BACHELOR'S DEGREE IN INDUSTRIAL DESIGN ENGINEERING

SYLLABUS
AESTHETICS AND DESIGN

ACADEMIC YEAR: 2026-27
COURSE: 1st
CHARACTER: Compulsory
SEMESTER: 2nd
ECTS: 6
TEACHING HOURS: 49
HOURS OF SELF-EMPLOYMENT: 101
TOTAL HOURS: 150
LANGUAGE/S: Spanish/Catalan
CODE: 17048

TEACHING TEAM: Adrià Arnaste aarnaste@elisava.net / Anna del Corral adcorral@elisava.net

PRESENTATION OF SUBJECT / OBJECTIVES
The main objective of this subject is for students to acquire the necessary knowledge for the historical, social, cultural and formal analysis of an object or design. Through the completion of two projects, it is intended that students integrate this knowledge in the process of designing, developing and prototyping two objects that contain technological elements for their operation and future implementation in the market.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)
This topic does not specifically incorporate any SDGs.

CONTENTS
Block I. Aesthetic foundations and visual language applied to Industrial Design
- Aesthetic Fundamentals [Shape, Structure, Composition, Texture, Colour]
- Aesthetic foundations applied to Design
- Colour [An Introduction to Theory]
- Psychology of colour [light colour, pigment colour]

Block II. History, currents and trends
- History of Industrial Design, from the Industrial Revolution to the present day
- Historiography and Design Histories
- Trends in speculative design [from ideology and aesthetics]
- Trends in social design [from context, praxis and technology]

Block III. Workshop
- Design Project Process
- Research and analysis of information
- Market Research
- Product Analysis
- Value proposition
- Design Project Documentation
- Graphic communication applied to the product

TEACHING METHODOLOGIES
- Work sessions with the whole group class with the teacher
- Practical work in prototype workshop

COMPETENCIES
- That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience (CB4).
- Develop a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions (CG1)
- Integrate formal sensitivity as a fundamental part of the project process (CG3)
- Exercise active citizenship and individual responsibility with a commitment to democratic values, sustainability and universal design, based on practices based on learning and service and social inclusion (TC5)
- Use different forms of oral, written or audiovisual communication, both in their own language and in a foreign language, with correctness in use, form and content (CT6)

- Use different methodologies and work tools in the context of product, system or service design for the correct completion of the same (CE6)
- Develop prototypes for experimentation, formal and technical testing that allow the communication of the concept and technical justification of the project (CE7)

LEARNING OUTCOMES

- Communicate design and engineering projects to all types of audiences (specialized or not) in a clear and precise way. Solve problems and situations typical of professional performance with entrepreneurial and innovative attitudes (CB4)
- It comprises oral and written messages of different types in a complete way expressed in their own languages. (CT6)
- Uses audiovisual language and its different resources to express and present content related to specific knowledge of the field (TC6)
- Makes prototypes during the process suitable for the understanding and justification of the project (CE7).

TRAINING ACTIVITIES

Each subject will present at the beginning of the course its WORK PLAN where the didactic activities per week / session / autonomous work are recorded.

EVALUATION

EVALUATION SYSTEMS

The evaluation of the subject will be based on continuous monitoring of the students' academic work throughout the course.

EVALUATION SYSTEM	FINAL WEIGHTING
P2-Follow-up of the work done	35
P4- Specific assessment tests: exams	20
P5-Completion of required work or projects	45

EVALUATION CRITERIA

The final grade of the subject will be the weighted average of the grades of the assessable activities according to the following table:

ASSESSABLE ACTIVITY	WEIGHT	RETRIEVABLE	EVALUATION SYSTEM
Class attendance, participation and contributions to work	15%	NO	P-2
Written test	20%	YES*	P-4
Aesthetics and Design Project A and individual follow-up	30%	NO	P-2 / P-5
Aesthetics and Design Project B and follow-up	35%	YES*	P-2 / P-5

Students will have the option of retaking the retake tests. The retake tests will be carried out in the period of the semester allocated to this function, not being able to recover more than 50% of the subject.

* If the Recoverable Assessable Activities exceed 50%, the student body may choose, up to a limit of 50%.

The unjustified non-submission of any assessable activity implies a grade of 0, even if the activity has been classified as Recoverable.

Recoverable Activities can only be recovered when they have been submitted by the student body on the indicated date and with a grade equal to or greater than 3.

** In order to calculate the final grade of the subject, it will be necessary to obtain a minimum grade of 4 in the weighted average of the exams (P-4 evaluation system).

If access to the retake test is waived, the grade achieved in the first instance will be maintained.

In case of taking the recovery, the grade obtained will be the last, even if it is lower than the first.

Plagiarism or copying someone else's work is penalised in all universities and, according to the Rules of Coexistence of the University of Vic-Central University of Catalonia, they constitute serious or very serious offences. That is why in the course of this subject any indication of plagiarism or misappropriation of texts or ideas of other people (What is considered plagiarism?) as well as the improper or undeclared use of Artificial Intelligence in an activity, automatically translates into a failure and/or other disciplinary measures (Normes de Convivencia de la Universitat de Vic-Universitat Central de Catalunya).

For any questions or queries, see the (Academic Regulations of the Bachelor's Degree of the Faculty of Design and Engineering Elisava UVic-UCC).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Bastardes, T., Cendoya, I., y Fernández del Moral, I. 2023. D*ones x disseny x dones*. Ajuntament de Barcelona.
- Campi, I. 1994. *Iniciació a la història del disseny industrial.* Barcelona: Edicions 62.

- Campi, I. 2007. *La idea y la materia*. Barcelona: Gustavo Gili.
- Giedion, S. 1978. *La mecanización toma el mando.* Barcelona: Gustavo Gili.
- Julier, G. 2004. *Dictionary of Design since 1900*. Thames&Hudson.
- Heskett, J. 2005. *El diseño en la vida cotidiana.* Barcelona: Gustavo Gili.
- Katz, Barry M. 2020. *Make it New. Historia del diseño en Silicon Valley*. Experimenta.
- Milá, M. 2019. *Lo esencial. El diseño y otras coses de la vida*. Barcelona: Lumen.
- Santamaría, M. 2023. Las mujeres de la Bauhaus, el camino hacia la libertad a través del trabajo creativo. *Diseño Interior 324*: 20-25.
- Sellers, L. 2021. *Women Design: Pioneers from the Twentieth Century to Today*. Quarto Publishing Group UK.
- Sudjic, D. 2009. *El lenguaje de las cosas*. Turner.

Facultat de Disseny i Enginyeria
ELISAVA