

Visual Arts, Psychology and Creativity Aesthetical Experience and Its Psychological Impact on Human Mind

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Abstract:

Aesthetics is the most important part of human life one can understand the feeling or value of truth by aesthetics sense. Built technique, color scheme, and the goodness of any object that makes that thing valuable or beautifully attractive is called the Aesthetics of that object. One can understand this sense in two ways by Body Sensation or by Visual both are must to feel something firstly explain about Bodily sensation which can be the smell of good food, flowers, or someone's touch which fills our heart with joy or happiness for example mother touch the head of her child is giving that child satisfaction of heaven called bodily sensation aesthetics. Bad touches are not included in it because "Aesthetics theory is based on Satyam Shivam Sundaram" which means Truth is always valuable as God and god are pure. It is called beautiful the whole philosophy of aesthetics surrounds around this line. Visual impacts are more effective than bodily sensations because through this one can change the peace into war and war turns into peace. In terms of aesthetics there are some definitions of some great philosophers such as Plato said beauty is an Imitation of Nature, and Aristotle said beauty is an Imitation of Imitations. In this field only Sigmund Fried said that art is the Presentation of the human mind's Thoughts which can be true or can not be true. Aesthetic has a big impact on the human mind because people can change their mind perspective and thoughts just to visualize something. The human mind imitates or likes something can understand easily and then works accordingly to give the same pleasure to their family, friends and himself. Mind captures very easily beautiful objects which objects are presented aesthetically are more attractive. Thus we can say that aesthetics and the experience of the feeling, emotions, and pleasure one can get by aesthetics had a great impact on the human mind.

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About Aesthetics

In India Baumgarten was the father of Aesthetics he used this word first in the 18th century. This means the Philosophy of Beauty including beauty of nature, beauty of objects, beauty of a person etc part of aesthetics. Aesthetics is known as a part of philosophy and philosophy of beauty described in the line which is “Satyam Shivam Sundaram” (<http://www.Linkedin.com>pulse >what-meaning-of-satyam-shivam-sundram>). Satyam means truth, Shivam means valuable as a god, Sundaram means beauty. It can be said that anything that is true is as valuable as God and god is always beautiful. Aesthetics means the pleasant positive or artful appearance of a person or a thing. Aesthetic can be experienced everywhere with a sense of finding beauty in objects, places, things or in any person for example : a set of cups can be beautiful for one person but for another one maybe it will not. Everyone has their own perception of beauty or has different tastes.

Aesthetics Experience

Everyone can experience aesthetics in their lives whether they focus on them or not. Anything or any work that is done in any suitable way or valuable way is called aesthetically beautiful work because aesthetics is a discipline concerned with perception, apparition and production of art. (Aesthetic experience-google.co.in/books/edition/aesthetics experience/spz-agaaqbaj?hl=en & gbpv = i & printse = front cover) it can experience in things such as looking at a painting, listening music, reading poems are linked to the perception of external objects. Before knowing about aesthetics experience we can understand that aesthetics meaning is different from person to person because everyone has different choice of colors, shades, and tones, music choice is also very from one to person , happy songs ,love songs, sad songs or maybe religious songs. Everyone lives a different lifestyle and they prefer things according to their choices called their aesthetics experience. Aesthetics experience can be divided into two parts :

1. Bodily Sensation
2. Visual Experience

Bodily Sensation - We can feel sensory Sensation by the smell of good baking foods, and the sensation of a fur or silky object against our skin. It can feel also by our bodily activities like chopping the vegetables, skilled of tools, making food etc.

Visual Experience - Visual Experience comes from the visuality of things and objects. We can feel Visual Pleasure by looking at good pictures, and paintings, feeling pleasure watching old movies or albums, and remembering some best days of our lives. Objects such as posters, paintings, newspaper additions, and movies

which can be looking with an eye and experience a lot comes in the visual experience of aesthetics.

Aesthetics Psychological Impact On Human Mind

Aesthetics is an inner feeling of Emotions and Value which gives a great impact on the human mind in every way and every day. It could be good or bad both but a good impact comes from aesthetics because aesthetics means the beauty of thoughts, the beauty of mind instead negative approach can not be included under aesthetics. One can feel beauty in the same thing but another cannot for example: in India our national skin color is mostly dusky brown but there are some people who do not feel the same. A dusky girl is beautiful in her own way but in the eyes of society may be she can't. Everyone is beautiful in their own way as a great philosopher said that "**Beauty Lies in the Eye of Beholder**"(Soundryasastra). For example the worst or breakable thing can be useful to others he saw the beauty hiding in that thing.as we clean our homes, garages, and shops and through un useful things in the garbage but the garbage boy collects them with very patiently and selects useful things from them then explores objects as useful objects that are their beautiful aesthetics.

