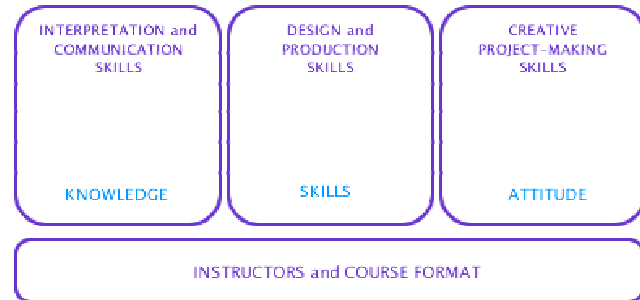


School of Tech: Educating Experts in Cultural Heritage Multimedia

Cultural heritage multimedia is a young domain which lacks certain elements of mature fields including degree-granting educational programs. Despite the absence of established paradigms, a number of academic institutions are developing educational programs in this area. At this critical juncture, when skills and processes are being codified for the first time in academic curricula, the input of professional practitioners is desperately needed. This is especially true in a multidisciplinary field like cultural heritage multimedia where there is no consensus about the ideal path to professional qualification. How can educators ensure that graduates will be able to operate creatively and effectively in the professional environment? And how can they push the field in challenging and exciting directions?

Model for teaching cultural heritage multimedia



Suggested discussion questions

- What should students know?
- How should they learn it?
- Who should teach it?
- What is the role of elearning?
- Who are these programs for?
- What are the career prospects for graduates?
- What are the international dimensions?

Food for thought

The codification of a field into a degree-granting graduate program can also be harmful. For museum Web site development, it is clear that a synthesis of skills is required... As for graduate degrees, there is an inevitable tension created as domains become more formalized within our educational structure. By creating degree-granting programs, we codify the critical skills needed, the process of creation, the theoretical approaches that might be taken. –Kathryn and Michael Haley-Goldman, *Wither the Web* (MW 2005)

What career path are TEC-CH students on?...In many ways these are career paths for museums that are reinventing themselves even as we speak in the image of the 21st century and the Internet age. As museums come to consciousness that the old models, the old paradigms are not going to serve them well enough in the coming decades, the coming years, the coming century, [cultural heritage multimedia] graduates can become the pioneers in helping museums communicate with their publics using the tools like the Web, podcasting and DVDs. –Peter Samis, TEC-CH podcast

Computer programs in the humanities, and in higher education as a whole, often fail because they try to fit all disciplines into a framework developed for use in mathematics or the experimental sciences. When I teach theatre, I need to encourage the students' willingness to make daring and unusual choices. Students need to learn not to imitate others, but to develop original and independent solutions to problems. –Larry Friedlander, *Spaces of Experience*

English-language degree programs in Cultural Heritage Multimedia

1.	University of Alberta	MA in Humanities Computing	Canada
2.	University of the Aegean	MSc in Cultural Informatics	Greece
3.	Lucca Institute of Advanced Studies	PhD in Technology and Management of Cultural Heritage	Italy
4.	University of Leiden	MA in Book and Media Studies	Netherlands
5.	EuroMACHS (network of four European universities) Coordinated by University of Coimbra, Portugal	Master in European Heritage, Digital Media and the Information Society	Portugal, Finland, Germany, Italy
6.	University of Lugano	MSc in Technology-Enhanced Communication for Cultural Heritage	Switzerland
7.	University of Leicester	MA in Digital Heritage	UK
8.	University of Westminster	MSc Multimedia Systems for Cultural Heritage	UK
9.	King's College, University of London	MA in Digital Humanities	UK
10.	New Mexico Highlands University	BFA, BA, MA in Media Arts and Cultural Technology	USA
11.	University of Virginia	MA in Digital Humanities	USA

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