

SCHOOL	Art Education for Museums
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	1099 Progettazione multimediale II
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course is designed to facilitate the understanding of the theoretical and practical tools of multimedia communication strategies, applied across traditional and digital channels, for the enhancement and promotion of artists, exhibitions, museums, and cultural events. It includes a practical component with a real client, where participants will monitor communication on social media channels and press office activities during the second half of the year.

Knowledge and understanding	Comprehension of the theoretical and practical tools of multimedia communication strategies, applied to both traditional and digital channels.
Applying knowledge and understanding	Utilization of theoretical and practical tools for multimedia communication strategies, applied across traditional and digital channels.
Making judgements	Autonomy in the management of multimedia communication tools, encompassing both traditional and digital channels.
Communication skills	Proficiency in analyzing and explaining the use of multimedia communication tools, tailored for both traditional and digital channels.
Learning skills	Acquisition of multimedia communication techniques, tailored for both traditional and digital channels.

CONTENTS	Theory. The primary channels of traditional and digital communication will be analyzed. Newspapers, magazines, television, blogs, websites, and social networks (particularly LinkedIn, Facebook, and Instagram) serve as effective means of promoting and communicating art and culture. We will examine and evaluate the communication methods across various channels, including through the study of Case histories dedicated to various subjects: institutions, museums, artists, and events. Laboratory activities. Become the communication agency for a real entity, managing and coordinating communication across all dedicated channels.
ADOPTED METHODOLOGY	<input checked="" type="checkbox"/> In Person Frontal instruction, guided learning, individual research, group collaboration, case analysis, and simulation.
ASSESSMENT METHODS	Oral Assessments, Practical Exercises Presentation of a strategy and an integrated communication plan regarding the work undertaken, accompanied by suggestions for enhancing future communication.