02 Definition of Aesthetics

Wednesday, January 15, 2020   8:17 PM

Today: Admin stuff, Aesthetics definition,

Check your spam! Your Wordpress login info may be there.

Workshops and tours

ITLL tours: If you want access to ITLL resources: workshops, machines

ITLL Tour Hours (During Fall, Spring and Summer semesters): Monday - Friday at 5:15 pm and Sunday at 1:15 pm - Please meet at the LaunchPoint on Level 1!

From <https://itll.colorado.edu/information/access-and-tour-information/>

ITLL Project Depo
Mo Woods

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>

Rhino course:

Digital Fabrication. Instructor: Camila Friedman-Gerlicz, cafr5200@colorado.edu
> ARTS 4017/5017/ COEN 4830
> MW 3:30-6:00pm

Workshops: ITLL and Idea Forge

ITLL: https://itlpoint.colorado.edu/khronos/event
Idea Forge: https://www.colorado.edu/ideaforge/workshops

18 for Welding Wkshp Berheg Tlg — Mig?

Movie Night (weds?)

Do you know a movie that features design, engineering etc? Like
Apollo 13
A Faster Horse (about the 50th anniversary Ford Mustang)
World's Fastest Indian
Steve Jobs
Hidden Figures
Imitation Game (Turing)
Beautiful Mind
Objectified (industrial design)
Flash of Genius
Three Idiots (engr students)

Helvetica
Design Is One (about Lella and Massimo Vignelli)
Netflix series: Abstract - The Art of Design
Between the Folds (origami documentary)

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

Aesthetics
Prof. Jean Hertzberg

History of Western Art

- 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: STEM) are excluded from 'art'
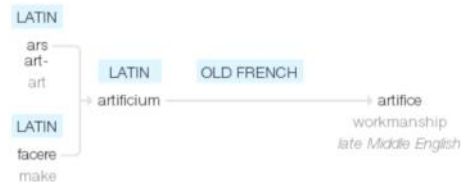 - Some 'arts' were demoted to 'crafts': creation of objects with a function

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ar·ti·fice
/ˈärdəfəs/

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, wiliness, craftiness, slyness, chicanery; More

Origin

LATIN
ars
art-
art
   LATIN   OLD FRENCH
   → artificium → artifice
                    workmanship
LATIN   *late Middle English*
facere
make

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

ar·ti·fi·cial
/ˌärdəˈfiSHəl/

adjective
adjective: **artificial**

1. made or produced by human beings rather than occurring naturally, typically as a copy of something natural.
   "her skin glowed in the artificial light"
   - (of a situation or concept) not existing naturally; contrived or false.
     "the artificial division of people into age groups"
     synonyms: synthetic, fake, imitation, mock, ersatz, faux, substitute, replica, reproduction, More man-made, manufactured, fabricated, inorganic;
   - BRIDGE
     (of a bid) conventional as opposed to natural.
2. (of a person or a person's behavior) insincere or affected.
   "an artificial smile"
   synonyms: insincere, feigned, false, unnatural, contrived, put-on, exaggerated, forced, labored, strained, hollow, More
   informal pretend, phony, bogus
   "an artificial smile"
   antonyms: genuine

Origin

OLD FRENCH
artificiel
LATIN   LATIN
artificium   artificialis
handicraft   → artificial
                          late Middle English
ENGLISH
artifice

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

Art and Aesthetics

What is art? What _good_ is art? What is the purpose of art?

- Art theory

What is good art?
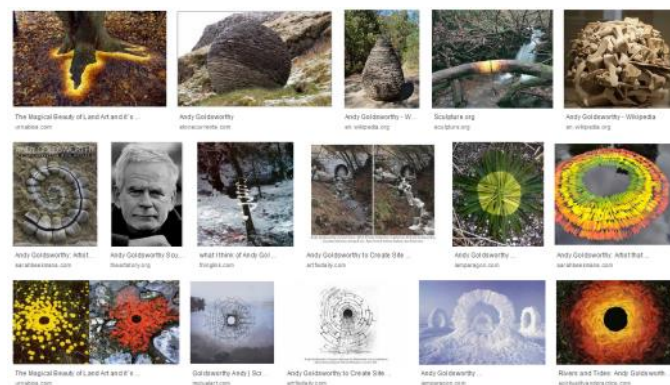
- Aesthetics

Major Art Theories
What is art? What good is art?

- Realism
  - Plato (500 BC): 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. Form is inseparable from the purpose of art: to represent.
- 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.

Plato hated art; can never attain truth

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

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 to narrow. Don't confuse definition with evaluation.Pg26