COURSE OF STUDY *Art History (borrowing DIGITAL HERITAGE. MUSEUMS ARCHIVES LIBRARIES - LM-43)*
ACADEMIC YEAR *2023-2024*
ACADEMIC SUBJECT *Digital enhancement of museum heritage - 6 CFU*

General information	
Year of the course	I year
Academic calendar (starting and ending date)	II semester (Tue-Me-Thu) in attendance from the UniBa seat
Credits (CFU/ETCS):	6 CFU
SSD	Art History L-ART 04
Language	Italian
Mode of attendance	Attendance is optional

Professor/ Lecturer	
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Department and address	Santa Teresa dei Maschi complex, Strada Torretta (old city)
Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	In the second semester, office hours are scheduled before or after lessons (Mo-Tue); times will be specified as soon as the calendar of teaching activities has been defined; to optimize the organization of the meetings it is necessary to arrange the appointment via email. To arrange an appointment in person, at the University Palace in the Art History Department (prof. Blanco room), or at the Santa Teresa Dei Maschi Complex, or online on the Teams platform, send an email to: elisa.bonacini@uniba.it.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6			

Learning Objectives	In-depth study of digitization and its meaning for culture and of technologies and tools useful for an adequate online, mobile and onsite multimedia enhancement of museum collections.
Course prerequisites	Knowledge of the main features of Museology.

Teaching strategies	Frontal lessons in classroom, using Powerpoint© slides/presentations, online presentation of tools and platforms, brainstorming in classroom, analysis of case studies and best practices, laboratory activities of analysis and restitution.

Expected learning outcomes in terms of	The course will allow students to understand the transformation process underway in the cultural and museum sector, in the light of global changes in cultural policies and following the evolution of information and communication technologies.
Knowledge and understanding on:	- Knowledge and understanding of the political-cultural framework at national and international level and of the policies and strategies about digitization for culture and museums - Knowledge and understanding of the impact that new technologies have in the enhancement and communication of the museums' collections - Knowledge and understanding of the different forms of narration (storytelling) adopted by museums according to cultural and digital communication and marketing strategies - Outlines and application examples of digital tools applied to museum heritage - Knowledge of bibliographic and digital (online) resources for the study of the history of visual arts, image and cultural heritage
Applying knowledge and understanding on:	- Knowledge and understanding applied to the different technological and digital solutions the collections' and archives' enhancement and communication activities - Knowledge and understanding skills applied to searching online resources - Ability to use and design digital resources suitable for contexts and public, with particular reference to the different types of goods and targets of public
Soft skills	*Making informed judgments and choices* At the end of the course the student must be able to - Develop critical skills and judgment of the quality of digital strategies adopted by museums in the field of enhancement and digital communication of collections, also through different forms of digital storytelling - Develop critical skills regarding the cultural and digital strategies and policies adopted by museums through online tools, especially the web and social media, and onsite installations, especially immersive and virtual technologies - Develop critical and judgmental skills in analysing the phygital relationship between museums and publics in contemporary society, especially through an increasingly differentiated digital offer *Communicating knowledge and understanding* At the end of the course the student must be able to - Analytically and critically present the processes and quantitative-qualitative analyses on cultural and digital strategies and policies regarding collections' enhancement, skills gained through laboratory activities and collective brainstorming carried out in the classroom during lessons - Develop critical and judgmental skills in analysing the forms of narration adopted by museums for their collections *Capacities to continue learning* At the end of the course the student must be able to

	o Evaluate and make the best use of digital repositories, collections and archives for future research and future insights into students' topics o Develop adequate skills in connecting policies and strategies between museums, collections and publics, especially through storytelling-related solutions
Syllabus	
Content knowledge	Starting from the key concepts of museology, we will proceed with an examination of the different skills and professionalisms involved in the reality of museums, both from a historical perspective and in a context of contemporary use (visual studies, mass media, digital humanities, 3D modeling). The lessons will focus on the historical and methodological definitions of the contemporary museum, on the typologies of cultural assets and institutions, on the digital tools used in the field of cultural heritage and its valorization, in a national and international panorama. During the lessons, some significant examples of valorization of museum heritage will be examined, discussed and subjected to analysis, selected from among those that can offer a reflection and consolidation of skills in the specific field, with particular attention to the inclusive, horizontal and transdisciplinary profiling of new digital professions. The overview of the evolution of the museum model, from "forum" museum model to the "participatory museum" and "connection museum" ones, is the premise for the analysis and review of the technologies adopted by contemporary museums to enhance and communicate their collections. A series of focus will be devoted to cultural policies about the digitization of museum heritage, in Europe (since the time of the so-called Lisbon Strategy and up to Europeana and other European digitization projects), in Italy (from the Ministry activities to the Charter of Pietrelcina and the National Digitization Plan), and according to the regional policies. The world of the Wikimedia Foundation and Google will be the object of other specific focus. After an initial overview of strategies and tools for the digital enhancement of a collection, also in "systemic" mode, a specific analysis will be aimed at the use of digital storytelling, focusing on its forms, lexicon, languages and tools, adopted in museums communication and enhancement of collections. The course will provide students with the appropriate tools to distinguish the digital technologies adopted in the onsite installations and in online communication and use and will help them develop a critical ability to analyze the online valorization, communication and use of museum collections, analyzing the different solutions adopted (from blogs to immersive experiences, from serious games to the metaverse, from podcasting to transmedia storytelling). This theoretical framework is the essential premise for a practical evaluation workshop, focused on the analysis of the forms of engagement adopted by museum institutions on the web, in particular on social media, to be carried out by students at the end of the course, as the premise of the final evaluation.

