

Aesthetic Criteria of an Artistic Image (For the Example of Colors)

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Abstract: In this article, the aesthetic criteria of the artistic image, which is one of the most important factors of artistry in the general theoretical issues of art, are analyzed on the example of colors, and the history of the origin of views on colors, the influence of colors on human emotions in terms of symbolism and conditionality in colors are studied.

Keywords: Aesthetics, artistry, color, symbol, emotion, convention, image, design, harmony, elegance, beauty.

Enter. Relatively complete perception of general philosophical, moral and aesthetic features in a work of art is related to the presence of an artistic image in it. The individual image applied to the human image is divided into character and type. An artistic image combines reason and feeling, therefore it is understood as a rational and emotional unity. The source of the artistic image is living life, a sophisticated re-understanding of reality. The word "image", which means any image in the dictionary sense, is used in a certain terminological sense in various fields of science (philosophy, psychology). In particular, in aesthetics and literary studies, it is understood in the sense of "artistic image".

Of course, this reflection (image-reflection) is not the existence itself, but a new existence-artistic existence separated from it on the basis of conditionality. The same situation turns the artistic image into a unity of objective and subjective origins. That is, on the one hand, as a reflection of existence, an artistic image feels like a concrete thing that exists in space and time. On the other hand, it has the characteristics of understanding, imagination, hypothesis, and similar thinking: the creator thinks through an artistic image, does not simply reflect existence, but creatively recreates it, thus he acquires aesthetics.

Through an artistic image, we understand all categories of aesthetics, beauty, grandeur, tragedy, fun, wonder, fantasy, and fun. And they, of course, find their expression in colors, light and shadow. Beauty and goodness are expressed in bright colors, and tragedy is expressed in black or dark colors, because color is a tool that has a strong influence on the human psyche, as it evokes feelings of joy and sadness, freshness or sadness, calmness or anxiety. closely related to aesthetic categories.

Literature review (Literature review). In ancient times, people used the "language of colors" in the process of communication. Symbolism is one of the most characteristic phenomena of medieval culture, both in the East and in the West. In Byzantine aesthetics, for the first time, the question of an image, which is not a copy, a symbol of the higher world, was raised. In Byzantine aesthetics, the Universum (material and spiritual) is a system of images, symbols and signs representing and referring to the First Being (God), in which the beauty, light, color, musical and visual arts created by man in the material world are represented. -after all, he considered the symbols of the "first existence".

In the Byzantine tradition, light is a more general and spiritual category than beauty, and one of the modifications of beauty is color. Color culture was the result of strict canons of Byzantine

art. Each color has a deep religious meaning. At the same time, in the system of ideas spread in Byzantium, a great place is given to the category of grandeur, as well as to the concepts of "image" and "symbol" [1].

Color and plastic harmony of the environment of things cannot be achieved without taking into account the physical properties of the material. Great painters and art theorists of the Western Renaissance, Chenino Chenini, Leon Battista Alberti, Leonardo da Vinci, Albrecht Dürer, wrote about colors and their properties in their treatises on color painting [2]. Scientists I. Newton, Lomonosov, Helmholtz, K. Jung studied the essence of colors from the point of view of natural sciences.

Scientific research about colors in Central Asia was reflected in the works of Abu Rayhan Beruni, Abu Ali ibn Sina, Abu Nasr Farabi, representatives of Sufism, Ahmad Yassavi, and Najmuddin Kubra. In his treatise "Mineralogiya", Beruni listed more than 200 names of colors and researched their nature and origin [3].

Later, in the 15th and 16th centuries, due to the development of miniature and painting, as well as calligraphy arts, the teachings about colors rose to a new level. According to the treatises of Dost Muhammad and Qazi Ahmad Kumi, dedicated to the art of calligraphy and painting, created in the 16th century, each artist required the ability to choose and prepare colors first of all.

Research methodology (Research Methodology). In the artistic image, the methods of analysis and synthesis, induction and deduction are reflected, and we observe them in the processes of individuation, categorization and generalization of images. The emergence of an artistic image can be shown in the following scheme: the reflection of existence in the mind through the senses - creative processing and generalization according to one's spiritual and spiritual needs with the power of thinking - expressing in a tangible way (in the form of an artistic image). An artistic image expressed in a tangible way has a number of specific characteristics.

First of all, the artistic image appears as an individualized generalization. The created, ready-made images are the cultural wealth of society, heritage, ideals of their time, and have a great impact on social consciousness. Also, artistic knowledge is a method of specific processing of the existence that surrounds us. For example, words are used in literature, forms are used in architecture, sounds are used in music, and colors are used in visual arts.

