

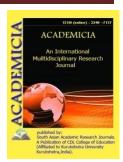
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AESTHETIC IDEAL AND AESTHETIC CRITERION

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ABSTRACT

The question of whether aesthetics determines the criteria of art, artistic creation, or when creating laws, new criteria, norms, aesthetics follows art has always worried thinkers. The theorist of classicism Boileau, from his point of view, recognized aesthetics as a science that presents its canons and laws to the artist, while others have shown that art is primary in the Of course, in the creative process it is impossible to adhere to emergence of aesthetic norms. only a scheme, a formula, but this does not mean that there are no normative foundations in aesthetics. In our opinion, in art and the creative process, adhering to aesthetic laws, norms and criteria, first of all, means creating artistry in works of art and ensuring that the works meet the highest aesthetic requirements. Thus, aesthetic norms are recognized boundaries, the crossing of which leads to a violation of the aesthetic level and perception. The ancient Greeks denoted disorderly and ugly by the concept of Chaos, order, harmony, harmony of the universe and the ideal were denoted by the word Cosmos. Where the lawful principle of beauty - the aesthetic norm - is preserved, there will always be beauty, while the ugly appears on the basis of a violation of aesthetic norms. For the art form in a work of art to become beautiful, order, high organization, perfect harmony, color, plastic and verbal construction are necessary. In the works of the classics, the logical development of the content requires harmony, balance of composition, a clear image, an accurate representation of volume, generalization of lines. Today, aesthetic criteria and norms play an important role not only in art, in all types of artistic creation, and even in the beauty industry, sports and medicine.

KEYWORDS: Aesthetic criteria, aesthetic norms, harmony, order, quantity and quality.



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