

## Course guide

### 320138 - ED - Aesthetics and Design

Last modified: 01/09/2023

**Unit in charge:** Terrassa School of Industrial, Aerospace and Audiovisual Engineering  
**Teaching unit:** 717 - DEGD - Department of Engineering Graphics and Design.

**Degree:** BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Compulsory subject).

**Academic year:** 2023    **ECTS Credits:** 6.0    **Languages:** Catalan

#### LECTURER

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**Coordinating lecturer:** JORDI VOLTAS AGUILAR

**Others:** ADRIANNA MAS CUCURELL  
JAVIER EDUARDO HERNANDEZ AMAYA

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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##### Specific:

CED33-DIDP. (ENG) Coneixements d'estètica. (Mòdul de tecnologia específica: disseny industrial)  
CED34-DIDP. Knowledge of the historical evolution of products. (Specific technology module: industrial design)  
CED35-DIDP. Knowledge of the evolution of technology. (Specific technology module: industrial design)  
CED36-DIDP. Knowledge of art history. (Specific technology module: industrial design)  
CED37-DIDP. Ability to identify changes in society. (Specific technology module: industrial design)  
CED38-DIDP. Ability to identify the language of forms, their values, and their relationship to the cultural environment. (Specific technology module: industrial design)  
CED39-DIDP. Ability to analyze the impact that products have on society. (Specific technology module: industrial design)  
CED40-DIDP. Ability to understand and interpret market and user needs. (Specific technology module: industrial design)

##### Generical:

CG01-DIDP. Ability to conceive, develop, understand and execute the product design process, within a necessary balance between technical and socio-cultural context, responding to the needs of the company, the market, society and users.  
CG02-DIDP. Acquisition of technical, scientific, humanistic, aesthetic, environmental and creativity enhancing knowledge and procedures necessary for professional practice related to product design.  
CG03-DIDP. Contribution to the professional dimension a dimension of ethical and social responsibility, which involves raising awareness about the implications that professional activity has regarding human, social, cultural, economic, accessibility and environmental values.

##### Transversal:

CT05 N2. Effective use of information resources - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

#### TEACHING METHODOLOGY

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- Theoretical sessions. The professor will explain the concepts that define the program.
- Sessions of application. Exhibition by students, individually and group work, lectures, discussions and reflections.
- Individual work.
- Work in group. In which students, in groups of 2 people, prepare presentations of practical sessions.

## LEARNING OBJECTIVES OF THE SUBJECT

Equip students with basic humanistic training related to their future careers.

Introduce abstract concepts from this branch of philosophy in the study of the history of industrial design.

Understand how these ideas evolved and their relationship with the social context in which they developed as the basis for an analysis of the objects that were produced.

Teaching methods:

- Face-to-face lecture sessions. The lecturer will introduce the concepts corresponding to the topics defining the syllabus.
- Applied face-to-face sessions. Students will present and debate their work, reading and thoughts individually and in groups with a view to exploring the topics covered by the content description. The lecturer will act as moderator and as tutor for the proposed assignments, for which a minimum number of presentations will be prescribed.
- Independent learning. Students will be expected to use this time to learn concepts, complete the set assignments and prepare class work.
- Group work. Students, in pairs, will prepare presentations of the face-to-face practical sessions.

## STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	20.00
Self study	90,0	60.00
Hours small group	30,0	20.00

**Total learning time:** 150 h

## CONTENTS

### TOPIC 1: First steps

#### Description:

- 1.1. What industrial design is (and is not). A changing concept.
- 1.2. Concepts for reflection:
  - 1.2.1. Art and nature.
  - 1.2.2. The aesthetic experience.
  - 1.2.3. Creativity.
- 1.3. Design and the Industrial Revolution.
- 1.4. Different perspectives on the history of design: aesthetic, technological, commercial and social.

