

(Draft – Version 2)
Course Material



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ERASMUS+ CREAMS – Intellectual Output 4

Course Code: CREAMS-1	Course Title: Introduction to Virtual Environments and Virtual Exhibitions	
Instructor E-mail:	Instructor:	Scope: Virtual Reality, Virtual Exhibitions, VR Tours

Aim of the Course:
<p>This course aims to equip students with a comprehensive understanding of virtual exhibitions, focusing on conceptualization, design, and execution in the realm of visual arts. Through theoretical discussions, hands-on activities, case studies, and collaborative projects, students will explore the intricate relationship between art, technology, and user experience in virtual environments. By delving into topics such as user acceptance, sense of presence, immersive technologies, curatorial decisions, and design principles, students will gain insight into the complexities of creating meaningful virtual exhibitions. Furthermore, this course aims to foster critical thinking, creativity, and collaboration, empowering students to innovate in the digital art landscape.</p>

Learning Outcomes

Upon completion of the course, students will be able to:

1. Understand theoretical foundations:

Demonstrate a comprehensive understanding of theoretical principles underlying virtual exhibitions, including user experience, immersion, and engagement.

2. Master technological aspects:

Gain proficiency in utilizing virtual reality (VR), augmented reality (AR), and mixed reality (MR) technologies to create immersive and interactive virtual exhibition environments.

3. Apply curatorial considerations:

Apply curatorial principles to the selection and organization of artworks, thematic development, and narrative construction in virtual exhibitions.

4. Develop content creation skills:

Acquire practical skills in creating and curating digital content for virtual exhibitions, including multimedia presentations, digital artworks, and interactive elements.

5. Plan and manage virtual exhibitions:

Demonstrate competency in planning, organizing, and managing virtual exhibitions, including project management, logistics, and evaluation methodologies.

6. Analyze case studies and best practices:

Critically analyze case studies of successful virtual exhibitions, identifying best practices and innovative approaches.

7. Engage in hands-on activities:

Apply theoretical concepts to practical scenarios through hands-on activities and collaborative projects, fostering creativity, problem-solving, and teamwork skills.

8. Evaluate and reflect:

Develop the ability to evaluate user experience, collect feedback, and reflect on own virtual exhibition designs, identifying areas for improvement and innovation.

9. Demonstrate professional competencies:

Demonstrate professional competencies in virtual exhibition design, including communication skills, adaptability, and responsiveness to technological advancements and industry trends.

10. Ethical and inclusive practices:

Demonstrate understanding of ethical considerations and inclusivity in virtual exhibition design, including accessibility, representation, and cultural sensitivity.

Prerequisite Background For Students

This course requires a basic understanding of art history, digital media, and computer literacy. Students should have foundational knowledge of art principles and aesthetics, as well as familiarity with digital tools and software commonly used in creative industries. While a basic understanding of virtual reality (VR) and augmented reality (AR) concepts is beneficial, it is not required. This course is designed for students pursuing studies in visual arts, digital media, design, or related fields, as well as professionals seeking to expand their skills in virtual exhibition design and digital storytelling.

Teaching Methods & Ways of Learning
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Lectures, Texts, Archives, Interaction Exercises, Services, Software, Videos

Result Languages

Greek and English

Suggested bibliography			
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Author	Title	Publications/DOI	Year

Course assessment	
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Assessment	Percentage Of The Overall Grade
e.g weekly assessments	e.g 30%
e.g midterm project/exam	
e.g final project/exam	

Options for Evaluation Steps from the Instructor**1. Formative Assessments:**

- Weekly assessments: Assess students' understanding of key concepts covered in each module.
- Participation in discussions: Evaluate students' engagement with course materials and their ability to critically analyze and discuss topics related to virtual exhibitions.

2. Summative Assessments:

- Midterm project: Students will work individually or in groups to conceptualize and plan a virtual exhibition, demonstrating their understanding of curatorial considerations, design principles, and technological aspects.
- Final project: Students will design and develop a complete virtual exhibition, incorporating feedback from the midterm project and applying knowledge gained throughout the course.

3. Peer Reviews:

- Peer review of projects: Students will provide constructive feedback on their peers' midterm and final projects, evaluating the effectiveness of their virtual exhibitions in terms of user experience, engagement, and overall impact.

4. Self-assessment:

- Reflective journals: Students will maintain reflective journals throughout the course, documenting their learning journey, challenges faced, and strategies for improvement in virtual exhibition design.

5. Instructor Assessment:

- Assessment rubrics: Instructors will use predefined rubrics to evaluate students' projects based on criteria such as creativity, technical proficiency, adherence to curatorial principles, and overall effectiveness of the virtual exhibition.
- Feedback sessions: Instructors will provide personalized feedback to students on their projects, highlighting strengths and areas for improvement, and offering guidance for further development.

