



## DIGITAL HUMANIST

### PROJECT DESCRIPTION

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.

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

- Design of the new "Digital Humanist" curriculum** based on three dimensions:
  - cognitive (learning by thinking) to be used in blended mode, mixing classroom and e-learning with the use of OER
  - operational (learning by doing) in on the job training, to conduct check-ups at CCIs
  - behavioural (learning by acting) with the creation of digital cultural communication stories
- 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 conducting 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, Training and Consultancy bodies, Enterprises, Business organisations that integrates expertise of an academic, technological, methodological and productive nature to adapt HE programmes to the current and future needs of the labour market
- the **adoption of a new University curriculum, based on a Digital Humanist**, that consists of an international didactic framework that is integrated and permanent that through methodological innovation will allow people to develop the target skills, with innovative, interactive, flexible skills that can be adapted to the needs of learners of the labour market
- 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 (15IT, 15ES, 15GR, 15BG and 15PL)** in the testing of:
  - the OERs
  - the learning environment and other teaching material for further investigation elaborated by the partners and/or sought online, chosen on the basis of the criteria agreed by the partnership
  - free offline and online tools provided by the partnership to create involving narratives that are visually intriguing
  - The Handbook to create digital stories to valorise the territory to conceive, design and produce exciting stories dedicated to narrating the territorial cultural assets
- 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** responding to the current and future needs of the territorial systems to develop the supply chain of new experiential, cultural tourism. Following the mobility, the trainers will guide the students in creating **at least 9 digital stories (2IT, 1ES, 2GR, 2BG and 2PL)**, created by applying the aforementioned handbook on the field.
- The **implementation by the students of the company check-ups** in the companies of the creative and cultural supply chain sought by the partnership in order to **analyse cultural communication processes**, highlighting the strengths and areas of improvement to favour the transformation, in a digital key, of solutions, technologies and language adopted to create the diffusion of cultural contents.
- 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
- identifying the opportunities provided by regional, national and community calls**, to implement and transfer results to new contexts

## THE PARTNERSHIP

The Partnership involves 9 partners from 5 EU Countries (IT, ES, GR, BG and PL) expression of:

### The Academic System



[Università degli Studi di Salerno](#)  
Lead Partner



[Universitat d'Alicant](#)  
[Universidad de Alicante](#)  
Partner



[Institute for Postgraduate Studies](#)  
Partner



[Poznań University of Economics and Business](#)  
Partner

### Training and Consultancy



[CONFORM](#)

Consulenza, Formazione e Management S.c.a.r.l.

### The Chamber System



[Chamber of Commerce and Industry – Blagoevgrad](#)



[Wielkopolska Chamber of Commerce and Industry](#)

### Entrepreneurial and cultural associations



[IACuDiT - International Association of Cultural and Digital Tourism](#)

### Business Incubators



[Incubation for growth - I4G](#)

## TRANSNATIONAL MEETINGS

THE FIRST INTERNATIONAL MEETING IN SOFIA, 13-14 DECEMBER 2018



THE SECOND INTERNATIONAL MEETING IN ATHENS, 30-31 MAY 2019

