UCL QATAR
SHORT COURSES IN
CULTURAL HERITAGE & LIBRARY STUDIES
Autumn 2016
www.ucl.ac.uk/qatar/study/short-courses
Welcome to the autumn programme of professional development courses from UCL Qatar.

UCL have sourced the most experienced lecturers from around the world to develop your skills in a wide range of heritage topics.

Through theory, case studies and hands-on exercises course participants will discover best practice and develop techniques to apply to their own careers.

UCL Qatar works closely in partnership with Qatar Museums, attendance at courses is prioritised for QM staff.
Heritage Studies

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Autumn 2016
Introduction to Museums

Lecturer: Argyris Karapitsanis
Duration: 5 day course
When: 9–13 October 2016, 9.00am–1.30pm
Participants: 16
Language: English with Arabic interpretation

This five day course will begin with an introduction to the world of museums as cultural institutions, so that the participants can understand the evolution of museums through time. The week will move towards an investigation and examination of museum departments, analysing things such as:

• Role
• Basic Characteristics
• Principals under which departments operate
• Professions and their distribution
• Operations
• Connections, cooperation and interaction within its core and with other departments.

This course will take the form of lectures with a significant emphasis on practical activities as well as relevant site visits. This will give the participants the opportunity to combine theoretical knowledge alongside hands-on activities and visit places where theory is being implemented.

This course is designed for people with a basic understanding of museum settings. Its main purpose will be to introduce participants to the vibrant and intriguing world of museums. In doing so, participants will be able to start and discover their own individual areas of interest in everything that a museum has to offer.
Tourism and Cultural Marketing

Lecturer: Argyris Karapitsanis
Duration: 5 day course
When: 6–10 November 2016, 9.00am–12.00pm
Participants: 16
Language: English

The tourism and cultural marketing short course aims to introduce the participants to the importance and role of marketing to the tourism sector, as well as the arts and culture sector.

Throughout the course, we will discuss applications of communication and marketing theories and mechanisms to the two industries examining how the worlds of tourism and cultural marketing can be connected and one industry be benefited from the other.

By attending this course, participants will be given the chance to evaluate how much tourism is and should be connected with arts and cultures and they will get the chance to present their proposals for marketing implementations in the city of Doha.

This course is suited to everyone with an interest in marketing practises and especially for professionals in the tourism or cultural sector with an interest in marketing.
Introduction to Tourism Practices and Management

This course will introduce participants to the diverse and always developing tourism industry. Throughout the 5 days, we will discuss a number of topics related to tourism practices, trying to emphasise on theory and how everything is implemented in different parts of the world and especially the GCC region.

Participants, will use the topics discussed throughout the course, while trying to build a master plan for Doha which will be presented on the last day. Topics that will be discussed, include:

- evolution of tourism practices
- characteristics of the tourism industry
- definitions of tourism / tourist
- tourism management practices
- tourism organisations
- implications in tourism and effects of tourism in other sectors of society
- connections of tourism and culture
- special and alternative forms of tourism.

Lecturer: Argyris Karapitsanis
Duration: 5 day course
When: 20–24 November 2016, 9.00am–12.00pm
Participants: 16
Language: English
This short course focuses on how museum architecture in the last decades has risen to be a key element of enhancing the image of a city, while simultaneously generating economic growth and projecting the city in the global map. The notion that architecture can act as a catalyst for cultural and urban transformation will be analysed.

In this course, the museum is targeted not merely as a building, which contains objects and cultural artefacts, but as destination offering a unique experience to the visitors and as a successfully branded product meant to be consumed. Different ways in which a museum’s identity is formed, connecting it or making it stand out from its environment will be addressed in the course, with examples from around the world, and special emphasis given to the GCC region.
Public Programming and Exhibitions

UCL QATAR

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Autumn 2016
Participation: Shaping the Museum Offer

Lecturer: Samantha Cairns
Duration: 4 day course
When: 25–28 September 2016, 8.30am–1.30pm
Participants: 20
Language: English

Through practical active learning participants on this course will:

- Consider the ways that audiences can be involved in shaping the museum offer and why audiences should be involved
- Learn about different types of participation and consultation tools including surveys, interviews, consultative panels, focus groups, prototyping and co-creation.

The course will include case studies with time to try out tools and frameworks.
Interpretation in Museum Displays

Lecturer: Susan Cross  
Duration: 5 day course  
When: 9–13 October 2016, 9.00am – 12.00pm  
Participants: 20  
Language: English

This course is about how museum interpreters can communicate the significance of the museum and its collection in ways that are relevant to diverse contemporary visitors. We will consider how people relate to objects and how interpretation can deepen that relationship and understanding. We will look at some of the main motivations for visiting museums and what that means for interpretation.

The course will be interactive and participative. Participants will develop their skills in thematic interpretation, face-to-face interpretation and writing interpretation. The course will be illustrated by examples from museums around the world.

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“Let’s try that on the public!”. Join experienced practitioners from London and Riyadh to find out more in this practical and revealing course. Suitable for all heritage and museum professionals but especially those in design, education and exhibitions.

