

MODULE DESCRIPTOR

MODULE TITLE	ARTS, CULTURAL & HERITAGE EVENTS		
MODULE CODE	TL2192 (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module critically examines key cultural, sociological and anthropological underpinnings of the arts and cultural heritage events and exhibitions.

This module will explore the design and nature of heritage events and exhibitions and, subsequently, outline critical themes, issues, and consequences for producing and consuming the arts and culture.

Particularly, the module adopts a museological approach to heritage events and their interrelationships with both the visitor experience as well as the cultural condition of contemporary society.

MODULE CONTENT

The module curriculum will draw upon current thinking and research and will incorporate up-to-date industry trends and examples. However, as an indicative guide the list below provides for suggested topic areas:

- Introducing Arts, Entertainment & Cultural Events: A Museological Approach
- The Semiotics of Cultural Events & Exhibitions
- Arts-Related Event Tourism
- The Arts-Related Visitor
- Commodification of Culture
- Creative Engagement and the Arts
- Art Festivals and Event Tourism
- (Re)Presenting Heritage and Culture
- Heritage and Memory
- Contentious and 'Difficult' Heritage: Issues of Dissonance
- Intangible Heritage
- Trends and Implications of Arts, Heritage & Cultural Events
- Culture, Heritage and Globalization
- Heritage: Politics & Policy
- Cultural Heritage & Experiential Approaches
- Exhibit Design, Didactics & Communication
- Technologies & Methods for Interactive Exhibit Design

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Appraise a range of contemporary themes, issues and consequences of the arts, cultural events, and heritage.
2. Critically evaluate fundamental interrelationships of the arts, cultural events and heritage with the cultural condition of contemporary society.
3. Justify a range of appropriate managerial and design responses to particular socio-cultural and political dilemmas within the arts and heritage sector.

TEACHING METHODS

- The student will attend a weekly workshop, which may comprise of lectures, seminars and/or tutorials.
 - Teaching will be research informed and make use of guest speakers as appropriate
 - Lecture presentations will be available via the UCLan intranet and will direct students towards recommended reading as appropriate.
 - Seminars will be student-centric and primarily consist of exercises and/or critical discussions that underpin and supplement knowledge acquired in the lectures.
 - An appropriate number of academic tutorials will be incorporated into the scheme of work in order to offer bespoke guidance and support to individual students.
 - A dedicated social media site for this module has been established to allow the student an opportunity to interact with peers and to share academic resources.
 - Assessment One will comprise of an essay (60%) that will address contemporary arts, heritage and cultural tourism themes.
 - Assessment Two will comprise of exhibition design report (40%) that will address critical themes, issues and challenges inherent in contemporary museology and exhibition design and (re)presentation.
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ASSESSMENT METHODS

This module is assessed through one Essay and one Exhibition Design Report.