

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v1

Outcome 3.3 The Internet, World Wide Web and introduction to the digital world	
Document submission and review information	
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Organisation name of lead author	Politehnica University of Timisoara
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Name of the authors	Diana Andone, Vlad Mihaescu, Silviu Vert, Andrei Ternauciuc, Radu Vasii
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Name of the reviewer	Andrei Jecza
Organisation / affiliation of the reviewer	InterArt Triade

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The Internet, World Wide Web and introduction to the digital world

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Executive Summary

This document provides a summary of the development of Module **The Internet, World Wide Web and introduction to the digital world** of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was compiled by Politehnica University of Timisoara

Acknowledgements

Input from DigiCulture project partners was invaluable in shaping the module focus and syllabus.

1 Levels

This module is designed at one level only.

2 Links to Conceptual Framework (O1)

This course aligns with the *Information* dimension of the DigiComp 2.1 Framework. The module will, therefore, contribute to enhancing participants' digital competencies in the following areas:

1. Information 1.1 Browsing, searching and filtering information, 1.2 Evaluating Information, 1.3 Storing and retrieving information

and partially also to

5. Problem solving 5.2 Identifying needs and technological responses

3 Pre-assessment Test

Participants will complete a pre-assessment test when signing up for the course. This self-assessment will provide essential information about the knowledge and skills participants are bringing to the course as well what skills or competencies they would like to improve. The results will also serve as a benchmark to gauge course effectiveness.

4 Text / Course Structure

This course plans to give participants general knowledge about World Wide Web, Internet, the web 2.0 technologies, the data and information and the digital business. The course will also provide a step-by-step guide and tutorials on how to use different technologies to build a website.

The topics are:

- Introduction to the digital technology, digital formats and terminology
- Introduction to World Wide Web & Web 2.0 & Mobile web

- Internet History and Services
- Searching the Web
- How to work & live digitally
- The Digital Business – Free, freemium and premium
- Future of the Web and Internet
- How to build a website

The course will contain:

- 8 Course materials with practical information
- 8 Multimedia examples
- 4 Tools and apps tutorials
- 3 Interactive online activities
- 9 Existing OERs
- 2 CCI best practices
- 1 Discussion forums
- 1 Summative e-assessment and peer to peer assessment
- 1 DigiCulture Open Badges

5 Videos

This module contains a total of 6 videos (2 per section/topic).

6 Quizzes and Activities

This module contains a total of four informal formative quizzes and one summative test. All assessments will comprise of multiple choice questions. This module also contains 3 interactive activities.

7 Case Studies

The Case study included is of the digital culture project Spotlight Heritage Timisoara, but more are going to be evaluated.

8 Final Test

Upon completion of the module, participants will complete a final test. The final test will consist of 10 multiple choice questions that review the topics covered and assess each participant's knowledge of the material. An additional (independent) question will ask participants to self-assess their learning in the course.

9 Link to other DigiCulture Courses

This course is the initial course and it is recommended to be taken before any other course or module in the Digital Skills for Culture series. However, it also exists as a stand-alone course.

10 References, Link to other Courses, projects etc

The course uses references of 3 books, 6 articles, 8 videos, and several web documents.

11 Further work

The following are the tasks that still need to be completed:

- Video production and post-production
- Selection of Case Studies

etc

Attachments

na

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v0.x

Outcome 3.3 Data Protection and Open Licenses	
Document submission and review information	
Date of deliverable	February 2020
Organisation name of lead author	UNIGRAZ
Revision date	25 February 2020
Author and reviewer information	
Name of the authors	Walter Scholger, Franz Dörfler, Chiara Zuanni
Organisation / affiliation of the authors	UNIGRAZ
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Scholger, W., Dörfler, F., Zuanni, C. (2020). *Outcome 3.3 Data Protection and Open Licenses*

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Contributors

University of Graz

Executive Summary

This document provides a summary of the development of Module Data Protection and Open Licenses of the Digital Skills for Culture Course as of December 2019.

Contributors

Walter Scholger, Franz Dörfler, Chiara Zuanni

Acknowledgements

The DigiCulture project partners have contributed valuable input and feedback to the development of this course.

1 Levels

One level (elementary).

2 Links to Conceptual Framework (O1)

This module is based on research in O1.1, O1.2, O1.3. In particular it relates to the digital competencies and the stakeholders needs associated with Digital Safety.

3 Pre-assessment Test

This module will have a pre-assessment test, in order to assess the starting level of the participants and their progress once completed the module.

4 Text / Course Structure

The first part of the module will focus on IPR and copyright legislation and it will highlight the exceptions for GLAM and creative industries (as well as research institutions). The module will then continue by focusing on (Open) Licensing, offering an overview of Creative Commons Licenses and tutorial and exercises to help choosing a license to protect one's work, as well as understanding the possible access to, and (re)uses of, licensed material. It will also cover watermarks and DRM.

A second major theme covered by this module will be the principles of privacy and data protection, including again the privileges for the research, cultural and creative sectors.

This information will be conveyed through newly developed course materials (including texts, presentations, and videos), through existing OERs, and examples of best practices.

The activities will include working with online interactive platforms and tools in exercises targeted at developing a good understanding of the decisions to consider when choosing an (open) license, e.g. using rightstatements.org; the LINDAT Public License Selector; Creative Commons licenses. Similarly, there will be activities to develop the understanding of data protection regulation. In this respect, the DARIAH-EU ELDAH

Consent Form Wizard will be a case study demonstrating how to prepare GDPR-compliant consent forms for a variety of purposes and situations.

A series of tools, with their respective tutorials, will be presented and there will be a glossary. A DigiCulture Open Badge will be awarded after completion of the course.

5 Videos

There will be a video introducing Creative Commons, which cover its basic concepts and uses of these licenses

There will be a link to a video lecture on basics copyright and licensing, which was presented as part of the DESIR Winter School: Copyright and (Open) Licensing.

6 Quizzes and Activities

There will be a series of interactive online activities, based on the following tools and platforms:

- Rightsstatements.org
- LINDAT Public License Selector (github)
- EU Open Data Portal
- CreativeCommons.org
- ELDAH GDPR Consent Form Wizard
- WebRTC IP Leak Test
- copyrightexception.eu

7 Case Studies

There will be a case study on the DARIAH-EU ELDAH Consent Form Wizard. Other case studies are under discussions with the DigiCulture partners and will be added in the near future.

