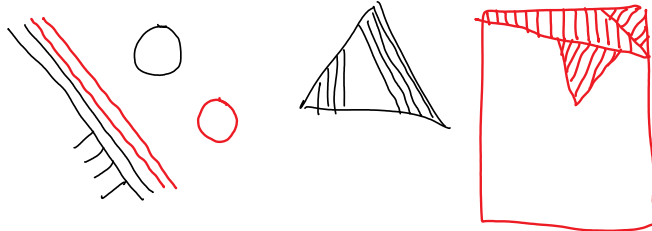


How to Post?

Today:

- Admin stuff,
- Aesthetics definition,
- Aesthetics Tour Part 1
- Upcycle Project Info (due Feb 11)

Don't forget to start your design notebook. Doodling counts.



Clicker question: Rate your background in perspective sketching and/or art drawing

- 28% A) Have only done what's in CAD class
- 48% B) Have had some art drawing instruction
- 3% C) Have a lot of art drawing instruction and/or experience
- 14% D) Have had a little product design sketching instruction
- 7% E) Have had a lot of product sketching instruction and/or experience

Any trouble with

- AesDes login? Email or talk to Abbie.Rastatter@colorado.edu. First blog post due Weds Jan 23 at midnight
- CATME survey? Email me
- AesDes Perception Survey (Qualtrics) Also email me

### Definitions of Aesthetics

- Study of beauty
- Psychological measure of affect

*Podcast Hidden Brain*

"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 Aesthetic 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?"

### 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.

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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 (and upcycling)

<https://www.independent.co.uk/arts-entertainment/art/features/andy-goldsworthys-ephemeral-works-artwork-that-is-a-testament-to-passing-time-a6694826.html>



Clive Bell, 1881-1964: Formalist art critic. "... 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.

Forsy (*Aesthetics of Design*) 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.

Your theory? Do you subscribe to Realism, Expressionism, Formalism, or Post Modernism? Some synthesis?

Art can happen accidentally  
 Art is for communication  
 Nature by itself is not art, until it is interpreted

## Aesthetics Tour

Images taken from Google search unless otherwise noted.

Using an aesthetic as a metric requires art, an artistic vision, to be defined, to set the context for the scale.

Let's look at some specific artistic visions, and the associated artifacts to get a sense of 'an aesthetic'.

The range of artifacts is broad: Design theorist Victor Margolin divides design into three categories:

- 1) Industrial design, including products, graphic, stage, interior, and fashion
- 2) Engineering or computer design
- 3) "Immaterial products": techniques, services, processes, urban design

Tim Burton, filmmaker. Vision: macabre, spidery, not really scary, humorous  
 "the preeminent auteur of gothic outsider angst"

From <http://collider.com/tim-burton-movies-ranked-worst-to-best/>

[https://www.google.com/search?q=tim+burton+filmography&ie=utf-8&oe=utf-8#q=beetlejuice&stick=H4slAAAAAAAAAONgFuLQz9UJ3MC9KMVfiBLEMCySzbUkspOt9Ats8wtyUoFUUXF-nVufilmavEjRn9ugZc\\_7gllLuU1ac\\_laowMXTqVCKixsrnklmSWVQJcPFJwezQYpLi44DweAEh-OjGDAAA&tbs=kac:1,kac\\_so:1](https://www.google.com/search?q=tim+burton+filmography&ie=utf-8&oe=utf-8#q=beetlejuice&stick=H4slAAAAAAAAAONgFuLQz9UJ3MC9KMVfiBLEMCySzbUkspOt9Ats8wtyUoFUUXF-nVufilmavEjRn9ugZc_7gllLuU1ac_laowMXTqVCKixsrnklmSWVQJcPFJwezQYpLi44DweAEh-OjGDAAA&tbs=kac:1,kac_so:1)



Filmography	
Jump to: Producer Miscellaneous Crew Director Writer Actor Animation department Art department Production designer Thanks Self Archive Footage	
<b>Producer (23 credits)</b>	Hide ▲
Beetlejuice 2 (executive producer) (announced)	
Alice Through the Looking Glass (producer)	2016
Big Eyes (producer)	2014/1
Captain Sparky vs. The Flying Saucers (Short) (producer)	2013
Frankenweenie (producer)	2012
Abraham Lincoln: Vampire Hunter (producer)	2012
9 (producer)	2009/1
Corpse Bride (producer)	2005
Lost in Oz (TV Movie) (executive producer)	2000
The World of Stamboly (Short) (producer)	2000
Mars Attacks! (producer)	1996
James and the Giant Peach (producer)	1996
Batman Forever (producer)	1993
A Visit with Vincent (Video documentary) (executive producer)	1994
Ed Wood (producer)	1994
Cabin Boy (producer)	1994
The Nightmare Before Christmas (producer)	1993
Family Dog (TV Series) (executive producer - 10 episodes)	1993
- Family Dog Goes Homeless (1993) ... (executive producer)	
- Family Dog Gets Good and Sick (1993) ... (executive producer)	
- Family Animal (1992) ... (executive producer)	
- Dog Days of Summer (1992) ... (executive producer)	
- Call of the Wild (1992) ... (executive producer)	
Show all 10 episodes	
Batman Returns (producer)	1992
Beetlejuice (TV Series) (executive producer - 94 episodes)	1989-1991
- Not So Helpful Friends (1992) ... (executive producer)	
- Journey to the Centre of the Earthworld (1992) ... (executive producer)	
- Calamity Get Your Tongue (1991) ... (executive producer)	
- King Of (1991) ... (executive producer)	
- Rudeboys Ready (1991) ... (executive producer)	
Show all 94 episodes	
Edward Scissorhands (producer)	1990
Looney (Short) (producer)	1982
Stalk of the Celery Monster (Short) (producer)	1979

- |   |   |
|---|---|
| 0% a) I've seen all of Tim Burton's films               | 3% a) I've seen all of Wes Anderson's films             |
| 27% b) I've seen most                                   | 27% b) I've seen most                                   |
| 61% c) I've seen a few                                  | 48% c) I've seen a few                                  |
| d) None, I don't like them                              | 10% d) None, I don't like them                          |
| 12% e) I don't know, I don't pay attention to directors | 31% e) I don't know, I don't pay attention to directors |