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TUTORIAL 02  
Digital Products and Services

factory P4S

**PACT4SKILLS**  
2021-1-CY01-KA220-HED-000031113  
TRAINING PROGRAM

**TUTORIAL 2**  
Digital Products and Services

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**2. DIGITAL CULTURAL HERITAGE**

- 2.1 Definitions
- 2.2 The Digital revolution / Participatory Culture
- 2.3 Digital Culture
- 2.4 Digitization
- 2.5 The Digital Media & Digital Experiences
- 2.6 Digital Tools
  - 2.6.1 Virtual Reality
  - 2.6.2 Augmented Reality
  - 2.6.3 Serious Games
  - 2.6.4 Multivision Technologies
  - 2.6.5 iBooks and eBooks

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**2.1 Definitions**

**EXPERIENCES**  
interactions with time-space, people, and tangible –intangible product and services

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## 2.1 Definitions

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- Physical
- Cognitive
- Emotional
- Digital
- Economic
- Social

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## 2.2 Participatory Culture

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- Information Search/Evaluation/Trashing
- Viral Information Distribution
- Loss of Cultural Capital

➤ killing - rewarding the producer

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## 2.2 The Digital Revolution

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- The digital revolution provides means to our ability to use symbols, which allows the audience set out on the path to a work of art, to history, to culture to appropriate a degree of knowledge he did not have before.
- Knowledge is always a traumatic process, caused by the condition of thaumazein, the existential upheaval of which Aristotle spoke.
- It means generating an imbalance and moving from a consequent imbalance to a new, more advanced and solid balance, reconfiguring the old information with the new in a new scheme.

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## 2.2 The Digital Revolution

- to manipulate static data creating a visual concept starting from any image from the real world, from archives, or from an imaginary vision we have in mind;
- to produce drafts as part of the final project, so "digital" changes the plan procedures reducing the production time making texting more efficient and results more accurate;
- to introduce the possibility to browse through a vast set of contents under the condition to have enough knowledge to be clear about the objectives
- to eliminate any distance and any distribution cost changing business model and social approach;
- to disseminate through a new management and marketing for cultural sector creative events in a vast and connected social environment.

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## 2.3 Digital Culture

- THE LEGACY
- DIGITISATION AND PRESERVATION
- CULTURE ONLINE
- CULTURAL COMMUNICATION
- THE CULTURAL INVESTMENT
- THE EXPERIENCE DESIGN
- THE CULTURAL CAPITAL

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## 2.3 Digit

- THE LEGACY
- DIGITISATION AND PRESERVATION
- CULTURE ONLINE
- CULTURAL COMMUNICATION
- THE CULTURAL INVESTMENT
- THE EXPERIENCE DESIGN
- THE CULTURAL CAPITAL

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## 2.4 Digitization

- The company **Art Graphique Patrimoine** completely 3D digitized Notre Dame between 2014 and 2016, using an exceptional tool for all of the project managers of the location. This model allowed architects to thoroughly recreate the reconstruction process while studying the timber frame that was damaged in the fire.
- The public organization in charge of the cathedral's preservation and restoration and **Autodesk France**, a well-known producer of 3D design, engineering, and entertainment software, have inked a sponsorship deal.

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## 2.4 Digitization

According to the two companies, "this cooperative and intelligent work style enables construction site participants to benefit in real-time from a shared and scalable 3D database that pulls together the rich information necessary for the smooth conduct of these operations."



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## 2.4 Digitization

- What we forget:** digital culture is not about scanning, or about models.
- Its about people**

Grand Master Challenge: The Game



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## 2.4 Digitization

EUROPEAN AUDIOVISUAL MEDIA SERVICES DIRECTIVE

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## 2.4 Digitization

EUROPEAN AUDIOVISUAL MEDIA SERVICES DIRECTIVE

- Article 16: Promotion and Distribution of European Heritage Works
- 20-30% quota for both TV service providers and video-on-demand service providers in their catalogues ('Netflix quota').
- User protection whether they are watching a film on traditional TV or on on-demand TV
- The transparency rules for advertising, especially on product placement and sponsorship, will now also apply to video-sharing platforms

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## 2.4 Digitization

- The rules apply to user-generated videos shared on platforms like Facebook, when providing AV content is an essential functionality of the service
- Services such as YouTube will fall under the scope of the revised AVMS Directive.
- AV content shared on social media services will also be covered by the new deal.
- Stronger rules against hate speech and public provocation to commit terrorist offences, that prohibit incitement to violence or hatred and provocation to commit terrorist offences in AV media services as well as on video-sharing platforms.