8 Final Test

The final test will consist of short questions and multiple choice questions. Draft questions have been prepared, but they will need to be updated and corrected once the course will be in its final version.

9 Link to other DigiCulture Courses

There will be links to other DigiCulture courses, in particular to the Digital Safety, Security and Ethics course (developed by the partners at DCU).

10 References, Link to other Courses, projects etc

The course will link to a series of external OERs; it will offer the possibility of getting more in-depth information by referencing to more detailed and advanced texts; and it will link to a series of projects, tools, and reference documents.

11 Further work

The text of the various sections and the slides in which to introduce the key concepts have been completed. The next steps include the final refinement of the material, and in particular the completion of the videos and the addition of a few selected case studies.

Attachments

n.a.

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O3.3 – Digital Skills for Culture Module Outline v0.x

Outcome 3.3 Digital Curation in Libraries and Museums	
Document submission and review information	
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Author and reviewer information	
Name of the authors	Chiara Zuanni, Franz Dörfler, Walter Scholger
Organisation / affiliation of the authors	UNIGRAZ
Name of the reviewer	
Organisation / affiliation of the reviewer	

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University of Graz

Executive Summary

This document provides a summary of the development of Module Digital Curation in Libraries and Museums of the Digital Skills for Culture Course as of December 2019.

Contributors

Chiara Zuanni, Franz Dörfler, Walter Scholger

Acknowledgements

The DigiCulture project partners have contributed valuable input and feedback to the development of this course.

1 Levels

One level (elementary).

2 Links to Conceptual Framework (O1)

This module is based on research in O1.1, O1.2, O1.3. In particular it relates to the digital competencies and the stakeholders needs associated with Information and data literacy and digital content creation.

3 Pre-assessment Test

This module will have a pre-assessment test, in order to assess the starting level of the participants and their progress once completed the module.

4 Text / Course Structure

This course will cover the practices of digital curation in libraries and archives, from digitisation to the publication of digitised material and its data, to the development of engaging virtual exhibitions and their evaluation.

The first part of the course will offer a definition of digitisation, and an overview of some methods to digitise cultural heritage artefacts. It will in particular focus on 3D digitisation and photogrammetry, with a practical activity (using the app Qlone).

The second part of the course will focus on the definition of data models, metadata, and vocabularies (thesauri), which are used to describe cultural heritage objects – as well as creative artefacts. The overview will aim to familiarise course participants with the methods used in conveying information about objects through structured data, and it will include activities to develop an understanding of how to draw on such data to search and identify online works in museum and archives collections. An overview of collection

management systems and trusted repositories will demonstrate how libraries and museums work with their collection and manage them through digital systems.

The course will then include a section on online collections, digital objects, and virtual exhibitions, which will introduce a series of tools and methods to develop engagement with digitised cultural objects.

The evaluation of the engagement with cultural heritage online portals, and the possibilities of inviting the public to participate (e.g. crowdsourcing) will complete the themes presented in this module.

A series of tools, with their respective tutorials, will be presented throughout the module and there will be a glossary. A DigiCulture Open Badge will be awarded after completion of the course.

5 Videos

There will be video introducing some of the tools, e.g. Qlone and possibly the crowd-sourcing platform Transkribus (still TBC).

6 Quizzes and Activities

There will be a series of interactive online activities, based on the following apps, tools and platforms:

- Qlone (for creating 3D models using photogrammetry)
- Omeka (for understanding collection management systems and creating online exhibitions)
- Kunstmatrix (for creating virtual exhibitions)
- Storymaps JS and possibly other tools developed by the Knightlab at Northwestern University to create engaging visualisations and narratives with online collections.

7 Case Studies

There will be a case study on the GAMS, a trusted repositories for humanities research data, which includes many projects developed in collaboration with the cultural sector.

Other case studies are under discussions with the DigiCulture partners and will be added in the near future.

8 Final Test

The final test will consist of short questions and multiple choice questions. Draft questions have been prepared, but they will need to be updated and corrected once the course will be in its final version.

9 Link to other DigiCulture Courses

There will be links to other DigiCulture courses.

10 References, Link to other Courses, projects etc

The course will link to a series of external OERs; it will offer the possibility of getting more in-depth information by referencing to more detailed and advanced texts; and it will link to a series of projects, tools, visualisations, and online portals in order to show successful examples of digital curation projects and virtual museums.

11 Further work

The text of the various sections and the slides in which to introduce the key concepts have been completed. The next steps include the refinement of the material, and in particular the completion of the videos and the addition of case studies.

Attachments

n.a.

DigiCulture

03.3 – Digital Skills for Culture Module Outline v0.x

Outcome 3.3 Digital Safety, Security and Ethics	
Document submission and review information	
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Organisation name of lead author	Dublin City University
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Author and reviewer information	
Name of the authors	Mairéad Nic Giolla Mhichíl Elaine Beirne Caitríona Nic Giolla Mhichíl Mark Brown
Organisation / affiliation of the authors	Dublin City University
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Beirne, E., Nic Giolla Mhichíl, M. and Nic Giolla Mhichíl, C. (2020) Outcome 3.3 Digital Safety, Security and Ethics

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Contributors

Dublin City University

Executive Summary

This document provides a summary of the development of the module, Digital Safety, Security and Ethics, in the Digital Skills for Culture course as of December 2019.

Contributors

This document was authored by DCU.

Acknowledgements

Input from DigiCulture project partners was invaluable in shaping the module focus and content.

1 Levels

This module is designed at one level only.

2 Links to Conceptual Framework (O1)

This course aligns with the *Safety* dimension of the DigiComp 2.1 Framework. The module will, therefore, contribute to enhancing participants' digital competencies in the following areas:

- Protecting devices
- Protecting personal data and privacy

3 Pre-assessment Test

Participants will complete a pre-assessment test when signing up for the course. This self-assessment will provide essential information about the knowledge and skills participants are bringing to the course as well what skills or competencies they would like to improve. The results will also serve as a benchmark to gauge course effectiveness.

4 Text / Course Structure

This module will cover the following four main topic areas:

1. Malware
2. Network Security
3. Cyber Law
4. Ethical Practices Online

The course will contain:

- 4 Quizzes
- 1 Summative Assessment
- 6 Videos
 - 3 Tutorial
 - 3 Lecture Format
- 2 Case Studies
- 3 Interactive Activities
- 3 OERS

5 Videos

This module contains a total of 6 videos (2 per section/topic). The following video formats will be used in this module:

- The Talking Head
- Screencasts
- Animations

Videos will be used for content delivery and to provide demonstrations for using tools.

