02 Definition of Art
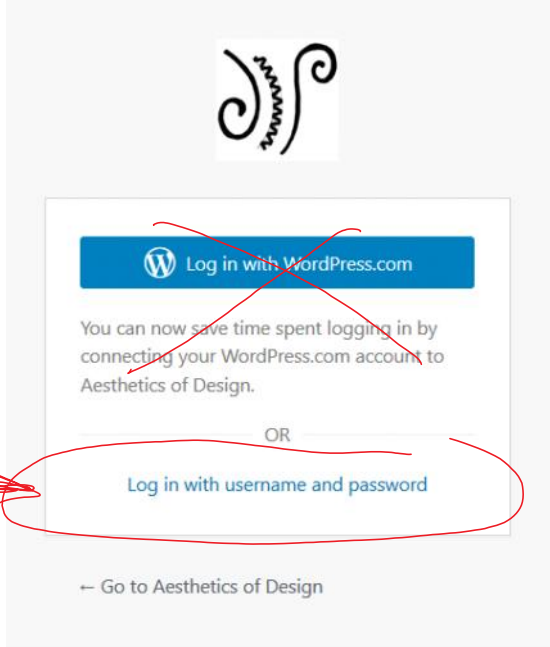
Wednesday, January 15, 2020   8:17 PM

Today: Admin stuff, Art definition,

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

Movie Night (Monday? Friday?)

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 (motorcycle land speed record)
Steve Jobs
Hidden Figures
Imitation Game (Turing)
Beautiful Mind (brilliant janitor at MIT)
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)
Leaning into the Wind (Andy Goldsworthy documentary)

Any volunteers to run this? Set up a zoom watch party?

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Meet Your Pod

Each person introduce yourself, your design background and why you are taking AesDes, what you might want to make and why. 3 minutes each person? Take notes on your podmates, to keep them straight when you talk next.

Grad students, identify yourselves and act as facilitators, keep time politely and encourage everybody to speak. Only Pod 3 has two grad students.

In Slack, sign up for the same Pod channel as your zoom room number.

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
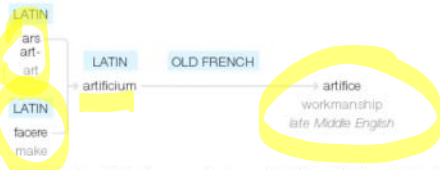

ar·ti·fice
/ˈärdəfəs/

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
LATIN   workmanship
facere   late Middle English
make

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

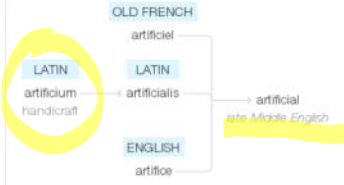https://www.google.com/search?q=artifice&ie=utf-8&oe=utf-8#q=artificial

ar·ti·fi·cial

/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
artificium
handicraft

LATIN
artificialis → 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.
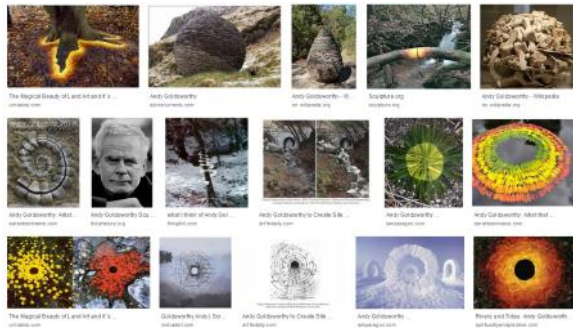 - Pluralism. No theory is absolute; context is essential.

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

(handwritten annotations: "Photography", "Modernism")

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'

Pg26 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.

Andy Goldsworthy = example of Formalism and upcycling

Breakout rooms: Which art theory is closest to your beliefs?