Aesthetics and Artificial Intelligence: Impact and Criticism of Art

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ABSTRACT

The background of this research is the technological disruption in the digital era like today in the field of art. This research takes a point of view from the branch of philosophy, namely aesthetics, to examine the impact and criticism that arises. More specifically, explaining how this aesthetic meets artificial intelligence integrated with computers, resulting in art, artists and conventional works of art starting to feel the impact. The aim of this research is to determine the impact and criticism from philosophers or scientists regarding the use of artificial intelligence in the process of creating works of art. This research uses qualitative methods and literature studies from books and journals related to the research theme. The findings from this research are that there are positive and negative impacts from the use of artificial intelligence, from the process to the product of the artwork. While criticism centers on the limited imagination and creativity of artists when using artificial intelligence as a medium for creating works of art.

INTRODUCTION

What qualifies as art? The entry of non-human artwork into the art market has given rise to a new dimension in the philosophical-aesthetic debate that has been going on since classical antiquity. The subject of the status of art and its creators has gained greater significance as artificial intelligence (AI) makes progress toward being able to write poetry, paint, and compose seemingly on its own. Since artistic creations and cultural objects mediate the link between the subjectivities of artists/creators and beholders, aesthetic experience needs to be understood within the larger frameworks of social cognition and intersubjectivity (Gallese, 2017). As its etymological root "medium" suggests—a location of contact and exchange—digital media represent one of the primary venues of experience in the era of neo-technologies (Diodato, 2018).

The topic of digital technology aesthetics is the ongoing processes by which these gadgets alter our sensitive perception through the different kinds of interfaces we use to

interact with them. Additionally, the notion of digital interaction is exclusively associated with the field of aesthetics. In actuality, it considers the creative latitude that the subject has when identifying with the performances that digital technologies convey in interactive contexts, enabling the subject to develop a variety of exploratory tactics. It is vital to create settings where the interaction between the subjects and the equipment can take unexpected turns in order to develop such processes. One of the greatest triumphs in 21st-century technical advancement is artificial intelligence (AI). Its capacity to swiftly, accurately, and on an unprecedented scale process, analyze, and interpret data has altered many facets of human existence. This period will go down as a significant turning point in science and technology history because it fundamentally changed how we interact with information, technology, and even ourselves (Fitriani, 2023)

The field of art was rooted in the tangible artisan traditions not too long ago. Sculptors carved marble, musicians played instruments, and painters expertly applied paint to canvas in an effort to bring their artistic ideals to reality. The exceptional capacity of these artists to elicit strong feelings, narrate tales, and stimulate contemplation was greatly appreciated. However, a paradigm shift has occurred with the introduction of artificial intelligence (AI), casting doubt on long-held beliefs about the authenticity of art (Aris *et al.*, 2023). Authenticity concerns are becoming more and more prevalent in the art world as artificial intelligence continues to permeate it.

Is a painting by a well-known human artist more valuable and emotionally impactful than a work of art created by artificial intelligence? Does the validity of the work increase or decrease when a human author is absent? These queries go beyond simple philosophical reflections; they are fundamental to our understanding of and response to art. AI in art proponents contend that these digital works of art provide new platforms for artistic expression. They celebrate the union of computer power and human creativity, imagining a time where artists work with algorithms to create completely new kinds of phenomena (Sarfi *et al.*, 2021). Even while artificial intelligence (AI) can detect patterns, gestures, and technical aspects of life, it is unlikely that AI will possess the same emotional intelligence and life experience as humans have in their daily lives. AI is not human, no matter how sophisticated. It has no awareness or subjective understanding, it just uses data and algorithms to function.

Following World War I, a more harmonious coexistence of technology and art emerged, exemplified by organizations such as the Soviet Union's Vkhutemas and Germany's Bauhaus, which combined technical ingenuity with creative skill to create aesthetically beautiful yet useful objects (Crowther, 2018). The question of technique and skill is at the center of one of the main disputes. In traditional art, an artist must spend years honing their technique, whether they work with oil, watercolor, or sculpture. It takes a great deal of time and work to master the complex brushstrokes,

the play of light and shadow, and even the mixing of pigments. Numerous shortcuts are available in software, ranging from preset brushes to the infamous *undo* function. These features may reduce the skill threshold, facilitate error correction, and even automate certain steps in the creative process. Such aspects raise doubts about the true level of talent needed to produce digital art, especially for conventional artists. Artificial intelligence (AI) might replace human artists, which would have profound effects on commerce, politics, culture, society, and science. Instead of hanging paintings by people, AI would create them in galleries. Because AI is faster, more scalable, and requires no breaks than humans and their creative process, a lot more art would be produced quantitatively.