Examples of videos that will be included in this module include:

1. Overview of Module
2. What is Malware?
3. Picking a Password
4. Email Encryption: How To
5. Configuring your own firewall
6. The Dangers of Wireless Networks

Videos are in the pre-production phase.

6 Quizzes and Activities

This module contains a total of four informal formative quizzes. Each quiz will be located at the end of each section. Engaging in the quiz will be an opportunity for learners to review the material covered in that section and check their understanding of it. Quizzes will largely comprise of multiple choice questions.

7 Case Studies

Research is currently being conducted to select the most suitable case studies.

8 Final Test

Upon completion of the module, participants will complete a final test. The final test will consist of 10 multiple choice questions that review the topics covered and assess each participant's knowledge of the material. An additional (independent) question will ask participants to self-assess their learning in the course.

The grading system is Pass/Fail. Upon passing the final test, participants will earn the Digital Safety, Security and Ethics badge. The digital badge serves both as recognition of learning or achievement and digital verification of that accomplishment to employers and peers.

The final test is currently being developed.

9 Link to other DigiCulture Courses

It is recommended that this course is be taken alongside the Data Protection and Open Licenses module in the Digital Skills for Culture series. However, it also exists as a stand-alone course.

10 References, Link to other Courses, projects etc.

The course plans to link to a number of external videos, external articles and other OER / MOOC resources.

11 Further work

The following are the tasks that still need to be completed:

- Video production and post-production
- Selection of Case Studies
- Transfer of content to DigiCulture VLH
- Incorporation of Badge
- Final Test development

Attachments

N/A

DigiCulture

O3.3 – Digital Storytelling in CI Module Outline v0.1

Outcome 3.3 Digital Storytelling in Creative Industries	
Document submission and review information	
Date of deliverable	February 2020
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Author and reviewer information	
Name of the authors	Antonella Poce, Carlo De Medio, Francesca Amenduni
Organisation / affiliation of the authors	UNIROMA3
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Poce, A., De Medio, C., Amenduni, F. (2020) *Outcome 3.3 Digital Storytelling in CI*

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University of Roma Tre

Executive Summary

This document provides a summary of the development of Module Digital Storytelling in Creative Industries of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was developed by UNIROMA3.

Acknowledgements

University of Roma TRE is the author of this document. The DigiCulture project partners provided valuable feedback to the process of shaping the course.

1 Levels

One level

2 Links to Conceptual Framework (O1)

The Digital Storytelling in Creative Industries course is based on the stakeholders needs as researched in the O1.3 Guidelines for Digital Competences for Creative Industries and in O1.1 Conceptual Framework of Digital Competences for Culture and Creative Industries.

3 Pre-assessment Test

Each module will have a pre-assessment test in order to verify content acquisition and ability development through the course.

4 Text / Course Structure

The course is composed by the following sections

- The art of storytelling
- Digital and storytelling as learning and teaching methodology
- Digital tools for the design, realization and assessment of video digital storytelling
- DST to promote 4C skills (Creativity, Communication, Collaboration and Critical Thinking)
- DST for culture and heritage fruition (museums, archaeological sites, libraries)
- Create and Share your DST!
- Tools and Apps for DST

Each section will contain lectures, videos produced by UNIROMA3, links to other contents, different kind of OERs, tutorials.

Learning activities

Lecture 1.1: The art of Storytelling

- Storytelling and digital world
- An engaging story
- Storytelling: introduce and express yourself
- What is storytelling

Lecture 2: What is Digital Storytelling

- Communication through DST
- Different definition
- A Multimodal text

Lecture 3: Digital and storytelling as learning and teaching methodology

- DST and learning outcomes
- DST as effective educational tool
- DST and digital Generation
- DST as learning methodology: case studies

Lecture 4: DST to promote 4Cs skills

- 4C skills
- The technology of Storytelling
- Communication, Collaboration
- Creativity, Critical thinking

Lecture 5: DST for culture and heritage fruition (museums, archaeological sites, libraries)

- *The museum as digital storyteller*
- Digital Storytelling: Reinventing Museum Archives and Collections
- Some exemples

Lectures 6 and 7

- Linear VS Interactive narratives
- Tools and Apps examples

Specific activities

Create your own DST!

- DST step-by-step guide
- Different apps for different uses
- Share your video

Tutorials

1. Write a Script
2. Storyboard your script
3. Collect multimedia
4. Create

5. Share

Tools and Apps

1. **Wevideo**, a cloud-based video creation platform.

<https://www.wevideo.com/academy>

2. **BoomWriter**, a digital tool for collaborative storytelling (Ideally suited for grades 2-12).

<https://www.boomwriter.com>

3. **Audacity**, free software for audio recording.

<https://www.audacityteam.org>

4. **Twine**, an open-source tool for telling interactive, nonlinear stories.

<https://twinery.org>

5. **TimelineJS**, an open-source tool that enables anyone to build visually rich, interactive timelines (by Northwestern University Knight Lab, USA).

<https://timeline.knightlab.com/>

6. **Snagit**, a screenshot program that captures video display and audio output.

<https://www.techsmith.com/screen-capture.html>

7. **Powtoon**, a visual communication platform that enables anyone — from novice to pro — to create professional-looking, engaging videos and presentations in 20 minutes or less.

<https://www.powtoon.com/>

Powtoon also has a Youtube channel: <https://www.youtube.com/user/PowToon>

Existing OERs

1. *Basic Steps to Digital Storytelling*

- a. Video
- b. Tutorial on DST
- c. <https://www.youtube.com/watch?v=qXW8m7pQnsw>

2. *Educational Uses of Digital Storytelling*

- a. Guide
- b. DST useful step-by-step guide
- c. <http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=97>

3. Ficly

- a. Interactive Online community
- b. Experiment with online collaborative storytelling.
- c. <https://ficly.com>

4. What is Storytelling

- a. Video

- b. DST description: contents and objectives of DST Learning methodologies
- c. <https://www.youtube.com/watch?v=uAG8c-sapUE>

5 Videos

At least 4 videos will be produced by UNIROMA3 as new OERs for the course

6 Quizzes and Activities

Evaluation and assessment tools

- Closed questions for formative assessment
- Closed questions for summative assessment to assess the knowledge acquired
- DST final video assessment grid to assess the use of different digital tools
- Writing activities (in group?) to evaluate communication, collaboration, creativity and critical thinking development.

