



SAHT9122 Audience Engagement

Term T2, 2020

Course Information

Units of Credit: 6

Course Overview

Course Description

Fully Online Delivery Term 2 2020

Some adjustments have been made to this course to allow for fully online delivery during the COVID-19 situation. Please refer to the Resources section at the back of this document for more information about materials and resources required to complete this course outline.

Many cultural institutions today consider audiences to be at the centre of their operations. This new focus on audiences, has also seen education as core business of cultural institutions. Such shifts in thinking are evidenced in a variety of ways including for example, the increasing importance of 'pedagogy' within curatorial practice. New ways of conceptualising and understanding the public are being developed to better accommodate the varied needs of those who visit museums and galleries. At the same time, professionals within public programs departments are developing a wide range of programs and events that promise to engage, educate and entertain visitors at almost every stage of their life. To gain a competitive edge arts professionals are also striving to attract and maintain the interests of their virtual visitors through social and locative media and new digital platforms.

The rapid rise of affordable internet access enables many people to engage interactively with the museum professionals who make key decisions about what is presented and why. This course is designed to assist future professionals to understand current models of interpretation and to use this knowledge to create new ways of enhancing visitors' engagement with art. The content covered includes a critical analysis of key historic and contemporary interpretive strategies as well as associated learning theories that underpin these strategies. Using real world examples, the connection between audience engagement and the evolving practices of exhibition-making, installation and display will be highlighted. This course equips you to make context-based assessments about the professional requirements of audience engagement, and helps you understand how to design and implement appropriate projects and programs while achieving key organisational goals.

Course Learning Outcomes

On completion of this course, the student should be able to:

1. Critically assess a variety of theoretical approaches to audience engagement.
2. Identify and communicate an understanding of the connection between audience engagement modes and the evolving contemporary practices of exhibition making, installation and display.
3. Develop innovative interpretive strategies appropriate to facilitating visitor engagement in a cultural setting.

Teaching and Learning in this Course

This courses uses a variety of teaching approaches:

Blended/online

- Review – Assessment / Feedback Tool
- Microsoft Teams - Teamwork Hub and Group Chat Platform
- Moodle - Learning Management System

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Critical Analysis of one Required Reading	30%	Written Report
Assessment Task 2	Programming for Different Audiences	30%	Written Report
Assessment Task 3	Developing Interpretive Strategies	40%	Formal Presentation and Paper

Resources

Reading List

A Companion to Museum Studies. Ed. Sharon Macdonald. Blackwell. Oxford. 2006.

Heritage, Museums and Galleries: An Introductory Reader. Editor Gerard Corsane. Routledge. Abingdon and New York. 2005.

Museum Studies: An Anthology of Contexts. Ed. Deborah Carbonell. Blackwell. 2004

New Museum Theory and Practice: An Introduction. Ed. Janet Marstine. Blackwell. Oxford. 2005.

Barker, Emma. 'The Museum in a Postmodern Era: the Musée d'Orsay' in Contemporary Cultures of Display ed. By Emma Barker. Yale University Press in association with The Open University. 1999. pp 50-73.
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Bennett, T. The Birth of the Museum: History, Theory, Politics. Routledge, London. 1995.

Heumann Gurian, Elaine, 'What is the Object of this Exercise? A Meandering Exploration of the Many Meanings of Objects' in Museums in Reinventing the Museum, ed. Gail Anderson. Altamira Press, London and New York. 2004, pp. 269-283.

- UNSW Library: <http://info.library.unsw.edu.au/web/services/services.html>
- Australia Council: <http://www.australiacouncil.gov.au/>
- ViSCOPY: <http://www.viscopy.org.au>
- National Association for the Visual Arts Ltd (NAVA): <http://www.visualarts.net.au/>