

Univerzitet u Beogradu
Filozofski fakultet
Odeljenje za psihologiju

Slobodan Marković

PSIHOLOGIJA UMETNOSTI

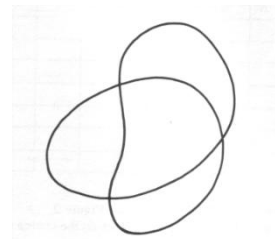
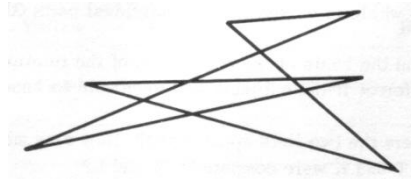
Šesto predavanje: OBLIK, BOJA

OBLIK KONTURE

UGAONO - OBLO

W. Köhler, 1947: Takete-Maluma fenomen

TAKETE



MALUMA

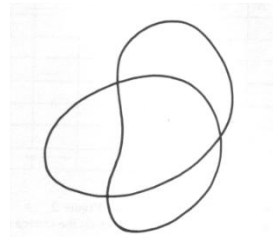
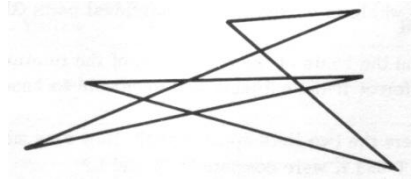


OBLIK KONTURE

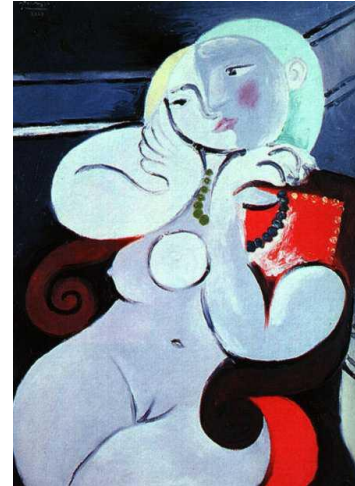
UGAONO - OBLO

W. Köhler, 1947: Takete-Maluma fenomen

TAKETE



MALUMA

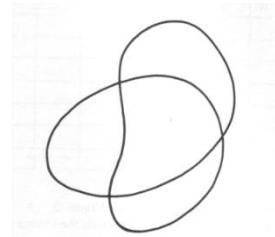
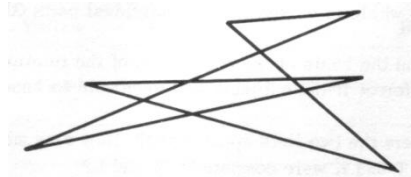


OBLIK KONTURE

UGAONO - OBLO

W. Köhler, 1947: Takete-Maluma fenomen

TAKETE



MALUMA



OBLIK KONTURE

ESTETIKA OBLINE

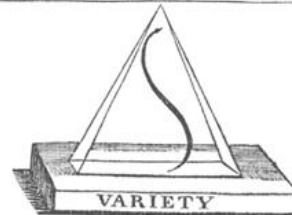
W. Hogarth, 1753: Analysis of Beauty

THE
ANALYSIS
OF
BEAUTY.

Written with a view of fixing the fluctuating IDEAS of
TASTE.

BY WILLIAM HOGARTH.

*So vary'd he, and of his tortuous train
Curl'd many a wanton wreath, in fight of Eve,
To lure her eye.----- Milton.*



LONDON:

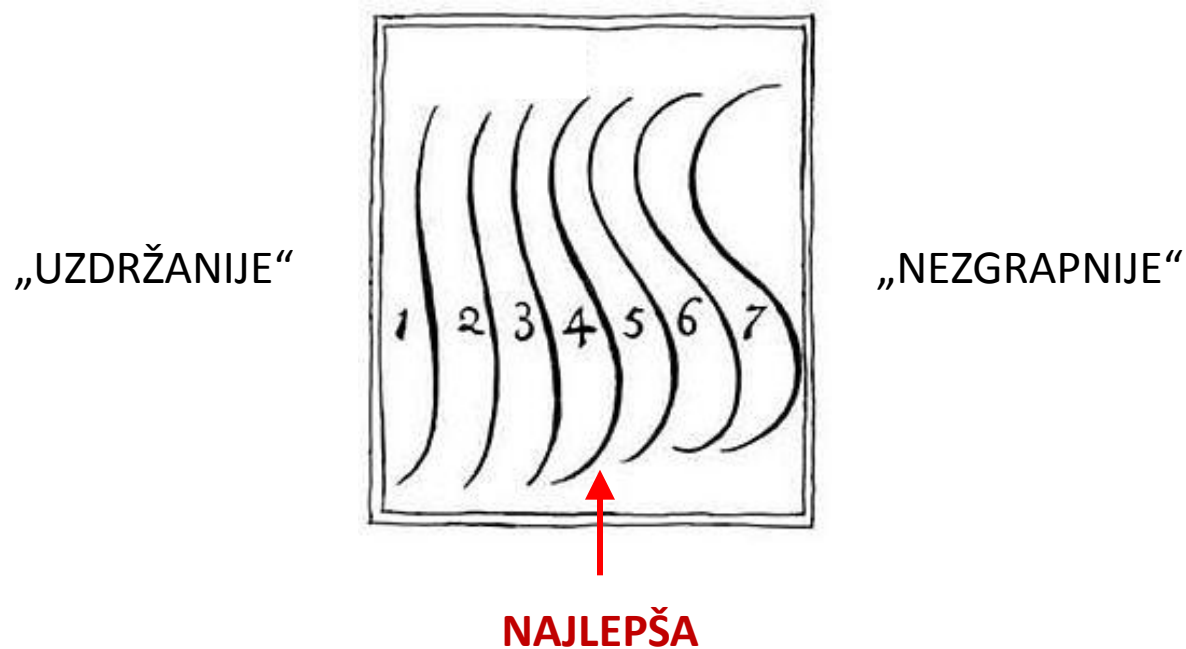
Printed by J. REEVES for the AUTHOR,
And Sold by him at his House in LEICESTER-FIELDS.