Specific activities

Create your own DST!

- DST step-by-step guide
- Different apps for different uses
- Share your video

7 Case Studies

Case studies

- **Whitney Stories** <https://whitney.org/WhitneyStories/>
- **Making History** <https://museumsvictoria.com.au/learning/making-history>
- **The CHESS Project** <http://www.chessexperience.eu>
- **The Department of Hidden Story** <https://librarydigitalstorytelling.wordpress.com/why>

8 Final Test

Each module should have a final test

9 Link to other DigiCulture Courses

Links to other modules of the DigiCulture Course will be created and inserted in the final stages when all parts are nearing completing.

10 References, Link to other Courses, projects etc

The course plans to link to a number of external videos, external articles and other OER / MOOC resources.

11 Further work

Video production. Upload materials in the DigiCulture MOOC platform

Attachments

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v0.x

Outcome 3.3 Digital Audiences, Analytics and SEO	
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Organisation / affiliation of the authors	Dublin City University
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Beirne, E., Nic Giolla Mhichíl, M. and Nic Giolla Mhichíl, C. (2020) Outcome 3.3 Digital Audiences, Analytics and SEO

Corresponding author

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Contributors

Dublin City University

Executive Summary

This document provides a summary of the development of the module, Digital Audiences, Analytics and SEO in the Digital Skills for Culture course as of December 2019.

Contributors

This document was compiled by Dublin City University.

Acknowledgements

Input from DigiCulture project partners was invaluable in shaping the module focus and syllabus.

1 Levels

This module is designed at one level only.

2 Links to Conceptual Framework (O1)

This course aligns with the *Safety* dimension of the DigiComp 2.1 Framework. The module will, therefore, contribute to enhancing participants' digital competencies in the following areas:

- Interacting through digital technologies
- Sharing through digital technologies
- Collaborating through digital technologies
- Managing digital identity

3 Pre-assessment Test

Participants will complete a pre-assessment test when signing up for the course. This self-assessment will provide essential information about the knowledge and skills participants are bringing to the course as well what skills or competencies they would like to improve. The results will also serve as a benchmark to gauge course effectiveness.

4 Text / Course Structure

This module will cover the following three main topic areas:

- 1. Who is your Audience?**
 - a. Importance of identifying your audience
 - b. Developing Personas (exercise)
 - c. Learning more about your current followers (FB Insights etc.)
- 2. Growing your Audience – SEO**
 - a. What is SEO and what does it do? (Incl. glossary)
 - b. On-page and external ranking factors
 - c. Executing SEO
- 3. Assessing Success – Data Analytics**
 - a. What is it? Different types (descriptive, predictive, prescriptive...)
 - b. Importance
 - c. Segmentation
 - d. Social Media Analytics (Facebook/ Twitter)
 - e. Google Analytics

The course will contain:

- 3 Quizzes
- 1 Summative Assessment
- 6 Videos
- 4 Tutorial

2 Lecture Format

2 Case Studies

3 Interactive Activities

3 OERS

5 Videos

This module contains a total of 6 videos (2 per section/topic). The following video formats will be used in this module:

- The Talking Head
- Screencasts
- Animations

Videos will be used for content delivery and to provide demonstrations of how to use tools.

Examples of videos that will be included in this module include:

7. Introduction to Module
8. Insights Tools: Getting to know your audience
9. Using Google AdWords
10. Conducting an SEO Health Check
11. Getting started with Google Analytics
12. Interpreting and customising Google Analytics dashboards

Videos are currently in the pre-production phase.

6 Quizzes and Activities

This module contains a total of 3 formative quizzes. Each quiz will be located at the end of each section. Engaging in the quiz will be an opportunity for learners to review the material covered in that section and check their understanding of it. Quizzes will largely comprise of multiple choice questions.

7 Case Studies

Research is currently being conducted to identify the most suitable case studies for the module.

8 Final Test

Upon completion of the module, participants will complete a final test. The final test will consist of 10 multiple choice questions that review the topics covered and assess each participant's knowledge of the material. An additional (independent) question will ask participants to self-assess their learning in the course.

The grading system is Pass/Fail. Upon passing the final test, participants will earn the Digital Audiences, Analytics and SEO badge. The digital badge serves both as recognition of learning or achievement and digital verification of that accomplishment to employers and peers.

The final test is currently being developed.

9 Link to other DigiCulture Courses

It is recommended that this course is taken after the modules *Social Media for Culture* and *Digital Communication & Presentations* in the Digital Skills for Culture series. However, it also exists as a stand-alone module.

10 References, Link to other Courses, projects etc.

The course plans to link to a number of external videos, external articles and other OER / MOOC resources.

11 Further work

The following are the tasks that still need to be completed:

- Video production and post-production
- Selection of Case Studies
- Transfer of content to DigiCulture VLH
- Badge incorporation
- Final Test development

Attachments

N/A

DigiCulture

O3.3 – Social Media for Culture Module Outline v0.1

Outcome 3.3 Social Media for Culture	
Document submission and review information	
Date of deliverable	February 2020
Organisation name of lead author	UNIROMA3
Revision date	February 2020
Author and reviewer information	
Name of the authors	Antonella Poce, Carlo De Medio, Francesca Amenduni
Organisation / affiliation of the authors	UNIROMA3
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Poce, A., De Medio, C., Amenduni, F. (2020) *Outcome 3.3 Social Media for Culture*

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Contributors

University of Roma Tre

Executive Summary

This document provides a summary of the development of Module Social Media for Culture of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was developed by UNIROMA3.

Acknowledgements

University of Roma TRE is the author of this document. The DigiCulture project partners provided valuable feedback to the process of shaping the course.

1 Levels

One level

2 Links to Conceptual Framework (O1)

The Social Media for Culture course is based on the stakeholders needs as researched in the O1.3 Guidelines for Digital Competences for Creative Industries and in O1.1 Conceptual Framework of Digital Competences for Culture and Creative Industries.

3 Pre-assessment Test

Each module will have a pre-assessment test in order to verify content acquisition and ability development through the course.

