

«Basics of Museum Management. Theory and Practice»

1. Course Objectives

a. Course Objectives

The course “Basics of Museum Management. Theory and Practice” introduces the principles and practices of cultural heritage. During the course key areas of cultural heritage are taught, such as collections management, museum, gallery and site management, exhibition development, education and emerging digital technologies, including education in museums, digital heritage, object-based learning and curating contemporary art. The course provides training in a range of practical skills as well as encouraging critical thinking in relationship to heritage practices. The course offers a set of lectures/seminars that allow students to develop basic practical and theoretical understanding of current museological practice.

The aim of this course is to provide students a broad and challenging introduction to the practical and theoretical issues of contemporary museum and gallery practice in an international context; to encourage students to develop critical awareness in relation to museums, heritage and professional practice; to introduce students to the key areas of cultural heritage including theoretical principles, collections management, museum, gallery and site management, exhibition development, education and emerging digital technologies.

b. Learning Outcomes

At the completion of the course students will develop a critical awareness of relevant heritage issues in museum and gallery practice at local, regional, national and international levels, have basic knowledge of collections management, preventive conservation, object and collections-based research, exhibition production and evaluation, have a good understanding of the principles and ethical considerations which govern the museum and gallery profession, as well as relevant national and international legislation and key advisory bodies, have a good knowledge of relevant museological literature and additional relevant art and heritage-related resources.

A significant component of the learning goal of the course will focus on:

1. Developing students’ writing and analytical competencies through assignments designed around specific writing and speaking activities that gradually lead students to the final production of the analysis.
2. Developing students’ oral and communication skills.
3. Develop students’ critical thinking related to museum management practices.
4. Developing ability to apply fundamental museum management terminology.
5. Developing an appreciation for the process of museums’ foundation.
6. Developing an understanding of purpose and function of museum, the ability to analyze its functions, programs, achievements.
7. Developing students’ research and methodology skills through portfolio assignments.

II Course Structure

a. Teaching Methods

The course is taught through a series of lectures and workshops. The lectures will include practical sessions and opportunities for discussion. Students are expected to undertake a

considerable amount of selfdirected learning preparing for the lectures and workshops and working on their portfolios.

b. Course Structure and Teaching Plan

Course Structure

Teaching methods for this course will include lectures, demonstrations, students' presentations and reading and writing assignments. The professor will coordinate all class material, keep in close touch with each student in order to evaluate all course assignments. Some classes will feature video presentations. Class discussions are also a key element of the course, and students are encouraged to ask questions, offer their own observations, and share their own experiences.

Assignments:

Class time will be used for readings, screenings, viewings and field trips. Attendance, reading in advance of class and engaged participation are required. This includes coming to class on time and participation in class discussions, sharing ideas and opinions, and (very important!) taking notes.

III Content of the Course

a. Main thematic groups' summary:

Part 1

Introduction. Principles of museum and gallery practice. History and theory of museum and gallery development and the formation of their collections. The changing role, function and organization of art and heritage organizations in society. Case studies from museums and galleries in Europe, America and the Middle East.

Part 2

General introduction to collections care and management. Managing museums and gallery collections: documentation, collections management systems, preventive conservation, environmental monitoring, risk management, security issues, storage and loans management

Part 3

Introduction to the accreditation/registration process. Acquisition and lifecycle of a museum object. The management of information about collections. Different types of documentation: object catalogues, accession registers, and procedural documentation (such as loan forms).

Part 4

Practicalities of documentation within a museum environment. Popular computer-based Collections Management Systems. Main environmental factors affecting collections - light, relative humidity, pollutants, pests, temperature, and security. Security and emergency planning. Innovative display and outreach techniques.

Part 5

The issues around object handling, movement, packing and risk assessment. Best practice in the area of collections management and care. The methods developed by museums, collections and archives for safe interaction with objects.

Part 6

Managing museums and cultural heritage. International, national and local role of heritage sites, museums and galleries. Large scale project management principles and practice. Heritage interpretation. Museum methods of communication and interpretation. Exhibition design.

