

02 Definition of Aesthetics

Tuesday, January 15, 2019 8:17 PM

Today: Admin stuff, Aesthetics definition,

Check your spam! Your Wordpress login info is there.

Workshops and tours

ITLL tours:

you may take an orientation tour Monday - Friday at 5:15pm or Sunday at 1:15pm, meeting in the ITL lobby. Don't forget to bring your BuffCard.
From <http://itll.colorado.edu/about_us/building_tours/access_orientation_tour/>

Idea Forge Tours

Stop in for a tour of the Idea Forge on Tuesday, Wednesday, Thursday at 5pm. Meet at the student reception desk near the east entrance on the bottom floor.
From <<http://www.colorado.edu/ideaforge/facilities/tours>>

Idea Forge workshops: <http://www.colorado.edu/ideaforge/workshops>

Sewing, welding, Raspberry Pi and more

Movie Night (weds?)

Do you know a movie that features design, engineering etc? Like

Apollo 13

A Faster Horse

World's Fastest Indian

Steve Jobs

Hidden Figures

Imitation Game (Turing)

Beautiful Mind

Objectified (industrial design)

Flash of Genius

Three Idiots (enr students)

Aesthetics Any volunteers to run this? I can get a space, and pay for pizza and popcorn.

Prof. Jean Hertzberg

History of Aesthetics

- Science once was Art
 - All human endeavors were 'arts'
- Early university structure: liberal arts
 - Grammar, rhetoric, logic, arithmetic, geometry, music, and astronomy
- 18th Century: Fine Arts (and art criticism) were invented
 - painting, sculpture, architecture, music and poetry
 - Other endeavors (Science, Technology, Engineering, Math) were excluded from 'art'
 - Some 'arts' were demoted to 'crafts'

Objects with function as a primary goal

ar-ti-fice

/ˈɑːtɪfɪs/

noun
noun: artifice; plural noun: artifices

clever or cunning devices or expedients, especially as used to trick or deceive others.
"artifice and outright fakery"
synonyms: trickery, deceit, deception, duplicity, guile, cunning, artfulness, wiles, craftiness, slyness, chicanery. More

Origin

LATIN

ars
art-
art

LATIN

facere
make



late Middle English (in the sense 'workmanship'): from Old French, from Latin *artificium*, based on *ars*, *art-* 'art' + *facere* 'make.'

<https://www.google.com/search?q=artifice&ie=utf-8&oe=utf-8#q=artificial>

ar-ti-fi-cial

/ˈɑːtɪʃiəl/

adjective
adjective: artificial

- made or produced by human beings rather than occurring naturally, typically as a copy of something natural.
"their skin glowed in the artificial light"
"the artificial division of people into age groups"
synonyms: synthetic, false, imitation, mock, ersatz, fake, substitute, replica, reproduction. More
man-made, manufactured, fabricated, inorganic.
- (of a situation or concept) not existing naturally, contrived or false.
"an artificial barrier"
synonyms: insincere, feigned, false, unnatural, contrived, put-on, exaggerated, forced, labored, strained, hollow. More
advised, premeditated, phony, bogus.
"an artificial smile"
antonyms: genuine

Origin

OLD FRENCH

artificial

LATIN

artificium
handicraft

LATIN

artifici

artifice
late Middle English

late Middle English: from Old French *artificial* or Latin *artificiaks*, from *artificium* 'handicraft' (see *artifice*).

Since Then

Arts

- Photography (1839) freed art for Expressionism
- Emotion became prized
- 'Art' is now mostly 'Fine Art', created for aesthetic purposes;

Science/ STEM

- Objectivity is prized
- Emotions are dangerous, may bias, invalidate, work

Forsey, pg 23:
Formalism (Clive Bell's) is response to the 'demise of mimetic definitions of art'

Definitions of Aesthetics

- Study of beauty
- Psychological measure of affect

"Oh yuck!
That's awful!
I hate it!"



Oh wow!
That's
wonderful! I
love it!"

