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DigiCulture

O3.1 - Digital Skills for Culture Curricula FINAL

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Executive Summary

This document provides the Curricula of the Digital Skills for Culture Courses as of December 2019, and then July 2020.

Ojectives of this document

This document provides information about all courses related to the Digital skills for Culture.

Who is this document for?

This document is intended to all stakeholders from the creative industries or education sector.

What topics are addressed in this document

This document plan to briefly present the DSC Curricula

Contributors

all partners

Acknowledgements

Input from DigiCulture project partners was invaluable in shaping the DSC curricula

1   Aims and Scope

The aim of this draft is to present the digital culture curricula after several iterations and the final decision taken in during the TPM in Graz November 2019.

2   Background and rationale

Final draft

O3 plans the training program Digital Skills and Social Inclusion for Creative Industries developed as an online course with integrated MOOC and OER tools, resources and solutions, translated into all partners' languages, and designed especially for low digital skills adults. This Output is based on the results from O1, implemented in the VLH from O2, integrate the credentials from O4. It will be validated by the evaluation of O6. Taking into consideration the O1 guidelines, the courses are designed with: new course materials using simple terminology, multimedia examples, interactive online activities, real-life problem-based exercises, building e-portfolios, e-assessment and peer-to-peer assessment, reflection in blogs, is using existing OERs and examples provided by the cultural institutions partners or associated partners in the project.

3 Methodology, tools and research

The partners worked to build a valid curriculum, by refining the course goals, in order to fit the latest digital media innovations and requirements of the cultural sector, the guidelines from O1 and design the concept and curricula for the Digital Skills for Culture Courses as a unified programme. Each course module is planned to respond to one or two competences DigCom2.0 and to cover the transversal competences of communication and collaboration.

4 Expected results / Intermediate results

The Curricula for the Digital Skills for Culture program is:

Course module	content	Number of hours
1. The Internet, World Wide Web and introduction to the digital world	- 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	7 weeks, 2-3 hours per week, total 18 hours
2. Digital content & Publishing	- Wikis. - Blogs. - Newsletters. - Various media contents. - eBooks. - Repositories & online libraries. - DRM - digital contnet for different media	7 weeks, 2-3 hours per week, total 18 hours
3. Data Protection and Open Licenses	- IPR and Copyright - Exceptions for GLAM and creative industries (and research) (Open) Licensing - Creative Commons Licenses - Watermarks and DRM - Basic principles of Privacy and Data Protection	8 weeks / 1 hour per week

	● Privileges for research, the cultural sector and creative industries	
4. Digital Curation - Digital Libraries and Museums	● Digitisation ● Data models, metadata standards, vocabularies ● Collection Management Systems & Trusted Repositories ● Online collections, digitorials, virtual exhibitions ● Engagement with online collections ● Folksonomies and crowd-sourcing	8 weeks / 1 hour per week
5. Digital Safety, Security and Ethics	● Malware: Types of malware and preventing infection ● Network Security: Challenges and protection measures ● Cybersecurity Law ● Ethical Practices Online	8 weeks / 1 hour per week
6. Digital storytelling	● 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)	4 weeks, 3 hours per week.
7. Social media for culture	● 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 choose your social media ● How to evaluate social media impact ● Tools and Apps	4 weeks, 3 hours per week.

8. Digital audiences, Digital analytics	- Digital Audiences: Identifying your audience - Search Engine Optimisation: Growing your audience - Data Analytics: Measuring Success	1 week, 6 hours
9. Augmented and Virtual Reality - Immersive experiences	- What is Virtual Reality and Augmented Reality? - Case Studies of Virtual Reality and Augmented Reality - Create and Explore a Virtual Reality Scene - Make the Virtual Reality Scene Interactive - How to Create Augmented Reality with your Smartphone	5 weeks, 3 hours per week.
10. Mobile Apps and Mobile User Experience	- Introduction to Smart Phone Eco System - Mobile Sensor and changing context - Paper Prototype your own app - How to evaluate experience (usability test) - Introduction to Mobile UX Design (context, audience, ...)	5 weeks, 3 hours per week.
11. Digital management in culture	- Introduction - Planning, Strategy and Organisation - Leadership, People and Training - Controlling Resources - Marketing and Publicity	5 weeks, 3 hours per week.
12. Digital Communication & Presentations	- Introduction to digital communication and presentation - Digital marketing strategy (good practice examples, 3M's, templates for developing strategy...) - Strategic communication (how to reach your audience, basic principles and tools;) - Digital presentation (tips and guidlines for creating presentations, online tools for presentations, ppt slides and etc.)	5 weeks, 3 hours per week.
13. Online and mobile digital media tools (audio-video)	- Different Formats and Terminology. - Images/Photos Editing Tools. - Video Editing Tools. - Audio Editing Tools.	5 weeks, 3 hours per week.

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	● Audio & Video Streaming. ● Mind-mapping software. ● Online Editing Tools for Social Media.	

5   Next steps / Discussion

Based on the agreed curricula discussed with the cultural stakeholders, the partners developed in more detail each course module syllabus to ensure that the modules do not overlap with each other, and that the course as a whole covers all the important areas for building up digital skills for the culture and heritage sector.

6   Conclusions

The course curricula and syllabus were evaluated in interviews and face-to-face survey, during the ME in Rome, Dublin and in Graz, workshop in Timisoara with more than 50 stakeholders from CI. The results are included in the new syllabus and into the development of course modules.

7   References

Attachments