MDCCLIII.

OBLIK KONTURE

ESTETIKA OBLINE

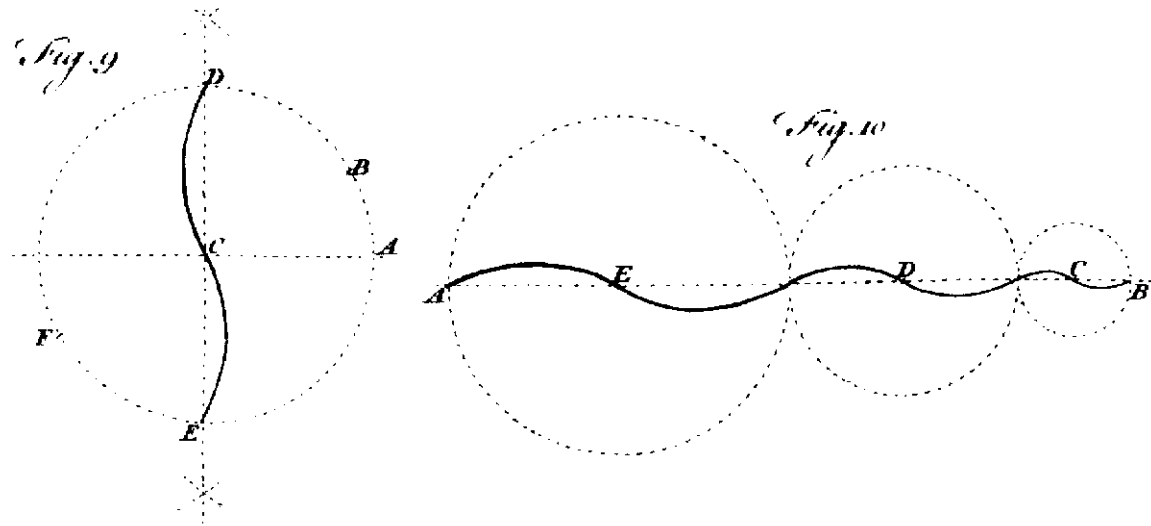
W. Hogarth, 1753: Analysis of Beauty



OBLIK KONTURE

ESTETIKA OBLINE

W. Hogarth, 1753: Analysis of Beauty



Hogartova linija lepote

OBLIK KONTURE

Empirija: PREFERENCIJA OBLINE

Bar & Neta, 2006, 2007.



