EU
EUROPEAN ALLIANCE

BLENDED INTENSIVE PROGRAM

HERITAGE EDUCATION & DIGITAL HUMANITIES
VIRTUAL PART (13th June 2024-4th July 2024)
IN PRESENCE PART (8th July - 12th July)

UEX

UNIVERSIDADE DE ÉVORA

UNIVERSITÀ DI PARMA

utad UNIVERSIDADE DE TRÁS-OS-MONTES E ALTO DOURO

THE AMERICAN COLLEGE OF GREECE
Pierce
Deree
Alba
1875

ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΛΟΠΟΝΝΗΣΟΥ
UNIVERSITY of the PELOPONNESE

Modules

Module 1. Cultural Heritage Education and Interpretation

Module 2: Digital Humanities and Cultural Heritage

Module 3: Cultural Heritage Creative Management and Rural Development

Module 4. Theory and methodologies in Digital Humanities for the identification, study and multidimensional survey of material and environmental cultural heritage in rural areas

Module 5. Natural Language Processing for the Humanities: an Introduction

Module 6 Memory, Heritage Interpretation and Public History: the digital approach

Module 7 Big Data and Culture - Discovering our roots in everyday online culture.

Module 8 Digital Heritage Display in Education: Engaging Students to Cultural Preservation

Universities

University of Extremadura (Coord.)

University of Evora (Coord.)

University of Parma (Coord.)

University of Tràs-os-Montes and Alto Douro

University of Peloponese

American College of Greece

International Summer Week

A fascinating week between the cities of Cáceres and Évora, for a deep immersion in the tangible and intangible cultural heritage of Spain and Portugal, putting into practice the knowledge acquired in the virtual part of the course and sharing inspiration and learning among experts with years of experience in the field.

Professors

Dr Martín Gómez-Ullate (Coord.) (University of Extremadura)
Dr Pilar Barrios Manzano (University of Extremadura)
Dr Juana Gómez Pérez (University of Extremadura)
Dr Alfonso Vázquez Atochero (University of Extremadura)
Dr Sofia Aleixo (University of Evora)
Prof. Gerardo Gonçalves Vidal (University of Evora)
Dr Rachelle Sprugnoli (University of Parma)
Professor Veronika Joukes (University of Tràs-os–Montes e Alto Douro)
Dr Afroditi Kamara (University of Peloponeso)
Dr Vassilis Poulopoulos (University of Peloponeso)
Dr Metaxia Papageorgiou (American College of Greece)

THIS COURSE IS AWARDED WITH 5 ECTS.

Contents

Module 1. Cultural Heritage Education and Interpretation
Dr Martín Gómez-Ullate (Anthropologue, Music Educator, Cultural Manager)

An introduction to the concept and practice of cultural heritage education (normally stated as Heritage Education) and interpretation with a strong approach to social sciences and especially socio-cultural anthropology. It will be based on the analysis of practical examples of good and bad practices.

   The students will learn the principles and methodologies for a better cultural heritage understanding and education, and how to apply them in the analysis of existing cases and the design of new cases based on new approaches and more creative discourses for interpreting material and immaterial cultural heritage.

   For future or present educators (and somehow, we all are), they will be able to include in their educational programs and scopes, new approaches to heritage, tradition and identity, absolutely necessary for understanding cultural diversity in new global contexts .

- Module 2. Cultural Heritage Creative Management and Rural Development
Dr. Veronika Joukes (Cultural tourism expert)

The module on Cultural Heritage Creative Management and Rural Development aims to equip students with a comprehensive understanding of leveraging cultural heritage for sustainable rural development. The primary objectives include fostering appreciation for diverse cultural assets, introducing the principles of creative management, and exploring strategies to preserve and promote cultural heritage in rural contexts. Students will delve into the intersection of culture, creativity, and socio-economic development, learning how to harness local traditions, crafts, and historical elements to drive sustainable growth. Emphasis will be placed on community engagement, empowering students to collaborate with local stakeholders for effective cultural resource utilization. By the course's conclusion, participants are expected to possess the knowledge and skills necessary to contribute meaningfully, using creative management strategies, to rural development initiatives that respect and enhance cultural heritage. Theory will be laced with practical examples.

Module 3. Natural Language Processing for the Humanities: an Introduction
Dr. Rachele Sprugnoli (Researcher)

Natural Language Processing (NLP) is an interdisciplinary field whose goal is to create machines that understand (and even generate) natural languages. NLP applied to texts in the

field of the Humanities helps in dealing with large amounts of data, extracting information and finding relationships and patterns between words.

The module will feature: (i) an introduction to the main concepts and approaches related to the NLP field; (ii) hands-on activities on some NLP tasks, such as lemmatization, part-of-speech tagging, named entity recognition, topic modelling.

