04 Aesthetics Tour

Monday, January 25, 2021   11:26 AM

Today: Admin, sketching practice, then definition of aesthetics and examples of aesthetics

Blog and Critique

- First blog post due Weds at midnight
- Due Sunday at midnight: 2 critiques of another Aesthetics Exploration post from this semester. Critique 2 posts that have zero or one other critique (eventually, all posts will end up with two critiques). Read the post in detail. Enter your critique as a comment.
  Critiques must be specific. List one or more strengths of the post, and one suggestion for improvement, often best phrased as a question: "why did you choose…"
    We will talk more about critique a bit later in the semester.

- Weds I will do a 'how to post' demo at the start of class.

Other assignments

- Syllabus agreement due now.
- Slack signup and AesDes Perception Survey due
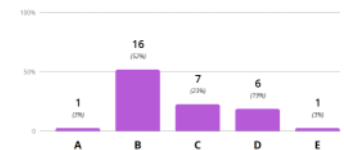- Last call for Movie Master; send me email or Slack now!

Hugh.Scribner

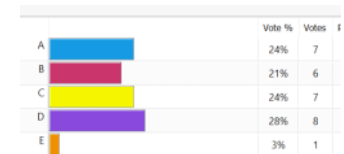*Test aesdes.org login*
Beruhz

Design Notebooks

Sketching Practice 5 minutes:

1. I need more drawing basics: straight lines, circles, ellipses, squares
2. I need more shading technique
3. I need more simple perspective technique
4. I need more advanced perspective techniques: 1, 2 and 3 point perspectives
5. Other?

Question 1 ···
Multiple Choice *2021*

	A	B	C	D	E
	1 (3%)	16 (52%)	7 (23%)	6 (19%)	1 (3%)

2020

	Vote %	Votes
A	24%	7
B	21%	6
C	24%	7
D	28%	8
E	3%	1

2019

19%
16%
19%
39%
6%

The Grammar of Ornament

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The Grammar of Ornament
by Owen Jones

Owen Jones (1809 – 1874) was a London-born architect and designer and one of the most influential design theorists of the nineteenth century.

Jones was a pivotal figure in the formation of the V&A through his close association with Henry Cole, the museum's first director. Jones was also responsible for the interior decoration and layout of exhibits for the Great Exhibition building of 1851.
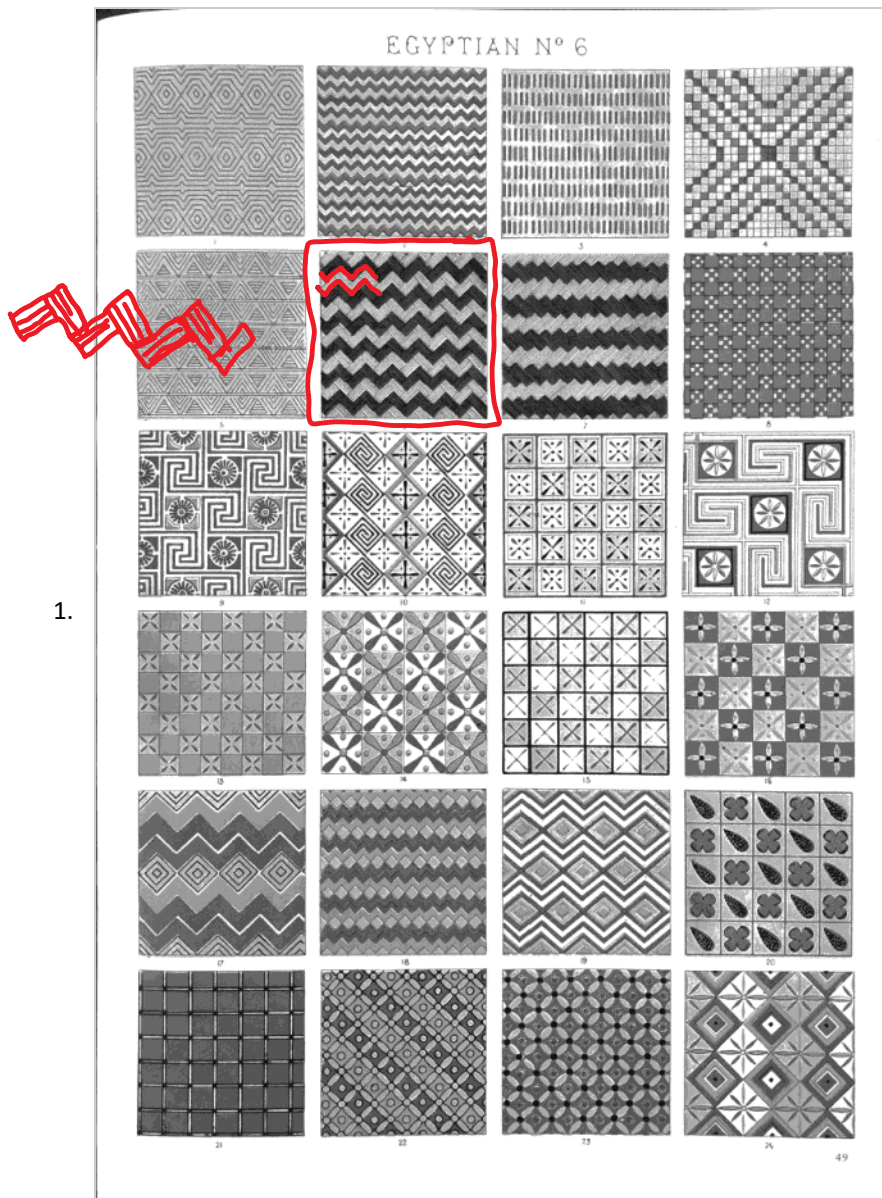
These design propositions also formed the basis for his seminal publication, The Grammar of Ornament, the global and historical design sourcebook for which Jones is best known today.