4 Text / Course Structure

The course is composed by the following sections

- What is social media?
- Social media engagement in the cultural sector
- Social Media for museums promotion
- Social Media for Culture education development
- Media audiences
- How to evaluate social media impact
- Tools and Apps to create Social Media content

Each section will contain lectures, videos produced by UNIROMA3, links to other contents, different kind of OERs, tutorials.

Learning activities

Lecture 1: What is social media?

- Social media definition
- Mediated Communication: Social Networking
- How to make a splash in social media

Lecture 2: Social media engagement in the cultural sector

- Social media for conservation and dissemination
- Social Media and participatory culture
- Social Media as an advertising tool

Lecture 3: Social Media for museums promotion

- Digital Strategy within museum
- Best practices
 - Ask a curator
 - Smartify App
 - Rijksmuseum reopening on YouTube
 - Van Gogh Sunflowers Facebook
- Beyond Digitization—New Possibilities in Digital Art History

Lecture 4: Social Media for Culture education development

- Education and Social Media
- Culture Education and Social Media

Lecture 5 and 6: Media audiences and How to choose your social media

- Mass audiences
- Target audience
- How to choose your social media

Specific activities

- How to use social media
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - Wordpress
 - Artstation
- Social Media and digital collections
- Post on different social media platform

Tools and Apps Tutorials

1. Facebook (<https://www.facebook.com>)
2. Twitter (<https://twitter.com>)
3. Instagram (<https://www.instagram.com>)
4. LinkedIn (<https://www.linkedin.com>)

5. Artstation (<https://www.artstation.com/>) is a social platform that allows artists to showcase their portfolio.

Existing OERs and examples

5. *Mediated Communication #3: Social Networking*
 - a. Video
 - b. Talk on Social media impact
 - c. <https://www.youtube.com/watch?v=laqGfTjLW1E>
6. *How to make a splash in social media*
 - a. Video
 - b. The lesson of Mister Splashy Pants is a shoo-in classic for meme-makers and marketers in the Facebook age
 - c. https://www.ted.com/talks/alexis_ohanian_how_to_make_a_splash_in_social_media?referrer=playlist-the_power_of_social_media#t-41453
7. *Social media communication strategy*
 - a. Guide
 - b. Tate modern institution's goals and objectives toward the use of social media.
 - c. <https://www.tate.org.uk/research/publications/tate-papers/19/tate-digital-strategy-2013-15-digital-as-a-dimension-of-everything>
8. *New Possibilities in Digital Art History*
 - a. Article
 - b. Digital revolution through social media in museum
 - c. <http://blogs.getty.edu/iris/beyond-digitization-new-possibilities-in-digital-art-history/>

5 Videos

At least 4 videos will be produced by UNIROMA3 as new OERs for the course

6 Quizzes and Activities

Evaluation and assessment tools

- Closed questions for formative assessment
- Closed questions for summative assessment to assess the knowledge acquired
- final project assessment grid on media audiences and social media impact
- Evaluation activities of social media engagement in the cultural sector.

Specific activities

- How to use social media
 - Facebook
 - Instagram
 - Twitter

- LinkedIn
- Wordpress
- Artstation
- Social Media and digital collections
- Post on different social media platform

7 Case Studies

Case studies

1. Ask a curator (on Twitter) <https://twitter.com/askacurator>
2. Van Gogh Sunflowers Facebook <https://www.nationalgallery.org.uk/about-us/press-and-media/press-releases/van-gogh-sunflowers-facebook-live>
3. Rijksmuseum reopening on YouTube https://www.youtube.com/watch?time_continue=41&v=a6W2ZMpsxhg

8 Final Test

Each module should have a final test

9 Link to other DigiCulture Courses

Links to other modules of the DigiCulture Course will be created and inserted in the final stages when all parts are nearing completing.

10 References, Link to other Courses, projects etc

The course plans to link to a number of external videos, external articles and other OER / MOOC resources.

11 Further work

Video production. Upload materials in the DigiCulture MOOC platform

Attachments

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v0.1

Outcome 3.3 Augmented and Virtual Reality	
Document submission and review information	
Date of deliverable	February 2020
Organisation name of lead author	AAU
Revision date	February 2020
Author and reviewer information	
Name of the authors	Bastian I. Hougaard, Hendrik Knoche
Organisation / affiliation of the authors	AAU
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

Hougaard, B. I. Knoche, H. (2020). *Outcome 3.3 Mobile Apps and Mobile User Experience*

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Contributors

Aalborg Universitet

Executive Summary

This document provides a summary of the development of Augmented and Virtual Reality of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was developed by AAU.

Acknowledgements

Aalborg University is the author of this document. The DigiCulture project partners provided valuable feedback to the process of shaping the course.

1 Levels

One Level.

2 Links to Conceptual Framework (O1)

This Augmented and Virtual Reality course is based on the stakeholders needs in terms of Digital Problem Solving, as documented for in 3.5 of the O1.3 Guidelines for Digital Competences for Creative Industries.

3 Pre-assessment Test

The Pre-assessment test happens as part of the signup process, as the adult learner fills in what courses they are interested in, their self-assessment and recommendations are given.

4 Text / Course Structure

Course material with practical information

The Augmented and Virtual Reality course will consist of 3 lectures and 1 examination, covering in total 10 learning activities:

- 5 Case studies of Virtual Reality and Augmented Reality experiences.
- 3 Theoretical chapters on Augmented and Virtual Reality
- 3 Tutorials for how to use digital tools for Mobile UX design including storyboarding and prototyping.
- 3 Multiple Choice Quizzes and 1 Multiple Choice Examination Quiz (e-assessment).

The course is built with the following major structure:

Lecture 1.1: What is Virtual Reality

- Designing for Virtual Reality
- Virtual How? Reality How?

