

SUBJECT: Theory + History of Design II

PROGRAM TITLE: Higher graduate in textile and fashion design (1st cycle)

CODE: DISII

TYPE: T YEAR: 2nd SEMESTER: 1st + 2nd

CREDITS (hours/week): 5 credits (1,5 hours/week)

ECTS CREDITS: 3,5

LECTURER: Marta Iglesias + José Baltanás

LANGUAGE: Catalan

PREREQUISITES: None

PREVIOUS KNOWLEDGE: History of Design I

SUBJECTS TO BE STUDIED SIMULTANEOUSLY: None

COURSE DESCRIPTION:

The subject focuses on movements at the end of the 19th and the 20th century. The course continues as a revision of the History of Design.

The first part revises the movement of transition which leads to modernity and acceptance on behalf of industrial society in production, Modernism as a movement which reflects the step from the handicraft system to the industrial system of production.

The second part focuses on the change in design perception in the 20th century, the different European theories and movements heading towards rationalist design.

COURSE OBJECTIVES:

Our undergraduates acquire the knowledge and develop the skills listed below:

1. Conclude the revision of impact of industry and design on modern society. Gain knowledge of the new 20th century configuration.
2. Communicate efficiently orally and in writing.
3. Text comprehension to acquire the established requisites to then analyze and interpret the textbook content studied.
4. Develop writing skills (content and form).
5. Use the bibliography as a habitual resource or work instrument.
6. Understand all aspects preceding present time (not contemporary) related to their profession from a historical point of view as well as the need for continuous training.

CONTENT:

I MODERNISMS. Countries.

- I.1. Belgium. Horta and the use of iron in domestic architecture.
- I.2. France. Symbolism.
- I.3. Germany and Vienna. Towards rationalism.
- I.4. Werkbund. Van de Velde and Muthesius.

II FOCAL POINTS.

- II.1. Holland: De Stijl.
- II.2. Russia: Constructivism.
- II.3. Germany: Bauhaus.
- II.4. France: Le Corbusier.

METHODOLOGY:

The methodology applied in this subject is based on a combination of the following:

- Lectures.
- Classes in workshop/practicals (reading and text analysis, documentaries and films).
- Debates.
- Presentation of assignments.

Normally done in class time.

Different resources will be used in lectures:

- Bibliography: recommended bibliography as a base plus the complementary (analysis and application of design theories).
- Documentaries (video/DVD).
- *Power Point* presentation: text and images (as scale models and/or analogical) to illustrate the concepts and give examples of cases.

Students have access to the content presented in class through the intranet network in the School.

The topics are normally dealt with in class but in some cases, they are done as homework and debated directly in class.

There isn't a practical content program.

EVALUATION:

Exams (70% of the final mark or total)

Oral exams (only in the case of students with learning difficulties or Erasmus students).

Projects or Coursework (counts for 20% of the final or total mark).

Presentations (included in the coursework)

Class attendance (academic regulations stipulate that it is obligatory to attend 80% of classes.

Failure to do so means student not being able to do exam). Personally, 50% is taken into account.

This mark counts for 10% of the final mark or total).

PERFORMANCE CRITERIA:

- The student should demonstrate an acquisition of knowledge of content taught throughout the course Comprehension of the consequences of rationalization in production. [exam and course exercises]
- The student should demonstrate an acquisition of knowledge of concepts taught throughout the course. [exam and course exercises]
- The student should demonstrate communicative skills, especially on a written level. [class exercises, debates, exam and course exercises]
- The student should demonstrate capacity to communicate coherently [class exercises, debates, exam and course exercises]

- The student should demonstrate text comprehension and analysis skills. [exercises based on texts]
- The student should demonstrate ability to use bibliographies as a resource or work tool. [coursework]
- The student should demonstrate the acquisition of a critical and ethical way of thinking.
- The student should demonstrate capacity to communicate in groups. [coursework and class exercises]
- The student should demonstrate capacity to understand all historical aspects related to the practise of his or her profession [exam and coursework]
- The student should demonstrate an understanding of the importance of the need for continuous training [work]

TEXTBOOKS:

- Benévolo, L. (1987): Historia de la arquitectura moderna. Ed. GG. Barcelona, 1987.
- Campi i Valls, I.(1994): Història del disseny industrial. Col·lecció Massana. Edicions 62. Barcelona.
- Droste, M. (1998): Bauhaus, 1919-1933. Ed. Taschen. (col. Bauhaus archiv). Köln.
- Fahr-Becker, G. Wiener Werkstate (1903-1932). Ed. Taschen. Köln.
- Frampton. K. (1993): Història crítica de l'arquitectura moderna. Ed. GG. Barcelona.
- Le Corbusier. (1978): Hacia una arquitectura. Ed. Poseidón. Buenos Aires.
- Pevsner, N. (1963): Pioneros del Diseño Moderno, de W. Morris a W. Gropius. Ed. Infinito. Buenos Aires.
- Sternier. (1986): Modernismos. Ed. Labor. Barcelona.

OTHER REQUIRED MATERIAL:

Complementary bibliography:

- Banham, R. (1985): Teoría y diseño en la primera era de la máquina. Ed. Paidós. Barcelona.
- Chipp, Herschel B. (1995): Teorías del arte contemporáneo. Fuentes artísticas y opiniones críticas críticas. Ed. Akal. Madrid.
- Hereu, P.; Montaner, J. M^a i Oliveras, J. (1994): Textos de arquitectura de la modernidad. Ed. Nerea. Madrid.
- Sembach, Leuthäuser, G. (1988): Diseño del mueble en el siglo XX. Ed. Taschen. Köln.
- Valdivieso, M. (1999) "Retrat de grup amb una dama: el paper de la dona a la Bauhaus", a Historiar des de la periferia, història i histories del disseny (1r Conferència Internacional d'Història del disseny i Estudis de disseny). A. Calvera/M. Mallol (ed.) Publicacions UB. Barcelona.

Complementary material:

- § Bauhaus. (BBC Documentary) (video)
- October 1917 Dir. Sergei Eisenstein. (film) (DVD)

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