more abundant, we hope you'll see the beauty for yourself.

If you're interested in reading or learning more about the Queen of Color™, please contact us at [CATHERINE@DASECOLOR.COM](mailto:CATHERINE@DASECOLOR.COM). Thank you in advance for your contribution. I look forward to speaking with you again in the coming weeks.

Best Regards,  
*Catherine Poole*  
 Catherine Poole  
 Queen of Color™

FRESH-NO VOC FORMULA  
 FRESH-NO VOC FORMULA  
 FRESH-NO VOC FORMULA  
 FRESH-NO VOC FORMULA

**The Queen of Color™**  
 National Spokesperson for  
 The Freshaire Choice Paint,  
 sold exclusively at The Home Depot.  
 2009-2010





## Hypnosis World Summit

Bringing the power of hypnosis to the world.

Check out the Leading Experts that participated in the Hypnosis World Summit!

### How to Lose Unhealthy "Cravings" and Poor Food Choices to Lose Weight and Feel Great!



**Tom Nicoll** is a leading expert in the area of hypnosis and weight loss. The success of his work was seen on *Duane* NBC during the *Ultimate Diet Challenge*. *Shape Magazine* rated Tom's weight loss audio programs "Best of the Bunch" with the only 5 star rating and has helped people in 40 countries. Tom is the author of *Thinking Thin - The Truth About Weight Loss* and *A Better You by Hypnosis*.

- Learn what actually motivates unhealthy choices and overeating
- Simple and easy to apply techniques to make comfortable healthy food choices
- Discover the magic D.E.P.T.H. Model that will help start and guide your healthy changes

### Supercharging the Law of Attraction with Self-Hypnosis



**Dick Sulphen** created *Valley of the Sun Publishing* which has published more than 15 metaphysical books. Sulphen Seminars are conducted annually in as many as 35 U.S. cities and England, Ireland and Australia. He has appeared on hundreds of local and national radio and TV shows, including *Good Morning America*.

- Understand the Law of Attraction better than ever before
- Get this clear: how and what you think affects what you attract into your life
- Includes a guided hypnosis session to clear your path to abundance

### How You Can use the Power & Influence of Color to Improve Relationships, Attitude and Health



**Catherine Poole** is known internationally as "The Queen of Color"™ and is an expert in color and human response to color. Catherine was a professor of color theory and graphic design for over fifteen years, including nine years at The University of Notre Dame. Learn how color can enhance all aspects of your life.

- How and why color is so influential in ALL aspects of life
- Did you know color influences your eating patterns, road rage, disease and so much more?
- Discover What colors you should wear and when

The Queen of Color™

Hypnosis World Summit  
Catherine Poole, CH was chosen as one of  
the top TWENTY Experts in the world.  
2010



Issue 5  
Winter/Spring 2009

report



**C**olor touches every aspect of our lives. Two of the most dominant areas are our minds because each color affects certain emotions and our bodies where certain colors of energy in our bodies influence certain organs and functions.

I taught color theory and human response to color for many years and was a professor at the University of Notre Dame for 30+ years. I have all the elements and knowledge to help clients, doctors and their patients understand color, energy, health and attitude. As a medical student, my work is similar to how a crystal healer works with colors. They often understand what their body is communicating and how to listen, understand and heal. Color is a vital factor in the healing process. Bring energy, healing, rejuvenation and insight into your life with color.

**The Power of Color:**  
Let's take a look at some of the basic colors and how they can influence each of us physically as well as psychologically and emotionally.

**Red**  
Red symbolizes raw human emotion. It is unbridled, intense and can be associated with fear and control. Red is associated with all body parts involving action—bones, muscles and teeth. It stimulates the release of adrenaline into the blood stream. Bring on the red when:

- You need strength, stamina, energy.
- You have tight muscles and/or joint pain.
- You need to improve your circulation.

**Orange**  
Areas of your body dealing with functions such as immune, lymphatic system, blood and reproductive areas are influenced by the color orange. Orange also represents emotions and creativity, and promotes a happy outlook. Bring on the orange when:

- You need to speed things up.
- You need to release interest in what is going on around you.
- You need to stop being yourself too seriously.
- You are afraid to enjoy yourself (seriously).
- You can't let go of your past ("what if...") or "I had only...".

