EuroMACHS

NETWORK FOR EUROPEAN DIGITAL MEDIA AND CULTURAL HERITAGE STUDIES

EUROPEAN HERITAGE, DIGITAL MEDIA AND THE INFORMATION SOCIETY

A new innovative European Masters degree
Starting in 2006/2007

University of Coimbra, Portugal (coordinator)
University of Cologne, Germany.
University of Turku, Finland
University of Lecce, Italy

New horizons for your humanities' degree.

Do you have a degree in History, Heritage or in a similar area?

Are you willing to expand your professional profile in an innovative and challenging way?

The Euromachs network for European Digital Media and Cultural Heritage Studies presents "**European Heritage, Digital Media and the Information Society**" an European Masters programme starting in 2006/2007.

This new masters programme brings together knowledge of European Cultural Heritage with current developments in Information and Communications Technologies (ICT), Digital Media and their commercial implications in order to produce a new type of professionals capable of meeting the needs for new content in the Information Society.

"European Heritage, Digital Media and the Information Society: a European Masters Programme" is the result of the partnership of the Universities of Coimbra (Portugal), Cologne (Germany), Turku (Finland) and Lecce (Italy).

Each partner has extensive experience in creating innovative links between the Humanities and Digital Media in the areas of Multimedia production, digital libraries, e-learning and Historical-Geographical Information Systems.

The programme will start in the academic year 2006/2007.

Rationale

Information Technology and Communications have a widely recognized central role in the economic and social development of our societies. One of the central problems of today's information society is the gap between the fast evolution of technology and the slower pace of production of new content for the emerging media.

The programme centres on the perceived need for a new type of professional profile: a "frontier actor" capable of bringing the vast repository of content provided by humanistic knowledge (especially History and Cultural Heritage Studies) together with the new possibilities opened by the new media: internet sites, digital repositories, computer games, historical-geographic information systems, etc...

This new type of professional brings a dual awareness of the humanistic and technological components of digital content production together with a high level of carefully chosen generic competences in the areas of project management, organization, capacity of dealing with complex information and specially tuned communication skills.

Target groups

First cycle graduates in Humanities that wish to develop a versatile combination of knowledge, skills and competences that will allow them to communicate both with content specialists and technological experts to create, design, plan and manage complex projects for the multimedia industry, cultural institutions and government agencies.

By extending their first cycle knowledge in History, Cultural Heritage or Humanities with the new perspectives, competences and know-how acquired through the EUROMACHS network, students will create new career opportunities in the expanding area of content production.

Learning outcomes

The programme aims to provide a balanced mix of knowledge, competences and skills that cover humanistic content, digital media and project management.

1. An overview of Europe's history and heritage with a focus on cultural and artistic aspects through time, providing a global view of both the diversity and the major European periods that structure a common heritage.

2. Overviews of local/regional/national history and heritage and their relation to the common European heritage.

3. An overview of technological possibilities as a means of expression of cultural heritage content (Web, DVD, CD-ROM, games, e-learning, geographical information systems, mobile technologies, etc..).

4. Specific competences related to the production of content for the new media. Writing for the digital public, structuring and organizing information in the new media, requirements for texts and other types of information, and for design and functionality.

5. A high level of general skills, particularly in project management and team work as well as financing, budgeting and marketing.
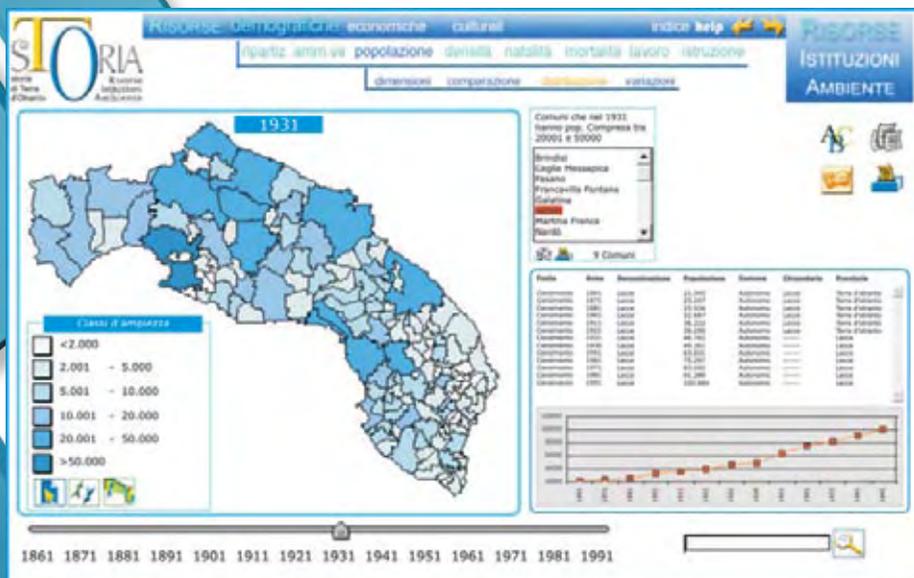
Structure of curriculum

The master will be a two-year programme.

The first year will be dedicated to seminars, lectures, web based seminars and methodological courses.

The second year will be occupied with a project / master thesis. Placement based project work is the preferred method for pursuing the results of the second year.

The programme includes staff mobility in the first semester and student mobility in the second semester.

The purpose of staff mobility in the first semester is to expose students at each of the partner universities to the specific competences and skills developed at the other institutions.

In the second semester, students from each university will move to other institutions where they will follow courses and seminars, and do practical work. We have planned for three students from each university to go to each of the other three, making a total of nine students from each university who will travel in the second semester.

In the third and fourth semesters, students will return to their original university where they will apply their acquired skills and develop project and thesis work on the basis of the combined competences obtained in the first year.

It should be noted that it will be possible for some students to take another semester of mobility (the third semester of the program) to further expand their skills and competences inside the network.

Admission criteria and admission requirements	Location

Students with a valid 1st cycle degree will be accepted. Each institution will apply their local rules pertaining to this general principle. Students should apply to one of Universities in the EUROMACHS.network.

For information about application details please contact:

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For more information please visit our Website at
www.euromachs.net.

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