A person's aesthetics can change his view of others. As we said above aesthetics is different according the Age Level too. It can be divided into Four Parts as the four main ages of human life which are: 1. Childhood 2. Adult 3. Mid Age 4. Old Age. Every age has its own perspective. A child has a different perspective of mind towards beauty which color is likely by a child can't like by an adult because everyone has their own aesthetic sense. In our childhood we preferred dark and primary colors like red, yellow, and blue main for our things that's a child's aesthetic sense he always loves dark colors, and loud music or can say dance music. In adult age we love other colors and light shades and can understand the meaning behind objects and paintings in our old age as we all see our grandfather and grandmother generation love light colors they have a different aesthetic sense they know our all rituals and how to do them in a proper way and beautifully done them in all their life was too aesthetically experienced minds. Aesthetics since changed as years passed but it had both impacts which we described below these are:

1. Positive Impact 2. Negative Impact

Positive impact on mind : Positive impact on the human mind such as promoting someone to Helping others, surviving with a positive attitude, to dealing with positivity just by showing them any artwork whether it is a painting or a poster or any commercial which things supports to doing good for someone is a positive approach to mind. Aesthetics has this ability on its own because is something that has the beauty to attract others so its being so easy to deal with people for example:

although there are a lot of examples of positive impact but best from the side is the campaign on “Beti Bachao Beti Pdhao” government execute this campaign through posters or commercial ads a lot of painting seminars topic was same just to save the Gender Equality for upcoming generation and it has a great Positive Impact on normal persons mind they can understand through visuals the importance of daughters, importance of a girl child.it is one the best examples of Positive Impact on Mind.

Negative impact on mind : Aesthetically it is not good because what is not the truth is not valuable and also not beautiful but aside from this some social agendas are trying to do some unsocial activities through posters or through wrong elaboration which cause fighting on some religious topics or some another not so good act can do by artwork because only art has the power to represent the truth and make a new world. But some people do wrong activities which have a negative impact.

Psychology has its own parts such as the Conscious, Unconscious, and Subconscious mind these are three mind stages in which we are doing what we can or what we did or what we want to do but not doing because of some social responsibilities. Aesthetics presents so beautiful impact on the human mind. Everyone has the ability on aesthetics it give the pleasure through just a vision some artworks are so beautiful to attract anyone very easily.(Soundrya Darshan) If one can understand the real side of aesthetics so is very easy for them to understand rasa by Bhartamuni as he said rasa is the last pleasure after looking at an artwork or any valuable pleasurable thing or object in terms of aesthetics but before explaining how it work with rasa firstly we have to know about rasa . Rasa theory was introduced in Natyasastra (An Ancient Text on Arts) in the Sanskrit language. As it said itself that a particular state of mind gives rise to an Aesthetic relish which merges from the combination of various Emotional Factors(<http://englishsummary.com>) there are Nine types of rasa these are : 1. Shringar Rasa 2. Hasya Rasa 3. Karuna Rasa 4. Raudra Rasa 5. Veer Rasa 6. Bhayanak Rasa 7. Bibhatsa Rasa 8. Adbhuta Rasa 9. Shant Rasa

1. **Shringar Rasa** : the pleaser which comes to our mind or heart some looking sme romantic work or some joyful work called shringar rasa.

2. **Hasya Rasa** : this is the second most important part of life when we see something enjoyable or some visual sudden incident happens in front of us and we laugh out loud called hasya rasa.

3. **Karuna Rasa** : when one can see something happen with their loved ones or in any movie feelings or emotions are uncontrivable one has tears in their eyes the feeling of that sorrow is called karuna rasa.

4. **Raudra Rasa** : something designed to show anger as we saw the painting of any ruler who is shown so cruel in that work affects on mind and our mind or heart will fill with anger.

5. **Veer Rasa** : when we see any artwork of our soldiers our kings like Maharana Pratap, Bajirao or Shiva and a lot of Indian kings as we have full a lot of great heroes of history when we see any artwork of them our mind is full of courage called the essence of veer rasa.

6. **Bhayanak Rasa** : the latest example of this rasa is on Kashmir files everyone feels that pain through that movie and feels terror/fear called bhayanak rasa.

7. **Bibhatsa Rasa** : something disgusting feeling is in this. Like to see someone cruelly misbehaving with some child as we saw our Christian painting god Yeshu hanging on a cross with the help of iron rods feeling so disgusting at how cruel that king was that feeling was called bibhatsa rasa.

8. **Adbhuta Rasa** : Something surprisingly happened called adbhuta rasa.

9. **Shant Rasa** - Some paintings have an impact on the mind they are very peaceful artwork for example mother-child artwork gives a shant feeling to our heart called Shanta Rasa.

These 9 Rasa have a great place in aesthetics (Bhartmuni Rasa Theory) because one who can look at something or feel something has a feeling maybe it's good or bad but has a feeling called rasa. But its not only about rasa theory because it includes 33 Sanchari bhava, So it can be said that rasa and aesthetics are the part of one chapter both are incomplete without each other. Aesthetics has an impact on a person's mind and also on the heart it is our aesthetic sense to gives us way of what to do or what not to do. Aesthetics plays a very important role in daily life Humans are changing themselves to see each other's homes, furniture and other daily life materials to just to see aesthetically beautiful things. It can be said that aesthetics has a great impact on not only the human mind but also human life too.

Conclusion

Aesthetics is all about Emotions, Creativity and Goodness. Emotions are what we feel and it depends on our Sanchari bhavas second most important part is Creativity to feel real aesthetics because creativity is something that an artist done in his artwork it may be in painting ,sculpture, music, dance or other forms of art from where we get same greatness of thoughts. For an artist it is the pleasure of what he feels or experiences to make paintings or other artwork it is the Way of human well-being an artist reaches to way to connect with the divine through aesthetics and creativity.

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