#### Specific objectives:

- Understand the basic concepts of aesthetics, departing from Baumgarten.
- Reflect upon aesthetic concepts and the creative process.
- Focus on the topic on industrial design.

#### Related activities:

- AV1: Product analysis through an object from the early days of the Industrial Revolution.

#### Full-or-part-time: 20h

Theory classes: 4h

Laboratory classes: 4h

Self study : 12h

## TOPIC 2: The Industrial Revolution

### Description:

- 2.1. Design before the Industrial Revolution.
- 2.2. The Industrial Revolution.
  - 2.2.1. Capital accumulation.
  - 2.2.2. Inventions.
  - 2.2.3. Mass production.
- 2.3. The great international exhibitions of the 19th century.
- 2.4. Turn-of-the-century eclecticism. The need for a new aesthetics.

### Specific objectives:

Assimilation of the socioeconomic changes reflecting the Industrial Revolution. Impact on manufactured objects.

### Related activities:

AV1: Product analysis of an object from the early stages of the Industrial Revolution.

### Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

## TOPIC 3: The search for a new aesthetics

### Description:

- 3.1. William Morris.
- 3.2. Precursors to functionalism.

### Specific objectives:

Become aware of the initial reactions to new industrial products.

### Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

## TOPIC 4: Straddling two centuries

### Description:

- 4.1 Art Nouveau, Jugendstil, Modernism.
  - 4.1.1. Great Britain, Belgium, France, Catalonia.
- 4.2. Austerity and abstraction.
  - 4.2.1. Scotland, Germany, Austria.

### Specific objectives:

For students to understand the two main threads of art and culture to the end of the century.

### Related activities:

AV 1: Product analysis through an object from the early days of the Industrial Revolution.

### Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

#### TOPIC 5: The early decades of the 20th century

**Description:**

5.1 Germany.

5.1.1. Industrial innovation.

5.1.2. The Deutscher Werkbund.

5.1.3. Behrens and AEG.

5.2. Product rationalisation. Standardisation.

**Specific objectives:**

To introduce students to rationalism and the machine culture of the turn of the century.

**Related activities:**

AV 1: First submission of the assignment.

**Full-or-part-time:** 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

#### TOPIC 6: Influence of the artistic vanguard on design

**Description:**

6.1 Painting as the spearhead of the artistic vanguard.

6.1.1. Cubism.

6.1.2. Futurism.

6.1.3. Dadaism.

6.1.4. Expressionism.

6.2. De Stijl and neoplasticism.

6.3. The Soviet revolution and constructivism

**Specific objectives:**

To understand the influence of the vanguard movements of the early 20th century on art and society.

**Related activities:**

AV1: Analysis of an object seeking (if possible) its relationship with the pictorial production of the vanguard.

**Full-or-part-time:** 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

## TOPIC 7: The new pedagogy

### Description:

- 7.1. Russia and the sociopolitical function of art, design and architecture.
- 7.2. Bauhaus: more than just design.
  - 7.2.1. Stages.
  - 7.2.2. Courses.
  - 7.2.3. Workshops.
  - 7.2.4. Specialisations.

### Specific objectives:

For students to understand the institutions that laid the bases for industrial design as we know it today.

### Related activities:

AV1: Analysis of the products of this period by making critical comparisons with routine Bauhaus and Vjutesmas objects and the pictorial production of the vanguard.

### Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

## TOPIC 8: Rationalism

### Description:

- 8.1. From Artistic Designer to Industrial Designer.
- 8.2. Three Influences: Le Corbusier, Gropius, Mies van der Rohe.
- 8.3. Differences between Design in Europe and in the United States.
- 8.4. Frank Lloyd Wright.

### Specific objectives:

For students to assimilate the consolidation of design as an industrial discipline.

### Related activities:

AV1: Conclude the study of the product in the age of rationalism.

