INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Cultural Programming		Field of study	Visual Arts
Bachelor in	Arts Recreation and Production		School	School of Education

Academic Year	2022/2023	Year of study	3	Level	1-3	ECTS credits	5.0
Type	Semestral	Semester	2	Code	9933-660-3203-00-22		

Workload (hours)	135	Contact hours	T	-	TP	40	PL	-	TC	-	S	-	E	-	OT	14	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Helena Maria Lopes Pires Genésio

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. It understands and values culture as a factor of social development of a community, country or people.
2. It recognizes that cultural development is dependent on scientific research at the artistic, ethnographic, anthropological and sociological levels.
3. It has the capacity to adapt and intervene in the new cultural scenarios that have arisen since the beginning of this XXI century.
4. It organizes multidisciplinary cultural events within autarchic institutions, others belonging to the state or individuals, planning its human resources structure.
5. It understands the cultural equipment (cineteatros, archives, galleries, fonotecas, auditoriums, museums, cultural centers, etc.)
6. It conceives, organizes and proposes cultural events responding to the specific needs of each area to promote (exhibitions, concerts, dance, plays, etc.)

Prerequisites

Before the course unit the learner is expected to be able to:
You have no prerequisites.

Course contents

CULTURAL AGENDA AND EVENT PROGRAMMING. PUBLIC. HUMAN RESOURCES. ARTISTIC DISCLOSURE. MEANS OF CULTURAL DISCLOSURE.

Course contents (extended version)

1. CULTURAL AGENDA AND EVENT PROGRAMMING:
   - Organization of themes and activities;
   - Suitability of the themes to the place and period of the year;
2. PUBLIC:
   - Adequacy of a program to a specific audience;
   - Field studies.
3. HUMAN RESOURCES:
   - Management of multidisciplinary teams;
   - Management of cultural equipment;
   - Budgetary and financial management;
   - Reconciliation between the proposed cultural project and the political and social objectives.
4. ARTISTIC DISCLOSURE:
   - Performative arts;
   - Theater, dance and music;
   - Plastic arts and contemporary trends.
5. MEANS OF CULTURAL DISCLOSURE:
   - Communication, photography, and video and multimedia design;
   - Web space.

Recommended reading

1. PAREKH, Bhikhu & MARTÍNEZ, Chaparro & SANDRA (2012). Repensando el multiculturalismo: diversidad cultural y teoría política. Istmo. EAN: 9788470904608.
2. MELLO, Luis Gonzaga (2011). Antropologia Cultural. ISBN: 9788532605900.
3. CARVALHO, Paulo & FERNANDES, João Luís J. (2012). Património Cultural e Paisagístico. Imprensa Universidade Coimbra. ISBN: 9789892602851.
4. HOLT, Douglas B. (2015). Cultural strategy. Oxford University Press. ISBN 9780199655854.
5. HEIN, Nelson (2013). Gestão Cultural: Relações e Significados. EDIFURB; Ciências Biológicas e Naturais edition. ISBN-13: 978-8571141964.

Teaching and learning methods

It is intended that this curricular unit allows to acquire the necessary competences for the autonomous exercise of cultural management. It is intended to instill and tailor an event to a specific cultural reality and to specific audiences.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
   - Projects - 70%
   - Presentations - 30%
2. EVALUATION OF EXAMINATION - (Regular, Student Worker) (Supplementary, Special)
   - Final Written Exam - 40%
   - Projects - 60% (4 art. 7 - Frequency and Evaluation Regulations - Classification obtained in Continuous Assessment.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Helena Maria Lopes Pires Genésio	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
12-12-2022	02-01-2023	23-01-2023	29-01-2023