OBLIK KONTURE

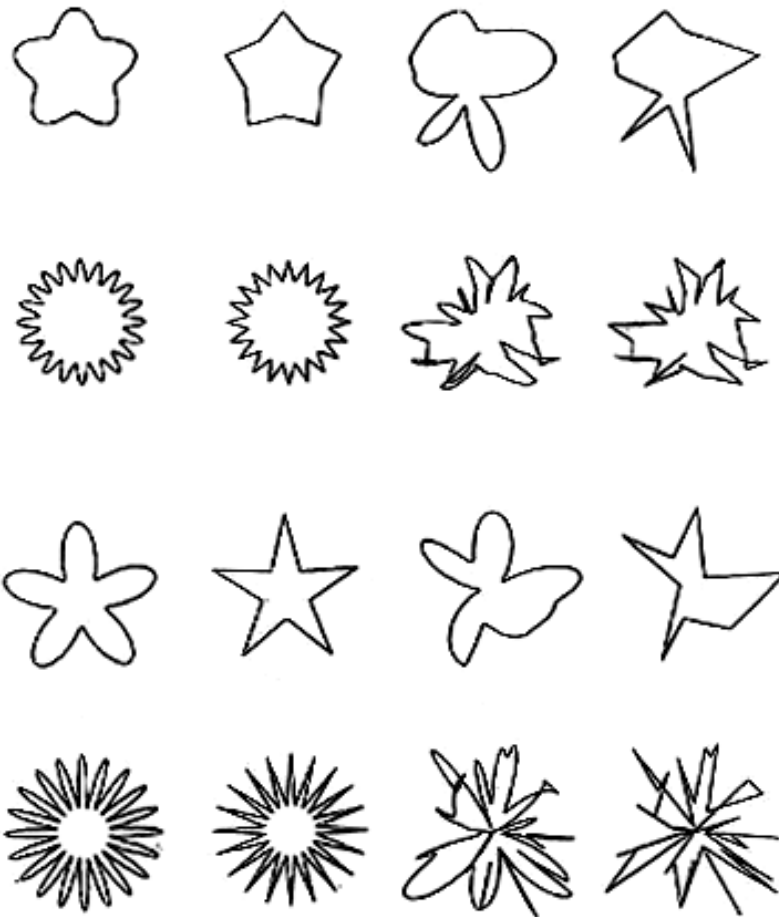
Empirija: PREFERENCIJA OBLINE

Gómez-Puerto et al., 2018: Meksiko, Gana, Španija



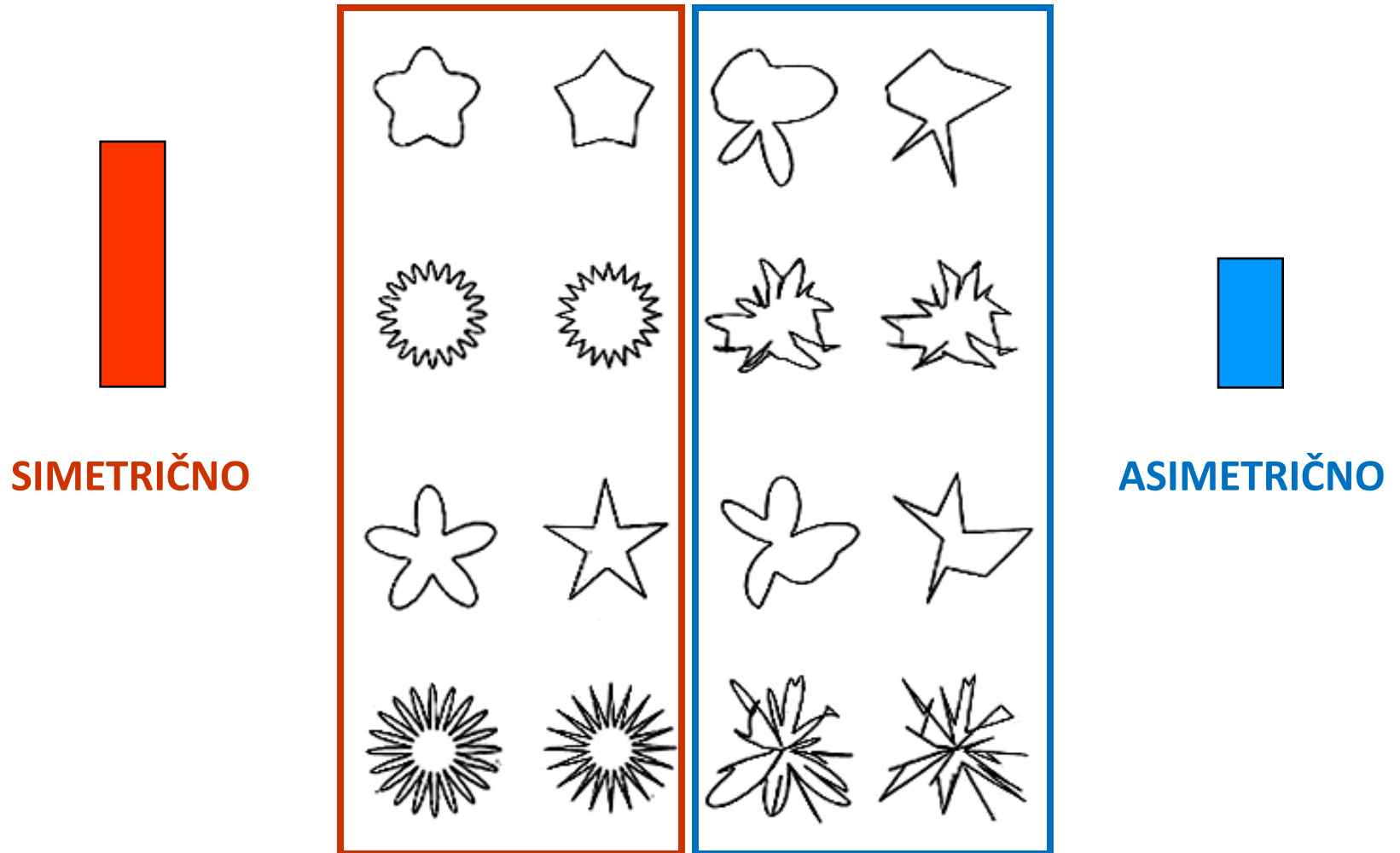
MULTIDIMENZIONALNI STIMULUSI

Oyama, Yamada & Iwasawa, 1998.



