

THE PARTNERSHIP



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Digital
Humanist

think Digital
be Human



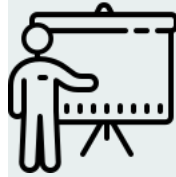
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Digital
Humanist



*The "Digital Humanist" project intends to develop a set of **digital and entrepreneurial skills** for students of humanistic extraction of the European partner universities, **useful to innovate the range of products and services to promote and access cultural assets in a digital key, with land branded content experiential marketing solutions** (digital storytelling, web-coms, web-series, sketch-coms, fiction), and **the most advanced technologies** (3D digital and augmented reality, mobile applications, immersive use environments, etc.) as innovation catalysts to support the evolution of digital-based services in the cultural supply chain.*



PROJECT DESCRIPTION

The Project's objectives will be achieved by realizing the following activities:

- **Design of the new "Digital Humanist" curriculum**
- **Implementation of the OERs** to develop skills in students to valorise the cultural assets of the area, using the most appropriate technologies and innovation to communicate identity and local values
- **Design of the Handbook to create digital, cultural stories** to manage all types of communication in the cultural field by applying techniques of the territorial narration series (from web-series to sketch-coms)
- **Creation of the DIGIT interactive learning environment**, as an interactive learning space, built with 2D/3D animations, tutorials (OER), tests and case histories, to develop the target skills
- **A mobility of a group of partnership teachers** for methodological alignment aimed at developing in the learners the skills needed to manage processes and projects of territorial and experiential brand-land marketing
- **The conduct by the learners of company check-ups** at the CCIS sought by the partnership to analyse cultural communication processes, highlighting strengths and areas of improvement for the digital transformation of cultural contents

THE EXPECTED RESULTS



The results concern:

- **the creation of an international multi-actor network** between Universities
- **the adoption of a new University curriculum, based on a Digital Humanist**, that will allow people to develop the target skills, with innovative, interactive, flexible skills
- **digital integration in learning**, facilitating access to a variety of OERs, developed with visual thinking techniques, that can be freely accessed on line for **at least 2 years after project end**
- **developing forms of social/collaborative learning opportunities** facilitated by the creation of the DIGIT learning environment as an interactive learning space
- **the involvement of a group of at least 75 students**
- **the achievement by partnership trainers, following the mobility, of a methodological alignment to develop the students' skills required to manage of territorial experiential and brand-land marketing processes and projects**
- **The implementation by the students of the company check-ups** in the companies of the creative and cultural supply chain
- **the creation of the website and the section dedicated to Digital Humanist STORY**, a digital cross-media book to narrate the salient moments and experiences of the project