

Rationale

Cultural institutions around the world increasingly rely on the use of information technologies to provide enhanced access to cultural contents. Many different aims and goals drive this trend:

- to enhance the experience of users (at home, in the galleries, travelling, ...)
- to improve the impact and the educational benefits (for youngsters and schools)
- to allow users to express themselves and feel like part of a community of cultural heritage lovers.

TEC-CH Online offers practitioners and young researchers the possibility to keep an update of the groundbreaking solutions that established and emerging technologies can offer to cultural heritage communication, from theoretical considerations to specific case studies. It is a unique opportunity to obtain state-of-the-art information and knowledge, both from academic research and from the expertise of well-known practitioners.

The Programme

TEC-CH Online is a flexible online programme, based upon our experience of the Master Programme in Technology-Enhanced Communication for Cultural Heritage (TEC-CH), offered by the Università della Svizzera italiana, USI, since 2004.

Most teachers of TEC-CH Online have taught, or are still teaching, the same subject every year in Lugano for the MSc TEC-CH. The programme offers a number of courses that can be taken individually.

Certification

Upon successful completion of a course, the participant will be awarded an attendance/performance certificate.

Courses require about 40 or 90 hours of work, corresponding, respectively, to short courses (4 weeks' length, 1.5 ECTS*) or long courses (7 weeks' length, 3 ECTS).

At the completion of a number of courses amounting to 15 ECTS, the participant can be awarded, upon request, a Certificate of Advanced Studies in Technology-Enhanced Communication for Cultural Heritage from the Faculty of Communication Sciences of the Università della Svizzera italiana, USI.

It is foreseen in the future that a Diploma of Advanced Studies will be awarded to participants who successfully complete 30 ECTS.

* 1 ECTS (European Credit Transfer System) corresponds to an average of 25-30 hours of study commitment. A participant is required to spend an average of 8-9 hours of study per week for successfully accomplishing a 1.5 ECTS course, and an average of 11-12 hours of study per week for accomplishing a 3 ECTS course.

Contents

TEC-CH Online is organized as a set of independent courses. The range of courses does not attempt to be exhaustive, but rather selective and carefully thought out to match the needs of professionals active in the heritage field to gain expertise, despite having different backgrounds and know-how.

The main areas covered by the programme are:

- essentials of communication for cultural heritage, theory and applications
- personalized communication solutions for museums and cultural institutions
- visitor and user studies
- innovative solutions for cultural heritage communication
- education for cultural heritage
- trends in museum communication
- digital communication for ancient cultural heritage.

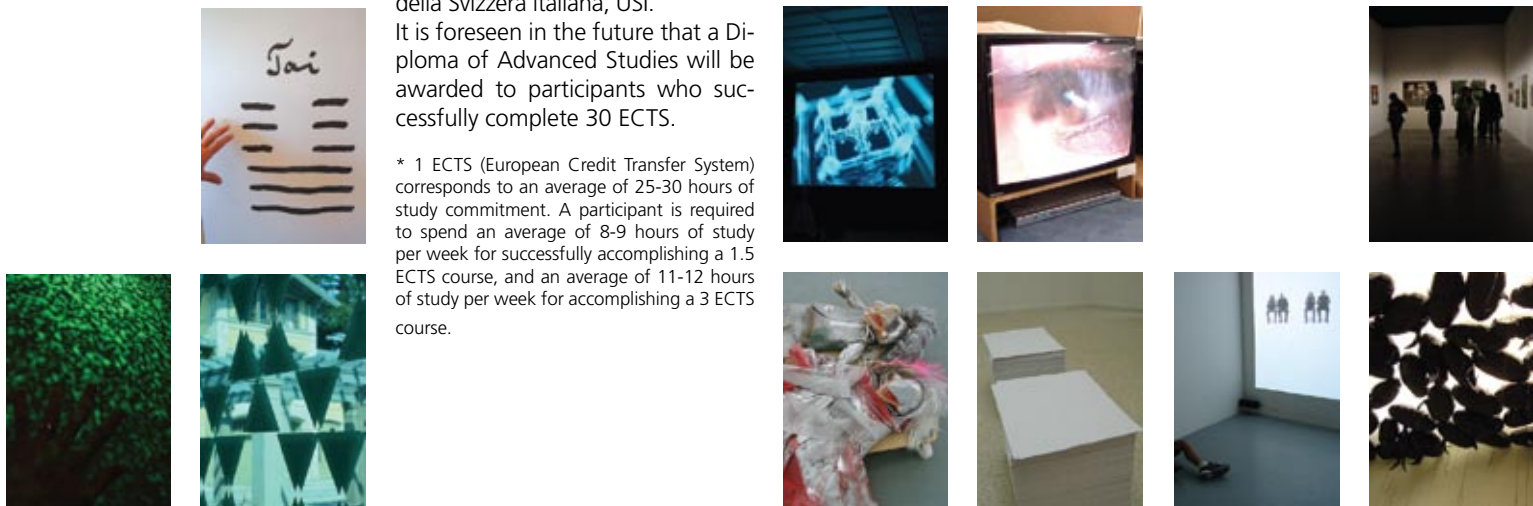
Course offerings will be enriched every year, according to indications from participants and from experts in the field of cultural heritage.

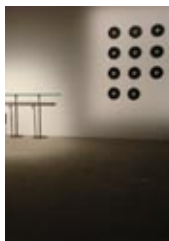
Teachers

TEC-CH Online teachers are either reputed academics or well-known professionals (sometimes both), active in the field of cultural heritage communication. Different regions of the world are represented, in order to convey the variety of approaches taken when communication of cultural heritage is at stake.

Language

The tuition language is English.





**Università
della
Svizzera
italiana**

Online Programme in Technology-Enhanced
Communication for Cultural Heritage

www.tec-ch-online.unisi.ch



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Candidate profile

This online programme presents an ideal opportunity for students and professionals who already have work experience in the field of cultural heritage (museums, cultural centres, archaeological sites, etc..) and would like to obtain additional qualifications. The programme is particularly intended for applicants with backgrounds in the Humanities, Heritage or related fields and/or Information Communication Technologies (ICTs).

Entry requirements

Eligible candidates should have at least a Bachelor's degree from a recognized academic institution. Good knowledge of English is required. It is desirable to be already familiar with the use of information technologies.

Fees

Course tuition is 500 Swiss Francs (CHF) for a short course (4 weeks' length, 1.5 ECTS) and 800 CHF for a long course (7 weeks' length, 3 ECTS). Payment falls due at the time of application. The applications received will be considered only upon receipt of full payment.

Application deadlines

The registration period opens on 15 November 2008 and closes differently according to the time of delivery for each course. For information on courses delivery dates and application deadlines, please check www.tec-ch-online.unisi.ch

Application can be done online following 2 easy steps. For further information and the application submission, please check our website: www.tec-ch-online.unisi.ch