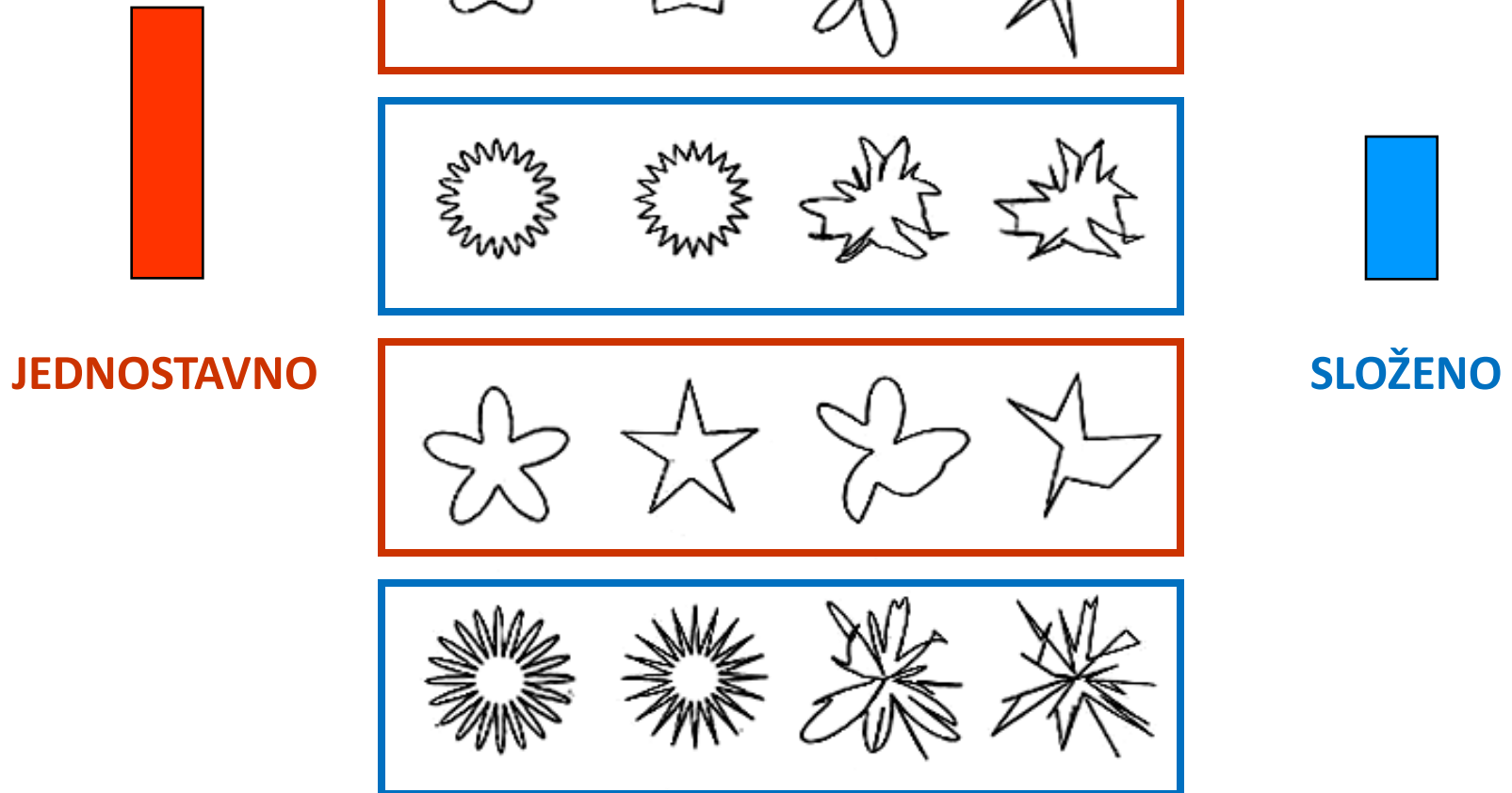
MULTIDIMENZIONALNI STIMULUSI

Marković i Malešević, 2007: Atraktivnost



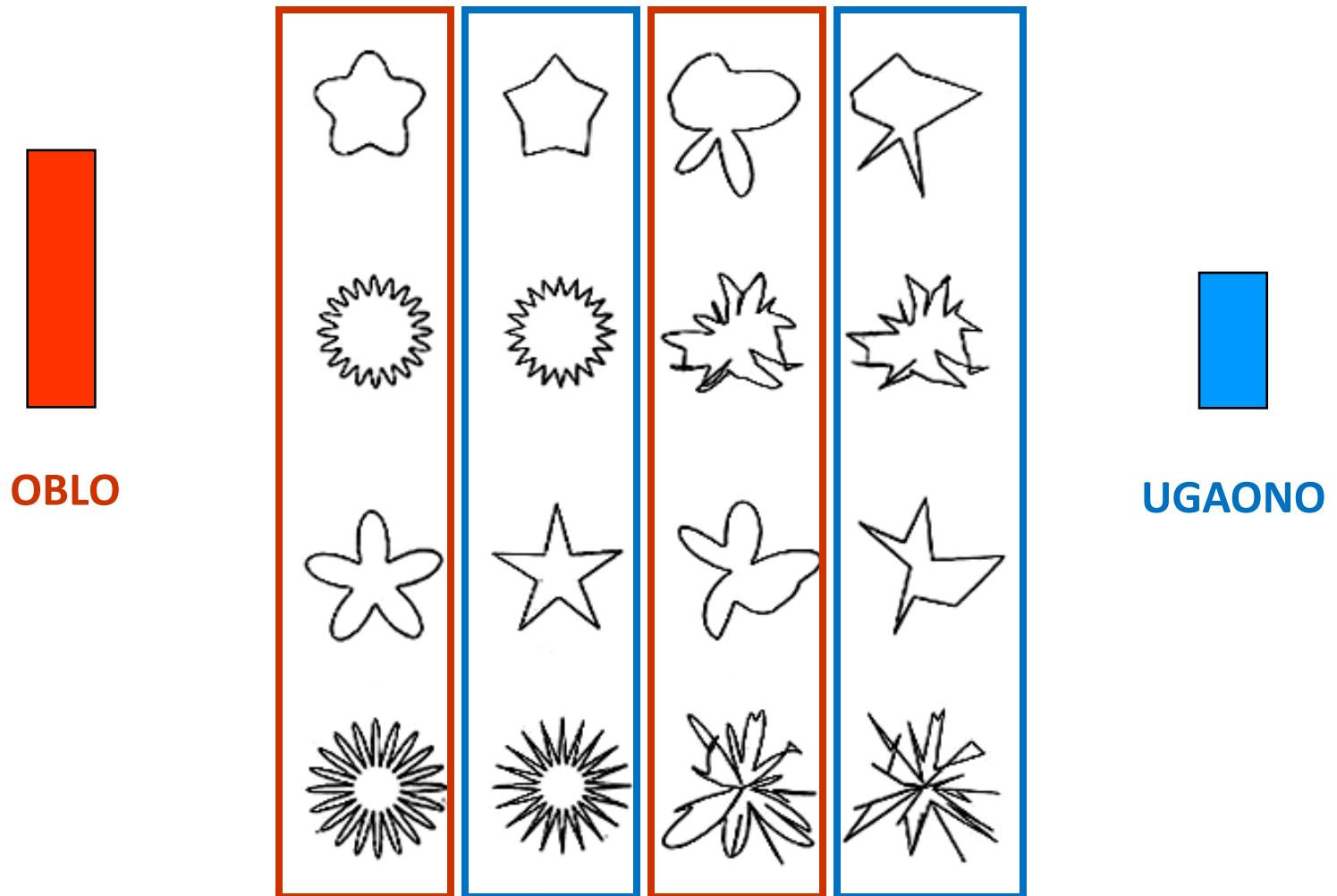
MULTIDIMENZIONALNI STIMULUSI

Marković i Malešević, 2007: Atraktivnost



MULTIDIMENZIONALNI STIMULUSI

Marković i Malešević, 2007: Atraktivnost

