

## 25864 - Aesthetics and the History of Design

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	558 - Bachelor's Degree in Industrial Design and Product Development Engineering
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	Half-yearly
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

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. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. 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.

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.

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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.

## 3.4.Importance of learning outcomes

### 4.Evaluation

### 5.Activities and resources

#### 5.1.General methodological presentation

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

#### 5.2.Learning activities

Theoretical lectures.

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

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### 5.3.Program

#### 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.Planning and scheduling

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

#### [RECOMMENDED BIBLIOGRAPHY](#)

Azúa, Félix de. Diccionario de las artes /

## 25864 - Aesthetics and the History of Design

**BB** 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

**BB** Souriau, Étienne. Diccionario Akal de Estética / Étienne Souriau ; traducción de Ismael Grasa Adé...[et al.] ; revisión de la edición española Fernando Castro Flórez Madrid : Akal, 1998

**BB** Torrent, Rosalía : Historia del diseño industrial / Rosalía Torrent y Joan M. Marín . - 4ª ed. Madrid : Cátedra, 2013