- Try VR: Smithsonian Museum
- Lecture Completion

Lecture 1.2: Case Studies of Virtual Reality

- 4 types of Virtual Reality
- Case 1: Being in Others Shoes
- Case 2: Enhanced Orchestra
- Comparing the VR Cases
- Lecture Completion

Lecture 2: Augmented Reality

- Basics of Augmented Reality
- Differences between AR and VR
- Case 1: Pokémon GO
- Case 2: Google Lens
- Case 3: Aggersborg AR
- Mixed Reality
- Lecture Completion

Lecture 3: 360 Experiences

- 360 Images
- 360 Video
- Watching 360 Videos
- Projection Mapping

Lecture 4: Create Your Own AR and VR Experiences

- Lecture 4.1: Design an exhibition in VR with Cospaces
- Lecture 4.2: Make Your First AR Experience with HP Reveal Studio

Examination

Multimedia Examples

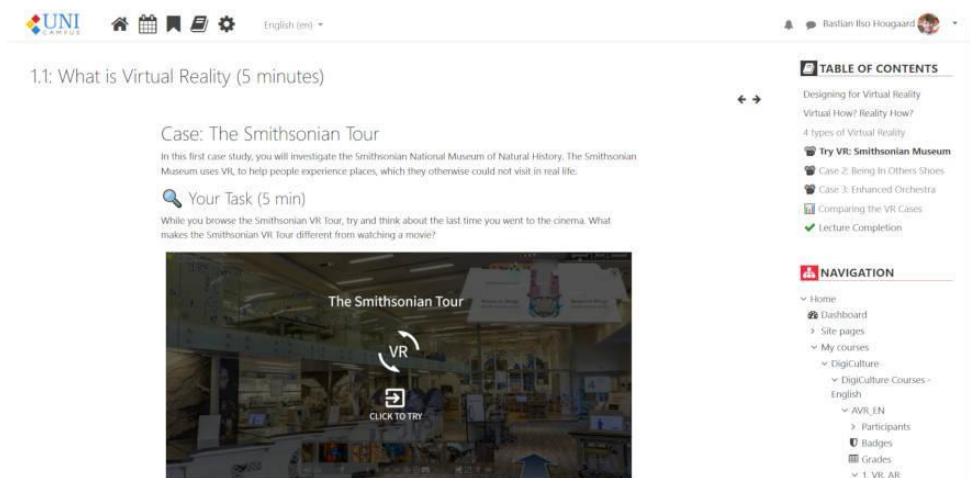


Figure 1. The Smithsonian Tour is a demonstration case, where people get to interact with a virtual reality environment live on their computer.

Glossary

The Glossary for this course will take students to external OERs and online dictionaries for complicated words, so that the students can go there to learn more about specific ones.

E-Assessment

The E-Assessment is currently being implemented. The exam will have the role of assessing the adult learner's knowledge and peer assessment will be used to assess the learners design skills. A screenshot of the current state is provided in attachment [1].

DigiCulture Open Badges

The Open Badges for the courses are currently under construction. There will be one badge available for this course, awarded upon completion of the exam. As evidence the badge will include content that the learner produced during the course, such as a video of the learners mobile application prototype.

Reflection in Blogs

The Reflection in Blogs is planned but currently under construction.

5 Videos



Figure 2. *Use of Augmented Reality in Education* is an online tutorial and an example of use of video in the course. (10 min)

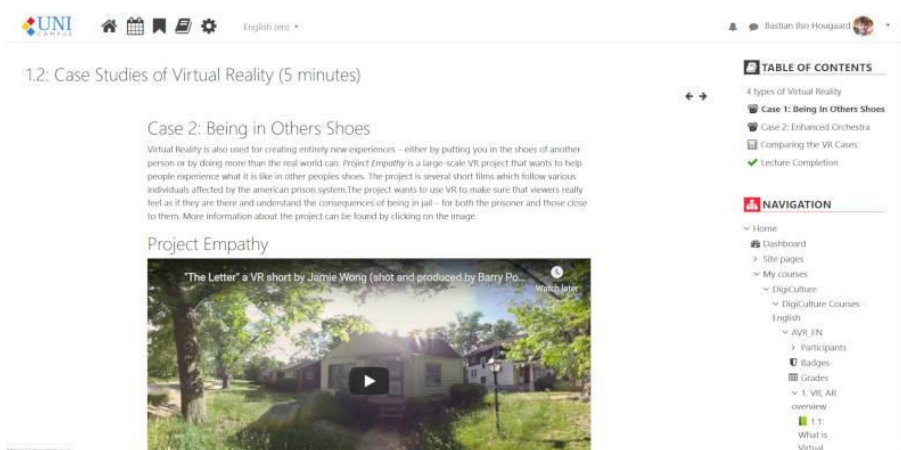


Figure 3. *Case 2: Being in Others Shoes* is an example of an OER which is an Interactive Online Activity. (5 min)

6 Quizzes and Activities

The quizzes are under construction. A screenshot is provided below:

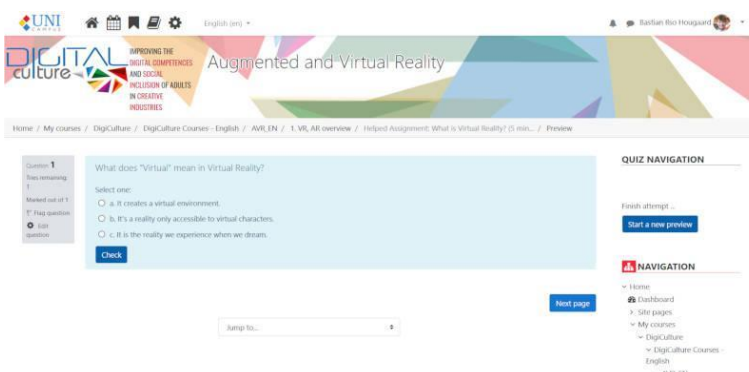


Figure 4. An example of a quiz for Lecture 1.1.

7 Case Studies

See Figure 3 and 1.

8 Final Test

The Final test can be seen in attachment [1].

9 Link to other DigiCulture Courses

It is planned that establishing links to other DigiCulture Courses, will happen in the theoretical chapters of the course.

10 References, Link to other Courses, projects etc

The course plans to link to 4 external videos, 1 external articles, 1 books and link to 2 other courses.

11 Further work

The remainder of the course needs to be implemented into the DigiCulture VLH. Badges will need to be set up along with other interactive content including quizzes and an examination.

Attachments

[1] O4.1 Attachment - Example E-assessment tool.docx

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v0.1

Outcome 3.3 Mobile Apps and Mobile User Experience	
Document submission and review information	
Date of deliverable	February 2020
Organisation name of lead author	AAU
Revision date	February 2020
Author and reviewer information	
Name of the authors	Bastian I. Hougaard, Hendrik Knoche
Organisation / affiliation of the authors	AAU
Name of the reviewer	
Organisation / affiliation of the reviewer	

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Suggested citation

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Corresponding author

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Contributors

Aalborg Universitet

Executive Summary

This document provides a summary of the development of Module Mobile Apps and Mobile User Experience of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was developed by AAU.