Analysis and results (Analysis and results). The theory of perception is the main philosophical direction in revealing the specific aspects of artistic image creation. The theory of perception stabilizes the activity of cognition and uses sensory information in an active and purposeful way to understand the essence of events [4].

For example, it is impossible to study the relationship between the changes in the mind of an artist working on a work and the relationship between real life and the image in the picture without the theory of perception.

The perception of colors also has a spiritual-aesthetic feature, and it is impossible to imagine elegance and beauty without colors. The world around us, the beauty created by nature and the appearance of beauty created by man, has two bases: form and color. All signs visible in the form are very important: geometric appearance (configuration), size, location in space, weight, texture (uniqueness), texture (structural structure), color, light, etc.

So color is one of the important components in form. One of the sophisticated functions of color is that it beautifies human life, increases the function of attractiveness of the manufactured product, and gives positive motivation to a person.

It is known that today the retreat from the exact description of the plot, exaggeration of metaphors, metaphors, symbols, ambiguity, conditionality, and modern methods are becoming stronger, and they are becoming an artistic image by mixing with the imagination of life events. Aesthetic observation, the ability to think philosophically, and thinking have a proper place in

the perception, understanding, and analysis of the criterion of symbolism and conditionality of an artistic image in general.

"The meaning of any symbol acquires a general characteristic for humanity, it is a conditional expression of certain types of things, connections, relationships or actions" [5].

When we meet giants related to colors in fairy tales, such as Leaf Giant, Brown Giant, White Giant, Yellow Giant, we do not pay much attention to the colors that are stamped on them, although the Leaf Giant is the cult of plants, the Yellow Giant is the cult of fire, the Brown Giant is the cult of mountains and caves, stones, The white giant wanders in fairy tales as symbols of the cult of sky and rain[6].

In art, the artist uses colors, lines, sculptural volume, the writer uses the word, the composer uses the voice based on convention. In music there is no visible world, in visual arts or line art (graphics) volume and richness of sound are not felt. These features appear on the basis of conditionality. Symbolism and convention also exist in colors. Najmuddin Kubro talks about the mind first and the mind as much as the mind, and before the mind finds spiritual knowledge and the sense of the unseen, the meaning appears in the heart and the soul experiences four different states until it ends in the source of meaning (the heart) and explains through colors: white - Islam:, yellow color-faith, blue-donation and blue is a sign of closeness (trust).

The transition of the soul from one color (stage) to another color in the experiential narrator means its improvement [7]. Even in Sufism, colors have their own place, and they are clearly manifested in the Kubraviya order. Najmuddin Kubro (1145-1221), the founder of Kubrawiyyah order, in many of his works, touched on the issue of "latoif", that is, the theory of colors. According to him, the human soul consists of an invisible subtle center[8]. It is something between consciousness and feeling, between spirit and body. It is so thin that it is difficult to grasp it. But these "gentle" centers are very important in human life. It is precisely these centers that the Sufi needs to sharpen and advance.

Colors are mentioned in holy books, especially in the Qur'an. We observe that colors come in different interpretations. The names of the following colors are mentioned in the Qur'an: yellow, white, black, green, blue, red, crimson and dark green[8].

In Navoi's poetry, the gloss of colors has a special place. In "Saba'i Sayyor", the third epic of Khamsa, Navoi discovers not only days, but also the miraculousness of colors. Monday is green for the seventh layer of heaven, Tuesday is red for the sixth layer, Wednesday is blue for the fifth layer, Thursday is sandal for the fourth layer, Friday is white for the third layer, Saturday is black for the second layer, and Sunday is yellow for the first layer. is correct.

In the literature, it is emphasized that the Sun's light shines in seven colors and consists of a mixture of rays coming from seven planets. In this; The red of the planet Mirrix, the blue of Venus, the yellow of Mercury, the green of Kaivan, the red of Mushtari, the pumpkin color of the Sun, and the purple color of the Moon combine to form the color of the rainbow [8].

Color is a reflection of a person's inner world. A person's reaction to a certain color depends on motivation and changes in consciousness. "As a person grows older, he chooses darker and warmer colors, and young people choose yellow, red, green, blue and pink colors, in which a person not only chooses a color, but also considers it beautiful, the choice in this place is largely related to the aesthetic taste of a person" [9].

A person's aesthetic taste, aesthetic intuition, and aesthetic ideal also play a role in color selection. "The study of color symbols, the reflection of meaning in them, is considered another undiscovered science left by primitive people" [9].

The reason why figurative thinking is highly associative is that something seen in reality can evoke something completely different in the imagination of the artist, something completely unrelated to it, and on this basis, it has the characteristic of ambiguity.