Based on the explanation above, the aim of this research is to determine the impact of the use of Artificial Intelligence in the field of art and criticism from scientists or philosophers regarding the use of Artificial Intelligence in the field of art related to the creation of works of art.

RESEARCH METHOD

In this research the author utilized a qualitative research model. The technique used to collect data is to use accredited books and journals as reading material. The method used in this writing is a literature study, which is then tested to obtain credible findings. then this research is presented in narrative - descriptive form.

RESULTS AND DISCUSSION

Aesthetics and Artificial Intelligence

Beautiful things are discussed in the field of aesthetics, which derives from the Greek word 'aesthesis', which means observation. The experience of beauty is the goal of aesthetics. Human emotions are studied as responses to the beautiful, the sublime, the tragic, the good, the moving, etc. The essence of beauty and modes of experiencing beauty (such as physical and spiritual beauty, natural beauty and artistic beauty) are what are searched after in aesthetics. The etymological definition of aesthetics is a theory of the science of the senses. The idea that aesthetic writing begins with the five senses is predicated on the idea that the five senses are the primary source of stimulation for the creation of a sense of beauty. Aesthetics is the branch of philosophy that is primarily concerned with art, beauty, and taste.

"The philosophy of art and the philosophy of the aesthetic experience and character of objects and phenomena that are not art" are the two functions that aesthetics as a discipline performs. German philosopher Alexander Baumgarten is credited with coining the term "aesthetics," which refers to the discipline or method used to approach art philosophically. Aesthetics offers a set of methodological tools to consider art in a valid scientific manner; therefore, it is imperative that this

methodological toolkit be used in the context of AI art creation. The role of aesthetics that deals with art, though Budd contends that the two roles of aesthetics cannot be viewed separately (Winter, 2023). During the Enlightenment, the debate over what constitutes beauty in Western culture reached a crescendo. A number of notable philosophers of the time contributed to the field of aesthetics; among them is Immanuel Kant, who is regarded as one of the most important (Nannini, 2020).

Any art that requires programming to create is categorized under the general phrase "AI-generated art." AI-generated art has come a long way in the last few years, especially with the advent of generative adversarial networks (GANs). Artists would manually choose photos from their datasets and refine the algorithm to produce images that would function as a component or otherwise support the development of art in the early rounds of GAN-created art (Ghosh & Fossas, 2022).

The Impact of Using Artificial Intelligence in the Arts

The impact that AI will have on entertainment and popular culture is a significant topic of discussion in this wide-ranging field. Fundamentally, artificial intelligence (AI) makes it possible to create, produce, and distribute entertainment material that is more relevant and individualized. With AI, we can create customized entertainment experiences by anticipating our interests and automatically presenting material that is suited to us (Zein, 2021). AI has impacted many creative fields, including fine art, design, and music. Given the current state of affairs, the development of AI has not failed to yield incredibly inventive achievements in the world of art and design, leading many creators and designers to appear to be in competition with one another to produce the most advanced and finest AI. There are undoubtedly many effects that artificial intelligence (AI) and its ever-more-sophisticated developments have on human life. AI can help with today's demands, but because it can make people overly reliant on technology, it can also pose a threat to human resources (Rishandy & Nada, 2023).

In the field of education for example, the introduction of AI has brought about significant changes in the way students learn and create works of art. Based on the results of research conducted by Sahnir & Yatim (2023), the positive impact of using AI technology in art learning can be extended to several aspects that need to be considered. One important aspect is improving the quality of student learning experiences. AI technology allows students to gain wider access to various art resources from around the world through virtual art galleries. In this way, students can explore a variety of works of art and experience a variety of different styles, techniques, and cultures, which overall increases their understanding and appreciation of art. In this context, art teachers can act as facilitators to guide students in exploring and interpreting various works of art with the support of AI technology. Another impact of the growing use of AI in the arts is related to the Copyright Law. The results of artificial intelligence works that do not involve human intervention in the process of creating the work will not

have the validity of being protected by copyright. Therefore, to assess its validity, it is carried out in several stages, namely by looking at the type of work, examining the intervention of human intellect and the expression of personality in the work, and reviewing the authenticity of the work (Fauzi *et al.*, 2022)

