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: 2017
Degree: BACHELOR’S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR’S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2010). (Teaching unit Optional)
BACHELOR’S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)
BACHELOR’S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (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 theorical 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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<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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## Content

<table>
<thead>
<tr>
<th>Course</th>
<th>Learning time: 2h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arts and Aesthetics</strong></td>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td><strong>Arts and Aesthetics II</strong></td>
<td>Practical classes: 1h</td>
</tr>
<tr>
<td><strong>Pre-Industrial Design</strong></td>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td><strong>Industrial Revolution</strong></td>
<td>Practical classes: 1h</td>
</tr>
</tbody>
</table>

### Description:
- **Arts and Aesthetics**
  - Classical Antiquity: Greece, Helenistiques Schools, Rome
  - Middle Age
  - Oriental Aesthetics: Islam, India, The East
  - Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism.

- **Arts and Aesthetics II**
  - 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.

- **Pre-Industrial Design**
  - Pre-Industrial Society
  - Technology and production of the eighteenth century

- **Industrial Revolution**
  - 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

### Century Change: XX

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

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

### Vanguards and Design

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

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

### Bauhaus

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

**Learning time:** 2h
- Theory classes: 1h
- Practical classes: 1h
<table>
<thead>
<tr>
<th>Topic</th>
<th>Learning time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rationalism</td>
<td>1h</td>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td><strong>Industrial Design in The U.S. in The First Half-Century</strong></td>
<td>1h</td>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td><strong>Mid Twentieth Century European Design</strong></td>
<td>2h</td>
<td>Theory classes: 1h, Practical classes: 1h</td>
</tr>
<tr>
<td><strong>Design of the 80ies and 90ies</strong></td>
<td>2h</td>
<td>Theory classes: 1h, Practical classes: 1h</td>
</tr>
<tr>
<td><strong>Design of The Twentyfirst Century</strong></td>
<td>2h</td>
<td>Theory classes: 1h, Practical classes: 1h</td>
</tr>
</tbody>
</table>

**Description:**
- First Industrial Designs in Europe
- Streamlining, Styling
- Designers Loewe, Eames, Saarienen, etc.
- The German Gute Form
- Great Britain
- Scandinavian Design
- Italian Design
- Economy and Designers
- Society and Designers
The final mark is obtained through written exams worth 40% and assignments worth 60%.

**Qualification system**

* Regulations for carrying out activities

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

**Bibliography**

**Basic:**