Jones, Owen 1809-1874, J. B. 1823-1875 Waring, and J. O. 1805-1 Westwood. *The Grammar of*

Jones, Owen 1809-1874, J. B. 1823-1875 Waring, and J. O. 1805-1 Westwood. *The Grammar of Ornament*. Wentworth Press, 2016.

https://archive.org/details/grammarornament00Jone/page/n43/mode/2up

EGYPTIAN Nº 6

1.

Neighbor exchange (5 minutes): What aesthetic is your first blog post (going to be) about?

A Theory of Art

- Art is the embodiment, the instantiation, the execution of an extraordinary vision.
- Mundane, routine activities don't make the cut.
- Any endeavor can be raised to the level of art: Mathematics, physics, cooking, sports.
- Art is not a luxury, not something extra for times of prosperity, not an afterthought to necessary work.
- "Art and aesthetics give meaning to our lives, and are actually crucial for explaining / getting through the difficulty, racism, wars, and pressures of the world." -Anonymous AesDes student

Definitions of Aesthetics

A ▪ Study of beauty
B ▪ Metric for art: is it art? Is it good 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, be measured by it.
  ▫ Is money an aesthetic?
C ▪ Psychological measure of affect
  ▫ *[We define]aesthetics to be the study of those mental processes that underlie disinterested evaluative experiences that are anchored at the positive end by feelings that would accompany verbal expressions such as "Oh wow! That's wonderful! I love it!" and at the negative end by "Oh yuck! That's awful! I hate 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.

D ▪ Set of guidelines, design rules that define an artist or a movement

yuck to yum

In pods:

List ~~2~~ 1 different aesthetics, with three characteristics for each, ~~and which definition you are using.~~

Took ~5 minutes

1) Tropical: natural shapes, bright colors, high contrast
2) Tropical too, coarse, textured, different based on culture, identifiable
3) Academia, earth tones, books, wood paneling, old with intricate patterns
4) Glow wave: geometric, lights, black background, neon
5) Minimalism. Light colors, simple shapes, focused on functionality
6) Cereal boxes. Crazy mascot, large image of the grains, bright colors

Summary

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

i.e. "new urbanists"