

Training DIGITAL CURATOR 24th to 28th of April 2023

PARTICIPATION

National Museum Zadar made The Call for Participation in the Training Digital Curator open to the museums and cultural heritage institutions from Zadar Region. Due to shown interest from the museum from other parts of Croatia we then opened The Training for other Croatian museums. This resulted in a broader outreach of the Training Digital Curator than expected.

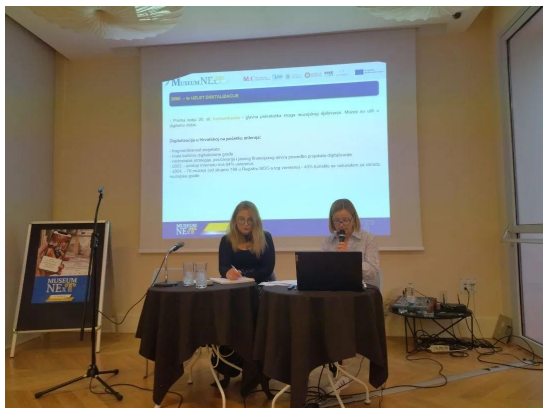
Participation in the training took place over five days from the 24th of March to the 28th of March 2023. We had 33 registered participants and five participants who were part of international training in Patras. Among the participants we had many museum professionals such as Museum Directors, Curators, Curator documentaries, Communication professionals, Marketing Managers as well as professionals from the University of Zadar, Archives, and Libraries that contributed immensely to the training. Among the participants, we had 2 representatives from the Zadar Municipality Administrative Department for Culture and Sports and a Curator from the Museum Documentation Centre from Zagreb. In addition to the museum and cultural heritage professionals, 9 students and their mentor from the University of Zadar participated in the last day of training; Marketing and Public Relations. Lecturers were always part of the trainees on the day they had their presentations.

The training was entirely in presence. It was held from the 24th of April to the 28th of April 2023 from 10 to 16. Lectures and workshops would end at 15 o'clock and then participants had guided tours through all four departments of National Museum Zadar.

PROGRAM

Day 1: Digital Curator 24th of April 2023

The first day of the workshop was dedicated to getting to know the project presented by NMZ employees, curators **Ivana Dražić** and **Koraljka Alavanja**, as well as digitization at NMZ, which shows its digital content using the storytelling platform izi.TRAVEL. Senior Curator Documentalist **Natali Čop** introduced the term "digital curator" to users and presented a historical overview of computerization in Croatian museums, where the MDC (Museum Documentation Centre) played a major role. She emphasized the importance of interdisciplinarity and teamwork within institutions, where curators should collaborate with IT specialists, museum pedagogues, and colleagues from marketing and public relations. The day ended with a workshop where the participants had to fill out questionnaires about which of the digital platforms and tools they use in their institution, which of the employees is in charge of the mentioned tasks, and present proposals about what and in what way could be improved in their institution.



Day 2: Cultural Heritage and Digital Technologies in Museums and Heritage Institutions 25th of April 2023

The topic of the second day was "Cultural heritage and digital technology", and it was opened by **Marijana Tomić**, associate professor at the University of Zadar and vice president of the ICARUS Croatia association. She presented the WAAT project, as part of which the Guide for Educators was created. It contains practical instructions for making films that can promote cultural heritage even if we are beginners with only a mobile phone with a camera. **Josip Pavić**, head of the Department for Research and Interpretation of the Heritage of the Šibenik Fortress Culture, presented the participants with projects in which they have participated over the past few years. Visitors were offered an augmented reality experience using glasses or a tablet, audio guides that are automatically activated when they arrive at certain points, and various other contents based on modern technologies that are interesting to both children and adult visitors. Finally, the presentation and workshop were held by representatives of **Novena d.o.o.** which has been cooperating with the cultural sector for decades. In addition to the many projects, they worked on, Artur Šilić, Mihael Lukaš, and Jana Gamilec presented the MUSEAR project, in which, along with Novena, six other partners participated during 2021 and 2022, and the result is the launch of a platform that can be used by content creators in museums and related institutions, as well as their visitors and users. MUSEAR is the so-called low code platform that uses the Lua programming language. Content creators should use the basics when creating digital content, for which Novena offers support, and instructions are also available on their YouTube channel. Using the platform is currently free.



