



Centre for Museology
School of Arts, Histories and Cultures

accessibility authority communication community
culture curatorship digital documentation e-learning
engagement ethics exhibiting facebook interactives
internet interpreting media mobile multimedia
museum online semantic social sustainability theory
user-generated virtual web2.0 website

Digital Heritage

2nd Semester 30 credit option course

MA Art Gallery and Museum Studies

www.manchester.ac.uk/museology

Aims

The Digital Heritage optional course combines a critical and theoretical study of the role of digital media in museums and galleries. It reflects on current developments and challenges in the area of digital heritage. The course aims to consider digital media in a holistic way, according to which they are organically integrated in the museum work and exhibition spaces. It also aims to examine information and communication technologies from a museological point of view.

On successful completion of the course, students will:

- be able to demonstrate good knowledge and understanding of the roles that digital media can have in museums and galleries;
- be able to describe, analyse and evaluate digital policies and strategies in museums, the various stages for the design and production of digital content as well as the usefulness of new media applications in museums;
- have critical knowledge of the various issues that emerge from the use of particular technologies in the museum curation, interpretation, communication and learning;
- be able to use basic web design tools and appropriate social software to create simple digital applications for museums.
- have acquired (further) experience in researching and writing essays, team-based project work, including research, report preparation and presentation skills.
- have acquired experience and transferable skills in using social media (course's blog)

Teaching and Learning Methods

Weekly two-hour seminars with directed reading and presentations to be prepared from week to week, including presentations by guest lecturers and site visits. Also, social educational software will be used to achieve a 'blended learning experience' that combines both traditional offline paper-based learning methods with some online collaborative learning tools. The course is assessed by a 5,000 word essay and a student project.

Illustrative bibliography

Cameron, F. And S. Kerendine. 2007. *Theorizing Digital Cultural Heritage. A Critical Discourse*, Cambridge, Massachusetts; London, England: The MIT Press.

Henning, M. 2006. *Museums, Media and Cultural Theory*. Open University Press.

Jones-Garmil, K. (ed.). 1997 *The Wired Museum*. Washington, D.C.: AAM

Kalay, Y. E., T. Kvan and J. Affleck (eds). 2008. *New Heritage. New Media and Cultural Heritage*. London and New York: Routledge.

Keene, S. 1998. *Digital Collections: Museums and the Information Age*. Oxford: Butterworth and Heinemann.

Marty, P. F. and Katherine Burton (eds) 2008. *Museum informatics : people, information, and technology in museums*. New York: Routledge.

Parry, R. (ed). 2010. *Museums in a Digital Age*, London and New York: Routledge.

Parry, R. 2007. *Recoding the Museum. Digital heritage and the technologies of change*. London: Routledge.

Thomas, Selma and Ann Mintz (eds). 1998. *The Virtual and the Real*. Washington, DC: American Association of Museums