

- Lobby Show on Weds Dec 12 Noon - 1
- Invite your friends and family!
- Need volunteers at 11 and 1 for
- Blackout windows
- Set up screen
- Furniture moving
- Food setup and monitoring
- Cleanup/ take down

# 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
- 18<sup>th</sup> 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

/ˈɑːrdefes/

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, williness, craftiness, slyness, chicanery; More

### Origin

LATIN

ars

art-

art

LATIN

artificium

OLD FRENCH

artifice

workmanship

late Middle English

LATIN

facere

makes

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

/ˈɑːdəˈfɪʃəl/

adjective

adjective: artificial

1. made or produced by human beings rather than occurring naturally, typically as a copy of something natural

"their 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

antonyms: genuine

### Origin

OLD FRENCH

artificel

LATIN

artificium

handicraft

LATIN

artificia

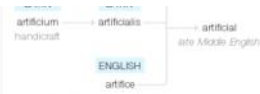
artifice

artificial

late Middle English

ENGLISH

artifice



late Middle English: from Old French *artificial* or Latin *artificialis*, 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?"

# 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.

1. What is art? How do you know if an image is artistic?
2. What is science? How do you know if an image is scientific?
3. How are art and science similar?
4. How are they different?
5. What is engineering? How does it fit in (art vs science)?
6. What is filmmaking or photography? How does it fit in (art vs science)?

Discussion structure: In your groups, discuss.

Choose a scribe.

For each question, list answers (on paper, to hand in)

A) you agree on,

B) you disagree on

Then we will compare between groups.