340071 - ESTE-D2040 - 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: 2015
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)
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></th>
<th>Hours large group:</th>
<th>Hours medium group:</th>
<th>Hours small group:</th>
<th>Guided activities:</th>
<th>Self study:</th>
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<tbody>
<tr>
<td><strong>Total learning time:</strong> 150h</td>
<td>45h</td>
<td>0h</td>
<td>15h</td>
<td>0h</td>
<td>90h</td>
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<td></td>
<td>30.00%</td>
<td>0.00%</td>
<td>10.00%</td>
<td>0.00%</td>
<td>60.00%</td>
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<tr>
<td>Content</td>
<td>Learning time: 2h</td>
<td></td>
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| **Arts and Aesthetics** | Theory classes: 1h  
Practical classes: 1h |
| **Description:** | Classical Antiquity: Greece, Helenistiques Schools, Rome  
Middle Age  
Oriental Aethetics: Islam, India, The East  
Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism. |
| **Arts and Aesthetics II** | Theory classes: 1h  
Practical classes: 1h |
| **Description:** | Nineteenth Century: Romanticism Postromanticisme, Aestheticism, sociological, psychological and cultural aesthetics.  
Twentieth century: Formalism, Iconology, Neoidealisme, Marxism, Pragmatism, Early Twentieth Centerry Vanguards Movements, Liògic Empiricism, Semiotics, Postmodern Aesthetic. |
| **Pre-Industrial Design** | Theory classes: 1h  
Practical classes: 1h |
| **Description:** | Pre-Industrial Society  
Technology and production of the eighteenth century |
| **Industrial Revolution** | Theory classes: 1h  
Practical classes: 1h |
| **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

### 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><strong>Rationalism</strong></td>
<td>1h</td>
<td>First Industrial Designs in Europe</td>
</tr>
</tbody>
</table>
| **Industrial Design in The U.S. in The First Half-Century**| 1h            | Streamlining, Styling
Designers Loewe, Eames, Saarienen, etc.                                  |
| **Mid Twentieth Century European Design**                  | 2h            | The German Gute Form
Great Britain
Scandinavian Design
Italian Design                                                             |
| **Design of the 80ies and 90ies**                         | 2h            | Economy and Designers                                                      |
| **Design of The Twentyfirst Century**                      | 2h            | 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.