340071 - ESTE-D2O40 - Aesthetics

**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>Total learning time: 150h</th>
<th>Hours large group: 45h</th>
<th>30.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Hours small group:</td>
<td>15h</td>
<td>10.00%</td>
</tr>
<tr>
<td>Guided activities:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
### Content

#### Arts and Aesthetics

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

**Description:**  
- Classical Antiquity: Greece, Helenistes Schools, Rome  
- Middle Age  
- Oriental Aethetics: Islam, India, The East  
- Modern Age: Renaissance, Baroque, Empiricism, Illustration, Idealism.

#### Arts and Aesthetics II

**Learning time:** 2h  
- 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

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

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

#### Industrial Revolution

**Learning time:** 2h  
- 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>Title</th>
<th>Learning time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rationalism</strong></td>
<td><strong>1h</strong></td>
</tr>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>First Industrial Designs in Europe</td>
<td></td>
</tr>
</tbody>
</table>

| **Industrial Design in The U.S. in The First Half-Century**          | **1h**       |
| **Description:**                                                     |              |
| Streamlining, Styling                                               |              |
| Designers Loewe, Eames, Saarienen, etc.                             |              |

| **Mid Twentieth Century European Design**                            | **2h**       |
| **Description:**                                                     |              |
| The German Gute Form                                                |              |
| Great Britain                                                       |              |
| Scandinavian Design                                                 |              |
| Italian Design                                                      |              |
| Theory classes: 1h                                                  |              |
| Practical classes: 1h                                               |              |

| **Design of the 80ies and 90ies**                                   | **2h**       |
| **Description:**                                                     |              |
| Economy and Designers                                               |              |
| Theory classes: 1h                                                  |              |
| Practical classes: 1h                                               |              |

| **Design of The Twentyfirst Century**                                | **2h**       |
| **Description:**                                                     |              |
| Society and Designers                                               |              |
| Theory classes: 1h                                                  |              |
| Practical classes: 1h                                               |              |
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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.