COURSE TITLE	**Post-digital media for communication and engagement with audiences in cultural heritage**
Background	In the aftermath of COVID-19, heritage institutions were forced to increase their digital presence and re-design communication and engagement with diverse audiences. This, in turn, has facilitated a need for skilled professionals that are able to develop omni-channel communication strategies and co-create meaningful experiences in both digital and physical realms. Harnessing digital media allows to promote sustainable engagement and collaboration between institutions and audiences. The rationale for this course is therefore to train competences to effectively design, implement and evaluate digital media for communication and soft skills to collaborate internally and externally in cultural heritage related projects and processes.
TYPE OF COURSE	Course module as a part of programme, independent module, 15 ECTS (including 3 units 5 ECTS each)
LEVEL OF COURSE	Undergraduate and graduate levels* (the content of the course has an agile structure with 3 separate sections and could be adjusted to the level of students and needs of the programme)
Target group	1. Graduate and postgraduate students within the fields of humanities, social and life sciences, art media, design and engineering. 2. Cultural heritage practitioners and other industry stakeholder representatives
LEVEL OF STUDY (How does it differ from LEVEL OF COURSE?)	Undergraduate and graduate levels* (the content of the course has an agile structure with 3 separate sections and could be adjusted to the level of students and needs of the programme).
NUMBER OF CREDITS	15 (including 3 units, 5 ECTS each).
LANGUAGE OF THE COURSE	English
STUDENT'S WORK LOAD	40 hours per week, 10 weeks (15 ECTS).
NAME(S) OF COURSE DEVELOPER(S)	Halina Gottlieb, PhD Nadzeya Charapan, PhD cand.

A BRIEF DESCRIPTION OF THE COURSE	This course is based on the assumption that the cultural heritage (CH) professionals critically consider what to display, how to communicate, and how to assess communication and engagement with diverse audiences and stakeholders. In other words, the best professionals are equipped with a well-developed and thoughtful intellectual framework and familiar with toolkits that help them to make sound decisions and communicate effectively based upon the myriad of factors that influence those decisions. The course will enable you to construct your own initial framework of ideas, skills, and dispositions that will help you design digital media and communication, user experience and evaluation of an institution and co-create and collaborate with external partners.
LEARNING OUTCOMES	After completing the course, students are expected to have achieved the following knowledge and skills: **Competences:** ● Be able to design and implement a communication and dissemination strategy, encompassing both digital and physical environments. ● Have a critical awareness of the principles of communication with audiences in cultural environments; ● Understand the basics of experience design in cultural heritage sector; ● Actively consider digital media in effective communication with different audiences and stakeholders; ● Design, implement and evaluate user engagement and communication; ● Explore the interpretive use of digital media; ● Be able to use of the methods and tools for the evaluation of digital media interface and educational impact of the interpretive content; ● Understanding the value of collaboration, co-creation and sharing knowledge with visitors and stakeholders; **Skills:** ● Collaborative skills; ● Soft skills; ● Promotion skills for cultural heritage through multiple media and methods;

COURSE CONTENTS	This module is divided into three units: 1. **Principles of communication (with visitors) in cultural heritage.** The first unit focuses on how cultural heritage institutions (for example, museums and visitor centres) construct their audiences and communicate with them. Drawing on communication, cultural and visitor studies, it starts with an overview of the main ontological and epistemological transformations in line with the recent implications of the Covid-19 and broader socio-technological transformations. It further introduces the general principles of communication, communication theories, and their application in cultural heritage practices. Students will be introduced into the practice of integrated marketing communications and digital marketing communication. The unit concludes with the conceptualisations of visitors and diverse stakeholders and introduction to visitor studies. 2. **Digital media for enhancing visitors engagement and intellectual accessibility** The aim of the second unit is to provide an overview of how digital and interactive media are applied in different environments in cultural heritage and other public spaces. The goal for students is to gain insights into key issues; - of exploratory and interdisciplinary approach. - museum practices and academic landscape of the use of digital media for visitors such from functional, instructive, experiential, expressive to digital technology as artefact, -historical overview and challenges of the use of digital media - exploration of the interpretation and engaging experience aligned with the constructivist approach and practise based research. It further introduces the interaction design as methodology in cultural heritage that offers a set of methods for design and development, evaluation of digital media for visitors in interdisciplinary and inter- sectorial context. 3. **Strategic planning and evaluation of digital media and communication.** The third unit will introduce the use qualities method from interaction design for evaluation of visitors´ direct experience of content, interaction modes, interface and meaning-making as well as methodological triangulation, using methods from visitor study and methods human -computer interaction. Students will be introduced to the key aspects of evaluation and strategic planning of communication and digital media. The agile structure of the course allows to adjust the contents to the needs and interests of the audience (both students and

	programme coordinators). The units are not directly linked to each other. However, in order to generate the best understanding of the subject it is recommended that all units are worked through. This course provides a foundation for understanding the relationship between planning, implementing, and assessing digital media for communication and user experience design in cultural heritage. **WEEK-BY-WEEK SUMMARY** Week 1 - Introduction to the course. Overview and key concepts. **Module 1** Week 2 - Shifting contexts in cultural heritage: ontological, epistemological and methodological perspectives. Week 3 - Introduction to communication theory. Integrated marketing communications and digital communication for cultural heritage. Week 4 - Communication research frameworks and visitor studies. **Module 2** Week 5 - Theoretical and methodological frameworks for the use of digital media for visitors. Week 6- Digital communication: forms, typology of digital media, user interface and interpretive content. Week 7- Interaction design as a methodology in cultural heritage for conceptual exploration of digital media. **Module 3** Week 8. Evaluation of visitors´ direct experience of interactive digital media Week 9. Evaluation and strategic planning of communication. Week 10. Final group project assignment.
TEACHING METHODS	Material for this course will be presented using multiple teaching methods: lecture and seminar, workshop, study visit, cooperative group work, and/or presentations.
ASSESSMENT METHODS AND CRITERIA	The course is assessed by participation in seminars and workshops, as well as written assignments - cooperative group project. Grades are based on a weighted assessment of active participation in seminars and exercises, written assignments as well as oral and written reports on group assignments.

	The final group project assignment has a cumulative nature and encompasses the intermediate tasks completed during other units. It aims to develop a more nuanced understanding of one of the core issues of communication and digital media discussed during the course. Focusing on the specific case study, students are invited to analyse and evaluate use of digital media for engagement and communication with diverse audiences. The detailed guidelines as well as rubrics for assessment will be provided additionally.