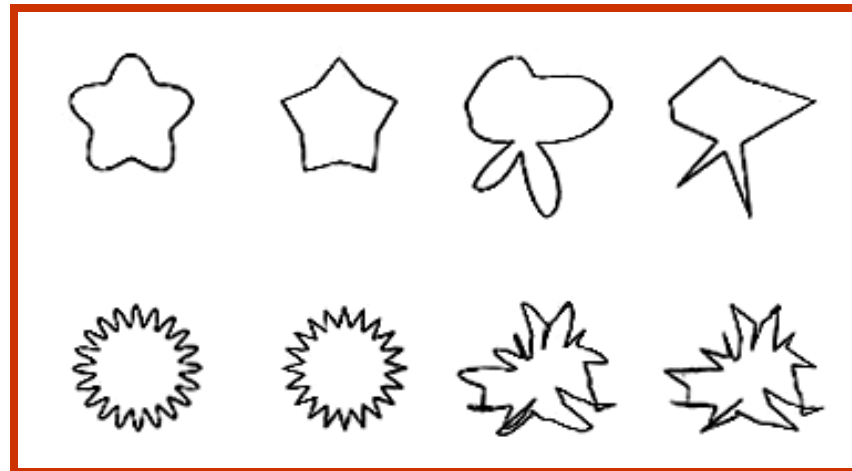


MULTIDIMENZIONALNI STIMULUSI

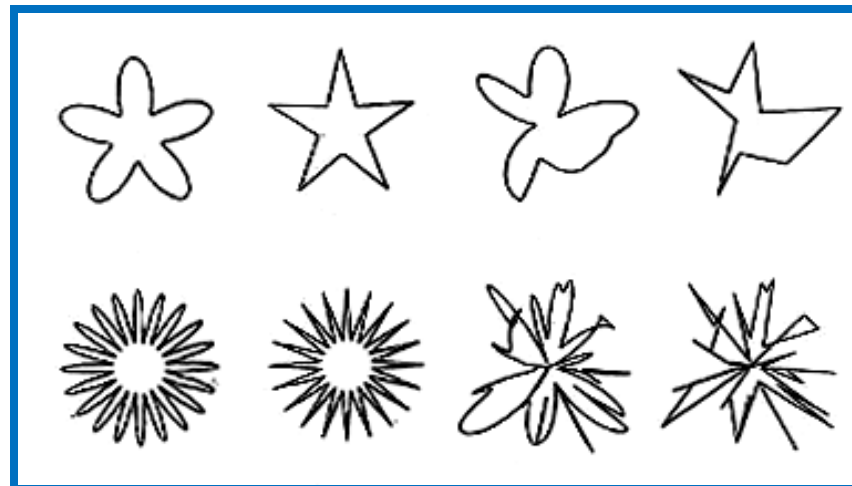
Marković i Malešević, 2007: Atraktivnost



KOMPAKTNO



RASPRŠENO



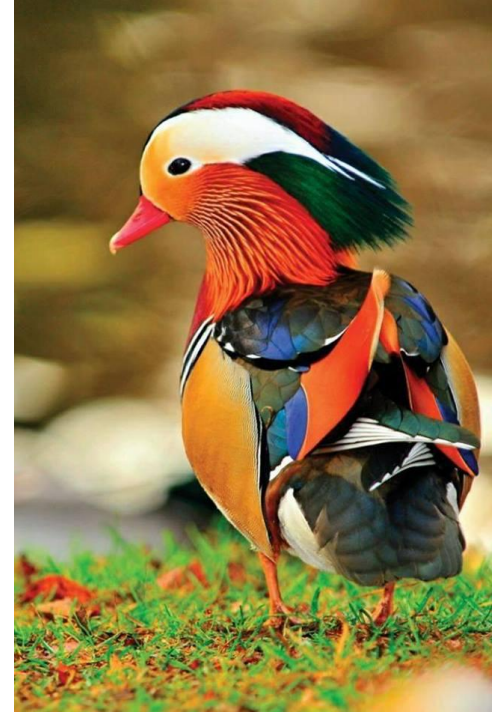
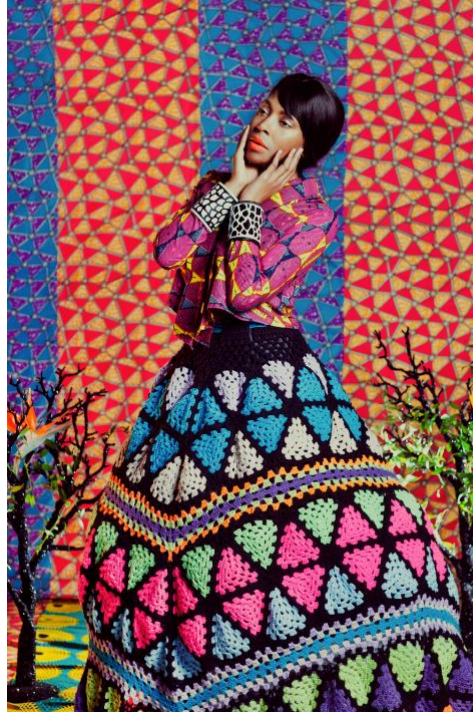
BOJA



