

Estetika **Seni & Desain**

PERTEMUAN 01



Introduce

DOSEN PENGAMPU



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- Teori Penjelasan Tentang Estetika

Pertemuan 8 : UTS

P 9-15

- Presentasi Hasil Analisis Per Individu

Pertemuan 16 : UAS

Rencana Pembelajaran

Estetika Seni & Desain

Pertemuan

01

Pengantar Estetika

02

Estetika Pra Sejarah, Estetika Yunani & Romawi

03

Estetika Abad Pertengahan

04

Estetika Timur= China, Timur Tengah, & India

Rencana Pembelajaran

Estetika Seni & Desain

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05

Estetika Nusantara

06

Estetika Modernisme & Postmodernisme

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Seni secara konseptual & Kontekstual

08

UTS

Rencana Pembelajaran

Estetika Seni & Desain

Pertemuan

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Aspek komunikasi visual dan estetika pada karya desain grafis

10

Estetika dalam Desain Komunikasi Visual

11

Estetika dalam Desain Grafis “Logo”

12

Menganalisis nilai estetis karya desain komunikasi visual dengan pendekatan prinsip-prinsip estetika

Rencana Pembelajaran

Estetika Seni & Desain

Pertemuan

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Presentasi hasil analisa per individu

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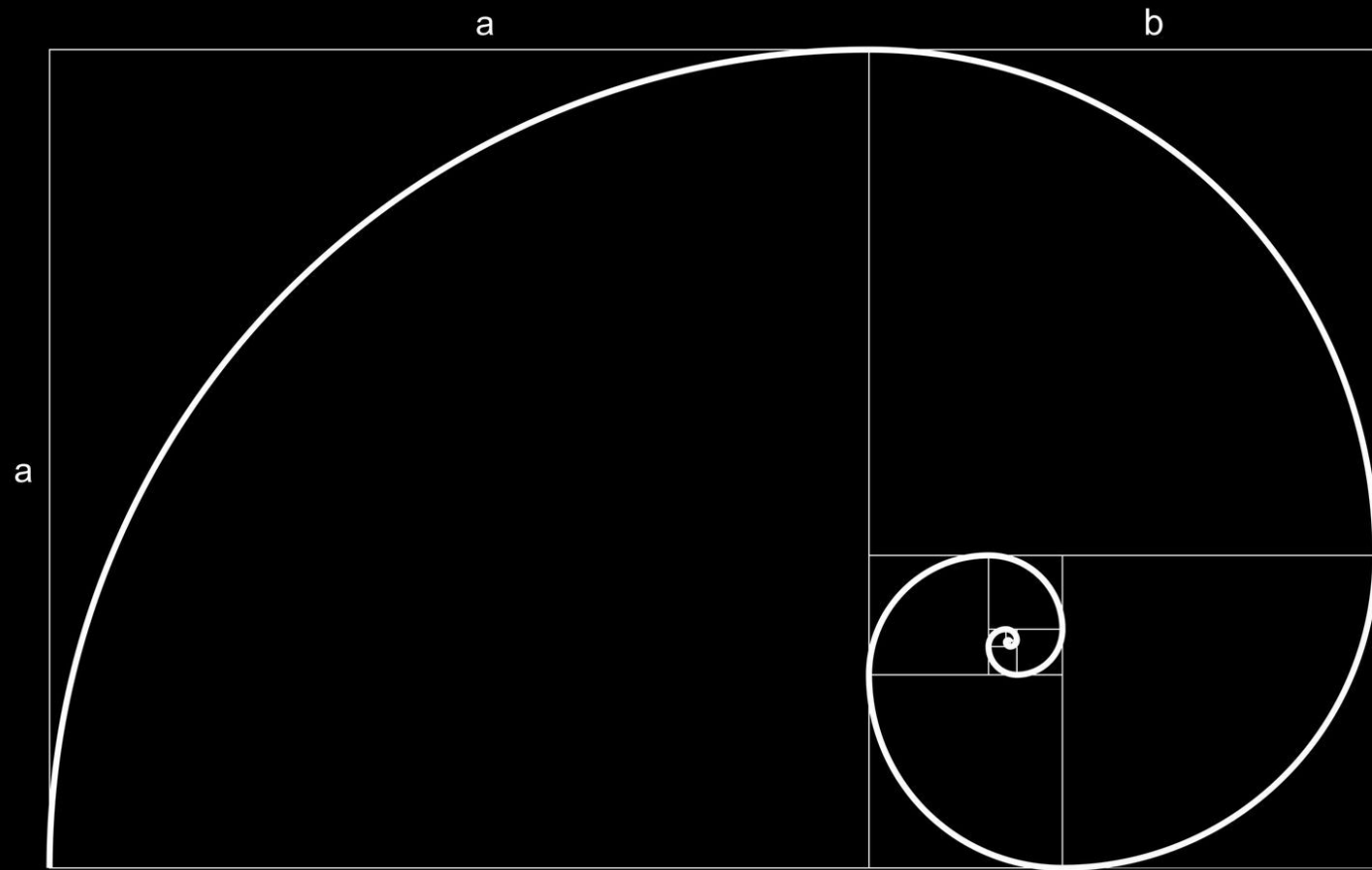
Presentasi hasil analisa per individu