Module 4. Digital Humanities and Cultural Heritage

Dr Sofia Aleixo (architect, cultural heritage expert)

An introduction to the Digital Humanities in the understanding of Cultural Heritage, using the case of Vernacular Architecture, where ethnographic methodologies, and methods, such as digital photography and CAD drawing, enabled the assessment of new knowledge on this type of built heritage regarding architectural issues.

Framed by a brief theoretical introduction to the concepts of Digital Humanities and Cultural Heritage, students will understand the value of being on-site to capture sociocultural values - e.g. by observing participants in their sociocultural cultural setting and by gathering information in hand metric drawings produced at the place - , during the desktop research stage where the digital photography is the most relevant tool to understand and explain a specific culture. The outcomes of a learner centred and research-inspired education are believed to contribute to sociocultural sustainability of the built heritage.
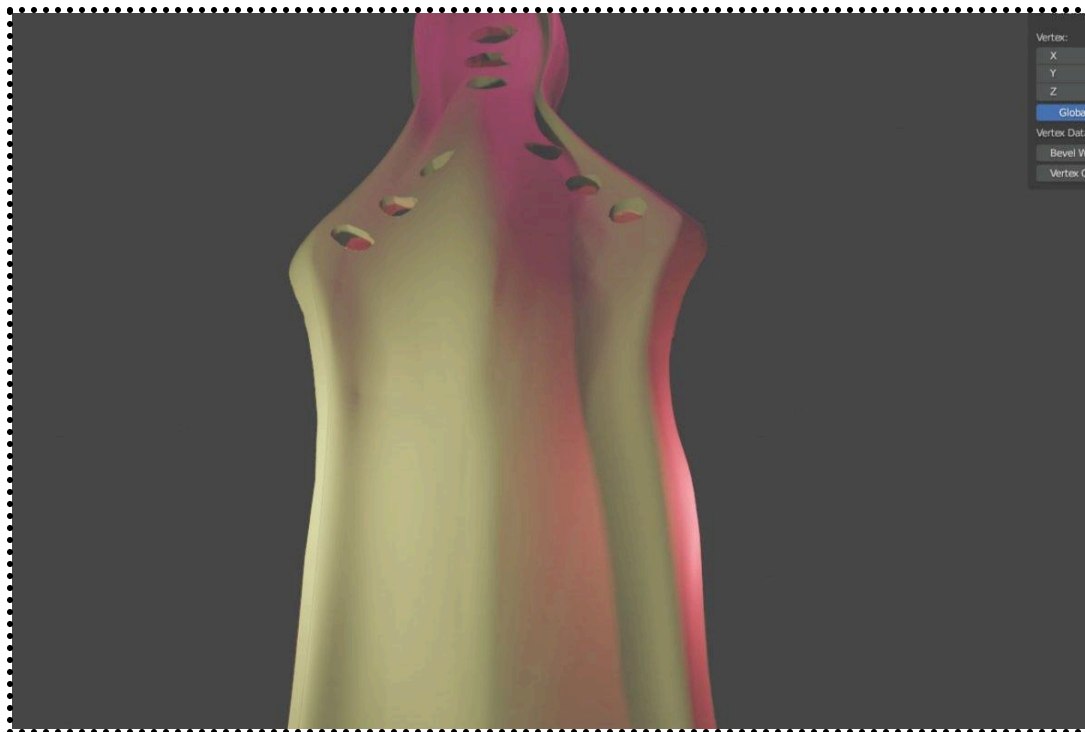
Module 5. Theory and methodologies in Digital Humanities for the identification, study and multidimensional survey of material and environmental cultural heritage in rural areas

Prof. Gerardo Vidal Gonçalves (Archaeologist, Researcher)

The module "Theory and methodologies in Digital Humanities for the identification, study and multidimensional survey of material and environmental cultural heritage in rural areas" seeks, in essence, to provide a series of concepts, tools, most of them open source, that allow the trainee to develop , in a simple way, specific skills and dynamic knowledge in order to facilitate not only your perception of the theme of cultural heritage, the specific cases, typologies and functions but also the chronological and cultural component and also the simple and quick registration, with levels of tiny errors, of the structures of that same heritage.

Through small tips and tricks, more or less simple tools, equally simple equipment in most cases, the trainee will, through the module, understand the concepts and bases of Cultural Heritage, its relevance to today's society, the various typologies and chronologies and, most importantly, the methodologies to carry out their dynamic recording whether with aerial, terrestrial photogrammetry, Lidar, historical photography, 3D modeling, empirical understanding of the models and constructive forms of each monument, etc.

A part will also be implemented on the use of Geographic Information Systems (opensource) and free map viewers in order to make it possible to obtain, on an opensource basis, digital models of historical terrain and territories and, in more specific cases, some natural elements such as rivers, streams, dams, etc., enabling the creation of animated models of historic territories.