BOJA



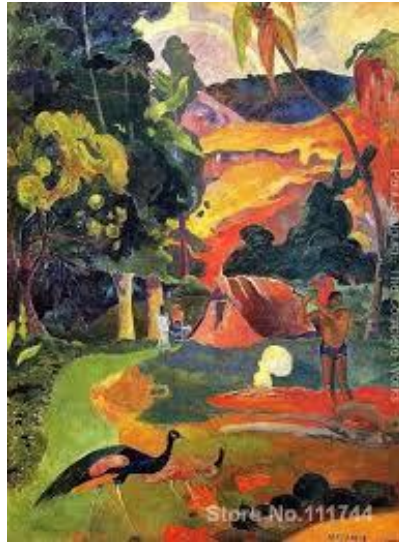
BOJA



BOJA



Manet



Gauguin

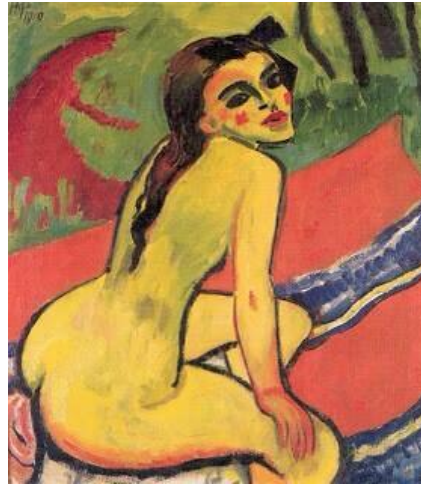


Van Gogh

BOJA



Matisse

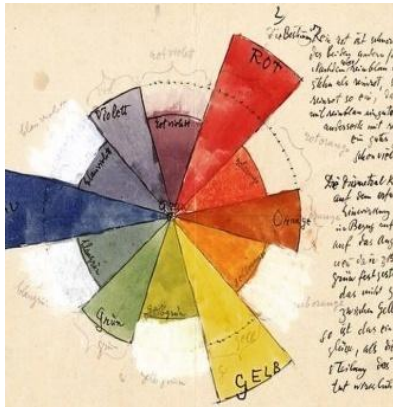


Pechstein



Kirchner

BOJA



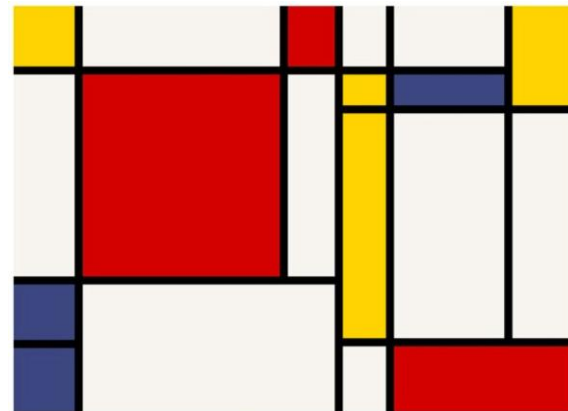
Klee



Delaunay



Kandinsky



Mondrian

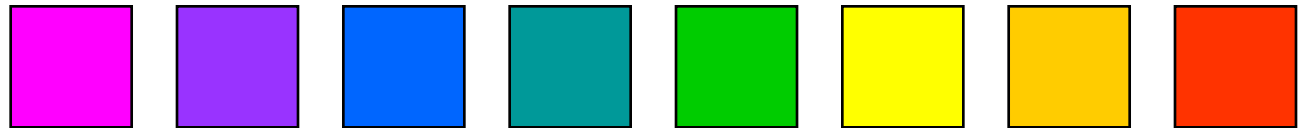
BOJA

DIMENZIJE BOJE

SVETLINA



TONALITET



ZASIĆENOST

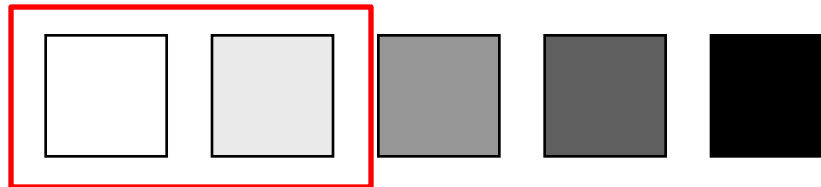


BOJA

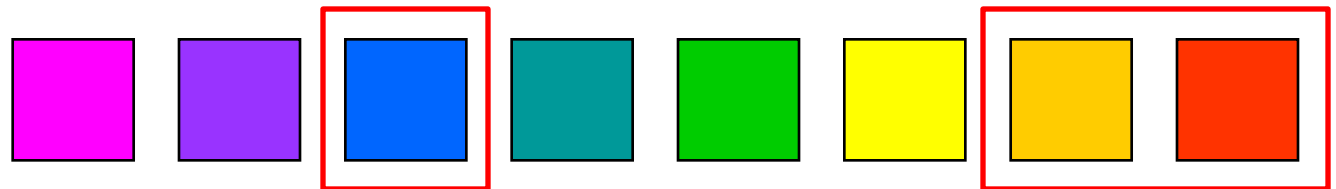
Empirija: PREFERENCIJA BOJA

Svetle boje + (izuzetak svetlocrvena)

