

Title	Art and the creative industries III. / Art Education
Codes	M-DM-302 / ER-ADM-MA-262701-08
Host	MA School
Location	Classroom and External venues

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
lecture + workshop	5	48	102	ADM mandatory	2026 fall	M-DM-302

Recommendation
Mandatory for ADM2 students. It is relevant for our students to understand how to bring contemporary art and design closer to the audience and what participatory solutions exist. During the course we will practice critical analytical attitudes and the contemporary challenges and roles involved in exhibition design and content communication.

Short description
Knowledge of contemporary art education will provide our students with a better understanding of current contemporary art and art mediation phenomena. We will discuss, analyse texts, exhibitions and displays, and then design methodological proposals and cards based on our own ideas.

Teachers			
Name	Contact information	Short BIO	Office hours
Kinga German	kgerman@mome.hu	https://mome.hu/hu/emberek/german-kinga	on demand
Teacher 2	invited guests		

Course scheduling			
Course format		Weekly class appointments	
classroom, external venues		Wedn 10-12:50	
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1	9 Sep	Contemporary methodology of museum interpretation . Care and Healing	MOME

2	16 Sep	Sustainable Identities -Exhibition Management and Inclusion on the Venice Biennale; On our Paths-working with disabled people	MOME
3	23 Sep	Romanian Cultural Institute- visit to the international jewelry exhibition	Romanian Cultural Institution
4	30 Sep	Modern and Contemporary Art in a private Collection (Meeting point: Mechwart Liget)	
5	7 Oct	Art Education in the Vasarely Museum Budapest-visit to the museum in Óbuda. Interactive Sets of Materials for Hand-on Learning. Guest: Litza Juhász art educator	Vasarely Museum
6	21 Oct	Guest lecture by Abel Tamás (glass art)	MOME
7	28 Oct	Contemporary Art Education in the EU Guest: Julianna Joó	Ráth György Villa
8	4 Nov	Art Education at the Ludwig Museum Budapest Guest: László Hemrik	Ludwig Museum Budapest
9	11 Nov	Goldberger for All- exploring the interactive design exhibition in Óbuda	Goldberger Museum Óbuda
10	18 Nov	Photography for everyone Guest: Beáta Puskás	TOBE Gallery
11	25 Nov	Digital Art and Art Education	Code, Veszprém ?
12	2 Dec	Presentations (Students) (Presenting an artwork to a group- ideas to get people talking and exploring.)	MOME
13	9 Dec	Presentations (Students) (Presenting an artwork to a group- ideas to get people talking and exploring.)	MOME

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
A list of artists to choose from will be given to students in the first class.	Making the Selection	presence and activity	29 Sept.	20%
The short lectures (projected and written), are about the target group-oriented communication / program of the chosen artist's work.	Lecture	quality of ideas	the last two weeks of the semester with the submitted version due in the exam period	60%
General requirements				
Text analyses, discussion, visit to museums, attend guest lecturer, participation				20%

Course materials and literature
Mandatory literature
1. Ibolya Bereczki, Noémi Népešsy: Modern Museum Interpretation. (Múzeumi iránytű 23). Szentendre 2020. https://www.mokk.skzen.hu/admin/data/file/20220309/modern-museum-interpretation.pdf (Kinga German: Contemporary methodology of museum interpretation, 37-53 pp; Noémi Népešsy: The Visitor, 90-108 pp; Zsófia Ruttkay: Digital Technologies in the exhibition and outside the museum walls, 148-169. 2. German Kinga, Mácsay Ágnes: Kortárs kiállítások látogatóinak elvárásai Budapesten 2024 tavaszán. In: Designantropológia, ed. by Antalóczy Tímea, Keszeg Anna, Povedák István. 319-343.

3. John Falk: Understanding Museum Visitors' Motivation and Learning. https://slks.dk/fileadmin/user_upload/dokumenter/KS/institutioner/museer/Indsatsomraader/Brugerundersogelse/Artikler/John_Falk_Understanding_museum_visitors__motivations_and_learning.pdf
4. Edina Deme, Terézia Reisz, Eszter Söptei: A school-friendly museum. In: Magdolna Nagy: Focus on the audience. Szentendre 2020. 154-176. https://mokk.skanzen.hu/admin/data/file/20220309/focus-on-the-audience.pdf
5. Digital Didactics in Art Education https://didae.eu/
Course notes and presentations
Recommended literature
1. Nina Simon: The Participatory Museum. Santa Cruz 2010. http://www.participatorymuseum.org/read/ 2. Dabi-Farkas, R. and Popovics, V.: Handle with Care. Vigyázat, törékeny. Exhibition Catalogue Ludwig Museum Budapest, Budapest 2025 3. Nina Simon et alii (2018): Want to Co-Create an Exhibition on a Hot Issue? http://museumtwo.blogspot.com/2018/10/want-to-co-create-exhibition-on-hot.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+museumtwo+%28Museum+2.0%29 4. Ruttkay Zsófia/German Kinga: Digitális Múzeum. Szentendre 2017. https://www.mokk.skanzen.hu/muzeumi-iranytu-24 5. German Kinga (szerk.): Múzeumpedagógia. Módszertani lapok az állandó kiállítás kiemelt darabjaihoz. Keresztény Múzeum Esztergom, Esztergom 2011. http://www.keresztenymuzeum.hu/page.php?id=65

Learning outcomes	
Knowledge	1) In-depth knowledge of the curatorial and art education perspectives and profession-specific challenges of the creative industries. 2) Comprehensive knowledge of theoretical and practical trends in museum education and other border disciplines, the structure, institutional embeddedness and programmes of the exhibition and art education departments of institutions. 3) In-depth knowledge of the literature and its applications. 4) Knowledge of communication interfaces and visitor research methodologies in museums, galleries, design studios
Skills	1) Ability to analyze and synthesise different professional perspectives. 2) Ability to develop an independent professional position on contemporary professional issues, either by drawing on historical arguments or by following or critically analysing practical examples.
Attitude	1) He/She is committed to the promotion of his/her field of expertise, to a deep knowledge of its literature and to a sensitive representation of equal opportunities in museums and other cultural institutions. 2) Is clearly looking for new trends and represents them with a nuanced approach in a system of creative industries open to all. 3) Is committed to the social shaping power of creative industries and their positive impact on all groups.
Autonomy and Responsibility	1. He/She is able to represent the views of his/her field of expertise in a responsible and professional manner, based on interdisciplinary knowledge. 2. acts as a synthesizer in the process of validating the objectives of different cultural fields. 3. Addresses segments of society and specific target groups in a responsible manner, while also contextualising the impact of his/her activities on the institution.

Exemption
No exemption may be granted from participation in, or completion of, the course.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-302	-	100%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
-	No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?
-	-

Other information, comments
If the students are working on a specific exhibition, they can also develop a museum pedagogical plan for it.