Due to our experience and work in the fields of Digital Humanities, photogrammetry and 3D modeling applied, especially to research, we have developed some simple processes, tricks and approaches that facilitate, in general, the processes of understanding the issue of heritage, digital archaeology, modeling and also the possibility of introducing the digitization of historical documentation and its transliteration using, in turn, opensource tools.
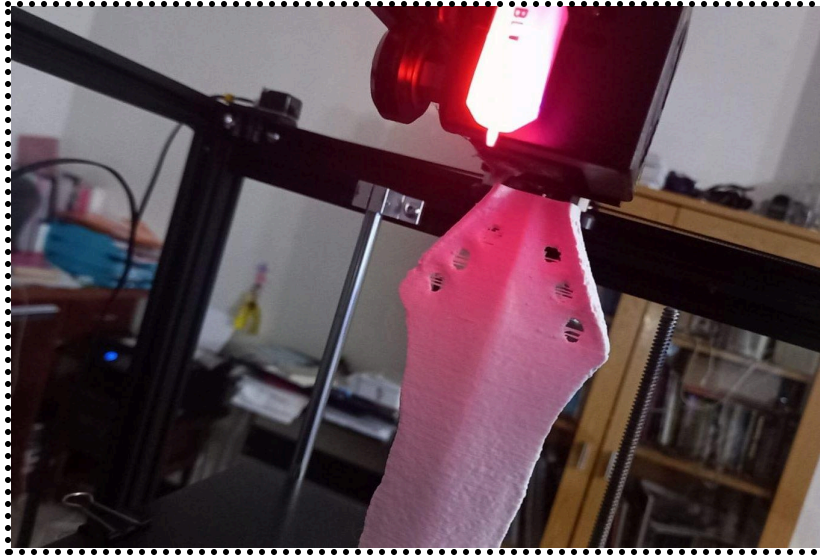
Module 6. Memory, Heritage Interpretation and Public History: the digital approach

Dr Afroditi Kamara, (Director at Time Heritage/ Lecturer Msc CultTech)

In our modern world there is a growing exigency for participatory schemes and public involvement in heritage interpretation and collective memory preservation. Social media often fulfill this need on a simple and amateur level; however, they often remain on a serial and informative level. Digital applications, developed by professionals but often offering a crowdsourcing function are a more suitable solution. With a solid background, usually a digital database, they combine information with geospatial data and multimedia content, thus bringing together research, testimonies and primary material. The crowdsourcing function offers space to the public to contribute with their own testimonial and documentary material and to complete the digital storytelling function of the app. On another level, applications based on the re-enactment of historic moments and personalities can engage the public in a dialogue with the virtual entity and enhance historic knowledge and collective memory in a most powerful way. In this module we will explore the methods for building such apps as well as the estimated or measured impact and various target groups.

Module 7. Big Data and Culture - Discovering our roots in everyday online culture.

Prof. Vassilis Poulopoulos

Inevitably, we live in the era of "online" and "data". As culture is how we act, how we socialize and interact with each other, digging the online world and social media for patterns and behaviors is like examining a novel type of culture. This module examines the way we can possibly dig deep into the chaos of data that exist online (mainly social media), define the characteristics of trending topics in culture, explore culture related online personas and illustrate how a cultural organization can benefit from the social media. Targeting to both large organizations as well as small museums this module can guide their online presence and recognize them as "active participants" in the online world.

Furthermore, information sharing will be examined in order to help with the definition of knowledge bases (e.g. RDF) in culture, so that shared public culture data include the required information to form "connected data".

Module 8 Digital Heritage Display in Education: Engaging Students to Cultural Preservation

Prof. Metaxia Papageorgiou (Assistant Professor in Archaeology at ACG)

This module aims to explore the intersection of heritage education and digital humanities through the lens of effective digital heritage display. Participants will delve into the principles and practices of utilizing digital platforms, particularly the open source web publishing platform, OMEKA, to develop, curate and present digital exhibits in educational settings. Through demonstration and discussion of completed case studies, this module will showcase the potential of digital displays in creating dynamic and immersive learning experiences. An integral aspect will be the inclusion of students in this process as the principal contributors.This active involvement aims to foster critical thinking as students grapple with the complexities of display decisions, considering their impact on intended audiences. Utilizing platforms like OMEKA not only empowers educators but also enables students to communicate scholarly research effectively to non-academic audiences. This approach goes beyond traditional competencies in humanities degrees, imparting transferable skills crucial in today's interdisciplinary landscape. This module acknowledges the transformative potential of student involvement in heritage education and digital humanities, highlighting their role as co-creators in shaping educational experiences and fostering a deeper understanding of cultural heritage in a digital age