**Yellow**  
Yellow represents your sense of self. Yellow influences areas of your body that turn energy, such as stomach, pancreas and small intestine. Yellow promotes healthy self-image, and supports ego. It also stimulates thinking and supports the quest for knowledge. Bring on the yellow when:

- There is confusion or indecision.
- There is a tendency to be sad in dull weather.
- You're dieting.
- You're experiencing nervous exhaustion, burn-out or joint aches.
- You need to boost or reawaken your eyes.

**Green**  
Green affects us in relating to our environment, our relationships with ourselves or others, and with our spiritual source. Green influences areas of your body dealing with air, control and nurturing such as lungs, heart and breasts. I do not encourage wearing a lot of green when healing from cancer, you'll find blue to be more beneficial. Bring on the green when:

- You're feeling restricted.
- You need change but fear the unknown.
- There is a need for new ideas.
- You would like to break habits or patterns.
- You need balance.

**Blue**  
Blue is the ultimate healing color! Areas of your body that address communication, such as the throat, ears and nose/throat are influenced by the color blue. Truth, loyalty, honesty are all represented by blue. Blue is calming and healing. I often recommend that those healing from breast cancer wear blue bras, but also wear a blue elastic or necklace which helps enhance the healing process. Bring on the blue when:

- You are healing. Wear and embrace blue.
- You want to calm agitated, volatile, or chaotic situations.
- You want to communicate clearly.
- You are looking for peace, detachment, calmness and rest.

**Violet**  
Violet is the color of intuition and imagination of ideas. It combines the healing, calming qualities of blue and the energy of red, therefore it helps in balancing your life. Bring on the violet when:

- You want to speed up natural healing of the body.
- You want to calm hystericality or emerge lethargic or depressed.
- You want to remove obstacles from your life.
- You want to stimulate your imagination to positive ways.

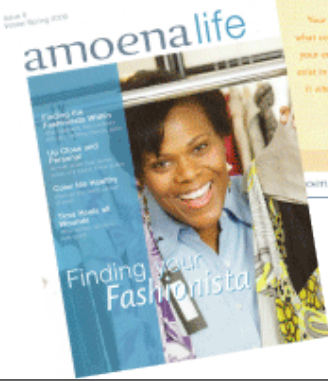
**Color Balance**  
White is all colors and when added to create pastels, white brings a sense of calm. The addition of white provides a higher quality of the color from which it originates. Pink, for example is nurturing and spiritual because I take the passion and energy of red and calm it down to the nurturing qualities of pink.

**Black** is what I refer to as a magnet. Black absorbs color and is a heavy influence. If you need benefits of a color but do not want to be dictated out in red or yellow, wear black and accent with the color you feel you need. Let black do the work for you and take the color healing and color energy to the place on your body that needs it most. This can be done with jewelry, a scarf, a belt, a shirt or a sweater.

**Adding Color to Your Life**  
According to a color can bring in a mood or bring direction into your life. If you are depressed, buy an orange mousetrap for the office or placemat for a night table. Drink from a green coffee mug if you do not like who you are at the moment ("I love me" is a great corresponding affirmation with green.) You can change the entire energy of a poem by covering a corresponding verse on the wall or changing the throw rug or accent pillows. Ask yourself what you need to bring into your life and work with the corresponding color. You don't better understand what is happening and what energy you need by connecting color to what is occurring in your life. Choose the color you need the energy of that color to help you heal and move forward. ■

Catherine Poole is a professor at DePaul University, Understanding Color, Intuition and Energy. For more on the life-changing benefits of color, visit her website at [www.catherinepoole.com](http://www.catherinepoole.com) and contact her at [info@catherinepoole.com](mailto:info@catherinepoole.com) or call her at 773-341-1111.

amoenaLife 25



Catherine Poole, CH

The book cover features a portrait of Catherine Poole, a woman with blonde, wavy hair, smiling. The text on the cover reads: 'Catherine Poole' in a large, black, serif font; 'color and energy medicine' in a smaller, multi-colored, sans-serif font below it. At the bottom of the cover, it says 'lecture and launching of her book: "EVERY DAY LESSONS"', followed by the dates and locations: '17 October ABC Trechut, Lange Poten 27, DEN HAAG' and '18 October ABC Treehouse, Voetboogstraat 11, Amsterdam', and the time '20.00-22.00 hours' and price '€ 10,-'. The website 'www.catherinepoole.com' is at the very bottom.