How can you tell if an exhibit will work well in an exhibition, and how do you know if Gulf audiences differ to those in the UK and the USA. Are visitor behaviours and methods of engagement equivalent across cultures and how can you predict what will work? You need to test things out on the public….but how and when? Ideas for exhibits are rarely a problem, but ensuring that exhibits attract and hold attention, work like you intended AND communicate what you wanted is a an art and a science. With case histories and best practice from national museums and experts at Mishkat, Saudi Arabia’s ground breaking science centre, this 5 day course will give you a background in evaluation, prototype testing, visitor research and exhibit fabrication.
Museum Objects for Learning and Health: an introduction to object-based learning and wellbeing exhibits

Lecturer: Dr Thomas Kador
Duration: 3 day course
When: 27–29 November 2016, 9.00am–2.30pm
Participants: 20
Language: English

UCL's Teaching Fellow in Public and Cultural Engagement will offer a three-day long training course in the value of objects for both learning and well-being.

The course will focus on how museum educators, curators and others working in the cultural sector may use the collections they work with to create opportunities for hands-on object engagements. It will comprise a combination of theory based discussions, practical group work, object handling and museum visits.

The course will introduce the pedagogical value of object-based learning and the potential health and wellbeing benefits of object engagements but will also discuss both ethical and practical considerations of balancing preserving the collections in our care with making them more accessible to the public.

This course will build on the knowledge and experience that the course participants already possess of working with artefacts and consider the learning opportunities that exist in their individual places of work.

Participants will be encouraged to reflect on the unique cultural and educational value of their collections and how to develop their own abilities by making the most of those collections and making them accessible to a broad range of audiences.

The course will aim to respond to the particular dynamics of museums in the context of Qatar and the wider Gulf region.
How to Develop Unique and Inspiring Outdoor Museum Experiences for Play and Learning

Lecturer: Helle Nebelong
Duration: 4 day course
When: 5 December 9.00am–3.00pm, 6–8 December 9.00am–12.00pm
Participants: 15
Language: English

The course will delve into case studies from Scandinavia and focus on the unique design possibilities latent in any historical as well as contemporary outdoor spaces in the city. Theoretical knowledge will be combined with many years of practical experience from the real world.

The course will be a mix of inspiring presentations, workshops and outdoor sensory experiences. We will open our eyes, prick up our ears, widen our nostrils and give full rein to our curiosity and experience outdoor spaces full of surprises. We will discuss and reflect.

Playing and learning are part of our heritage, history and communication targeted at children and families through playable spaces that figuratively speak to us, they help to waken up children’s curiosity and interest in cultural heritage.

Participants will work in groups to create unique and inspiring spaces for visitors to play, learn, explore and long to know more from real authentic cultural heritage.

This course will provide participants with strategies and practical ideas to make inspiring outdoor museum experiences, especially for families and children in early childhood and schools. It will teach participants to think outside-of-the-box and develop techniques to apply to their own careers.

This course is aimed at professionals working within cultural heritage in museums in Qatar and the GCC. Ideal for anyone working in education and communication for children and families in museums, galleries and heritage institutions.
Learning Strategies and Education Planning in Museum Spaces

Lecturer: Argyris Karapitsanis
Duration: 5 day course
When: 4–8 December 2016, 9.00am–12.00pm
Participants: 16
Language: English

This course will discuss the most important key theories of learning and education in museum spaces and will emphasise the connection of these theories while planning the education strategy for museum exhibitions.

Using an actual museum exhibition as the learning space, we will look into operations of the museum education department and plan a strategy for learning and education for the specific exhibition.
Museum and Heritage Management
Digital Aspects of Museum Marketing

Lecturer: Dr Julian Hartley
Duration: 3 day course
When: 17–19 October 2016, 9.00am–2.00pm
Participants: 20
Language: English

Digital Aspects of Museum Marketing is an introductory course on the role of digital marketing in museums and galleries. The course investigates marketing strategies in the context of the informational society; the way social media and visitor data have become central to communicating the museums’ brand to different audiences.

In this context, the course reflects on how museum marketing has changed through digitisation. It also covers topics such as the use of mobile media and social software in order to personalise the visitor’s/user’s experience and enable an additional way of creating, and marketing, the museum’s mission. Digital marketing is a complex activity requiring extensive creativity, planning, organisation and problem solving. Participants will develop a critical understanding of the theory and practice of digital marketing in museums, galleries and other cultural institutions and some practical knowledge and experience of using the technologies involved. On successful completion of the course, you will be able to demonstrate good knowledge and understanding of the roles that marketing can have in museums and galleries and be able to describe, analyse and evaluate digital marketing strategies.
Cultural Organisation Management

Lecturer: Argyris Karapitsanis
Duration: 5 day course
When: 23–27 October 2016, 9.00am–12.00pm
Participants: 16
Language: English with Arabic Interpretation

The cultural organisation management short course will introduce participants to the ways in which management and leadership is implemented into the arts and cultural sector. Topics that will be discussed include:

- the evolution of management thought
- approaches to management / schools of management
- corporations vs cultural institutions
- characteristics of the cultural product
- organisational design
- strategic and operational planning
- cultural communication and marketing.