Texts and readings	• L. Cataldo, M. Paraventi, *Il museo oggi. Modelli museologici e museografici nell'era della digital transformation*, Hoepli Milano 2023 (Parte IV, *Il museo e il pubblico. Collezioni, narrazioni, esperienze, relazioni*, pp. 212-226; 252-290) • N. Bonacasa, *Cataloghi e risorse digitali per la museologia*, Antipodes, 4, 2023 • L. d'Alessandro, S. Collina, M. Affinito, *I beni culturali nell'era digitale: tra tradizione e innovazione*, Rubettino, 2020 • E. Bonacini, *I musei e le forme dello Storytelling digitale*, Roma 2020
Notes, additional materials	Further in-depth teaching materials provided and/or discussed in class • E. Bonacini, *Dal Web alla App. Fruizione e valorizzazione digitale attraverso le nuove tecnologie e i socia/media,* Catania 2014 (Introduzione, pp. 13-26; Parte I, *La cultura e le politiche culturali nell'epoca di Internet*, pp. 37-60 e pp. 66-78; pp. 159-165; Parte II, *Tecnologie per la comunicazione culturale mobile*, pp. 185-217 e pp. 257-278) • *Convenzione quadro del Consiglio d'Europa sul valore* • *dell'eredità culturale per la società* (Convenzione di Faro, 2005) • *Piano Triennale per la Digitalizzazione e l'Innovazione dei Musei*, MiBact 2018 • *Carta di Pietrelcina,* DiCultHer 2019 • *Piano Nazionale di digitalizzazione del patrimonio culturale*, Mibact 2022 • *Glossario Tecnologie*, ICOM 2020
Repository	The materials (books, essays and contributions) are available in the main University libraries and in those present in the area, many of which are 'online' through the interlibrary loan service. In-depth content will be provided in pdf via email or on Classe Teams

Assessment	
Assessment methods	Oral exam with commentary on websites or other online documentation and discussion on the teaching material and what was presented in class. During the last lessons of the course, students will independently analyse the forms of digital engagement adopted by a museum using social media and storytelling. The communication analysis methods (in the classroom with students' PC or at home, for a total of 4 hours available) will be agreed with the teacher. The analysis must be developed through a reasoned report to be presented for the exam. The final valutation, through the oral exam, will allow for the assessment of the expected learning outcomes. For students who will not attend lectures in the classroom, the analysis test remains as preparatory for the final exam.

Assessment criteria	• *Knowledge and understanding:*
	  o Knowledge of the dynamics related to the evolution of technologies in relation to the museum's role in our contemporary society and of the political-cultural reference framework at national and international level
	  o Knowledge of the meaning, function and declination of the digital museum ecosystem

	o Knowledge of guidelines about the digitization of museum collections o Mastery of bibliographic readings • *Applied knowledge and understanding*: o Understanding of the application of the different technological solutions adopted for the online and onsite enhancement of museum collections and their communication with respect to different targeted audiences o Understanding of the application of technological tools, languages and forms of digital storytelling for tangible and intangible cultural heritage • *Making judgments*: o Critical and analytical skills of digital enhancement and communication strategies adopted by museum institutions o Ability in individual assessment • *Communication skills*: o Properties of the technical language o Presentation and public evaluation and brainstorming skills • *Learning ability*: o Demonstration of having understood the usefulness, versatility and/or criticality of the presented tools and resources
Final exam and grading criteria	The final mark is given out of thirty. The exam is considered passed when the grade is greater than or equal to 18". The evaluation of the analysis, following the workshop activity, will contribute to the formulation of the final grade. To achieve a high evaluation, the student must have developed independent judgment and adequate capacity for argumentation, exposition and language.
Further information	