

25864 - Aesthetics and the History of Design

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	330 - Complementos de formación Máster/Doctorado 558 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	6.0
Year	XX
Semester	Half-yearly
Subject Type	Compulsory, ENG/Complementos de Formación
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

Each subject/course timetables, starting and ending dates, teaching schedules and teachers' office hours are published and can be found at EINA website:

<https://eina.unizar.es/>

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

BASIC COMPETENCES

CB01. Students have demonstrated knowledge and understanding in a field of study that is part of the general secondary education curricular, and is typically at a level which, although it is supported by advanced textbooks, includes some aspects that involve knowledge of the forefront of their field of study.

25864 - Aesthetics and the History of Design

CB02. Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.

CB03. Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include an important reflection on social, scientific or ethical issues.

CB04. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB05. Students have developed those skills needed to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

GC04. Ability to organize time effectively and coordinate activities to acquire new knowledge quickly and perform under pressure.

GC06. Ability to generate the necessary documentation for the proper transmission of ideas through graphics, reports and technical documents, models and prototypes, oral presentations in Spanish and other languages.

GC08. Ability to learn continuously, to develop autonomous learning strategies and to work in multidisciplinary groups with motivation and determination to achieve goals.

SPECIFIC COMPETENCES

SC11. Ability to analyze industrial design in its technological, aesthetic, historical, and cultural context, managing literature and visual sources and employing the specific technical vocabulary of industrial design and product development.

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities" and "Syllabus". More information will be provided on the first day of class.

5.2.Learning tasks

Theoretical lectures.

- Practical lectures.

25864 - Aesthetics and the History of Design

- Individual work.
- Personal study.
- Assessment activities.

5.3.Syllabus

Aesthetics and history of industrial design

1. Industrial design: definition and methodology.
2. The industrial object.
3. The formal aesthetics of the industrial object.
4. The industrial revolution and the beginnings of industrial design.
5. The search for total art: Art Nouveau.
6. The beginnings of architectural modernity and the first steps of industrial design.
7. Neo-plasticism and constructivism.
8. Bauhaus and Walter Gropius.
9. The consolidation of the modern movement: Le Corbusier, Mies van der Rohe and Alvar Aalto.
10. Art Deco.
11. Industrial design in the United States in the interwar period.
12. Industrial design after the Second World War: the triumph and expansion of the international style.

5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

25864 - Aesthetics and the History of Design

- [BB] Azúa, Félix de. Diccionario de las artes / Félix de Azúa Barcelona : Anagrama, 2002
- [BB] Capella, Juli. Bravos : groundbreaking Spanish design = diseño español de vanguardia / Juli Capella Madrid : AECID ; Barcelona : Lunweg, D.L. 2009
- [BB] Capella, Juli. Made in Spain : 101 iconos del diseño español / [Juli Capella] . - 4ª ed. [Barcelona] : Electa, 2009
- [BB] De Fusco, Renato. Historia del diseño / Renato De Fusco ; traducción Miquel Izquierdo . - 1ª ed. Barcelona : Santa & Cole, 2005
- [BB] El diseño industrial en España / Julia Galán... [et al.] . - 1ª ed. Madrid : Cátedra, 2010
- [BB] Heskett, John. Breve historia del diseño industrial / John Heskett . - 1a. ed. Barcelona : Ediciones del Sebal, 1985
- [BB] La idea y la materia. Vol. 1, El diseño de producto en sus orígenes / Isabel Campi Barcelona : Gustavo Gili, D. L. 2007
- [BB] Morteo, Enrico. Diseño desde 1850 hasta la actualidad / Enrico Morteo Barcelona : Electa, D.L. 2009.
- [BB] Postmodernism : style and subversion, 1970-1990 / edited by Glenn Adamson and Jane Pavitt London : V&A, 2011
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- [BB] Torrent, Rosalía. Historia del diseño industrial / Rosalía Torrent y Joan M. Marín . - 4ª ed. Madrid : Cátedra, 2013