



General information	
Academic subject	Digital enhancement of museum assets
Degree course	Digital Heritage LAM LM-43
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	6
Language	Italian
Academic calendar (starting and ending date)	Second Semester (27.02.2023 – 19.05.2023)
Attendance	Attendance is ruled by the “Regolamento Didattico del Corso” published at the following link: https://www.uniba.it/corsi/patrimonio-digitale-musei-archivibiblioteche/corso/regolamento-del-cds

Professor/ Lecturer	
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Telephone	
Department and address	
Virtual headquarters	
Tutoring (time and day)	on demand

Syllabus	
Learning Objectives	
Course prerequisites	Particular prerequisites are not required (basic knowledges in art history are appreciated)

Contents	The course contents include an introduction to the key concepts of museology, with particular attention to the different skills and professionalism involved in the reality of museums, both in a historical perspective and in a context of contemporary use (visual studies, mass media, digital humanities, 3D modeling). The lessons focus on the historical and methodological definitions of the contemporary museum, on the types of cultural heritage and institutions, on the digital tools used in the field of cultural heritage and its enhancement, in a national and international panorama. During the lectures, some significant examples of enhancement of the museum heritage will be examined, discussed and analyzed, selected from among those who can offer subject for reflection and consolidation of skills in the specific field, with particular attention to the transversal nature of the new digital professions.
Books and bibliography	<ul style="list-style-type: none"> - L. CATALDO-M. PARAVENTI, <i>Il museo oggi. Linee guida per la museologia contemporanea</i>, Hoepli, varie edizioni, in particolare Parti I, IV e V. - M.E. COLOMBO, <i>Musei e cultura digitale. Fra narrativa, pratiche e testimonianze</i>, Editrice Bibliografica, 2020. - <i>I beni culturali nell'era digitale: tra tradizione e innovazione</i>, Rubettino, 2020.
Additional materials	Two in-depth essays, among those reported in class, will be agreed with the teacher.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
42			
ECTS			
6			
Teaching strategy			
Lectures, visits to museums, digital reconnaissance.			
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> ○ Outlines and application examples of digital tools applied to museum heritage; knowledge of bibliographic and digital resources (online) for the study of the history of visual arts, image and cultural heritage. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> ○ Ability to use and design digital resources suitable for contexts and recipients, with particular reference to the different types of goods and the public. 	

Soft skills	<ul style="list-style-type: none"> • <i>Independent judgment: ability to define and evaluate the degree of effectiveness and updating of the tools for digital enhancement of the heritage (website, database, app, totem and multimedia tables, augmented, virtual and mixed reality, videomapping, social platforms, etc.); ability to intersect different professional skills for the purpose of implementing the aforementioned tools.</i> • <i>Communication skills: acquisition of methodological clarity, autonomy in the search for documentary, bibliographic and digital resources (from the guide to the online database), mastery of digital skills, identification of different professional figures (digital media curator, communication director, etc.).</i> • <i>Ability to learn independently: willingness to share knowledge and resources, interaction with other professionals in the field of heritage protection (museum and / or tourist operators, disseminators).</i>
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Assessment and feedback	
Methods of assessment	<i>Oral interview.</i>
Evaluation criteria	<ul style="list-style-type: none"> • <i>The exam interview aims to verify that the student has mastery and confidence in the following areas:</i> • <i>knowledge of documentary resources;</i> • <i>knowledge of IT tools;</i> • <i>ability to evaluate the effectiveness of a tool;</i> • <i>skills to communicate clearly in the context of evolving digital resources (website construction with Wordpress);</i> • <i>willingness to surf in different networks (from social networks to institutional websites).</i>
Additional information	
	The teaching and assessment methods are carefully exposed to students in the initial stages of the course; the teacher is always available to clarify the operating procedures.

