



DEPARTMENT OF ART COMMUNICATION AND TEACHING

SCHOOL OF COMMUNICATION AND PROMOTION OF CONTEMPORARY ARTISTIC HERITAGE
Specialism ► CULTURAL HERITAGE

LEARNING OBJECTIVES:

This course aims to give students sufficient knowledge of communication and promotional methods and techniques to be able to apply specific skills to all areas and processes involved in optimising the accessibility, knowledge and understanding of contemporary cultural heritage.

EMPLOYMENT PROSPECTS:

This course allows graduates to form part of the management team at public and private organisations or cultural institutions, responsible for managing artistic heritage in the art market and with expertise in the communication and promotion of museum pieces, both in artistic and cultural terms. They will be able to work flexibly, independently and alongside specialists to advertise and promote artworks, as well as being involved in the organisation and setting up of art-related events and the editing and production of communication materials to support them.

OVERVIEW OF MODULES

The overview of modules provides detailed information on all aspects of the teaching students will receive:

- the module type (core, specialist, elective, etc.)
- the module code
- the area of study
- the subject matter.

The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.

CORE MODULES

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ABPR31	Photography	Photography
		Religious architecture
ABPR16	Drawing for designers	Design and technical drawing
		Drawing and surveying cultural assets
		Basics of computer-aided design
ABPR31	Photography	Photography
		Photography for cultural heritage
ABST46	Aesthetics	Aesthetics
		The phenomenology of the image
ABST47	Style and the history of art and fashion	Introduction to iconology and iconography
		History of Orthodox Christian art
		History of modern and contemporary religious art
		History of drawing and graphic art
		History of contemporary art
		History of modern art

SPECIALIST MODULES

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ABTEC37	Design methodology for visual communication	Design methodology for visual communication
ABST55	Cultural anthropology	Cultural anthropology History of popular religion
ABVPA61	Cultural and environmental heritage	Contemporary cultural heritage Cultural and environmental heritage History and documentation of architectural heritage
ABVPA62	Theory and practice of promoting cultural heritage	Communication and promotion of museum collections Promotion of architectural heritage and landscape assets Methods for storing and conserving digital art
ABVPA63	Museum studies	Contemporary museum studies Museum studies and exhibit management Museum studies and history of collecting
ABVPA64	Museum studies and exhibit design	Exhibit communication Museography Staging design
ABLE70	Legislation and economics of the arts and entertainment	Cultural heritage legislation Information and digital communication law

Minimum number of credits required for the bachelor's degree 66

SUPPLEMENTARY OR ELECTIVE MODULES

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ABAV06	Painting techniques	Chromatology
ABPR15	Design methodology	Design methodology
ABPR19	Graphic design	Web design
ABTEC38	Digital applications for the visual arts	Digital applications for art Computer graphics
ABTEC40	Multimedia design	Applying multimedia to cultural heritage
ABTEC43	Audiovisual languages and techniques	New integrated media techniques
ABST50	History of architecture	History of architecture and town planning
ABST51	The phenomenology of contemporary art	Languages of contemporary art
ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape Psychosociology of the consumption of culture
ABST59	Art education and teaching	Teaching for museums
ABPC65	Mass media theory and methods	Mass media theory and methods Communication ethics
ABPC67	Communication methods and techniques	Advertising communication Creative writing

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills

Foreign language test

Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:

- an oral or combined written/oral examination for theoretical subjects
- a presentation of projects, followed by a discussion, for subjects that combine theory and practice

FINAL EXAMINATION TYPE

The final examination taken at the end of the bachelor's degree involves:

- the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
- the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.