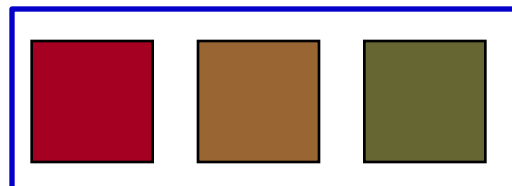
SVETLINA



TONALITET



ZASIĆENOST



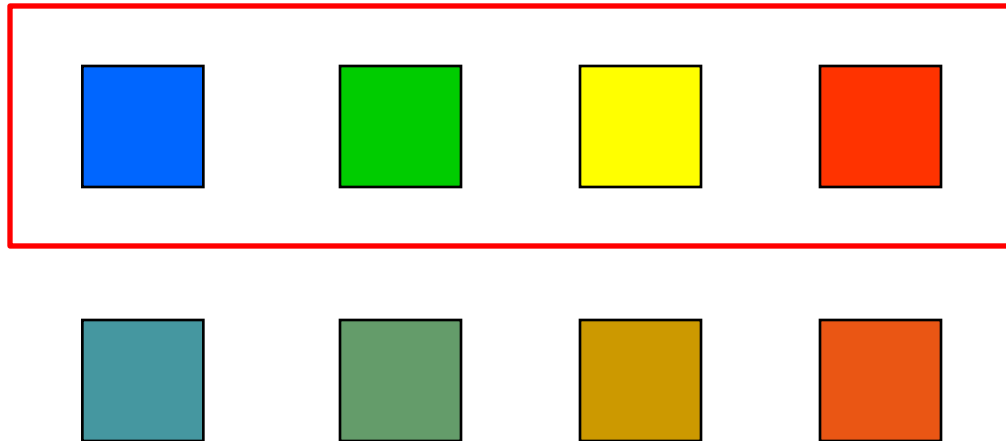
Tople boje +

Manje zasićene boje -

BOJA

Teorije: KONTRAST U AKTIVNOSTI ČEPIĆA

Hurlbert & Ling, 2007



BOJA

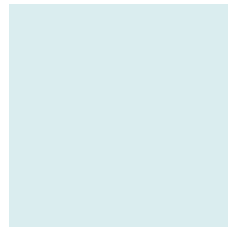
Teorije: SKLOP SUBJEKTIVNIH IMPRESIJA

Ou et al., 2004.

AKTIVNO – PASIVNO

LAKO – TEŠKO

HLADNO – TOPLO

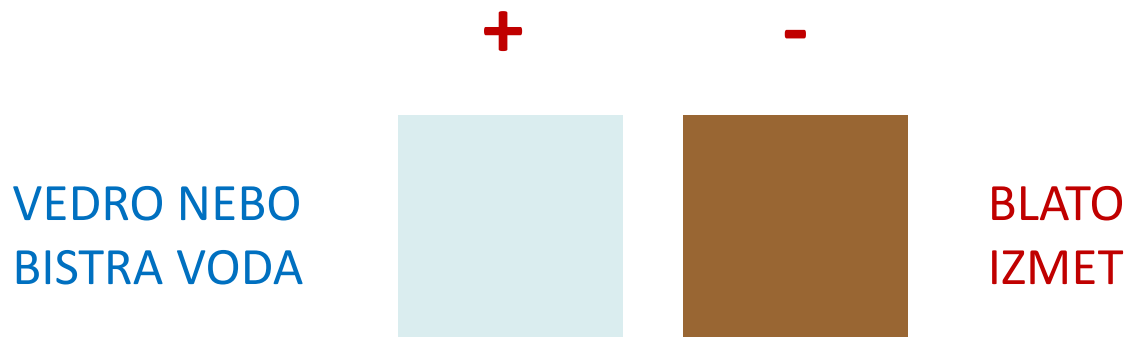


BOJA

Teorije: EKOLOŠKA VALENCA

Palmer & Schloss, 2010.

Iskustvo: Prijatnost objekta generalizuje se na njegovu boju



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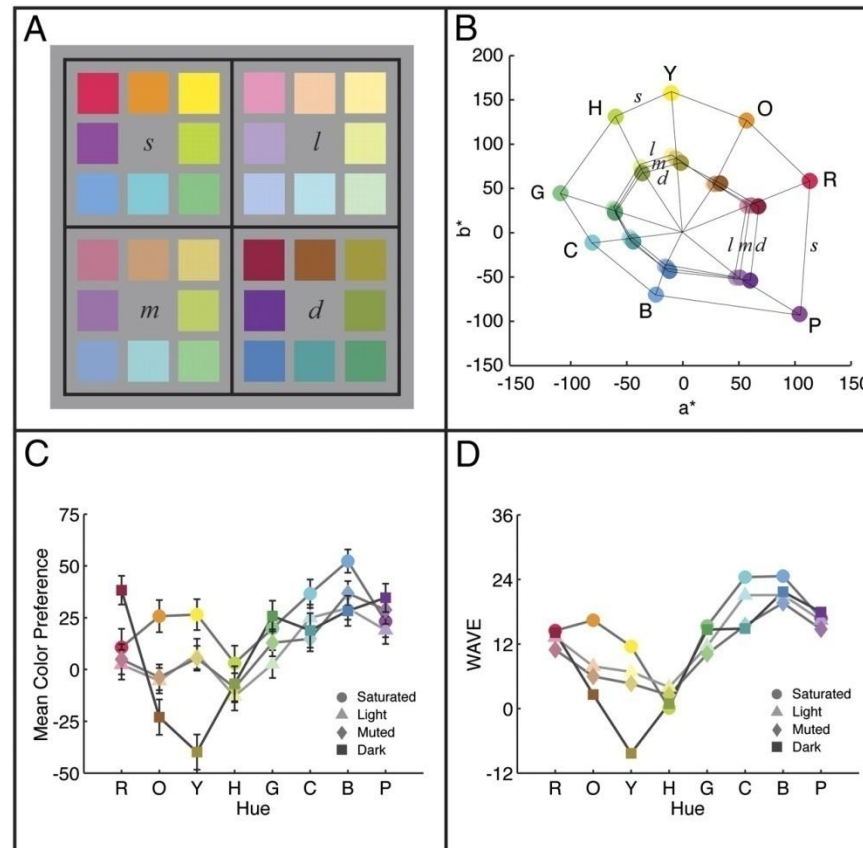