Part 7

Education, outreach and community engagement. School and adult education and learning in the museum. Educational role of the museum, gallery and heritage site within the community. Methods of working with objects in a learning environment.

Part 8

Digital heritage. Critical and theoretical study of the role of digital media in museums and galleries. Information and communication technologies from a museological point of view. Digital heritage policies and strategies in the context of the information society; the online version of the museum; the role of interactives and interactivity in exhibition spaces; the use of mobile media and social software.

b. Reference Texts

- Странский З. Понимание музееведения // Музеи мира. — М., 1991.
- Шляхтина Л.М., Фокин С.В. Основы музейного дела / Науч. ред. Б.А. Столяров. — СПб.: СпецЛит, 2000.
- Carbonell, B. (ed.) 2004. Museum Studies: An Anthology of Contexts. Oxford: Blackwell.
- Corsane, G. (ed.) 2005. Heritage, Museums and Galleries: An Introductory Reader. Abingdon: Routledge.
- Farago, C.J. and D. Preziosi (eds) 2004. Grasping the World: The Idea of the Museum. Aldershot: Ashgate.
- Golding, V. and W. Modest (eds) 2012. Museums and Communities. Oxford: Berg
- Macdonald, S. (ed.) 2011. A Companion to Museum Studies. Second Edition. Oxford: Wiley-Blackwell.
- Ambrose, T. & Paine, C. 1993. Museum Basics. London: Routledge.
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- Keene, S. 2008. Fragments of the World: Uses of Museum Collections. Oxford: Butterworth-Heinemann.
- Thompson, J.A. (ed.) 1992. Manual of Curatorship. Oxford: Butterworth-Heinemann.
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- Fahy, A. (ed.) 1994. Collections Management. London: Routledge.
- Gardner, J. B. & Merritt, E.E. 2004. The AAM Guide to Collections Planning. Washington, DC: American Association of Museums.
- Gilmore, J.A. & Buck, R.A. 1998. The New Museum Registration Methods. Washington, DC: American Association of Museums.
- Greene, J.P. 1980. Setting Up and Running a New Museum. Runcorn, Cheshire: Association of Independent Museums.

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- Nicks, J. 1999. 'Collections Management' in B. Lord & G.D. Lord (eds) The Manual of Museum Planning, 2nd Edition. London: The Stationery Office, pp.109-139.
- Cornucopia (UK) - UK collections online: <http://www.cornucopia.org.uk/search/place>
- Culture24 (UK) - <http://www.culture24.org.uk/home>
- Europeana (Europe) - Explore Europe's cultural collections: <http://www.europeana.eu/portal/>
- Google Art Project (International) - International art collections online: <http://www.googleartproject.com/>
- American Association of Museums: <http://www.aam-us.org/>
- International Council of Monuments and Sites (ICOMOS) (International): <http://www.icomos.org>
- International Council of Museums (ICOM) (International): <http://icom.museum/>
- Museums Association (UK): <http://www.museumsassociation.org/home>

IV Assessment Requirements

a. Assessment

Type of assessment	Type of control	Modules				Requirements
		1	2	3	4	
Accumulated mark	Essay	*				Two in class essays
			*			
Final	Final Exam		*			Written test

b. Summary of Examination Specifications and Assessment requirements

The final mark must reflect how achievement has varied across the different assignments, and how performance has varied across the assessment criteria for each assignment. Outline of the total mark specifications – out of 10 points, in line with the criteria below.

The final mark is a mathematical calculation based on marks/grades awarded to individual assignments during the course.

- Written examination – final test exam 10 points (the final exams will require short answers and identifications of works of art).

Accumulated mark

- Two in-class short essays; 0,4 and 0,6 points (assignments will be explained in class).

$$O_a = 0,4 \times O_t + 0,6 \times O_t$$

$$O_f = 0,4 \times O_a + 0,6 \times O_e$$