For example, red, orange are stimulating, air is the color, and green is soothing. Cold colors are blue, light blue, blue, purple colors that evoke cold impressions in people with their color appearance. Here, too, we observe the associative property of color, and this property plays an important role in the creation of a certain aesthetic category. Uplifting colors evoke associations of beauty, while certain colors evoke associations of ugliness and tragedy.

Colors have three characteristics: hue, lightness, and brightness. Achromatic colors include colors from white to dark black: black, white, gray (darkest to lightest). These are called neutral colors. Only pure white, gray and black without any compounds are achromatic colors.

Chromatic colors in turn are warm chromatic colors; chromatic colors include red, yellow, pink, green, orange, all the colors of the solar spectrum, as well as all the colors formed by mixing them with each other.

The combination of warm and cold colors in a painting makes up the color system of the work, and is also an element and tool that makes up the composition of the work. In 1750, there were 1200 color combinations, by now their number has reached 10 million [10].

"The psychological effect of colors is closely related to the task of creating an aesthetic environment in living and working places, and there is another side of the matter, that color can be brought to the eye in other types of art" [9].

As for non-representational arts (music, dance), the dialectic of reflecting and re-representing the real world is described differently. In these types of art, the changing depiction of life's reality comes to the fore.

In the statuses of our national music, the use of seven different colors and their arrival in a certain order is not for nothing, but it is a symbol of the colors of the seven stages developed in the teachings of Sufism. For example, 12 maqams, which were played in the style of a musical service in the palaces of the khans, were performed at specific times and at certain hours.

For example, if the Right status is performed in yellow clothes, the red color is chosen for the performance of the Bad status, and so on. Here, too, the connection of statuses to Sufism traditions can be felt. Because in Sufism, "colors indicate Sufi mental states, stages of the journey to God. The movement of the soul from color to color is a sign of development" [11].

Conclusions and recommendations (Conclusion/Recommendations). No matter what form of reality the artist depicts, he tries to find the side that excites a person and affects his feelings in these forms. This emotional aspect of an artistic image is important and has an aesthetic effect on a person. Color and light represent the aesthetic sense of a person, their reaction to events and experiences. Today, representatives of various fields widely use colors, which are among the factors that affect a person psychologically and aesthetically.

In particular, it is no secret that bright colors are used in advertising to attract the attention of customers. Therefore, many representatives of enterprises and businesses consider it appropriate to change the colors of the room from time to time in order to increase the work efficiency of their employees.

"In the fine arts, colors are needed to depict the real world, and in design, they are needed to create a whole color environment that is both practical and aesthetically pleasing to the eye. In design, as well as in the decorative-practical type of art, the main attention is focused on the interaction of colors with the form and function (task) of the object" [12].

Certain directions in fashion, possibilities in the field of technique and construction will definitely affect the color of the design. Designers also use this psychological effect of colors in their practice. A designer can influence our impression of a certain object, place, structure, size, size, shape by means of color. Designers can make their creations attractive and beautiful by using colors correctly. When composing interiors, designers work based on the laws of color harmony and appearance characteristics of colors.

The aesthetic sensibility, artistic scope, thinking, sense of color and color, sense of material objects of the modern man have increased a lot. It is known that, as design develops in an integral connection with the requirements of the market economy, in order to enter the market of the world community, the object of design must be able to meet the demands of the times and the aesthetic taste and aesthetic needs of the increasingly growing consumers.

For example; Every year, the Pantone color institute announces the colors of the year around the world. "Pantone 18-1750 Viva Magenta" - carmine red announced as the main color of 2023[13]. According to Pantone, the color of the year influences product development and purchasing decisions in many industries, including fashion, home furnishings and industrial design, as well as product packaging and graphic design.

So, "image" exists not only in works of art, but also in the environment in which we live. The image of the environment that surrounds us is constantly undergoing transformation. This process is related to the rapid improvement of techniques, technologies, materials, etc.

In conclusion, it can be said that the artistic image exaggerates, polishes, reproduces the criteria of image and expression, imitation and perception, the reality of life, brings it to a surprising level and presents it to us again. Perceiving the image in colors also has a spiritual-aesthetic feature, and it is impossible to imagine elegance and beauty without colors. Since any environment that surrounds us and the objects in it consist of shape and color, even the smallest details in it generally affect the mood of a person, give the impression of a certain image, give aesthetics, and a person evaluates them.

It is related to the subconscious aesthetic ideals of a person. Therefore, each person has his own favorite and disliked colors. They show a person's aesthetic ideal, aesthetic taste, aesthetic evaluation and aesthetic feelings, even philosophical views.

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