

ARH 6930

Museum Special Topics: Museum Technology Today

Fall 2017

Tuesday | Period 3 - 5 (9:35am – 12:35pm) | LW 212 Nygren Scholars Studio

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Office hours by appointment only

**Email responses will be timely (within 48 hours) and only during business hours (M-F 8:00am-5:00pm).*

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu> or (352) 392-1575

University Police Department: (352) 392-1111 or 9-1-1 for emergencies

Sexual Assault Recovery Services (SARS), Student Health Care Center, (352) 392-1161.

Course Description:

This seminar examines the creation, dissemination, and proliferation of digital surrogates in the GLAM (Gallery, Library, Archive, Museum) community, from digital collections and online exhibitions to social media.

Course Objectives:

Students will:

- Develop professional research, writing, and presentation skills
- Connect theories presented in readings to contemporary museums through relevant examples from print publications, online media, and/or in-person visits
- Understand the development of technology in museums

Required Reading:

Bautista, Susana Smith. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. 2014.

Recommended Reading:

Kidd, Jenny. *Museums in the New Mediascape: Transmedia, Participation, Ethics*. 2017.

Both texts are available on reserve at the Architecture and Fine Arts Library (AFA). Additional readings that are not publicly available will also be placed on RESERVE or E-RESERVE at AFA or uploaded to CANVAS.

Evaluation:

Individual Presentation	15%
Technology project	15%
Participation	20%
Case Study Presentation	20%
Case Study	30%

Individual Presentation (15%)

Students will present a current event and/or article and lead a class discussion focused on the topic. Individual dates will be assigned during the semester.

Technology Project (15%)

DUE October 31

Students will produce a 3d print of a museum artifact that is publicly available and present it to the class.

<https://sketchfab.com/britishmuseum>, <http://morphosource.org>, or <https://3d.si.edu>

Case Study Presentation (20%)

DUE December 5

Students will present their final case study research to the class.

Case Study (30%)

DUE December 11

Students will write a case study research paper that examines one or two current or recent (within 3 years) museum's use of technology as discussed in the course. This should be a cohesive paper which presents original research and places the museum/event/technology into the larger narrative of museum practice and theory.

Eight to ten pages (not including bibliography and images), 1.5 spacing, Times New Roman, 12 pt.

Participation (20%)

Class attendance is essential and expected. Students are allowed two excused absences.

Students are expected to participate in each class, as well as professionally engage online via [Twitter](#). Class relevant tweets should include #musetech6930.

Plagiarism and the Honor Code:

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

This includes plagiarism, which includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

For more on plagiarism and the honor code see: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Online Course Evaluation:

"Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

August 22 Introduction

August 29

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. xvii – 30.

September 5 Websites & Apps

Edson, Michael Peter. 2014. "Dark Matter." CODE | WORDS: Technology and Theory in the Museum. <https://medium.com/code-words-technology-and-theory-in-the-museum/dark-matter-a6c7430d84d1#.yx3nlky8e>

Proctor, Nancy. 2011. "The Google Art Project: A New Generation of Museums on the Web?" *Curator: The Museum Journal* 54 (2): 215–21. [doi:10.1111/j.2151-6952.2011.00083.x](https://doi.org/10.1111/j.2151-6952.2011.00083.x).

Kidd, Jenny. 2016. "Museum Online Games as Empathetic Encounters" from *Museums in the New Mediascape: Transmedia, Participation, Ethics*. London: Routledge. 103 – 115.

September 12 Digital Collections & Metadata

Sreenivasan, Sree. 2015. "How the Met Museum Approaches Innovation" from *Technology and Digital Initiatives Innovative Approaches for Museums*. Edited by Juliee Decker. 95 – 100.

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. 31 – 58.

September 19 Community Engagement

Wong, Amelia. 2012. "Social media towards social change: opportunities and challenges for museums" from *Museums, Equality, and Social Justice*. Edited by Richard Sandell and Eithne Nightingale. Abingdon, Oxon; New York: Routledge. 281 – 293.

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. 85 – 114.

National Archives Social Media Strategy FY17-20.
<http://usnationalarchives.github.io/social-media-strategy/>

September 26 Social Media

Guest speaker

Dodge, Ryan. "Creating a Social Institution: Leveraging the Power of Social Media"
<http://www.museum-id.com/idea-detail.asp?id=519>

Kidd, Jenny. 2016. "Museum Communications in Social Networks" from *Museums in the New Mediascape: Transmedia, Participation, Ethics*. London: Routledge. 41 – 55.