### Full-or-part-time: 20h

Theory classes: 4h

Laboratory classes: 4h

Self study : 12h

## TOPIC 9: Art deco versus the Esprit Nouveau

### Description:

- 9.1. Art Deco.
- 9.2. Fascist Aesthetics.
- 9.3. The 1929 Crisis. The World Looks to New York.
- 9.4. Design in the USA.
  - 9.4.1. Fordism vs. Streamlining.
  - 9.4.2. Product Promotion.
  - 9.4.3. Consumer Society.
  - 9.4.4. Styling.
- 9.5. International Design.

### Specific objectives:

To identify the differences between European and US design.

### Related activities:

AV1: Second assignment (AV1b)

### Full-or-part-time: 10h

Theory classes: 2h

Practical classes: 2h

Self study : 6h

## TOPIC 10: World War II

### Description:

- 10.1. Design in War and Reconstruction.
- 10.2. Organic Design.
- 10.3. The Ulm School.
- 10.4. Germany, Great Britain, Nordic Countries, Italy, Japan, France.

### Specific objectives:

Understanding the substantial change that the Second World War represented for the Western world and the shift of the stage from Europe to the USA. Its consequences in the field of industrial design.

### Related activities:

AV1: Evolution of the industrial product in this period.

### Full-or-part-time: 20h

Theory classes: 4h

Laboratory classes: 4h

Self study : 12h

### TOPIC 11: Design today

**Description:**

- 11.1. Pop art, anti-design and kitsch.
- 11.2. From postmodernism to eco-design.
- 11.3. Current trends.

**Specific objectives:**

Understanding current trends and future perspectives.

**Related activities:**

AV1: Take the evolution of product analysed over the course into today.

**Full-or-part-time:** 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

### Catalan and Spanish design

**Description:**

- 12.1. Catalan and Spanish design.
- Their evolution, current situation and future.

**Specific objectives:**

Understanding the evolution of industrial design in our country and its relationship with international movements.

**Related activities:**

AV1: Third assignment (AV1c)

**Full-or-part-time:** 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

## GRADING SYSTEM

- 1st exam: 25%
- 2nd exam: 35%
- Laboratory : 35%
- Transversal competence: 5%

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.

If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

## EXAMINATION RULES.

The evaluations consist of a series of in-person assessment events and/or other assessable activities that are part of continuous assessment. If any of the events or activities are not completed, it will be considered as a zero grade.

## BIBLIOGRAPHY

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### Basic:

- Campi i Valls, Isabel. Iniciació a la història del disseny industrial. 2a ed. Barcelona: Edicions 62, 1994. ISBN 8429726357.
- Bürdek, Bernhard E. Diseño : historia, teoría y práctica del diseño industrial. Barcelona: Gustavo Gili, DL 1994. ISBN 9788425216190.
- Campi i Valls, Isabel. Diseño y nostalgia: el consumo de la historia. Barcelona: Santa & Cole, 2007. ISBN 9788493462673.
- Campi i Valls, Isabel. La idea y la materia. Barcelona: Gustavo Gili, 2007. ISBN 9788425221408.
- Gay, Aquiles; Samar, Lidia. El diseño industrial en la historia. 2ª ed. Córdoba: TEC, 2004. ISBN 987215970X.
- Heskett, John. Breve historia del diseño industrial. Barcelona: Ediciones del Serbal, 1985. ISBN 8485800982.
- Pevsner, Nikolaus. Pioneros del diseño moderno: de William Morris a Walter Gropius. 3a ed. Buenos Aires: Infinito, 2000. ISBN 9879393031.

### Complementary:

- Savater, Fernando. Las preguntas de la vida. Barcelona: Ariel, 2008. ISBN 9788434453630.
- Estrada, David. Estética. Barcelona: Herder, 1988. ISBN 9788425416293.
- Tatarkiewicz, W. Historia de seis ideas: arte, belleza, forma, creatividad, mimesis, experiencia estética. Madrid: Tecnos, 1987. ISBN 8430915184.