

# ART START

What makes art “good”?

*It all depends on how  
you look at it!*

**Aesthetics:** a set of ideas that determine the standards and appreciation of beauty, especially in art.

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# ART START

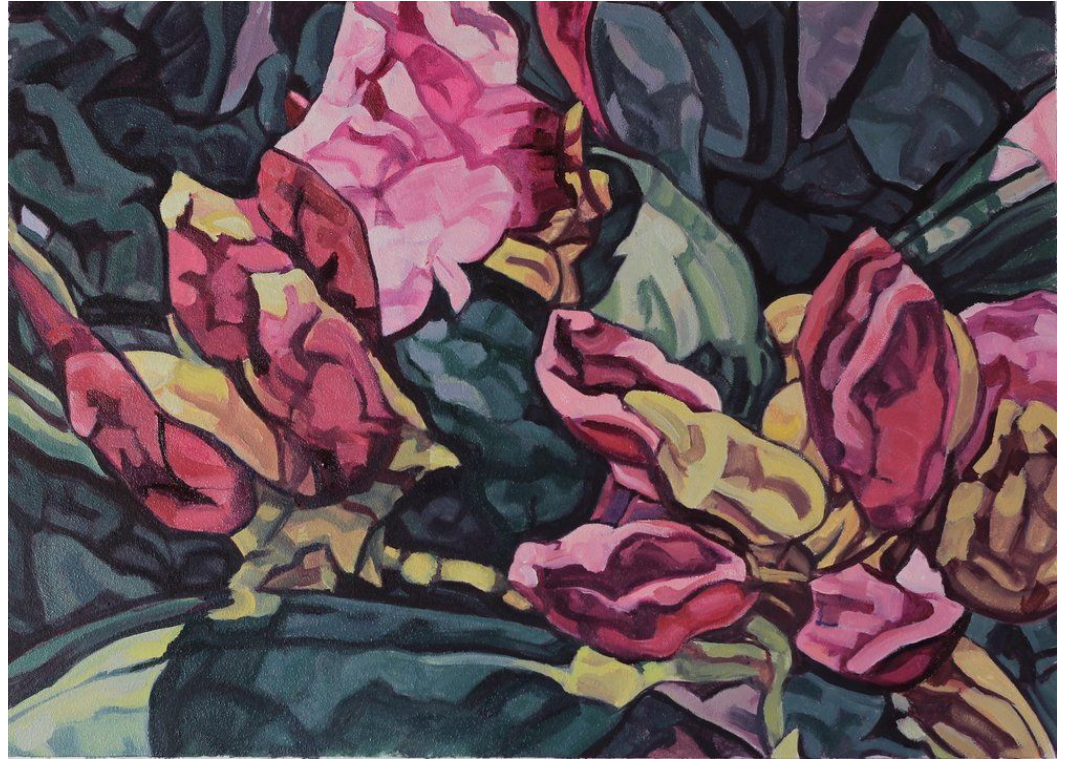
**Three types of  
Aesthetics:**

**Personal Aesthetic**

**Contextual Aesthetic**

**Formal Aesthetic**

1



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While watching the video, write down **at least ONE** thing that sticks out to you.

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**Personal Aesthetics:** beauty or appreciation based on personal preference. Usually triggers a response from you individually because of your values, memories, experiences, etc.

Your personal aesthetics determine what clothes you wear, what brands you use, what kind of art you like, etc

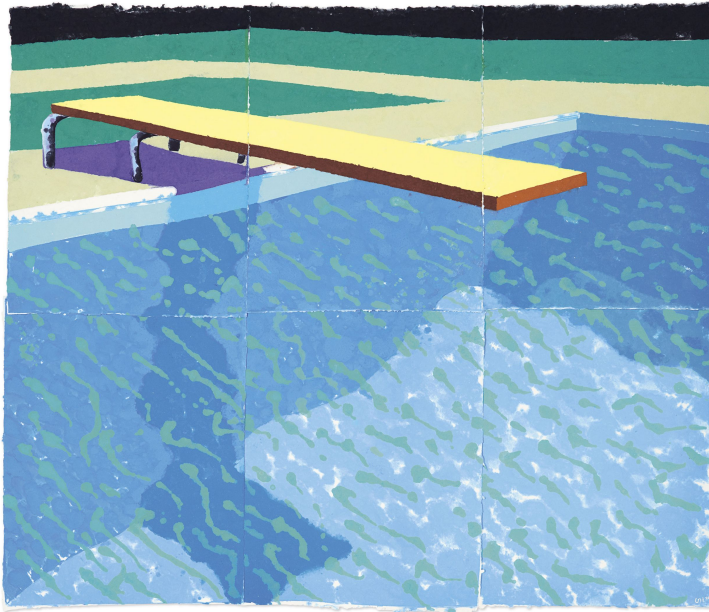
Artwork under this aesthetic tends to be realistic and depicting familiar subject matter.

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# ART START

Based on your Personal Aesthetics, which artwork do you like better and *why*?



David Hockney  
*Paper Pool 14, 1937*



Claude Monet  
*Water Lilies, 1914*

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**Contextual Aesthetics:** beauty or appreciation based on ideals or standards accepted within a specific time, culture, and/or group.



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# ART START

Imagine this work is on display here in Michigan.

Now imagine that this work is on display in California.

***How do Contextual Aesthetics change how this artwork is understood, appreciated, or valued?***

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Valerie Hegarty  
*Fallen Bierstadt*, 2007

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Wassily Kandinsky  
*Composition VII*

**Formal Aesthetics:** beauty and appreciation based on a refined understanding of Visual Art, specifically on the Elements of Art and the Principles of Design.

Most people already have inherit understandings of Personal and Contextual Aesthetics because it is something that they have learned over time through our cultures/experiences, but they lack Formal Aesthetics because it is specific to art and not taught or experienced on a daily basis.



# ART START

**Elements of Art**  
(things that artists  
use to create art)

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Color  
Line  
Shape  
Form  
Value  
Texture  
Space

**Principles of Design**  
(effects created by  
how an artist uses the  
Elements)

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Balance  
Movement  
Contrast  
Unity  
Emphasis  
Rhythm/Pattern  
Proportion/Scale