Day 3: Gamification 26th of April 2023

The third day began with a presentation by **Danko Dujmović** from the Art History Department of the Faculty of Philosophy in Rijeka, who spoke about the importance of museum education, the importance of authenticity and expertise when presenting topics to the public. **Zlatko**

Bukač and Želimir Periš introduced us to the topic of the day - "Gamification". Zlatko Bukač introduced the world of video games to the participants through their history, technology, industry, and artistic and educational potential. He presented several popular video games, among them Assassins Creed, on which a number of experts, including historians, worked to make the presented cultural heritage objects look authentic. He also mentioned the Skin & Bones mobile application of the National Museum of Natural History of the Smithsonian Institute in Washington, which has been known for years, with which visitors can "bring to life" the animals on display in the Museum. In order for the workshop participants to have the experience of visiting the Museum, **Lucija Sekula** from NMZ invited them to a game within the exhibition "Six Salon Stories", designed to search for clues and solve puzzles related to the exhibited exhibits. At the end of the day, Želimir Periš held a workshop on creating video game scenarios for the museum. He mentioned six steps that we need to take into account when making a video game - a goal or message, a story that conveys an experience and emotion, playability, scope in terms of duration and budget, art in terms of images, animation, sound and music, and programming.



Day 4: Digital databases 27th of April 2023

The topic of the fourth day was "Digital databases". **Mladen Masar** from the Zadar Public Library spoke about his many years of experience in creating posters, flyers, and infographics, as well as the problem of adapting the visual identity to the given standards. **Tomislav Vrsaljko** from the Zadar State Archives presented the importance of digitizing archival material due to its protection during use, but also the challenges of digitization such as large formats of material and materials such as parchment with a seal. He presented the exhibition "The Great War" held in 2014 at the Zadar State Archives and the Draganić Vrančić family fund search engine, which was created in compliance with the Rulebook for the description and access to materials in libraries, archives, and museums. **Diana Zrilić** from the Museum of Modern and Contemporary Art in Rijeka talked about copyright problems, challenges in creating a bilingual online catalog of museum objects, and the international digitization project in which they participated from 2011 to 2013. **Robert Maršić** from the Archaeological Museum in Zadar spoke about the digitization of the photo library, which has more than 160,000 negatives digitized from 2008 to 2017. **Nevena Štokić** from NMZ, using the example of the virtual exhibition "Parks of Zadar" which was created in the ProShow Producer program, talked about the process of creating the exhibition itself, from the digitization of the museum's materials, through the formatting of the text, to the use of various effects such as zoom or background music that complete the overall impression of the exhibition.



Day 5: Marketing and Public Relations 28th of April 2023

The topic of the last day was "Marketing and public relations". It was opened by **Ivan Salečić**, who shared his experiences at the Museum of Contemporary Art in Zagreb, where he works as a public relations manager. He presented, among other things, the concepts of behavioral and content marketing. He emphasized that digital communication is the means by which we invite to the museum, and we should not use it to replace the physical museum with a virtual one. He ended his presentation with a "conversation" with a Chatbot that offered several suggestions for publication on the museum's social pages. The director of the Fortress of Culture Šibenik, **Gorana Barišić Bačelić**, spoke about the cultural and creative industries and their impact on society. She gave advice on what it takes to build a cultural brand and become recognizable. As an example of good practice, she showed the promotional video "Šibenik - City is a stage" and presented the Arsen House of Art. The last lecture was held by the Head of the Marketing and Public Relations Department of the NMZ, Lorena Peroš, on behalf of the Director **Renata Peroš**, about the role of technology in the museum's communication with the public, using the example of the National Museum Zadar.



During the Training, several interweaves were conducted with the participants and lecturers and they can be found on the disk. Also, an Evaluation questionnaire was sent to the participants. Questions in our questionnaire were combined from two that were available to us; and were made by partners Inercia Digital and Fondazione Marche Cultura. The questionnaire and the results from the participants are on the disk.