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 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

| 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% |
**Content**

### Arts and Aesthetics
- **Description:**
  - Classical Antiquity: Greece, Helenistiques Schools, Rome
  - Middle Age
  - Oriental Aesthetics: Islam, India, The East
  - Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism.
- **Learning time:** 2h
  - Theory classes: 1h
  - Practical classes: 1h

### Arts and Aesthetics II
- **Description:**
  - Nineteenth Century: Romanticism, Postromanticisme, Aestheticism, sociological, psychological and cultural aesthetics.
  - Twentieth century: Formalism, Iconology, Neoidealisme, Marxism, Pragmatism, Early Twentieth Centery Vanguards Movements, Liògic Empiricism, Semiotics, Postmodern Aesthetic.
- **Learning time:** 2h
  - Theory classes: 1h
  - Practical classes: 1h

### Pre-Industrial Design
- **Description:**
  - Pre-Industrial Society
  - Technology and production of the eighteenth century
- **Learning time:** 2h
  - Theory classes: 1h
  - Practical classes: 1h

### Industrial Revolution
- **Description:**
  - Economical Change
  - New Production Tools
  - Serial Production
- **Learning 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  

**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
# Aesthetics

## Rationalism

**Description:**
First Industrial Designs in Europe

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

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

**Description:**
Streamlining, Styling
Designers Loewe, Eames, Saarienen, etc.

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

## Mid Twentieth Century European Design

**Description:**
The German Gute Form
Great Britain
Scandinavian Design
Italian Design

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

## Design of the 80ies and 90ies

**Description:**
Economy and Designers

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

## Design of The Twentyfirst Century

**Description:**
Society and Designers

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