Catherine Poole  
color and energy medicine

lecture and launching of her book:  
"EVERY DAY LESSONS"

17 October ABC Trechut, Lange Poten 27, DEN HAAG  
18 October ABC Treehouse, Voetboogstraat 11, Amsterdam  
20.00-22.00 hours € 10,-

www.catherinepoole.com

The Queen of Color™  
Workshop and Lecture Tour  
Netherlands, 2006

At the age of twenty-four I began my teaching career as a part-time faculty member at Eastern Michigan University, assigned to present basic design principles. In reflection, with more than twenty years of teaching experience, I can understand with gratitude the enormous gift I was given. Processing and presenting basic design principles with roots so firmly planted in the Bahaus and DeStijl movements were challenged with the pioneering design philosophy from Michael and Kathy McCoy of Cranbrook. I was then thrown into the “organized chaos” of Dutch design and had the invaluable experience of working at Studio Dumbar in Den Haag, Netherlands at the height of the movement in 1986.

In 2001, I made a conscious choice to leave academia. I consider my time away merely an extended sabbatical. Research into color theory, the psychology of color, and the influence of color on emotions and behavior became my focal point. I furthered my research toward more personal and spiritual venues; identifying why and how color influences our emotions and physical well-being. Studying the role of color and symbols within our marketing culture led to my interest into color as symbol and numbers as symbols. I venture beyond our emotional and visual stereotypes and look into origin of symbols and their role in non-verbal communication. While conducting this research I became a licensed hypnotherapist and a faculty member of the National Guild of Hypnotists, with a focus on the role of color and symbol in hypnosis and its use in the power of suggestion. I now serve on the Board of Trustees for The Centerpoint Institute, and international organization of professionals devoted to the work of Karl Jung.

The realization that fine art, design, marketing, and advertising all utilize applied hypnosis shifted my perception of design. This inspired new avenues of research and exploration regarding design principles, particularly in the role of color and/or symbol. While at Notre Dame I presented an innovative approach to color theory and the potential to combine my course curriculum with current research and emerging media is exciting.

Communication is no longer a two dimensional graphic affair, although our foundation is built upon traditional graphic design principles. Our pedagogical approach is as much about guiding students to diverse sources for inspiration and integration as it is articulation and execution. Fine art and design involve communication, whether fact, emotion, political, spiritual, personal or public. A message cannot be communicated successfully without thought structure. Understanding thought processes, the role of emotions, symbols, and informational hierarchy are even more imperative as our technology accelerates. Our desire, as a society, to “get to the point” requires speed and targeted direction. Social media has shifted graphic design education.

Technology should not force us to sacrifice theory or history; technology should provide new solutions to problem solving and how these solutions may be presented effectively and efficiently. The direction of design must embrace multiple platforms and pull influences from film, music production, architecture, environmental design, product design, theatre/set design and even the Humanities and the Sciences. Diverse interests and experiences help young designers understand issues from multiple perspectives. Assisting students to become agile thinkers and creative problem-solvers is our responsibility as educators. Design is no longer a linear presentation of information, and it is constantly being redefined.

Returning to earlier design concepts that can now be developed inexpensively through various platforms is exciting as well as daunting. Currently, I am working on the development of an “APP” for “The Color Deck” and am very excited about the potential outcome. The original project was designed as a deck of color cards with corresponding text using color to determine personality traits. I received a patent for this process, yet never brought it to fruition due to printing cost restrictions.

Education, design and research have been my life, even through my years outside of academia I managed to prepare and teach workshops about color. It is very exciting to return to a campus environment and I look forward to discussing the opportunities available.

Blessings, and best regards, Catherine Poole



# COURSE SYLLABI

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FOUNDATIONS, DESIGN III, DESIGN IV

Catherine Poole  
Riley Hall 306 631-8071  
office hours MWF 8:30-10:30  
(or by appointment)

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## Syllabus S111 Spring Semester 2000

