340071 - ESTE-D2O40 - 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: 2019
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:
2. D34. Knowledge of the historical evolution of products.
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

<table>
<thead>
<tr>
<th><strong>Total learning time</strong>: 150h</th>
<th>Hours large group:</th>
<th>45h</th>
<th>30.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group:</td>
<td>0h</td>
<td>0.00%</td>
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<tr>
<td></td>
<td>Hours small group:</td>
<td>15h</td>
<td>10.00%</td>
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<tr>
<td></td>
<td>Guided activities:</td>
<td>0h</td>
<td>0.00%</td>
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<tr>
<td></td>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
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# 340071 - ESTE-D2O40 - Aesthetics

## Content

<table>
<thead>
<tr>
<th>Arts and Aesthetics</th>
<th>Learning time: 2h</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 1h</td>
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<tr>
<td></td>
<td>Practical classes: 1h</td>
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**Description:**
- Classical Antiquity: Greece, Helenistiques Schools, Rome
- Middle Age
- Oriental Aesthetics: Islam, India, The East
- Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism

<table>
<thead>
<tr>
<th>Arts and Aesthetics II</th>
<th>Learning time: 2h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 1h</td>
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<tr>
<td></td>
<td>Practical classes: 1h</td>
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</tbody>
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**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.

<table>
<thead>
<tr>
<th>Pre-Industrial Design</th>
<th>Learning time: 2h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 1h</td>
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<td>Practical classes: 1h</td>
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**Description:**
- Pre-Industrial Society
- Technology and production of the eighteenth century

<table>
<thead>
<tr>
<th>Industrial Revolution</th>
<th>Learning time: 2h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 1h</td>
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<tr>
<td></td>
<td>Practical classes: 1h</td>
</tr>
</tbody>
</table>

**Description:**
- Economical Change
- New Production Tools
- Serial Production
# Design of The Nineteenth Century

**Description:**
The Victorian Era  
Thonet  
William Morris and The Arts and Crafts  
Patented Furniture

**Learning time:** 2h  
Theory classes: 1h  
Practical classes: 1h

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# Century Change: XX

**Description:**
New Style  
The Floral Style  
The Werkbund  
Rationalism

**Learning time:** 2h  
Theory classes: 1h  
Practical classes: 1h

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# Vanguards and Design

**Description:**
Art and Design of The Early Twentieth Century  
De Stijl  
Constructivism

**Learning time:** 2h  
Theory classes: 1h  
Practical classes: 1h

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# Bauhaus

**Description:**
Educational Change  
Context and Evolution  
Designers

**Learning time:** 2h  
Theory classes: 1h  
Practical classes: 1h
| **Rationalism** | **Learning time:** 1h  
|                | Theory classes: 1h |
| **Description:** | First Industrial Designs in Europe |

| **Industrial Design in The U.S. in The First Half-Century** | **Learning time:** 1h  
|                | Theory classes: 1h |
| **Description:** | Streamlining, Styling  
|                | Designers Loewe, Eames, Saarienen, etc. |

| **Mid Twentieth Century European Design** | **Learning time:** 2h  
|                                      | Theory classes: 1h  
|                                      | Practical classes: 1h |
| **Description:** | The German Gute Form  
|                | Great Britain  
|                | Scandinavian Design  
|                | Italian Design |

| **Design of the 80ies and 90ies** | **Learning time:** 2h  
|                                      | Theory classes: 1h  
|                                      | Practical classes: 1h |
| **Description:** | Economy and Designers |

| **Design of The Twentyfirst Century** | **Learning time:** 2h  
|                                      | Theory classes: 1h  
|                                      | Practical classes: 1h |
| **Description:** | Society and Designers |
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:


Loewy, Raymond. Lo feo no se vende: [recuerdos personales de quien ha diseñado desde lápices de labios a locomotoras]. Barcelona: Iberia, 1955.

