

Course guide

340071 - ESTE - Aesthetics

Last modified: 19/05/2026

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: 2026 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer:

Others:

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.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	45,0	30.00
Hours small group	15,0	10.00

Total learning time: 150 h

CONTENTS

Arts and Aesthetics

Description:

Classical Antiquity: Greece, Hellenistic 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 Postromanticism, Aestheticism, sociological, psychological and cultural aesthetics.

Twentieth century: Formalism, Iconology, Neoidealism, 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, Saarienen, 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 50% and assignments worth 50%.

There will be no re-evaluation.

EXAMINATION RULES.

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 [on line]. Buenos Aires: Infinito, 2000 [Consultation: 14/03/2024]. Available on: <https://elibro.net/es/lc/upcatalunya/titulos/219163>. ISBN 9879393031.