15

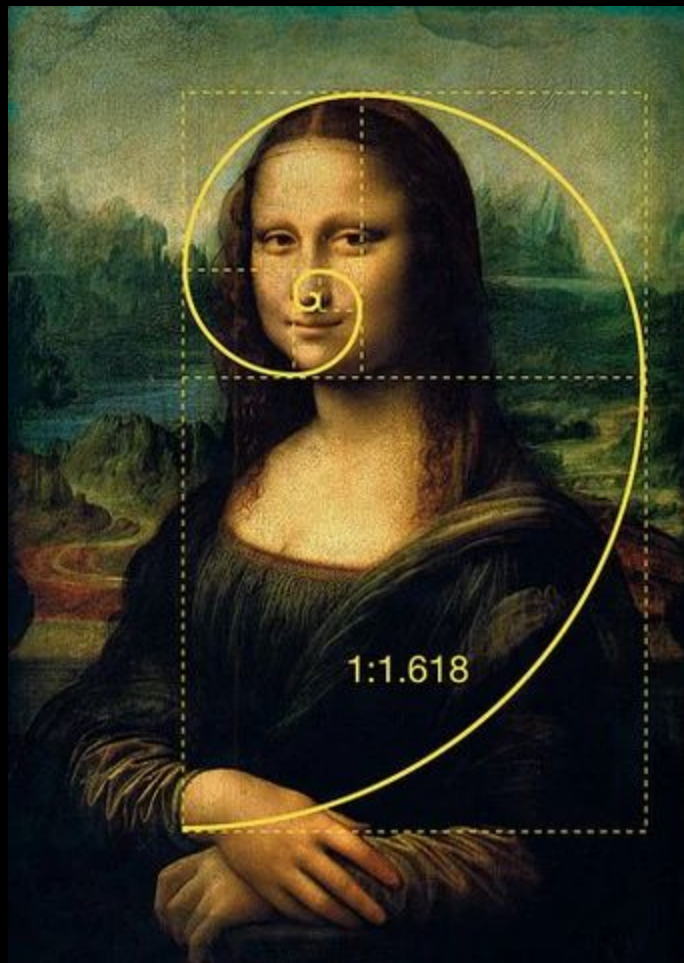
Presentasi hasil analisa per individu

16

UAS



$$\frac{a+b}{a} = \frac{a}{b} = \varphi \approx 1,61803$$



1:1.618

Estetika?

bahasa Yunani *aesthesis* yang berarti "**persepsi**" atau "**sensasi indrawi**".



“the science of sensuous
knowledge”

Alexander Gottlieb Baumgarten
(1714–1762)

AESTHETICA

SCRIPSIT

ALEXAND. GOTTLIEB
BAVMGARTEN

PROF. PHILOSOPHIAE.



TRAIECTI CIS VIADRUM

IMPENS. IOANNIS CHRISTIANI KLEYB

MDCCCCL.

ilmu pengetahuan tentang **pengalaman indrawi**
yang berkaitan **dengan keindahan.**



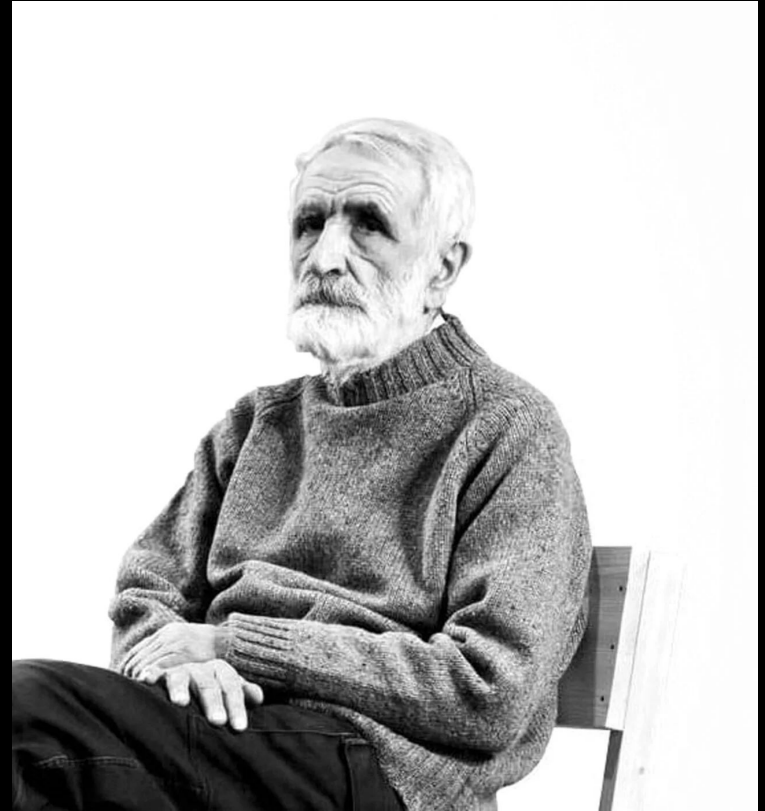
Immanuel Kant (1724–1804)

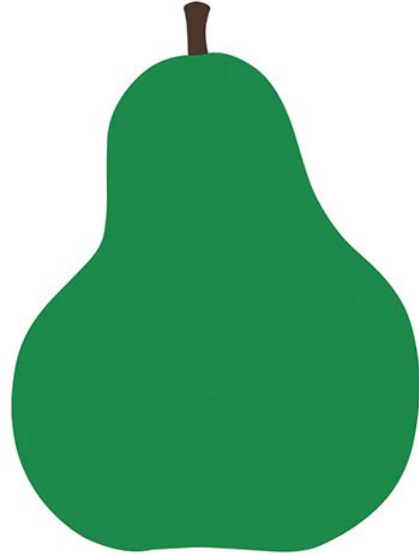
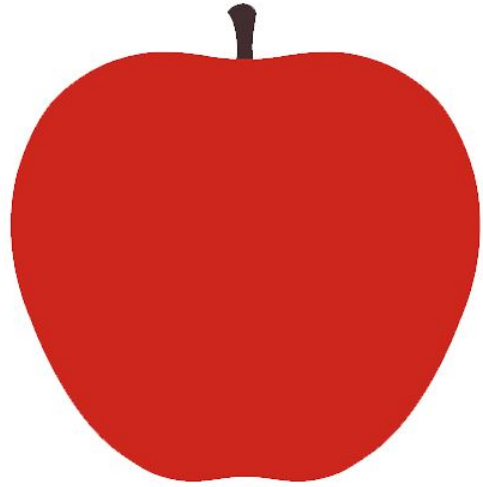
Bahwa penilaian **estetika** bersifat **subjektif universal**, artinya meskipun **keindahan** dirasakan secara **pribadi**, ada standar tertentu yang bisa disepakati **secara umum**.