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## 2.4 Digitization



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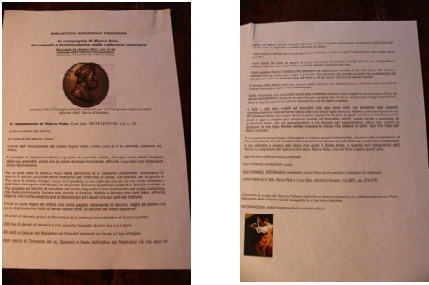
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## 2.4 Digitization



The Will of Marco Polo

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## 2.5 The Digital Media

- Electronic publications
- Software of any kind (from translators to web apps, to mobile games)
- Records of activities
- Electronic databases with various themes (e.g. cultures, history, geography etc.)
- Educational information (academic e-journals, eBooks, etc.)
- Artworks (music, film)
- Digital museums
- Onsite and mobile apps
- Products of entertainment etc.

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## 2.5 The BBC Model

**Public Institutions**

**Communication**

**Marketing**

**Stakeholders**

**Tourist Operators**

**Territorial Development**

**Creators:** PRODUCER, ART HISTORIAN, DIRECTOR, HISTORIAN, SCREEN PLAYER

**Preparation:** PHOTOGRAPHY DIRECTOR, SET DESIGNER, COSTUME DESIGNER

**Production:** CAMERA ASSISTANT, ACTORS, SOUND

**Post Production:** MUSIC COMPOSER, PROGRAMMERS, EDITORS, SOUND TRACK, ANIMATORS

**Staging:** STAGE DESIGNER, PROJECTION DESIGNER, ARCHITECTS, ENGINEERS

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## 2.5 The Public Investment

**Creators**

**Preparation**

**Production:** CAMERA ASSISTANT, HISTORIAN

**Post Production**

**Staging:** PROJECTION DESIGNER

**Territorial Development**

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## 2.6 Digital Tools

- 2.6 Digital Tools
- 2.6.1 Virtual Reality
- 2.6.2 Augmented Reality
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## 2.6.2 Augmented Reality



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## 2.6.1 Virtual Reality



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TATE GALLERY THE MODIGLIANI EXHIBITION

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## 2.6.4 Multivision Technologies



A COMPLEX AV TECHNOLOGY is merging elements of archives in one great ensemble that has the possibility to create emotions and thus interact with the viewer.

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## 2.6.4 Multivision Technologies

- exploit the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects



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## 2.6.4 Multivision Technologies

- exploits the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects (photographs, documents, newspapers etc.) by enriching them with new elements and infinite possibilities;



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### 2.6.4 Multivision Technologies



- provides the market for rich media, which otherwise would stay limited;

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### 2.6.4 Multivision Technologies



- the use of digital graphics and videos allows many possible changes, enabling to infer the unknown from something known within the horizon of the visitors, put together and reassemble

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### 2.6.4 Multivision Technologies



- are merging elements of archives in one great ensemble that has the possibility to create emotions and thus interact with the viewer

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## 2.6.4 Multivision Technologies

A COMPLEX AV TECHNOLOGY

- which is merging different types of documents (fotos, texts, manuscripts, objects, voice; sound; shooting on location/studio s etc.) into meaningful subdivisions (chapters) and integrates the whole into a cultural communication project;
- is merging elements of archives in one great ensemble that has the possibility to create emotions and thus interact with the viewer.
- allow using the use of very big screens with resolutions that cannot be achieved by any other media
- exploit the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects

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## 2.6.4 Multivision Technologies

A COMPLEX AV TECHNOLOGY

- Stories presented in multivisions are not made only by documents, but by a cluster of links between each document that creates a bridge between each event, between a letter and photograph, an object and a label i.e. multiple links between different elements.

<https://vimeo.com/798110898>

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THANK YOU

NEXT:  
3<sup>rd</sup> Pact4Skills TUTORIAL  
Monday the 20<sup>th</sup> February 2023  
14:00 CET

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