

Design and Aesthetics

What is design? the process of selection and planning for order.

Why do we have the urge to design? the world has a natural and organic way to create designs. an urge may be career oriented. there also may be need to conquer and control.

What is the process of design? one selects and combines the various formal elements to create an intentioned result. design is usually a reaction or result to a specific need asked for by the designer, client, community, etc.

What is aesthetics? In greek history it pertained to the moral and the beautiful. It deals with eternal values and emotions that satisfy our own personal beliefs. These beliefs are created by individual experiences and also constructed by society.

Can a dismal and horrific representation be aesthetically pleasing? yes.

Inspiration

What are four components that guided and direct inspiration?

1. Heredity / Ethnicity / Race / Religion / Gender / Sexual Orientation
2. Past associations
3. Inner qualities
4. Contemporary experiences using all the senses

There are three ways to describe inspiration.

1. A vision or plan frequently in the mind of the artist before a process begins. (though this does not mean that plan will be followed exactly).
2. Seeing new relationships between things in a new way and creating new forms or ideas.
3. It can be through the process and the transformation of the form through the material that will inspire new ideas.

What does it mean to be original?

Preceding others in time, not derived from something else or a new fresh approach or unusual interpretation.

Cultural symbols and ideographic symbols are used in communication.

Cultural symbols have two or more agree on its meaning rendering it communicative. Ideographic symbols have been abstracted from the object they represent and are used primarily in language (letters and words).

What is craftsmanship and why should it be important?

it is a total dedication to a medium; it is important because the more exploring and exploiting of materials is done the more knowledge is gained to a full understanding of your materials.

HOMEWORK:

DESCRIBE SOME THINGS ABOUT YOURSELF YOU LIKE: (find images for your Pinterest Board)

Heredity / Ethnicity / Race / Religion / Gender / Sexual Orientation
Past Associations
Inner Qualities
Contemporary Experiences

HOMEWORK:

DESCRIBE THE KINDS OF THINGS YOU LIKE: (find images for your Pinterest Board)

Shoes
Coats
Jewelry
Handbags / backpacks
Formal dress
Face (makeup or not)
Nature
Foods
Bedroom linens
Bedroom furniture
Electronics (phone, computer, etc)
Car
Music
Artwork
Hobbies
Books
Places to visit