Gerakan **Seni**

<https://artsandculture.google.com/category/art-movement?tab=pop>

**Belajar Desain Minimal tapi
Fungsional dari Enzo Mari**

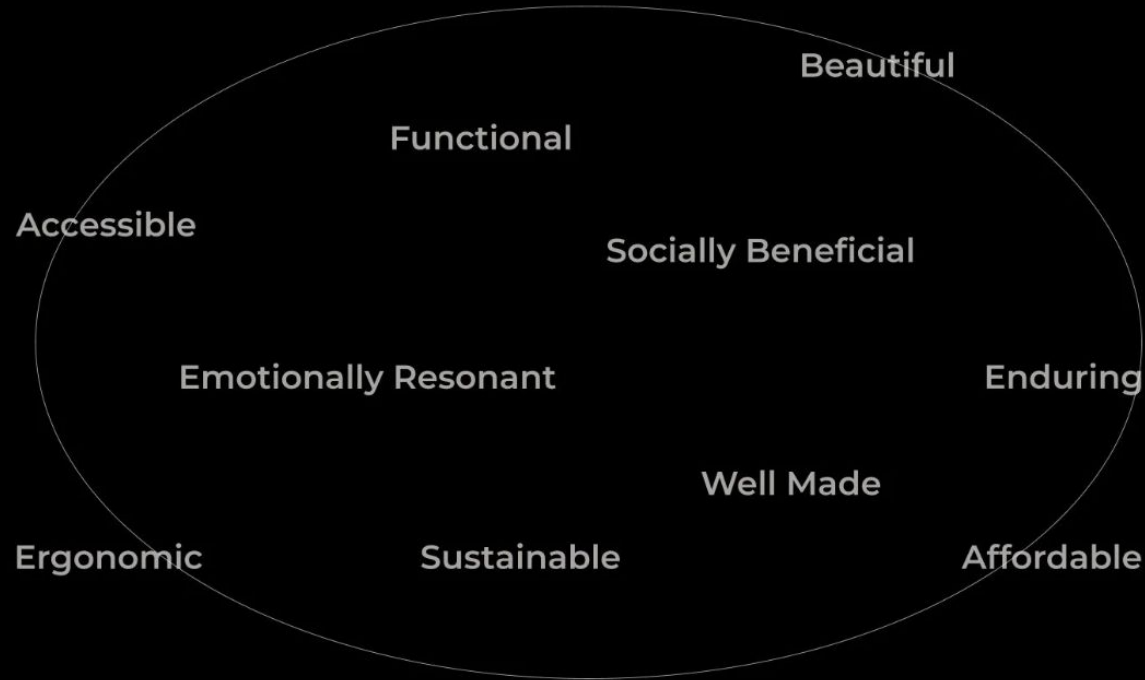




Enzo Mari once said

good design is

T&®





German Art School

1919 - 1933

bauhau**us**

The name is a combination of the German words for **building (bau)** and **house (haus)** and may have been intended to evoke the idea of a guild or fraternity working to build a new society

Bauhaus was a revolutionary school of art, architecture and design established by **Walter Gropius** at Weimar in Germany



Dosen Bauhaus

Walter Gropius, Ludwig Mies van der Rohe, Wassily Kandinsky, Paul Klee, dan László Moholy-Nagy