Acknowledgements

Aalborg University is the author of this document. The DigiCulture project partners provided valuable feedback to the process of shaping the course.

1 Levels

One Level.

2 Links to Conceptual Framework (O1)

This Mobile Apps and Mobile User Experience course is based on the stakeholders needs in terms of Digital Problem Solving, as documented for in 3.5 of the O1.3 Guidelines for Digital Competences for Creative Industries.

3 Pre-assessment Test

The Pre-assessment test happens as part of the signup process, as the adult learner fills in what courses they are interested in, their self-assessment and recommendations are given.

4 Text / Course Structure

Course material with practical information

The Mobile Apps and Mobile User Experience course consists of 3 lectures and 1 examination, covering in total 10 learning activities:

- 3 Case studies of mobile applications for the creative industry.
- 1 Theoretical chapter on Mobile Application Design.
- 3 Tutorials for how to use digital tools for Mobile UX design including storyboarding and prototyping.
- 3 Multiple Choice Quizzes and 1 Multiple Choice Examination Quiz (e-assessment).

The course is built with the following major structure:

Lecture 1: Designing for the World of Smart Phones

- Introduction

- Case: The Londinium App
- Case: The Artsy App
- Breakdown: How do the apps work?
- Lecture Completion

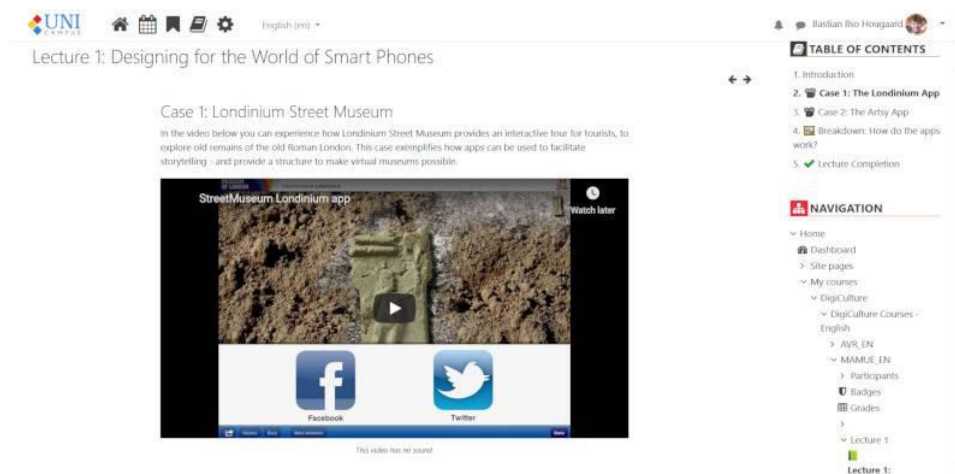
Lecture 2: Design Your First App

- Introduction
- Case: How “Super Mario Run” Onboards Users
- Narrative Storyboarding
- Lecture Completion

Lecture 3: Prototype Your First App with Marvel

- Introduction
- Prototyping Basics
- Paper Prototyping
- Digital Prototyping
- Lecture Completion
- Examination

Multimedia Examples



The screenshot shows a course interface. The main content area displays a video player for 'Case 1: Londinium Street Museum'. The video player has a play button and social media sharing icons for Facebook and Twitter. The sidebar on the right contains a 'TABLE OF CONTENTS' with a list of course items, including 'Introduction', 'Case 1: The Londinium App', 'Case 2: The Artsy App', 'Breakdown: How do the apps work?', and 'Lecture Completion'. Below the table of contents is a 'NAVIGATION' menu with links to 'Home', 'Dashboard', 'Site pages', 'My courses', 'DigiCulture', 'DigiCulture Courses', 'English', 'AVR_EN', 'MAMUE_EN', 'Participants', 'Badges', 'Grades', 'Lecture 1', and 'Lecture 1:'. The course title 'Lecture 1: Designing for the World of Smart Phones' is visible at the top of the main content area.

Figure 1. Case 1: Londinium App is an example of multimedia in the course and an OER.

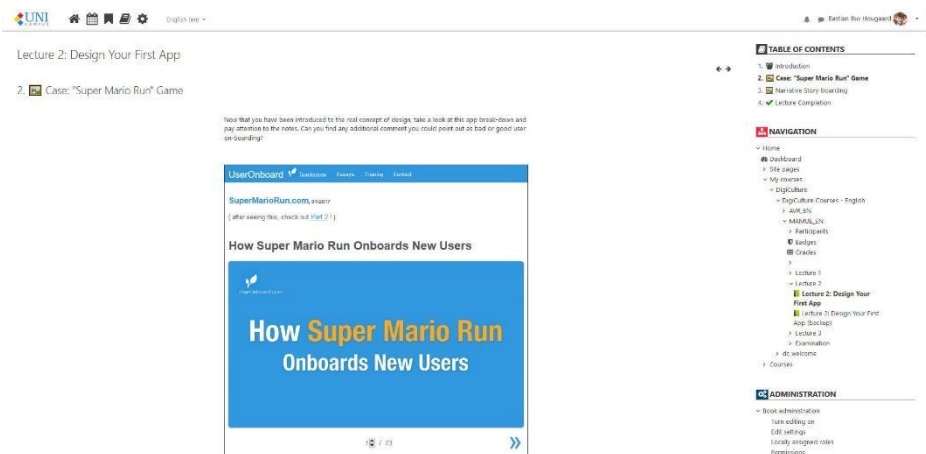


Figure 2. Case: How Super Mario Run Onboards New Users is an example of an OER which is an Interactive Online Activity.

Glossary

The Glossary is currently still in work in progress.

E-Assessment

The E-Assessment is currently being implemented. The exam will have the role of assessing the adult learner's knowledge and peer assessment will be used to assess the learners design skills.

DigiCulture Open Badges

The Open Badges for the courses are currently under construction. There will be one badge available for this course, awarded upon completion of the exam. As evidence the badge will include content that the learner produced during the course, such as a video of the learners mobile application prototype.

Reflection in Blogs

The Reflection in Blogs is currently under construction.

