

Diana Andreescu

Educator | Designer | Brand Builder



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Diana Andreescu (b. 1979) is associate prof. phd., at West University, Faculty of Arts and Design, department Design (since 2004),

Ornella Design Company founder and coordinator - design studio and print production (since 2007),

Initiator and founder of the Art club in clouds - creative education for children in Timisoara (2013-2015),

Scenographer at Puppet Theatre Merlin in Timisoara (2000-2006),

Product designer at the company Green Forest Timisoara (2001 -2002).

Member of the Artists Union of Romania (since 2007),
Member of ADI - Italian designers Association (since 2004),
Member of AIGA - the professional association of designers (since 2016).



Key points in the History of Design (1900-2000)

100 years of Design

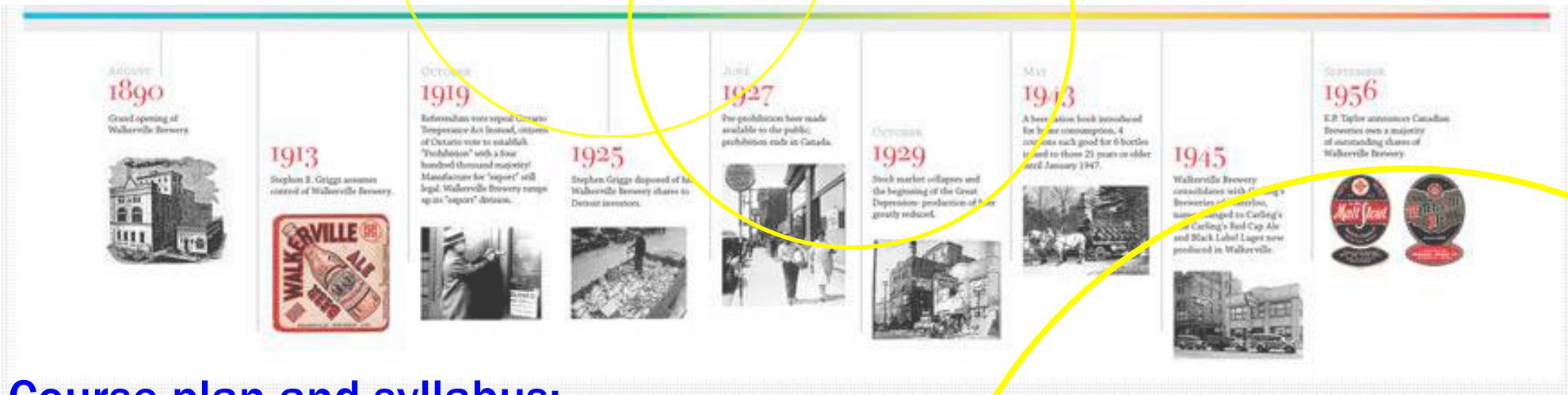
What is History of Design?

Assimilation of knowledge in the field of design history, familiarization with the specialized language and issues specific to the field (shape, color, texture, material, semantics, etc.), preparation for specialized practical creation.

Description and purpose of the course History of Design

In this course you will have the opportunity to get acquainted with the complete history of design, ie with its separation from art, as well as with the directions in industrial and graphic design. In addition, you will be introduced to areas such as interior design, architecture, and their impact on modern trends in design and art.

The Design History course is designed so that it can be attended by anyone, regardless of your prior knowledge when you begin this course.



Course plan and syllabus:

1. The historical bases of design from the industrial evolution to the Arts & Crafts movement

Introduction to the history of design

How has design influenced the development of printing and the graphic design of books?

Familiarizing students with the Industrial Revolution and the Arts & Crafts movement

2. The beginning of the 20th century and the Second World War

Art Nouveau - Secessionism

Art Nouveau - Industrial design and architecture

Plakatstil and war propaganda from the First World War

3. Avant-garde movements and design development

The avant-garde movements in the twentieth century

Constructivism

Bauhaus

De Stijl

Art Deco

4. Design after the Second World War

What did the design of the '50s look like?

The new functionalism and antidesign

The psychedelic era, revolutions and pop culture

The '80s,' 90s and contemporary design