DIGITARCH 2025

March 15, 10-13h, Aula Virtuale Teams
Antonella Coralini, Federica Pesce, Georgia Cantoni, Angela Bosco: *Introduction*
Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 1)*

March 22, 10-13h, Aula Virtuale Teams
Daniele Donati, *Cultural heritage law. Protection, valorisation and promotion*

March 29, 10-13h, Aula Virtuale Teams
Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 2)*

Avril 5, 10-13h, Aula Virtuale Teams
Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 3)*

May 12, Reggio Emilia, Musei Civici; Aula Virtuale Teams
10-13, Georgia Cantoni, Giada Pellegrini, Federica Pesce, Antonia Silvaggi, *to be defined*
15-18, Virginie Soulier, *to be defined*

May 13, Bologna, S. Giovanni in Monte 2, Aula Morandi; Aula Virtuale Teams
10-13h, 15-18h, Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 4)*

May 14, Bologna, S. Giovanni in Monte 2, Aula Morandi; Aula Virtuale Teams
10-13h, 15-18h, Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 5)*

May 15, Bologna, S. Giovanni in Monte 2, Aula Morandi; Aula Virtuale Teams
10-13h, 15-18h, Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 6)*

May 16, Bologna, S. Giovanni in Monte 2, Aula Morandi; Aula Virtuale Teams
10-13h, 15-18h, Piergiovanna Grossi, *Accessible Digital Strategies for Archaeological Communication* (Module 7)*

Accessible Digital Strategies for Archaeological Communication

SYLLABUS

Lecturer: Piergiovanna Grossi
Date: 15, 29 March, 5 April, 13-16 May
Mode: Online and in-person lectures
Total duration: 30 hours

General Objective

To train students in the use of digital tools for the communication and enhancement of archaeological heritage, with a particular focus on accessibility, web design, artificial intelligence, and the Wikimedia ecosystem.

Final Project

Creation of an accessible digital product for the enhancement of an archaeological site in Emilia-Romagna (web page, accessible social media post, dataset on Wikidata, Wikipedia entry, multimedia content, etc.).

Module 1 (March 15, 10-13h) – Introduction to Digital Accessibility

Duration: 2 hours, online

Contents

- Digital accessibility: What it is and why it is important for cultural heritage
- WCAG 2.2: Guidelines for web, social media, and digital document accessibility
- Image accessibility: Alternative text and descriptions for archaeological heritage
- Tools for evaluating accessibility

Exercise

Analysis of the accessibility of museum websites and social media content.

Module 2 (March 29, 10-13 h) – Creating Accessible Digital Content for Archaeological Heritage

Duration: 3 hours, online

Contents

- Principles of accessibility for text, images, documents, video, and audio
- Accessibility in digital documents (PDF, Word, presentations)
- Social media for cultural heritage: Strategies for accessible communication
- Creating accessible posts: Clear text, image descriptions, subtitles, and transcripts
- Accessibility in multimedia content

Exercise

Creating an accessible social media post for an archaeological museum and/or optimizing the accessibility of a digital document.

Module 3 (Avril 5, 10-13h) – Artificial Intelligence for Archaeological Communication

Duration: 3 hours, online

Contents

- Introduction to generative AI (GPT, LLM, summarization tools)
- Writing texts with AI: Summaries, social media posts, image captions
- Translating and adapting content using AI
- AI for data analysis and organization: Automated list creation, data categorization, and metadata generation for archaeological heritage

Exercise

Creating an accessible description of an archaeological artifact using AI.

Module 4 (May 13, 10-13h; 15-18h) – Wikimedia Ecosystem for Archaeology

Duration: 6 hours, in-person

Contents

- Wikipedia and archaeology: Writing and editing entries
- Wikidata for archaeological datasets: Creating and enriching records
- Commons for archaeological images: Free licenses and image uploads

Exercise

Creating (in the sandbox) or improving a Wikipedia entry on an artifact from the Civic Museums of Reggio Emilia.

Module 5 (May 14, 10-13h; 15-18h) – Web Design for Archaeological Communication

Duration: 6 hours, in-person

Contents

- Principles of web design: Page structure, visual hierarchy, and navigation
- Use of images and colors on the web: Appropriate choices for archaeological heritage
- Writing for the web: Techniques for clear and readable text
- Building web pages with CMS: Introduction to tools like WordPress and other CMS

Exercise

Designing the layout of a web page for the enhancement of an archaeological site.

Module 6 (May 15, 10-13h; 15-18h) – Digital Storytelling and Open Data for Archaeology

Duration: 6 hours, in-person

Contents

- Archaeological data and digital storytelling: How to structure a narrative based on archaeological data
- Wikidata as a source for storytelling: Connecting information to create structured narratives
- Commons for archaeological heritage: Integrating images, videos, and freely licensed documents
- Creating interactive maps and timelines with open data: Digital tools for archaeological site promotion

- Practical application: Telling the story of an archaeological site in Emilia-Romagna through digital storytelling

Exercise

Creating a mini-digital experience (web page, Wikipedia-based storytelling, or interactive visualization) using Wikidata and Commons materials.

Module 7 (May 16, 10-13h; 15-18h) – Final Project Workshop

Duration: 6 hours, in-person

Contents

- Definition of the personal project
- Practical development with instructor feedback
- Accessibility testing and optimization

Exercise

Presentation of the final project and collective discussion.

Final Course Output

- An accessible web page about an archaeological site in Emilia-Romagna
- An improved or translated Wikipedia entry
- A Wikidata dataset on an artifact or archaeological site
- An accessible social media post with images, text, and optimized captions
- A series of multimedia content (videos with subtitles, audio descriptions, etc.)
- A digital document optimized for accessibility (PDF, presentation, etc.)

Teaching Methodology

- Mixed approach: Lectures + workshops
- Group and individual work
- Practical exercises with feedback