

Subject card

Subject name and code	Museum and exhibition education (lecture), PG_00145419						
Field of study	Museology and Preservation of Cultural Heritage						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Institute of Art History -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Noemi Etush				
	Teachers		mgr Noemi Etush				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		20.0	52
Subject objectives	The aim of the classes is to organise and deepen students' knowledge of cultural education as an area of practice and thinking about culture, which is not limited to the transfer of knowledge, but concerns ways of building relationships between the institution and the audience. The meetings are designed to develop the ability to critically reflect on the responsibility of cultural institutions towards their audiences and on the place of cultural education in the context of contemporary changes and crises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ODKML3_W03] Has a structured, advanced knowledge of the history of Polish and universal art from antiquity to modern Times	He has advanced knowledge of the educational potential of exhibitions presenting selected issues in Polish and universal art.	[SW2] presentation/project/paper/report
	[ODKML3_K01] Critically evaluates his knowledge, demonstrates a willingness to constantly expand it and to consult experts when he has difficulty solving a problem on his own	Critically assesses their knowledge, demonstrates a willingness to constantly expand it, and consults experts when encountering difficulties in independently solving problems related to museum education issues.	[SK1] oral statement/conversation/discussion
	[ODKML3_U03] Can critically analyze and evaluate the artistic value of works of art	Able to convey knowledge about the multifaceted possibilities of perceiving works of art	[SU2] presentation/project/paper/report
	[ODKML3_U11] Can effectively plan and organize his work, independently acquiring and consolidating knowledge in an orderly and systematic manner	Able to create and implement educational programs for cultural institutions	[SU2] presentation/project/paper/report
	[ODKML3_K02] Is ready to take action to protect and promote the cultural heritage of the region, Poland and Europe	Understands the role of museum education in activities aimed at protecting and promoting cultural heritage	[SK2] presentation/project/paper/report
	[ODKML3_W06] Knows to an advanced degree the research methods and tools of the workshop of the art historian/museologist/historicist, in particular, the methods of analysis and interpretation of art products of different eras	Knows the basics of the work and skills of a museum educator	[SW2] presentation/project/paper/report
	[ODKML3_W02] Knows to an advanced degree the terminology, theory and methodology of the sciences of the art	Knows the basics of creating educational programs based on museum exhibitions	[SW3] text preparation/written work
	[ODKML3_W07] Has advanced, structured detailed knowledge of the protection and maintenance of cultural heritage	Has advanced, structured knowledge of the educational potential of protecting and maintaining cultural heritage.	[SW3] text preparation/written work
	[ODKML3_W08] Knows and understands the basic economic, legal, ethical and other conditions of various professional activities, including the basic concepts and principles of industrial property protection and copyright law	Knows and understands the economic, legal, ethical, and other conditions of museum education, including copyright law.	[SW1] oral statement/conversation/discussion
[ODKML3_U04] Is able to use theoretical approaches and paradigms of research appropriate to the art sciences and cultural knowledge of a given era	Able to apply theoretical approaches and research paradigms appropriate to art sciences in museum education	[SU2] presentation/project/paper/report	
[ODKML3_W04] Has advanced, structured detailed knowledge of the specifics of culture and art of particular eras	Knows various educational mechanisms enabling the popularization of culture and art of particular eras	[SW2] presentation/project/paper/report	
[ODKML3_U02] Knows how to interpret works of art using typical methods of interpretation, taking into account the formal formation of statements and their place in the historical-cultural proces	Able to develop an educational program for exhibitions based on an in-depth interpretation of works of art and their historical and cultural context	[SU2] presentation/project/paper/report	
Subject contents	The course covers the basic concepts and directions of cultural and museum education, taking into account their historical context. Starting with the transmission model and its limitations, and ending with a shift towards the audience and the idea of a participatory museum. Issues of accessibility, inclusive education and institutional communication are also addressed.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final test	51.0%	100.0%
	Attendance	80.0%	0.0%

Recommended reading	Basic literature	<p>Bishop C., <i>Radical Museology or, Whats Contemporary in Museum of Contemporary Art</i>, London 2013.</p> <p>Bonter-Jędrzejewska R., <i>Projektowanie narzędzi komunikacji w obszarach kreatywnych</i>, Systemy Wspomagania w Inżynierii Produkcji 2020, t. 9.1, s. 53-64.</p> <p>Eardley A. F., Dobbin C., Neves J., Ride P., <i>Hands-On, Shoes-Off: Multisensory Tools Enhance Family Engagement Within an Art Museum</i>, Visitor Studies 21 2018, n.1, s. 79-97.</p> <p>Falco dal F., Vassos S., <i>Museum Experience Design: A Modern Storytelling Methodology</i>, The Design Journal 2017, v. 20, s. 3975-3983.</p> <p>Kwiatkowska O., <i>Gra w edukację. Konteksty muzealnej działalności edukacyjnej</i>, Zbiór wiadomości do antropologii muzealnej 2024, nr 11, s. 189-198.</p> <p>Gajda K. A., <i>Modele edukacji muzealnej analiza narzędzi edukacyjnych wykorzystywanych przez pedagogikę muzealną na terenie województwa małopolskiego i śląskiego w latach 2010 2015</i>, Kraków 2016.</p> <p>Gajda K. A., <i>Edukacja muzealna skierowana do szkół jako edukacja równoległa</i>, Kraków 2017.</p> <p>Han L., Xu J., Gao B., Liu J., Zhang Z., He M., <i>The museum visiting experience journey: a comparative analysis of physical museums and virtual museums</i>, Museum Management and Curatorship 2025, s. 1-23.</p> <p>Liu P., Lan L., <i>Museum as multisensorial site: story co-making and the affective interrelationship between museum visitors, heritage space, and digital storytelling</i>, Museum Management and Curatorship 2021, v. 36 4, s.403-426.</p> <p>Luo, Dan, Lieve Doucé, Nys C., <i>Multisensory museum experience: an integrative view and future research directions</i>, Museum Management and Curatorship 2024, s. 1-28.</p> <p><i>Muzea dla edukacji. Materiały z dwóch konferencji: Muzea dla edukacji wychowanie aktywnego obywatela 2324 września 2004 i Muzea dla edukacji nowe formy aktywności muzealne, Krakow 1920 października 2006</i>, Krakow 2007.</p> <p>Olbrycht K., Matusiak A., Głydy B., <i>Kompetencje do prowadzenia edukacji kulturalnej</i>. Katowice 2024.</p> <p>Pan P., <i>Preliminary exploration of multisensory experiences in museums: a phenomenological perspective</i>, Museum Management and Curatorship 2025, s.1-13.</p> <p>Sawczuk M., <i>Nieformalnie i w nawiązaniu do bieżących wydarzeń? Komunikacja muzeów na TikToku</i>, Zarządzanie Mediami 2025, t. 13, nr 1, s. 1-16.</p> <p>Simon N., <i>The Participatory Museum</i> (https://participatorymuseum.org/)</p> <p>Świetlik M., <i>User Experience Design (UX) w polu sztuki. Wystawy sztuki współczesnej jako platformy wymiany społecznej. Praca doktorska</i>, Kraków 2023 (https://ruj.uj.edu.pl/server/api/core/bitstreams/f9828912-a1f7-4042-ba30-115fb7443815/content)</p>
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	Supplementary literature	
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Groups with special needs at the museum</p> <p>Exhibitions for children</p> <p>Oral history archives as a form of engaging museum audiences</p>	
Work placement	Not applicable	

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