01/19 01/21*	Introduction to class policies, supply list, assign Chapters 1-4 in Zelanski Visit to St. Adalbert's -begin to prepare syllabus
01/24 01/26 01/28*	Hue and Value Relationships, Introduction to Munsell RED work on Munsell St. Adalbert's
01/31 02/02 02/04*	Munsell exercises 1, 2, 3 YELLOW Value Studies/Three Greys St. Adalbert's
02/07 02/09 02/11*	Family Mixtures Read Color Chapters 5, 6, 7 ORANGE 3:2 Studies Exploring reversed grounds St. Adalbert's
02/14 02/16 02/18*	Free Study, 10 x 10 GREEN 3:4 Studies Subtraction of color St. Adalbert's
02/21 02/23 02/25*	Free Study, 10 x 10 Additive and Subtractive Illusion St. Adalbert's
02/28 03/01 03/03*	Transparency BLUE Free Study, 10 x 10 St. Adalbert's
03/06 03/08 03/10*	Bezold Effect VIOLET Free Study, 10 x 10 St. Adalbert's
	Spring Break
03/20 03/22 03/24*	Color Chapters 8-10 Dot Study, Intro to Computer (show comp in BW and in Color) Studio/Dot Study St. Adalbert's
03/27 03/29 03/31*	Optical Transparency BLACK/WHITE Design Composition: Formal, Informal St. Adalbert's
04/03 04/05 04/07*	Gravity (show comp in BW and in Color) PASTELS Contrast (show comp in BW and in Color) St. Adalbert's
04/10 04/12 04/14*	Rhythm (show comp in BW and in Color) Focal Point (show comp in BW and in Color) St. Adalbert's
04/17 04/19 04/21	Space, the Final Frontier...Illusion of Depth, Illusion of Volume Studio Good Friday
04/24 04/26 04/28*	Holy Monday Begin Prep for Art Festival St. Adalbert's
05/01 05/03 05/05*	Continue Prep for Art Fair Art Festival at St. Adalbert's Final Review

## Graphic Design III

**Professor Catherine Poole**

Office Hours: M-Th 2:00-5:00  
(please make appointment)  
ph 631-8071  
e-mail: Catherine.S.Poole.6@nd.edu

### Syllabus

- 1/15 Introduction, Charrette, Photo Alphabet, "There Are No Children Here"
- 1/20 Project Due; Crit, Assign Science Poster
- 1/22 Present Research
- 1/27 Roughs due, with image research, typographic references
- 1/29 Studio, Fabco demonstration
- 2/3 Studio, Discuss comping/output possibilities
- 2/5 Poster Due, Assign Symbol Project
- 2/10 Thumbnails due, 100 and counting!!!
- 2/12 Crit on Roughs
- 2/17 Crit on Refinement Sketches
- 2/19 Symbol Project Due
- 2/24 Discuss Book and Project Formations, Assign Resume
- 2/26 Resume Generic Info Due, Sample Cover Letter
- 3/3 Crit on 3 comps
- 3/5 Final Crit on Resume, letterhead and business card
- 3/10 Break!!!!
- 3/12 Break!!!!
- 3/17 Surprise Class Project
- 3/19 Present Roughs for "Children"
- 3/24 Marketing Assignment/Packaging
- 3/26 PhotoAlphabet In progress Crit
- 3/31 Easter Monday No Class!!!!
- 4/2 Crit on "Children" Project
- 4/7 Crit on Marketing Project
- 4/9 Studio
- 4/14 Marketing Project Due
- 4/16 PhotoAlphabet Due
- 4/21 "Children" Project due
- 4/24 Slide Session
- 4/29 Slides due with resume package, party to celebrate the best class ever!!!

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# TRANSCRIPTS

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CRANBROOK, INDIANA UNIVERSITY



**CRANBROOK ACADEMY OF ART**  
**39221 Woodward Avenue**  
**P. O. Box 801**  
**Bloomfield Hills, Michigan 48303-0801**  
**248-645-3300**

July 5, 2012

Transcript Requested By: Catherine Schrenker - UNOFFICIAL

Issued To: Catherine Schrenker  
PO Box 1602  
Abingdon, VA 24212

**GRADING SYSTEM:**

Spring Semester 1971 and after

"No Fail" grading system: Pass with distinction (P/D) or (PwD);  
Pass (P); No credit (N/C); Incomplete (I); Withdrew (W).

Fall Semester 1964 through Fall Semester 1970

Superior (SU); Satisfactory (S); Unsatisfactory (U);  
Incomplete (I); Withdrew (W).

Spring Semester 1959 through Spring Semester 1964

Excellent 95-100; Very Good 90-94; Good 85-89;  
Average 80-84; Fair 75-79; Passing 70-74;  
Failure 69 and below; Incomplete (I); Withdrew (W).

Prior to Spring Semester 1959

A-Excellent; B-Good; C-Average; D-Poor; F-Failure;  
Incomplete (I); Withdrew (W).

