

Post: ASSOCIATE PROFESSOR, position 21

Subjects: Design and Aesthetics of Commodities, Design and Aesthetics of Commodities (in English) and Design and Aesthetics

CONTEST TOPICS

1. The evolution of society's interest regarding the field of aesthetics;
2. Creativity and innovation from the perspective of the conceptual society;
3. The genesis and affirmation of design;
4. Design in the context of confronting reality with the human ideal;
5. Elements of design and aesthetics;
6. Development of an effective model for design generation and management;
7. Methods of establishing objectives and making decisions in aesthetic design;
8. Operational values of design and aesthetics;
9. Promoting the visual identity of companies through design and aesthetics.

BIBLIOGRAPHY

1. Feagin, S.L., Maynard, P, (eds), *Aesthetics*, Editura Oxford University Press, 2010, Oxford;
2. Fiell, Peter, ed., *Designing the 21st century. Design des 21. Jahrhunderts. Le design du 21e siecle*, Editura Taschen, 2005, Koln;
3. Martin, R., (tradus de Canurschi, D.), *Design of business : cum sa transformi principiile de design în avantaj competitiv*, 2010, Editura Publica, Bucureşti;
4. Pamfilie, R., Procopie, R., *Design și estetica mărfurilor*, ed. a 2-a, Editura ASE, 2002, Bucureşti;
5. Pamfilie, R., Procopie, R., *Design și estetică în business*, Editura ASE, 2013, Bucureşti;
6. Pamfilie, R., Procopie, R., și Bobe, M., *Managementul eco-designului produselor industriale în relație cu protecția consumatorilor*, 2010. Amfiteatrul Economic, XII(28), pp. 451-62;
7. Pamfilie, R., Procopie, R., și Bobe, M., *Styling opportunities and constraints of the new industrial products*, 2008. Amfiteatrul Economic, nr. special 2(2008), pp. 13-17;
8. Pamfilie, R., Procopie, R., și Chiru, L., *The aesthetics of commodity as perceived by the user interested in value*, 2007. Amfiteatrul Economic, nr. special online (2007), pp. 76-80;
9. Voinea, L., *Cultura consumatorului*, 2016, Editura ASE, Bucureşti.