

Abstract

Based on interviews with professional artists and ordinary audiences that suggested four components of audience experiences on different art forms, namely, art genre, aesthetic judgment, function and context. Art genre refers to art classifications and includes a variety of art choices, artwork presentation style and inspiration. Aesthetic judgment refers to aesthetic evaluation based on artwork quality, complexity, artistic context, coherence, and aesthetic level. The function is the by-product of art experiences which satisfy human needs and desires, including individual and social needs. Context is the condition before audiences encounter any artworks, hosting context, artist expertise, and prior knowledge will influence audience choices and perceptions. Thematic analyses were conducted on the transcribed responses to identify unique art appreciation attributes, 39 scale items were developed according to these attributes. This collection of novel data moves beyond the conventional particular art genres appreciation to offer new knowledge, to understand audience experiences in different forms of art with the same appraisal factors.

Keywords: audience experience, arts, genre, artwork quality