



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	CULTURAL HERITAGE: KNOWLEDGE, MANAGEMENT, ENHANCEMENT
SUBJECT	DIGITAL COMMUNICATION WORKSHOP
TYPE OF EDUCATIONAL ACTIVITY	F
AMBIT	10789-Altre conoscenze utili per l'inserimento nel mondo del lavoro
CODE	18556
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	INTORRE SERGIO Ricercatore a tempo determinato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	3
INDIVIDUAL STUDY (Hrs)	0
COURSE ACTIVITY (Hrs)	25
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	1° semester
ATTENDANCE	Mandatory
EVALUATION	Pass/Fail
TEACHER OFFICE HOURS	INTORRE SERGIO Wednesday 09:30 - 12:00 Edificio 15, III piano, stanza 301

DOCENTE: Prof. SERGIO INTORRE

PREREQUISITES	Fundamentals of Art History; ability to use the main software applications; fundamentals of museology and museography. In the initial phase of the laboratory, the basic knowledge will be checked through an interview.
LEARNING OUTCOMES	<p>Knowledge and understanding skills</p> <p>The laboratory is structured in such a way that the student at the end of his studies demonstrates advanced skills in the digitization of a work of art and in the management of data for the purpose of communication and enhancement of the work itself. Ability to generate and manage the acquired data and to rework them in advanced solutions for online and offline communication.</p> <p>Ability to apply knowledge and understanding</p> <p>At the end of the workshop, students should have the ability to apply the acquired knowledge to individual works of art or collections, with a view to enhancing them through composite techniques of digital communication. These skills are developed through exercises, personal study activities and short frontal lessons.</p> <p>Autonomy of judgement</p> <p>It is hoped that, at the end of the study, the student will be able to integrate the knowledge and manage the complexity of the same both at the time of analysis and in that of the selective acquisition of the same, as well as to make judgments on the basis of the information.</p> <p>Communication skills</p> <p>At the end of the workshop, students will have to demonstrate that they are communicating with effective solutions, in a clear and unambiguous way, the conclusions they have reached, with the correct ecfrasis of the cultural field, as well as the reasons underlying them, to specialist and non-specialist interlocutors, in the historical-artistic field and in museum communication, being therefore able to pass from a communicative, verbal or written to another.</p> <p>Learning ability</p> <p>The training during the course can not be considered the point of arrival, but only the set of tools and useful information that allow you to continue your studies in the field in a personal and autonomous way. Therefore, at the end of the course the student will have to be able to autonomously conduct a process of digitization and original enhancement, identifying appropriate means and strategies for each case and knowing how to use them with the correct knowledge and according to the different needs that each case involves.</p>
ASSESSMENT METHODS	<p>Final practical test- aims to verify and evaluate the degree of achievement of the learning outcomes of the course, according to the following grid: level of knowledges and competences barely adequate - sufficient.</p> <p>level adequate, but with failures- good</p> <p>level satisfactory, with a few flaws- very good</p> <p>level fully satisfactory- excellent</p>
EDUCATIONAL OBJECTIVES	The workshop aims to enhance the ability to operate in the work context of Cultural Heritage and cultural tourism by providing appropriate skills and abilities inherent the main softwares, computer and digital communication applications that can be used in this context.
TEACHING METHODS	Short frontal lessons; tutorials, workshop - attendance is required
SUGGESTED BIBLIOGRAPHY	<p>Eventuali supporti bibliografici saranno comunicati nel corso dell'attività.</p> <p>Bibliographic support will be given during the workshop.</p>

SYLLABUS

Hrs	Frontal teaching
1	Digital communication for Art History
1	Methodologies of artwork's digitization
2	Digital technology applied to the enhancement of museums and collections
Hrs	Practice
2	Final assessment
Hrs	Workshops
4	Digital communication for Art History
4	Methodologies of artwork's digitization
8	Digital technology applied to the enhancement of museums and collections
3	Databases