**ACCREDITATION:**

Cranbrook Academy of Art is accredited by the North Central Association of Colleges and Schools and the National Association of Schools of Art and Design (NASAD.)

**SUPPLEMENTAL INFORMATION:**

Two clock hours per week are the equivalent of one semester hour, except in the case of lecture courses in which one clock hour is the equivalent of one semester hour. The semester is approximately 16 weeks in length.

**VALIDATION:**

Transcripts shall be considered "OFFICIAL" when they are signed by the Registrar and stamped with the Cranbrook Academy of Art seal.



# INDIANA UNIVERSITY

## OFFICE OF THE REGISTRAR

### Official Transcript

Page 2 of 2

Name : Poole, Catherine Schrenker  
 Student ID : 0001035582  
 Address : 500 Lone Pine 801  
 Bloomfield Hills, MI 48013  
 United States

SSN : XXX-XX-2710  
 Birthdate : 11-21-XXXX  
 Print Date : 10-11-2011  
 Request Nbr : 011444162

Hours Earned: 92.00 GPA: 2.798

#### Fall Semester 1983-1984 Bloomington

Program	Course	Title	Hrs	Grd
Arts & Sciences Undergraduate	FINA-S 200	DRAWING 1	3.00	B
	FINA-S 240	BASIC PRINTMAKING MEDIA	3.00	A-
	FINA-S 452	BFA GRAPHIC DESIGN	6.00	A

Semester: IU GPA Hours: 12.00 GPA Points: 44.100  
 Hours Earned: 12.00 GPA: 3.675  
 Cumulative: IU GPA Hours: 104.00 GPA Points: 301.500  
 Hours Earned: 104.00 GPA: 2.899

#### Spring Semester 1983-1984 Bloomington

Program	Course	Title	Hrs	Grd
Arts & Sciences Undergraduate	FINA-A 342	20TH CENTURY ART	3.00	C
	FINA-S 301	DRAWING 2	3.00	B+
	FINA-S 409	COMPUTING FOR VISUAL ARTS	3.00	B+
	FINA-S 452	BFA GRAPHIC DESIGN	6.00	B+

Semester: IU GPA Hours: 15.00 GPA Points: 45.600  
 Hours Earned: 15.00 GPA: 3.040  
 Cumulative: IU GPA Hours: 119.00 GPA Points: 347.100  
 Hours Earned: 119.00 GPA: 2.917

#### First Summer 1984 Bloomington

Program	Course	Title	Hrs	Grd
Arts & Sciences Undergraduate	COAS-W 333	INTENSIVE WRITING	0.00	S
	SOC-S 340	SOCIAL THEORY	3.00	C

Semester: IU GPA Hours: 3.00 GPA Points: 6.000  
 Hours Earned: 3.00 GPA: 2.000  
 Cumulative: IU GPA Hours: 122.00 GPA Points: 353.100  
 Hours Earned: 122.00 GPA: 2.894

#### Second Summer 1984 Bloomington

Program	Course	Title	Hrs	Grd
Arts & Sciences Undergraduate	FINA-S 452	BFA GRAPHIC DESIGN	8.00	B+

Semester: IU GPA Hours: 8.00 GPA Points: 26.400  
 Hours Earned: 8.00 GPA: 3.300  
 Cumulative: IU GPA Hours: 130.00 GPA Points: 379.500  
 Hours Earned: 130.00 GPA: 2.919

--- Record continued in next column ---

#### Second Summer 1984 IU Independent Study

Program	Course	Title	Hrs	Grd
Continuing Study Urgd Nondeg	JOUR-C 200	INTRO TO MASS COMMUNICATIONS	3.00	C

Semester: IU GPA Hours: 3.00 GPA Points: 6.000  
 Hours Earned: 3.00 GPA: 2.000  
 Cumulative: IU GPA Hours: 133.00 GPA Points: 385.500  
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#### Student Undergraduate Program Summary

GPA Hours: 133.00 Transfer/Test Hours Passed: 0.00  
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#### Academic Objective as of Last Enrollment

Arts & Sciences Undergraduate  
 Fine Arts BA


--- End Of Record ---

Issued at: Indiana University Bloomington  
 Mark McConahay, Registrar

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FOR RECIPIENT USE ONLY

Send To:  
 Catherine Poole



Mark McConahay  
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# INDIANA UNIVERSITY

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--- End Of Record ---

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 Mark McConahay, Registrar

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**Send To:**  
 Catherine Poole



Mark McConahay  
Registrar