This course is very well suited for people that are interested in understanding the way that management works in the cultural sector, museum professionals, students as well as members of the public with an interest in arts and cultural management.
Exhibition Project Management

Lecturer: Nick Smith  
Duration: 5 day course  
When: 11–15 December 2016, 9.00am–2.00pm  
Participants: 12  
Language: English  

The course is aimed at anyone who manages exhibition projects or would like to build the skills necessary to do so. The course seeks to provide students with a broad understanding of the project management principles, concepts, tools and techniques applied across the exhibition project cycle.

It will include:

• What is a project and how is it different to normal work?  
• Understanding the role of the project manager and the qualities that make a good PM  
• The exhibition development process and how to schedule tasks  
• Writing successful briefs for design, content and contracting  
• Managing fabricators and other contractors  
• The documentation that keeps a project on time, to budget and within scope  
• No prior experience is necessary.

This course is very well suited for people that are interested in understanding the way that management works in the cultural sector, museum professionals, students as well as members of the public with an interest in arts and cultural management.
# Multispectral Imaging as an Investigating Method for Objects

**Lecturer:** Dr Giovanni Verri  
**Duration:** 5 day course  
**When:** 11–14 December 2016, 9.00am–5.00pm  
**Participants:** 4  
**Language:** English

Multispectral imaging (MSI) is currently one of the most popular techniques adopted by conservators, archaeologists and curators in museums around the world for the examination and documentation of cultural heritage objects. It makes use of images taken in the ultraviolet, infrared and visible regions to provide a wealth of information about the object with particular emphasis on pigment identification. Amongst the other methods, the course will focus on the multispectral imaging using visible-induced luminescence digital photography, a novel technology developed by Dr Giovanni Verri who will deliver the course. The user-friendly practical workshop will follow a methodology with emphasis on the use of equipment that is readily available.
This course is targeted to school librarians working in K-12 schools who are committed to building and evidence-based practice agenda in their schools, with a focus on understanding impacts and outcomes of the school library program. It provides rich opportunities for school librarians to engage in systematic evidence-based practices to identify, disseminate and celebrate the outcomes and impacts of their school library program. The course will cover the following topical areas:

- An exploration and synthesis of the current published research in school librarianship that focuses on measuring impacts and outcomes; this will serve as a framework for establishing evidence goals for the school library and an understanding of the challenges and methods for undertaking an evidence-based program.
- Survey of research and evidence-based practices for school libraries. Participants will develop an understanding of a range of data-gathering approaches, their strengths and weaknesses, and how these can be implemented in a school library program.
- Analysis of school library data collected in schools. Participants will develop expertise in the analysis of school-based data (both quantitative and qualitative) and how to synthesise findings into meaningful claims of student-centred impacts.
- Guided Inquiry research, interventions and tools: Participants will develop expertise in understanding how students develop their research capacity, and will develop instructional interventions and use a range of tools to gather evidence of outcomes and impacts.
- Implementing an Evidence-Based Practice plan: participants will learn how to use school-based data to develop and instructional information and digital literacy action plan for their schools.

This course is reserved for teachers and librarians from Qatar Foundation Schools. Please contact us if you would be interested in similar courses in the future.
Makerspaces: Cultivating the Imagination and Learning

Lecturer: Clara M. Chu  
Duration: 3 day course  
When: 28–30 November 2016, 3.00pm–5.00pm  
Participants: 20  
Language: English

Introduction to makerspaces and how making can ignite the imagination and foster learning, with special emphasis on makerspaces in schools. The maker movement has caught on not only in schools but in wider society, because of its shift from a culture of consumption to one of creation. The course is grounded on the need to establish a new culture of learning and the role of making in stimulating the K-12 learning environment. It covers the planning of a makerspace in a school, first-hand experience with makerspace technologies, creating a maker culture, and makerspaces supporting the curriculum.

Upon successful completion of this course, participants will be able to:

- Understand the maker movement and role of making in learning;
- Understand the need to foster a new culture of learning and role of makerspaces in enriching a learning environment;
- Plan a makerspace in a school;
- Determine the makerspace technologies and activities appropriate to one’s local resources and student/user population; and,
- Develop a maker culture in one’s school/institution and maker activities aligned with curriculum.

Experience Required: none, only interest in the topic
Intended for: School librarians, teachers and anyone interested in learning what a makerspace is, how to create one and learning through making/creating. This course is reserved for teachers and librarians from Qatar Foundation Schools. Please contact us if you would be interested in similar courses in the future.
## Further Details

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<tr>
<th>Short Course Fees:</th>
<th>QR 300 per day</th>
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<td>Website:</td>
<td><a href="http://www.ucl.ac.uk/qatar">www.ucl.ac.uk/qatar</a></td>
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| Contact:          | E: shortcourses.qatar@ucl.ac.uk  
|                   | T: +974 4000 2630 / 2633 |
| Register:         | Please send your request to [shortcourses.qatar@ucl.ac.uk](mailto:shortcourses.qatar@ucl.ac.uk) where a member of our team will respond to you with an application form and updated information on availability. |
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