



## UNIVERSITI TEKNOLOGI MARA

### CTM152: MUSEUM AND THE PUBLIC

<b>Course Name (English)</b>	MUSEUM AND THE PUBLIC <b>APPROVED</b>
<b>Course Code</b>	CTM152
<b>MQF Credit</b>	3
<b>Course Description</b>	Collecting, interpreting, documenting, conservation and exhibition of information on museum collections are the traditional functions of museum. All these functions, however, will become static if they do not reach the public through effective mean of museum services. This course will expose students all considerations of how museum disseminate their information, particularly through informal education. Several issues will be raised pertaining museum public services and the concept of teaching and learning at the museum. Key areas of museum as the public place will be discussed and these include, among others, the theory of teaching and learning and communication at the museum; museum visitors need; and museum education policy and etc. Students will be taught on planning museum programmes: school programme; special programmes, outreach programmes and etc. Students will also explore other museum needs such as museum facilities of museum visitors.
<b>Transferable Skills</b>	Delegate task for museum publicity, disseminate information, solve problems, direct projects, present and create ideas.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Practical Classes, Tutorial, Discussion
<b>CLO</b>	CLO1 Conceptualize the museum as place for education and the way museum communicates with the public CLO2 Execute and organize various public programs and make museum visit more interesting CLO3 Apply museum educational policy to enhance the public programmes
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction of the course.</b> 1.1) Briefing on museum and society as its patron.	
<b>2. Introduction to space and museum.</b> 2.1) Museum can can bring community together.	
<b>3. Crossing borders: A study on Museum Similarity.</b> 3.1) Museums and galleries similarity.	
<b>4. Exhibition and Museum concept.</b> 4.1) Types of concept for museum.	
<b>5. Museums as part of education process.</b> 5.1) Museum as an education tool.	
<b>6. Issues and problems.</b> 6.1) Museum's matters in administration and activities.	
<b>7. Museums for disable people.</b> 7.1) Museum is for all and must be prepared.	
<b>8. Museums Policy.</b> 8.1) Administration tool for museum administrators.	
<b>9. Location.</b> 9.1) Study on marketing tool: the 4Ps.	
<b>10. Museum signage and facilities.</b> 10.1) Preparing materials for museum exhibition.	

<b>11. Presentation.</b> 11.1) Presentation of students project.
<b>12. Media and publicity for a museum.</b> 12.1) Continuation on the marketing concept.
<b>13. Museums collection and publications.</b> 13.1) Reviewing on collections and publication of museum.
<b>14. Final Test</b> 14.1) Final test on all topics.

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students are required to create a gallery or an art space and do an exhibition subject with the approval of the lecturer.	60%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Ambrose, T &amp; Paine, C 2012, <i>Museum Basics</i>, Routledge. New York</li> <li>• Choy, L. W, <i>Space, spaces and spacing</i>, The Substation. Singapore</li> <li>• Foundation de France &amp; ICOM 2010, <i>Museums without barriers. A new deal for disable people.</i>, Routledge London</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	