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|---|--------------------------|---|
| <b>Module title</b>   |                          | <b>Abbreviation</b>                         |
| Media and Communication in Museums  |                          | o4-Mus-MedKom-152-mo1                       |
| <b>Module coordinator</b>   |                          | <b>Module offered by</b>                    |
| holder of the Professorship of Museum Studies   |                          | Professorship of Museum Studies             |
| <b>ECTS</b>   | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5   | numerical grade          | --  |
| <b>Duration</b>   | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester  | undergraduate            | --  |
| <b>Contents</b>   |                          |   |
| The module gives a broad overview of the different media, used in a museum. The media will be examined according to their specific characteristics, applications, effects on the visitors as well as technical prerequisites.   |                          |   |
| <b>Intended learning outcomes</b>   |                          |   |
| Students are acquainted with the most common used media in a museum. They are able to analyse the media that can be found in a specific exhibition, in the respective museum overall context with regard to the conveyance of a message and its impact on the visitors. They know how a medium should be designed in order to convey objects, significances and contents sustainably and appropriately. |                          |   |
| <b>Courses</b> (type, number of weekly contact hours, language – if other than German)  |                          |   |
| S (2) + Ü (1) + Ü (0.5) + Ü (0.5)<br>Module taught in: German and/or English<br>Number of weekly contact hours: Ü (0.5) (whole day WS)  |                          |   |
| <b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)  |                          |   |
| presentation (approx. 30 minutes) with position paper (2 pages) and written elaboration (approx. 10 pages)<br>Language of assessment: German and/or English   |                          |   |
| <b>Allocation of places</b>   |                          |   |
| --  |                          |   |
| <b>Additional information</b>   |                          |   |
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| <b>Workload</b>   |                          |   |
| 150 h   |                          |   |
| <b>Teaching cycle</b>   |                          |   |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)  |                          |   |
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| <b>Module appears in</b>  |                          |   |
| Bachelor's degree (1 major, 1 minor) Museology and material culture (2015)  |                          |   |