

## Course guide

### 340071 - ESTE-D2040 - Aesthetics

Last modified: 17/05/2023

**Unit in charge:** Vilanova i la Geltrú School of Engineering  
**Teaching unit:** 717 - DEGD - Department of Engineering Graphics and Design.

**Degree:** BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Compulsory subject).  
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Optional subject).

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

#### LECTURER

**Coordinating lecturer:** ERNEST PERERA DURAN

**Others:**

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

**Specific:**

1. D33. Knowledge of aesthetics.
2. D34. Knowledge of the historical evolution of products.
3. D35. Knowledge of technique evolution.
4. D36. Knowledge of art history.
5. D37. Ability to recognize changes in society.
6. D38. Ability to identify the language of forms, its values and relation with cultural surroundings.
7. D41. Control of tools related to design processes.

#### TEACHING METHODOLOGY

The big group lessons are theoretical lessons.

The middle size group lessons are practical lessons with the application of the theoretical part on projects.

#### LEARNING OBJECTIVES OF THE SUBJECT

The aim of this course is to achieve a knowledge of aesthetics, theory and history of industrial design. These should serve as basic culture for students and as an ability for practical applications in exercises of other subjects.

#### STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	45,0	30.00
Hours small group	15,0	10.00

**Total learning time:** 150 h

## CONTENTS

---

### Arts and Aesthetics

**Description:**

Classical Antiquity: Greece, Hellenistic Schools, Rome

Middle Age

Oriental Aesthetics: Islam, India, The East

Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism.

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Arts and Aesthetics II

**Description:**

Nineteenth Century: Romanticism Postromanticism, Aestheticism, sociological, psychological and cultural aesthetics.

Twentieth century: Formalism, Iconology, Neoidealism, Marxism, Pragmatism, Early Twentieth Century Vanguards Movements, Lògic Empiricism, Semiotics, Postmodern Aesthetic.

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Pre-Industrial Design

**Description:**

Pre-Industrial Society

Technology and production of the eighteenth century

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Industrial Revolution

**Description:**

Economical Change

New Production Tools

Serial Production

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Design of The Nineteenth Century

**Description:**

The Victorian Era  
Thonet  
William Morris and The Arts and Crafts  
Patented Furniture

**Full-or-part-time:** 2h

Theory classes: 1h  
Practical classes: 1h

### Century Change: XX

**Description:**

New Style  
The Floral Style  
The Werkbund  
Rationalism

**Full-or-part-time:** 2h

Theory classes: 1h  
Practical classes: 1h

### Vanguards and Design

**Description:**

Art and Design of The Early Twentieth Century  
De Stijl  
Constructivism

**Full-or-part-time:** 2h

Theory classes: 1h  
Practical classes: 1h

### Bauhaus

**Description:**

Educational Change  
Context and Evolution  
Designers

**Full-or-part-time:** 2h

Theory classes: 1h  
Practical classes: 1h

### Rationalism

**Description:**

First Industrial Designs in Europe

**Full-or-part-time:** 2h

Theory classes: 1h  
Theory classes: 1h



### Industrial Design in The U.S. in The First Half-Century

**Description:**

Streamlining, Styling

Designers Loewe, Eames, Saarienen, etc.

**Full-or-part-time:** 2h

Theory classes: 1h

Theory classes: 1h

### Mid Twentieth Century European Design

**Description:**

The German Gute Form

Great Britain

Scandinavian Design

Italian Design

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Design of the 80ies and 90ies

**Description:**

Economy and Designers

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

### Design of The Twentyfirst Century

**Description:**

Society and Designers

**Full-or-part-time:** 2h

Theory classes: 1h

Practical classes: 1h

---

## GRADING SYSTEM

The final mark is obtained through written exams worth 40% and assignments worth 60%.

---

## EXAMINATION RULES.

Undelivered exercises are valued as 0 and are included in the average of all.

## BIBLIOGRAPHY

---

### Basic:

- Banham, Reyner. Teoría y diseño en la primera era de la máquina. Barcelona [etc]: Paidós, 1985. ISBN 8475093477.
- Arte ¿? diseño. Barcelona: Gustavo Gili, 2003. ISBN 8425215439.
- Capella, Juli; Larrea, Quim. Nuevo diseño español. Barcelona: Gustavo Gili, 1991. ISBN 8425214513.
- Dormer, Peter. El diseño desde 1945. Barcelona: Destino, 1993. ISBN 8423323072.
- Heskett, John. Breve historia del diseño industrial. Barcelona: Ediciones del Serbal, 1985. ISBN 8485800982.
- Loewy, Raymond. Lo feo no se vende : [recuerdos personales de quien ha diseñado desde lápices de labios a locomotoras]. Barcelona: Iberia, 1955.
- Loos, Adolf. Ornamento y delito y otros escritos. Barcelona: Gustavo Gili, 1972.
- Papanek, Victor. Diseñar para el mundo real : ecología humana y cambio social. Madrid: H. Blume, 1977.
- Pevsner, Nicolaus. Pioneros del diseño moderno : de William Morris a Walter Gropius [on line]. Buenos Aires: Infinito, 2000 [Consultation: 14/03/2024]. Available on: <https://elibro.net/es/lc/upcatalunya/titulos/219163>. ISBN 9879393031.