5 Videos

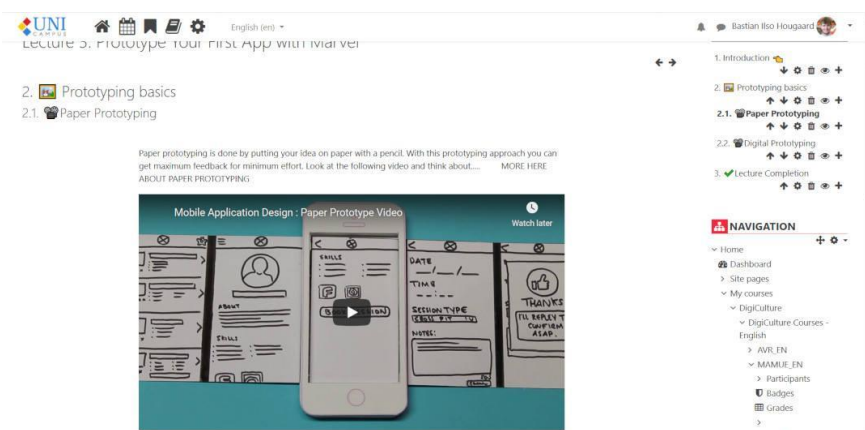


Figure 3. Exercise: Paper Prototyping video (2 minutes) This is a video which demonstrates how people can paper prototype.

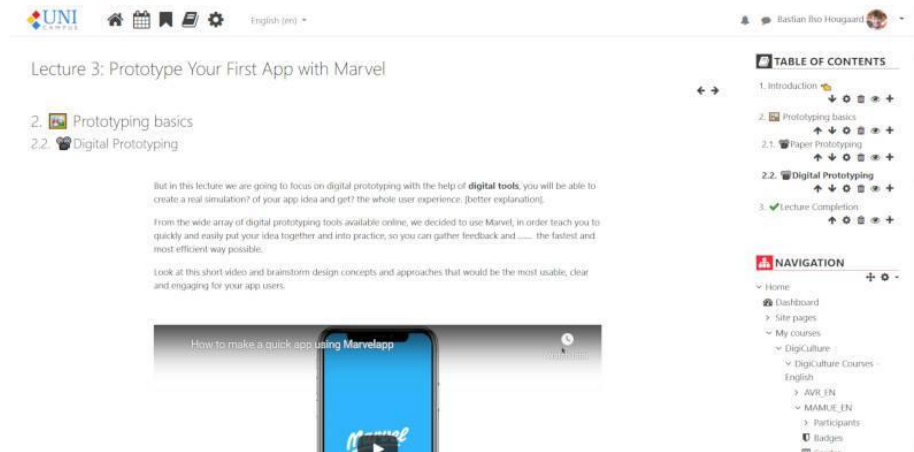


Figure 4. Prototype Your First App with Marvel (5 minutes)

6 Quizzes and Activities

The quizzes are under construction.

7 Case Studies

See Figure 2 and 1.

8 Final Test

The Final Test is currently under construction.

9 Link to other DigiCulture Courses

It is planned that establishing links to other DigiCulture Courses, will happen in the theoretical chapters of the course. For instance, our design lecture on Storyboards will link to the DigiCulture course in Digital Storytelling.

10 References, Link to other Courses, projects etc

The course plans to link to 3 external videos, 2 external articles, 2 books and link to 3 other courses.

11 Further work

The remainder of the course needs to be implemented into the DigiCulture VLH. Badges will need to be set up along with other interactive content including quizzes and an examination.

Attachments

None.

DigiCulture

O3.3 – Digital Skills for Culture Module Outline v0.1

Outcome 3.3 Digital Management in Culture	
Document submission and review information	
Date of deliverable	February 2020
Organisation name of lead author	JMEA
Revision date	February 2020
Author and reviewer information	
Name of the author	David Evans
Organisation / affiliation of the author	JMEA
Name of the reviewer	<i>Greta Volodzkaite</i>
Organisation / affiliation of the reviewer	NADE

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Suggested citation

Evans, D F T (2020) *Outcome 3.3 Digital Management in Culture*

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Contributors

Executive Summary

This document provides a summary of the development of Module Digital Management in Culture of the Digital Skills for Culture Course as of December 2019.

Contributors

This document was developed by David Evans, JMEA

Acknowledgements

1 Levels

One level

2 Links to Conceptual Framework (O1)

The Digital Management in Culture course is based on the stakeholders needs as researched in the O1.3 Guidelines for Digital Competences for Creative Industries.

3 Pre-assessment Test

There will be a short pre-assessment test as part of the enrolment process for the course

4 Text / Course Structure

The course will consist of five sections

- 1 - Introduction
- 2 - Planning, Strategy and Organising
- 3 - Leadership, Human Resources and Training
- 4 - Controlling Resources
- 5 - Marketing and Publicity

Each section will contain presentation material, links to outside resources, exercises and tutorials.

2 Planning / strategy / organising - deciding what to do, what to concentrate on, what is most important and how to achieve those goals

3 Leading / people / human relations / training - dealing with other people, whether they are co-workers, employees, freelance individuals or even friends.

4 Control - technology, resources, money. Without managing resources efficiently, even the best artistic endeavours will usually fail. And without making the best use of new technology, it's becoming increasingly difficult to operate in the modern world

5 Marketing and publicity - however great your artistic talent and your creative output, if nobody knows about it, you are unlikely to get very far. Finding the most effective ways of letting the world know about what you're doing is very important

There will also be a Glossary / Wiki to which students can contribute, and an area for blog posts.

5 Videos

There will be at least three videos in the course, illustrating the use of, for example, digital technologies (primarily Apps) for – performing music (page turning devices), selling tickets via cheap, contactless card readers and managing resources using Google Drive.

6 Quizzes and Activities

Each section of the course will contain an informal quiz alongside the formal e-assessment activities to enable participants to test their knowledge in a less challenging situation.

7 Case Studies

To be developed

8 Final Test

To follow

9 Link to other DigiCulture Courses

Links to other modules of the DigiCulture Course will be created and inserted in the final stages when all parts are nearing completing.

10 References, Link to other Courses, projects etc

The course plans to link to a number of external videos, external articles and other OER / MOOC resources.

11 Further work

The remainder of the course will be written and developed over the next three months

Attachments