Palmer, Stephen E, Karen B Schloss, and Jonathan Sammartino. "Visual Aesthetics and Human Preference." *Annual Review of Psychology* 64 (January 3, 2013): 77–107. doi:10.1146/annurev-psych-120710-100504.

- Branch of philosophy. Aesthetics and ethics deal with moral issues of ontology (nature of things), epistemology (nature of knowledge), etc.
- Metric for art: is it art? Is it good art?
- Synonym: philosophy of art or art theory. "What is art? What good is art? What is the purpose and nature of art?"

Student discussion on 'what is aesthetics?'

Thought it was beauty, now it's reaction, there are disturbing aesthetics
Measure of impact
100% subjective
Appreciation of beauty; is subjective, personal
Pleasing within its intention; context dependent
A measure of the effort made to achieve an ideal
A shift from the physical to the intangible characteristics
Nature can be aesthetic even if not 'made'
Can give inanimate a 'personality'

Previous year's responses

Visually pleasing
Pleasing to senses
Categories ; different type of aesthetic; hipster, hobo,
Aesthetics are related to intended target
Not necc. Pleasing, but has emotional impact; goth, big ugly shoes, intentionally repellent
Eye catching, pleasant or not
What makes things cool. Familiar enough to be comfortable, novel enough to be interesting. Goal of aesthetics.
How it makes you feel; subjective. Dutch word for warm response to furniture: Gezelligheid or Danish: Hygge

Sales aspect, tied to ergonomics, look pretty too.
Aesthetics as a set of beliefs, response to PT Cruiser
Artist trying to invoke a specific response subtly in the audience
Combination of color and shape (form) and function and beauty
Aspect of design that humanizes it, creates emotion
Gets at all senses
Evokes a way of thinking
As a visual appeal, and other senses. Not good or bad, can invoke + or - emotions
Nonverbal communications

Check out the 99% Invisible podcast.

Design oriented podcast. 99% of design work is invisible. Quite varied content. For example a recent podcast covered the develop

Major Art Theories

What is art, what good is art = art theory

- Realism
 - Plato: Representations should be truthful. Beauty = truth. Human perceptions are fallible, invisible true world has ideal 'Forms'.
 - Aristotle: Beauty = both appearance (order, harmony, symmetry) and functionality.
- Expressionism (1850's)
 - Art is to embody and stimulate emotion, often through metaphor.
 - Cognitivism: Art can teach. Dewey's 'aesthetic experience' gives meaning and value.
- Formalism (1900's):
 - Only the form is important. Emotion, narrative, functionality are irrelevant.
 - Abstract art context
- Postmodernism (1968)
 - Art and aesthetics cannot be separated from the social, ethical and political world.
 - Pluralism. No theory is absolute; context is essential.

Barrett, Terry. *Why Is That Art?: Aesthetics and Criticism of Contemporary Art*. 2nd ed. Oxford University Press, USA, 2011.

Aristotle: form is inseparable from the purpose of art: to represent.

Andy Goldsworthy = example of Formalism
Clive Bell, 1881-1964: to be art, must have 'significant form', and trigger an 'aesthetic emotion' = an emotion separate from all others. Barrett pg125. Evokes the 'yum'. Art is defined by this reaction.
Forsey says defining art as possessing a (this) characteristic is too narrow. Don't confuse definition with evaluation. Pg26

Hertzberg's Theory of Art

- Art is the embodiment, the instantiation, the execution of a vision.
- Any endeavor can be raised to the level of art: Mathematics, physics, cooking, sports.
- Routine, uncaring work is not art.
- "Aesthetics of XYZ" describes a non-unique scale for evaluation of art. Once a vision or an intent has been defined, an artifact can be compared to it, measured by it.
- An aesthetic can be defined by an individual artist, or collectively by a culture.

Examples from students:
Beer: color depends on style
European architecture: Domes in Rome
Aesthetics of food appearance: careful plating
Street food
Hipsters: flannel, beer, beards,
Communicates a clear message- good graphics communicate, intuitive use
Symmetry vs asymmetry in film composition
Traditional vs modern vs postmodern architecture