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BOJA

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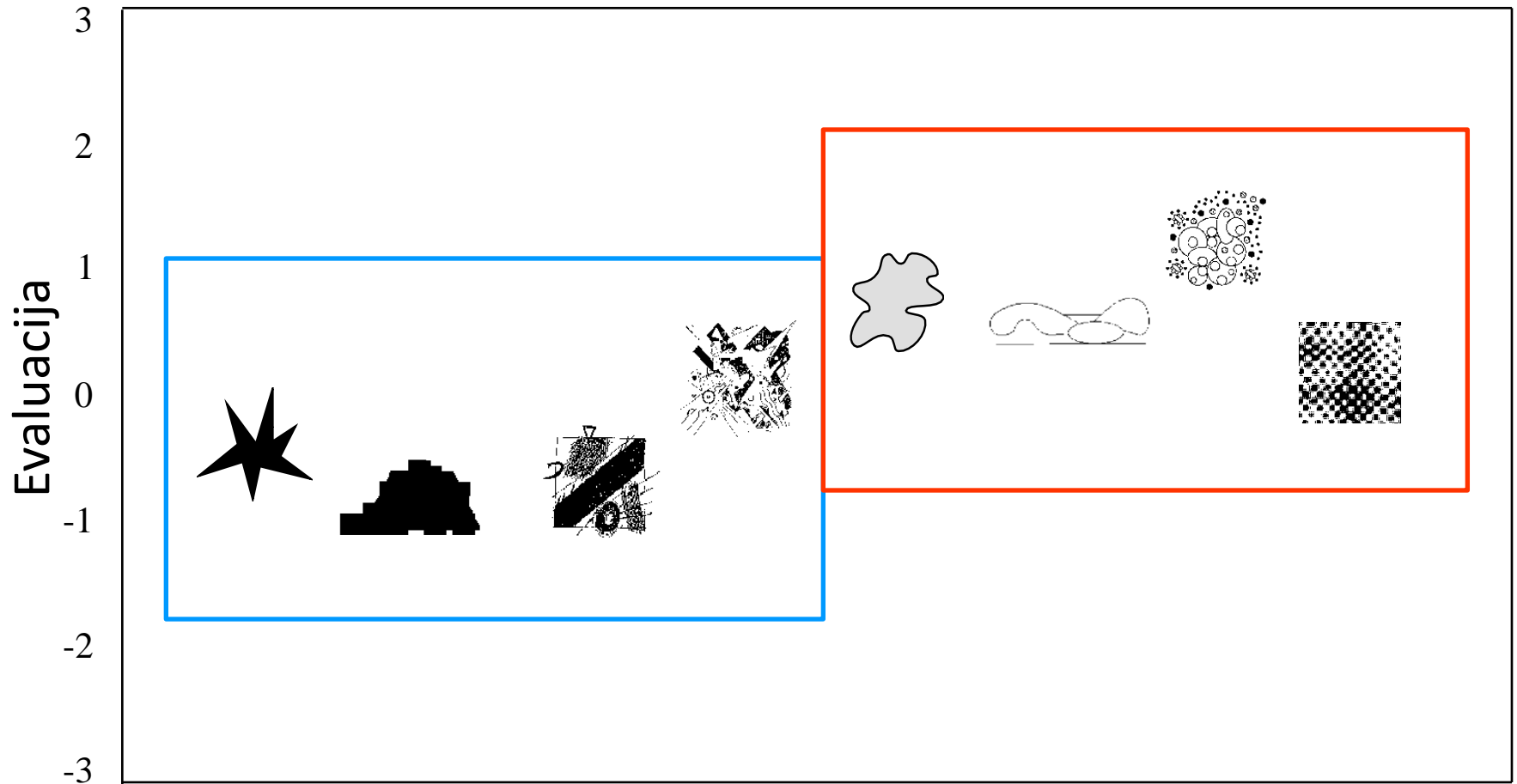


PREFERENCIJA
BOJA

PREFERENCIJA
OBJEKATA

OBLIK + BOJA

Marković i sar., 2002: Oblo-Ugaono + Svetlo-Tamno



ZAKLJUČAK: STIMULUSNA OGRANIČENJA ESTETSKE PREFERENCIJE

REGULARNO – **NEREGULARNO**

JEDNOSTAVNO – **SLOŽENO**

OBLO – **UGAONO**

SVETLO – **TAMNO**

