



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Digital in the arts

PROF. FRANCESCA POLA

Course aims and intended learning outcomes

Students in this course are challenged to reflect on how processes of innovation and growing de-materialization imposed by new media can affect and influence arts management. Art history, research, cataloguing, strategy, conservation, curatorial practices, display, communication, education, involvement, marketing are all aspects that need to be re-conceived according to the new digital paradigm which permeate today's culture. Students will be enabled to develop a wide knowledge of this situation and to analyze how digital media (such as the Internet, social networks, apps, augmented reality, etc.) play different roles in managing art.

Students learn to advance and apply this knowledge and understanding, to make judgments and acquire critical thinking, and to develop effective communication and learning skills, with a specific reference to the discipline, its methodologies and key issues. At the end of the course, students will be able to interpret and critique digital offerings and innovations in arts organizations, to develop components for original digital plan proposals both in their area of interest and in a wider, interdisciplinary and social key, to share their conclusions in aural, written and visual form to their potential audience at all levels of expertise, and will be able to continue their studies in the field with a high degree of autonomy.

Course content

PART 1

Setting the theoretical context: digital humanities and new perspective for management and communication.

PART 2

Behind the scenes: art history, cataloguing, strategy, conservation.

PART 3

Engaging the audience: education, communication, marketing.

In all three parts of the course, case studies and cutting edge perspectives and practices will be investigated through a strongly interactive approach, in field studies, workshops, discussions, assignments, presentations, to provide a deeper understanding and a wider professional vision of current developments in the field.

Reading list

Readings, hand-outs, audio-visual materials from classes.

Required for non-attending students, both of the following books:

A. BURDICK-J. DRUCKER-P. LUNENFELD-T. PRESNER-J. SCHNAPP, Digital Humanities, The MIT Press, 2012.

S. SMITH BAUTISTA, Museums in the Digital Age. Changing Meanings of Place, Community, and Culture, Altamira Press, 2014.

Teaching method

Lectures, interactive meetings and workshops, case studies, field studies, reading and writing assignments, in-class activities such as individual and group presentations.



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Assessment method and criteria

- Active class participation (30%): Punctual reading / writing / making of assignments, presentations; participation in group discussions, activities, field studies;
- Final exam (70%): Final exam will be an in-class written exam in the format of 2 short-essay answers to 2 open questions concerning the topics studied during the course.

For non attending students: in-class written exam (100%) in the format of 4 short-essay answers to 4 open questions about the readings listed above