

**Università di Genova, 2022**

**Dottorato in Digital Humanities. Arte, Spettacolo e Tecnologie Multimediali**

**Titolo**

*"Tecnologie multimediali per la fruizione nei Musei, la proposta di un modello di progettazione. Dall'idea al video etnografico".*

**Abstract**

*This thesis deals with a study of the procedural processes and phases of the project; specifically, interventions involving the creation of devices for use by museum visitors.*

*The aim of this study is to first identify, and then propose, methods and good working practices to be applied when opting for digital technology to exploit multimedia content, particularly video content. The goal is to discuss the feasibility of a design model which takes in all the work phases; from developing the original idea to planning the video production, passing via the structuring of the digital solution most suited to the objectives to be made operational for the exhibits.*

*To build the design model involves a search for useful elements within the scientific literature, as well as reports and documentation on projects already carried out by cultural bodies that consider themselves well-intentioned and experienced in practical work and joint research.*

*This work is in four parts. The first introduces the research topic, explaining why it was chosen and the context in which the investigation was conducted. The research question is raised. The second is a discussion based on a study of the various sources taken into consideration. The third proposes a design model, with an attempt to standardize the data acquired. The fourth presents reports on the work and research experiences.*

*The museums whose projects are presented – all completed before the thesis submission date – belong to the demo-ethno-anthropological sector. The research focuses particularly on the production of video content dedicated to this genre of heritage.*

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