Course guide
340071 - ESTE-D2O40 - Aesthetics

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:
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>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>45,0</td>
<td>30.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>15,0</td>
<td>10.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h
CONTENTS

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.

Full-or-part-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 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, Saarinen, 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: