What is art?

Art is the sum of the artist’s choices. What to make? What to use to make? How to make it? The choices made by the artist are based in *preferences* of the artist. As children, we are asked what our favorite color is. The act of designating more value to one hue over another, shows that value is *subjective*.

 *Aesthetics* and qualities of art can be measured and assigned value, but art is subjective. In that, all art can be considered in differing value, as can the parts of any one example. I like blue hues more than red, so as a viewer I might prefer art-using blue. As an artist I may use more blue hues and with more frequency.

 Art makers have infinitely more options and points of choice than blue or red.

Knowing our preferences guilds us and molds what we make into what we want to make and how we want to make.