Nguyen, Ashley. 2017. "These Two Women Are Building an African American History Museum Online." August 456. <https://thelily.com/these-two-women-are-building-an-african-american-history-museum-online-c4cc98530ad8>

October 3

Digital engagement framework <http://digitalengagementframework.com/>

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. 59 – 84.

October 10 In gallery experience

Guest speaker

Neault, Michael. 2017. "Designing for Scale and Context, Knights and Dragons." <https://medium.com/@mneault/designing-for-scale-and-context-knights-and-dragons-c03743e5565a>

Sternbergh, Margaret Collerd, Silvia Filippini Fantoni and Vivian Djen. "What's the point? Two case studies of introducing digital in-gallery experiences." MW2015: Museums and the Web 2015. <http://mw2015.museumsandtheweb.com/paper/whats-the-point-two-case-studies-of-introducing-digital-in-gallery-experiences/>

Kidd, Jenny. 2016. "Interactives in the Social Museum" from *Museums in the New Mediascape: Transmedia, Participation, Ethics*. London: Routledge. 87 – 102.

October 17

Guest speaker

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. 115 – 146.

October 24 Online Exhibits

Mateos-Rusillo, Santos M., and Arnau Gifreu-Castells. 2017. "Museums and Online Exhibitions: A Model for Analysing and Charting Existing Types." *Museum Management and Curatorship* 32 (1): 40 – 49. doi:[10.1080/09647775.2015.1118644](https://doi.org/10.1080/09647775.2015.1118644).

Mundy, Jennifer and Jane Burton. "Online Exhibitions." MW2013: Museums and the Web 2013." <http://mw2013.museumsandtheweb.com/paper/online-exhibitions/>.

October 31 3d printing/scanning

3d prints due, class presentations

Wagner, Karin. 2017. "The Mummy and the Medical Gaze: Digital Visualisations in the British Museum's Exhibition Ancient Lives, New Discoveries." *Museum Management and Curatorship* 32 (2): 160 – 75. doi:[10.1080/09647775.2016.1273131](https://doi.org/10.1080/09647775.2016.1273131).

November 7

NO CLASS – Follow #MCN2017

November 14

Guest speaker

Bautista, Susana Smith. 2014. *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*. Lanham, Maryland: AltaMira Press. 147 – 185.

November 21 Accessibility/Usability

Lisney, Eleanor, Jonathan P. Bowen, Kirsten Hearn, and Maria Zedda. 2013. "Museums and Technology: Being Inclusive Helps Accessibility for All." *Curator: The Museum Journal* 56 (3): 353 – 61. <http://dx.doi.org/10.1111/cura.12034>.

Langa, Lesley A., et al. 2013. "Improving the Museum Experiences of Children with Autism Spectrum Disorders and Their Families: An Exploratory Examination of Their Motivations and Needs and Using Web-Based Resources to Meet Them." *Curator: The Museum Journal* 56 (3): 323 – 35. <http://dx.doi.org/10.1111/cura.12031>.

O'Hara, Emily, Christine Reich, and Anna Lindgren-Streicher. 2015. "Developing Accessible Touchscreen Interactives." *Exhibitionist* 34 (2): 22 – 27. <https://static1.squarespace.com/static/58fa260a725e25c4f30020f3/t/594c50135016e15d9bc33598/1498173468197/8.+EXH+Fall+2015+ohara+Reich+Lindgren+Streicher.pdf>

November 28 Crowdsourcing

Ridge, Mia. 2013. "From Tagging to Theorizing: Deepening Engagement with Cultural Heritage through Crowdsourcing." *Curator: The Museum Journal* 56 (4): 435 – 50. <http://dx.doi.org/10.1111/cura.12046>

Kidd, Jenny. 2016. "User created content" from *Museums in the New Mediascape: Transmedia, Participation, Ethics*. London: Routledge. 57 – 69.

Owens, Trevor. 2016. "Curating in the Open: A Case for Iteratively and Openly Publishing Curatorial Research on the Web." *Curator: The Museum Journal* 59 (4): 427 – 442. <http://dx.doi.org/10.1111/cura.12168>

December 5

Case Study presentations