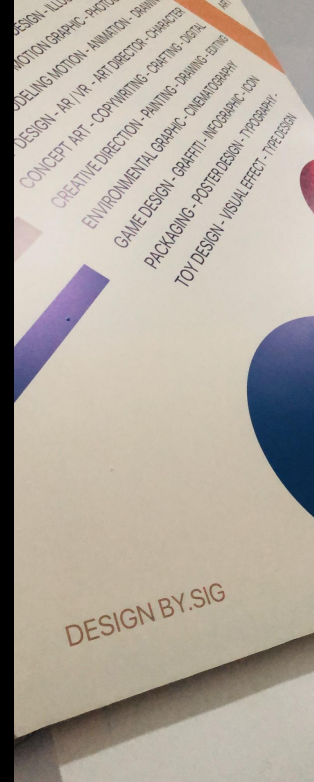


Josef Muller Brockmann 1914-1996



<https://www.moma.org/artists/4154-josef-muller-brockmann>

Inspirasi Pergerakan
Bauhaus Design Style



NUSAÉ

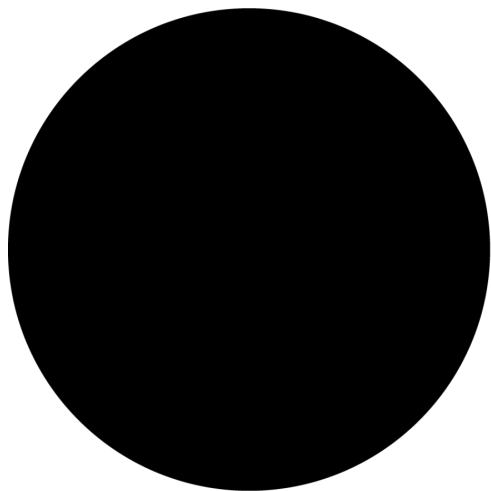


Design Studio
Modernisme

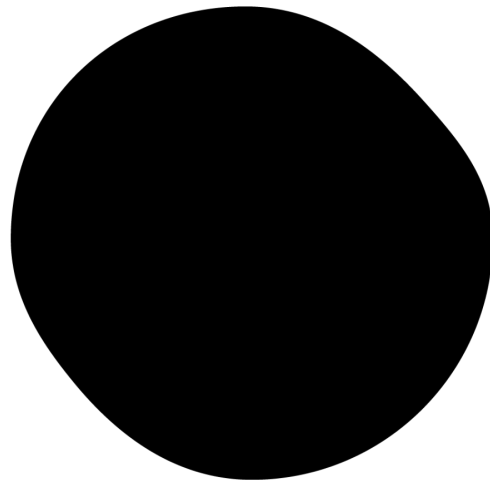
<https://www.instagram.com/nusae/>

<https://nusae.co/>

Decorative > Modernisme > Postmodernisme / Kontemporer / Digital

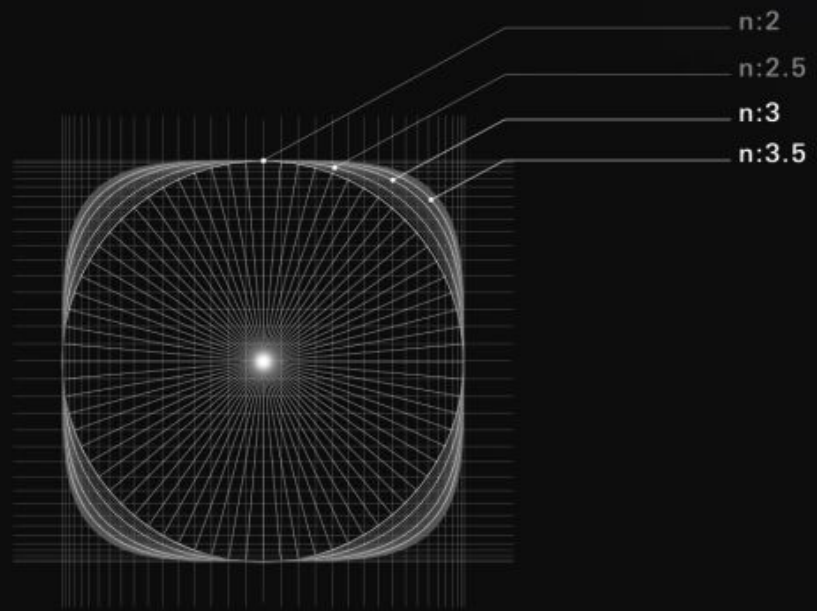


BARAT



TIMUR





We were mesmerized by the magic of mathematics