6. Course Evaluation:

- End-of-course survey: Students will complete a course evaluation survey to provide feedback on the overall course structure, content delivery, instructor effectiveness, and areas for improvement.

14-week course curriculum

Week	Topic	Module no.	Module Title
1 - 2	Introduction to Virtual Environments	1	Overview of Virtual Exhibitions
		2	Understanding User Experience in Virtual Environments
3 - 4	Technological Aspects of Virtual Exhibitions	3	Virtual Reality (VR) Technologies
		4	Augmented Reality (AR) and Mixed Reality (MR) Technologies
5 - 6	Curatorial and Design Considerations	5	Curatorial Decisions
		6	Design Principles
7 - 8	Creating Engaging Virtual Exhibitions	7	Content Creation
		8	Exhibition Planning
9 - 10	Case Studies and Best Practices	9	Case Studies
		10	Expert Insights
11 - 12	Hands-on Activities and Projects	11	Interactive Virtual Tours
		12	Project-based Learning
13 - 14	Assessment and Further Development	13	Assessment and Evaluation
		14	Continuous Improvement

Content of each module

Week 1-2: Introduction to Virtual Exhibitions

Module 1: Overview of Virtual Exhibitions	Module 2: Understanding User Experience in Virtual Environments
<ul style="list-style-type: none"> • Overview of virtual exhibitions: Definition, importance, and relevance in the art world. • Evolution of virtual exhibitions: Historical context and technological advancements. • Benefits and challenges of virtual exhibitions: Access, reach, audience engagement, and technical considerations. 	<ul style="list-style-type: none"> • User acceptance: Factors influencing user perception and acceptance of virtual exhibitions. • Sense of presence: Exploring how virtual environments create a sense of presence and immersion. • Immersion and engagement: Strategies for enhancing user immersion and engagement in virtual exhibitions.

Week 3-4: Technological Aspects of Virtual Exhibitions

Module 3: Virtual Reality (VR) Technologies	Module 4: Augmented Reality (AR) and Mixed Reality (MR) Technologies
<ul style="list-style-type: none"> • Virtual reality (VR) technologies: Hardware and software components, immersive experiences, and interaction techniques. 	<ul style="list-style-type: none"> • Augmented reality (AR) technologies: Overlaying digital content onto the physical world, applications in virtual exhibitions. • Mixed reality (MR) technologies: Integration of virtual and physical elements, creating interactive experiences in virtual exhibitions.

Week 5-6: Curatorial and Design Considerations

Module 5: Curatorial Decisions	Module 6: Design Principles
<ul style="list-style-type: none"> • Curatorial decisions: Selection of artworks, thematic organization, storytelling, and narrative development. 	<ul style="list-style-type: none"> • Design principles: Spatial layout, visual aesthetics, user interface design, and accessibility considerations. • Interactive features: Navigation options, interactive elements, and user-driven experiences in virtual exhibitions.

Week 7-8: Creating Engaging Virtual Exhibitions

Module 7: Content Creation	Module 8: Exhibition Planning
<ul style="list-style-type: none"> • Content creation: Tools and techniques for creating and curating digital content for virtual exhibitions. 	<ul style="list-style-type: none"> • Exhibition planning: Planning and organizing virtual exhibitions, project management, and collaboration strategies. • Evaluation and feedback: Methods for evaluating user experience, collecting feedback, and iterating on virtual exhibition designs

Week 9-10: Case Studies and Best Practices

Module 9: Case Studies	Module 10: Expert Insights
<ul style="list-style-type: none"> • Case studies: Analysis of successful virtual exhibitions, highlighting best practices and innovative approaches. 	<ul style="list-style-type: none"> • Expert insights: Interviews with industry professionals, artists, curators, and technologists working in virtual exhibitions. • Practical tips and guidelines: Tips for optimizing virtual exhibition experiences, troubleshooting common issues, and ensuring accessibility and inclusivity.

Week 11-12: Hands-on Activities and Projects

Module 11: Interactive Virtual Tours	Module 12: Project-based Learning
<ul style="list-style-type: none"> This module leverages user-friendly software tools or online platforms specifically designed for creating interactive virtual tours. 	<ul style="list-style-type: none"> Project-based learning: Collaborative projects where students design and develop their own virtual exhibitions. Portfolio development: Opportunities for students to showcase their work and reflect on their learning journey in virtual exhibition design.

Week 13-14: Assessment and Further Development

Module 13: Assessment and Evaluation	Module 14: Continuous Improvement
<ul style="list-style-type: none"> Assessment criteria: Rubrics and guidelines for evaluating student performance in the course. 	<ul style="list-style-type: none"> Formative assessment: Feedback mechanisms for providing ongoing feedback and support to students. Summative assessment: Final assessments to evaluate students' understanding and proficiency in virtual exhibition design concepts.