

- ❖ Check your grades, make sure we are up to date, that your file submissions and postings are correct.
- ❖ Do your reviews of others' work.
- ❖ Return any equipment you have checked out. Deliver to me personally, or to a human in the ME office. DO NOT leave in hallway
- ❖ Refresh Slack (close, take out of memory, restart) to make sure you haven't missed messages
- ❖ Read reviews of your work and make corrections (5151 students need archival refs)
- ❖ Saturday: help set up at 4. Cleanup by 6:30
- ❖ Team Third report due as published. 4:30 Saturday, start of final exam period.
- ❖ FINAL FINAL submissions Monday NOON
- ❖ Survey due Monday NOON
- ❖ Music, submit on slack by Thursday midnight

# 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

/ˈɑːrtɪfɪs/

**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:** tricky, deceit, deception, duplicity, guile, cunning, artfulness, williness, craftiness, slyness, chicanery. **More**

Origin



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

/ˌɑːrtɪˈfɪʃəl/

**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.**
- **BRITISH**  
(of a bid) conventional as opposed to natural  
(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**  
**astorral, pretend, phony, bogus**  
"an artificial smile"
- antonyms:** genuine

Origin



late Middle English: from Old French *artifice* 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'

# 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

# Art and Aesthetics

## What is art? What *good* is art?

- Art theory
  - To depict reality: Realism  
< then photography happened >
  - To show emotions: Expressionism
  - To elicit visceral reactions: Formalism
  - Postmodernism, all of the above, plus social, ethical, political concepts. Nothing is absolute.

## What is good art?

- Aesthetics
  - Study of beauty
  - Psychological measure of affect
  - Metric for art: is it art? Is it good art?
    - Is money an aesthetic?
  - Set of guidelines, design rules that define an artist or a movement

# 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 white board)

- A) you agree on,
- B) you disagree on

Then we will compare between groups.