

29696 - Aesthetics and History of Design II

Syllabus Information

Academic year: 2023/24

Subject: 29696 - Aesthetics and History of Design II

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

The main objective of the subject is to analyse and learn about the new aesthetic and artistic concepts developed by postmodernism and how they influence design. In addition to addressing the new concepts that are handled from mid-twentieth century and configure a new way of understanding the role of design in society. All this contextualized in the social, technological and visual processes of the late twentieth century and the first decades of the twenty-first century.

An additional objective of this elective is to make students aware of the importance of product design in the achievement of the SDGs (<https://www.un.org/sustainabledevelopment/es/>). To this end, we will work with two: No. 5 (gender equality) and No. 11 (Sustainable cities and communities).

2. Learning results

- To remember the new aesthetic and artistic concepts of postmodernity.
- To apply the new aesthetic and artistic concepts of postmodernism to the field of product design.
- To understand the concepts of the discipline developed in the postmodern period.
- To evaluate the importance of the most outstanding designers of the postmodern period and of the present time
- To analyse the design currents that emerge under the protection of the new social theories.
- To analyse the influence of new technologies in the field of current design.
- To use and handle bibliographic and visual sources in a consistent manner for subsequent application.

3. Syllabus

Part one: Aesthetics of industrial design

Design and visual culture.

Design and communication.

Second part: The history of industrial design

Consuming modernity: design between the 1940s-1960s.

The crisis of the 1970s and the triumph of Postmodernism in the 1980s.

Design trends at the end of the 20th century.

Design in Spain from 1950 to the present day

4. Academic activities

Lectures 45 h.

Oral expositions based on the presentation of contents by the teacher.

Problem solving: 15 h.

Analysis of diverse material related to the practical part of the subject.

Special practices: 10 h.

Two training trips. One takes place in the city of Zaragoza and the other one in a Spanish city with exhibitions of design at the time of teaching.

Carrying out application or basic research work: 33 h.

Development of the various evaluable practices proposed throughout the semester.

Tutorials: 2 h. per student

Study and personal work of the students: 45 h.

5. Assessment system

The continuous evaluation system is chosen.

The tests to be performed will be:

Individual work (semantic analysis of several objects): 25 %

Individual work (critique workshop): 25 %

Group or individual work (presentation and summary): 50 %

General evaluation criteria: the understanding of concepts and knowledge; the order, correct structuring, coherence and precision in the exposition; the capacity of analysis and synthesis; the capacity to apply theoretical knowledge; mastery of specific vocabulary; presentation and formal correctness.

Global evaluation test: 100 % of the final grade

In case the student has not passed the continuous evaluation, they will have to take the same tests as for the continuous evaluation and hand them in on the day of the exam

2nd Call: global evaluation test: 100 % of the final grade

In case the student has not passed the continuous evaluation, they will have to take the same tests as for the continuous evaluation and hand them in on the day of the exam.