

340071 - ESTE-D2040 - Aesthetics

Coordinating unit:	340 - EPSEVG - Vilanova i la Geltrú School of Engineering	
Teaching unit:	340 - EPSEVG - Vilanova i la Geltrú School of Engineering	
Academic year:	2018	
Degree:	BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Teaching unit Compulsory) BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2010). (Teaching unit Optional)	
ECTS credits:	6	Teaching languages: Catalan

Teaching staff

Coordinator: ERNEST PERERA DURAN

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.

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Study load

Total learning time: 150h	Hours large group:	45h	30.00%
	Hours medium group:	0h	0.00%
	Hours small group:	15h	10.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

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Content

<p>Arts and Aesthetics</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Classical Antiquity: Greece, Helenistiques Schools, Rome Middle Age Oriental Aethetics: Islam, India, The East Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism.</p>	
<p>Arts and Aesthetics II</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Nineteenth Century: Romanticism Postromanticisme, Aestheticism, sociological, psychological and cultural aesthetics. Twentieth century: Formalism, Iconology, Neoidealisme, Marxism, Pragmatism, Early Twentieth Centerry Vanguards Movements, Lògic Empiricism, Semiotics, Postmodern Aesthetic.</p>	
<p>Pre-Industrial Design</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Pre-Industrial Society Technology and production of the eighteenth century</p>	
<p>Industrial Revolution</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Economical Change New Production Tools Serial Production</p>	

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<p>Design of The Nineteenth Century</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: The Victorian Era Thonet William Morris and The Arts and Crafts Patented Furniture</p>	
<p>Century Change: XX</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: New Style The Floral Style The Werkbund Rationalism</p>	
<p>Vanguards and Design</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Art and Design of The Early Twentieth Century De Stijl Constructivism</p>	
<p>Bauhaus</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Educational Change Context and Evolution Designers</p>	

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<p>Rationalism</p>	<p>Learning time: 1h Theory classes: 1h</p>
<p>Description: First Industrial Designs in Europe</p>	
<p>Industrial Design in The U.S. in The First Half-Century</p>	<p>Learning time: 1h Theory classes: 1h</p>
<p>Description: Streamlining, Styling Designers Loewe, Eames, Saarienen, etc.</p>	
<p>Mid Twentieth Century European Design</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: The German Gute Form Great Britain Scandinavian Design Italian Design</p>	
<p>Design of the 80ies and 90ies</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Economy and Designers</p>	
<p>Design of The Twentyfirst Century</p>	<p>Learning time: 2h Theory classes: 1h Practical classes: 1h</p>
<p>Description: Society and Designers</p>	

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Qualification system

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

Regulations for carrying out activities

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. Buenos Aires: Infinito, 2003. ISBN 9879393031.