AI has altered how designers and artists approach their work. According to Hertzmann (2018) claims that artificial intelligence (AI) tools like machine learning and generative algorithms have given artists access to previously unachievable new avenues for creative expression and design. With AI-enabled tools, designers can use data-driven insights to produce more dynamic and personalized artwork. This revolutionary change in the creative process expands the parameters of artistic inquiry and, via perceptive, immersive, and emotionally impactful encounters, strengthens the bond between artists and their audiences. Though AI technology can simplify the process of creating creative designs, there are concerns that it could replace human artists or result in soulless art. These concerns are a common source of anxiety for many people, especially artists, those in the art industry, and art enthusiasts. A human job that AI can replace is that of AI influencers, such as those who collaborate with brands to push products or particular lifestyles (Mazzone & Elgammal, 2019)

Criticism of Using Artificial Intelligence in Art

The philosopher Roger Scruton, who has long supported traditional forms of art, is one of the leading critics of digital art. According to Scruton, art is a priceless means by which people can engage with the world around them. According to Scruton, the tactile quality of traditional art forms—where the artist works directly with paint, canvas, and clay—fosters an intimacy and a more profound comprehension of the world than can be achieved with digital art. Scruton criticizes how digital art frequently isolates the maker from the work—becoming a collection of pixels and algorithms instead of a representation of human talent and feeling—in pieces like Beauty (Scruton, 2009).

Another critic, Jean Baudrillard, views AI-generated art as a continuation of his idea of "simulacra," in which representations and signs take the place of the actual. According to Baudrillard, digital art frequently takes us into a world of high-definition illusion and further away from the "real." For him, the ethical ramifications of residing in a world where the fantastical is increasingly taking center stage are just as important as the artwork's ontological status. He expands on these ideas in his groundbreaking work "Simulacra and Simulation," where he warns about losing the ability to tell the difference between the "real" and the "simulation" and the resulting dilution of our sense of authenticity in both life and art. (Baudrillard, 1981).

Kant presents an idea of art in his aesthetic writings, most famously in Critique of the Power of Judgment (Kant, 2000), which not only captures the aesthetic ideas of his day but also has a significant impact on modern and current art theory. The KAA

(Kant's Approach to Art) is easily and economically applicable to artistic domains where AI is currently well-established. The basic premise of artistic freedom that underpins Kant's conception of art makes this application feasible. The KAA is based on the idea of freedom, which is the cornerstone of Kant's moral philosophy, which holds that morality and freedom are mutually exclusive (Thorpe, 2014).

Furthermore, certain conservative criticisms stemming from the field of aesthetics contend that digital art frequently lacks the discipline and rigor required to master traditional creative forms. Preset templates, filters, and even artificial intelligence (AI) algorithms are examples of digital platform shortcuts that can provide visually beautiful products without the laborious effort that older forms require. These criticisms reject the notion of digital aesthetics because they believe that this undermines the craftsmanship that the art world has prized for generations (Aris, 2023).

CONCLUSION

The entry of non-human works of art into the art market has sparked debate about the definition of art and the role of Artificial Intelligence in artistic creation. because in today's digital era, people, especially artists, need to adapt to the rapid growth of technology. one of which is using artificial intelligence to support their performance in creating works of art. If in the past making works of art used conventional methods with lots of equipment to help with the work of making works of art, now with the help of artificial intelligence, computer technology and algorithms, everything is faster and more practical in creating. Digital media and technology have become important venues for artistic expression and aesthetic experience, despite the controversy of the pros and cons. For some adherents of indigenous art, the introduction of Artificial Intelligence has raised questions about the authenticity and value of art created by humans with the help of artificial intelligence. The use of Artificial Intelligence in art raises concerns about the level of skill and talent required to produce digital art. because in the process of making works of art, everything can be done more simply in all aspects. Artificial Intelligence has the potential to replace human artists and significantly impact commerce, politics, culture, society and science. There are concerns about Artificial Intelligence replacing human artists and producing soulless art. However, the author suggests not to worry too much about the presence of Artificial Intelligence around us. In fact, this could make it easier for someone in the process of creating a work of art.

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