# Historical Research and Narrative Processes (with workshop – Extended reality and digital storytelling)

## Prof. Alberto Tanturri

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the key concepts and the hermeneutical tools they need to identify and understand the (potential) cultural resources of companies, and carry out research activities for the creation of projects aimed to promote them. For these reasons, the course includes a methodological introduction, aimed at helping students to get used to archives and various types of documentary sources, and a part which covers corporate history, appropriately contextualised, covering the period from the first industrial revolution to contemporary industrialisation, with a special focus on Italian industrialisation.

At the end of the course, students will be able to:

***Knowledge and understanding:***

Identify and assess the economic trends that characterised the European and the Italian industrialisation;

***Ability to apply knowledge and understanding:***

Analyse, from a critical point of view, the different types of sources (either documentary or iconographic) that can be found in the archives of a company;

***Independent judgment:***

Identify the historical issues related to the different economic development models adopted by countries;

***Communication skills:***

Use an appropriate terminology to discuss about the topics explained during the course;

***Learning skills:***

Carry out a critical analysis of the key steps of the history of the European industrialisation, and identify the peculiar elements of the different interpretations of specific topics and contexts.

***COURSE CONTENT***

The course, following an introduction which covers the analysis of the different steps of historical research methods (critical analysis of sources, evaluation of documents, literal and content interpretation of the latter, validation of their authenticity and assessment of their reliability), focuses primarily on corporate history, in the context of society’s and the contemporary European economy’s structural aspects, in a timeline ranging from the beginning of the Industrial Revolution in the 18th century to the success of Made in Italy in the 1980s and 1990s. There will be a special focus on the Italian industrial model, which developed specific and distinct characteristics after the Second World War including the crucial role of Small and Medium-sized enterprises and the spread of industrial districts, which have ensured the preservation of territorial specificities and the reinterpretation of forms of production inherited from the past.

***READING LIST***

T. Kemp, *L’industrializzazione in Europa nell’800*, Bologna, Il Mulino, 1988.

V. Zamagni, *L’economia italiana nell’età della globalizzazione,* Bologna, Il Mulino, 2018.

In addition, non-attending students will have to study the following textbook:

P. Battilani – F. Fauri, *L’economia italiana dal 1945 a oggi,* Bologna, Il Mulino, 2014.

***TEACHING METHOD***

Lectures.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, aimed to assess the knowledge of the subject, the use of critical thinking skills, and the ability to express concepts clearly. The exam will consist in three questions of equal importance. The ‘Corporate storytelling’ practical activities will determine 20% of the final mark (weighted average). The acquisition of a critical perspective towards the subject and the use of an appropriate terminology will determine an excellent mark. The students who, instead, demonstrate to have a mnemonic knowledge of the subject, a limited ability to be concise, basic analytical skills, and an inaccurate terminology will get an acceptable mark. A basic knowledge of the key concepts of the subject and the use of an inappropriate terminology will determine a sufficient mark. A poor knowledge of the subject and the topics explained during the course, and the use of an inadequate terminology will determine an insufficient mark.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should have a good knowledge of the European economic history from the 18th century to the present day.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

# Realtà estesa e digital storytelling (workshop)

## Dr. Filippo Maria Vincenzi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide a general and specific idea of Extended reality (augmented and virtual) as tool which is closely linked to recent industrial development, part of the present and future evolutionary process of contemporary entrepreneurship.

The course consists of a general introduction to the subject matter, exploring present and updated market conditions, followed by a phase which includes project design and storytelling and a final implementation phase with the use of a world-famous graphics engine for Extended reality.

The course is organised as a workshop and will focus on three main intended learning outcomes:

* Knowledge of state-of-the-art of Digital Storytelling, with a special focus on the entertainment industry and on research skills.
* Ability to generate practical ideas which use virtual or augmented reality as a working tool.
* Ability to present an idea or a project based on an idea, optimising it through storytelling.

OPTIONAL: Ability to create/design a prototype using a 3D graphics engine.

***COURSE CONTENT***

* ***Today’s Extended reality and digital storytelling. How storytelling changes reality.***

General introduction to Extended reality and digital storytelling. First overview of 3D engines.

* ***Create project ideas for companies using virtual or augmented reality as a work tool.***

This step is conceived for the design and write-up of a specific idea, combined with a brief analysis of the systems present in the specifically selected idea. There will be an in-depth presentation of techniques used for searching online sources.

* ***Creating a prototype using a 3D graphics engine***

Basic knowledge on the use of graphics engines and of operating modes for the development of the prototype of an idea.

* ***Narration of ideas through storytelling.***

Storytelling can be internal or external to the interactive product. Storytelling as a means for fostering the idea or for supporting its application.

***READING LIST***

Online resources specified during the course.

***TEACHING METHOD***

The course is held as a hands-on workshop, which includes the analysis of case studies to assist students in understanding logics, problems and solutions. Lessons will be held in-person and students will have the opportunity to have an ongoing discussion with the lecturer regarding the work to be carried out.

Lessons will be recorded and made available for registered students for reference or download.

*Workshop activities may be carried out individually and in groups* (maximum 3 students, and the lecturer must be able to distinguish the work carried out by each student).

Each student or group will be given the task of creating a prototype IT product or a complete IT product project, linked to Extended reality.

 In the first case (IT product) a basic functioning is sufficient: students will only be able to carry out demonstrations, given that commercial projects would require many hours of work and that students would not possess the requested skills, but it will be crucial for students to be aware of the tools and of the skills that would be needed to complete the activity. In the second case (IT product project) the idea must be defined very clearly, accurately and methodologies and rationale must be explained.

***ASSESSMENT METHOD AND CRITERIA***

The **Extended reslity and digital storytelling workshop** is an integral part of Prof. Alberto Tanturri’s Historical Research and Narrative Processes course and counts towards 20% of the final mark.

The exam will consist of the presentation of a final paper and the relevant documentation. Students must submit the work within a set deadline which will be specified during the course. The paper will be assessed on the basis of a general presentation and of proficiency in storytelling. Moreover, the assessment will also be based on comparative analysis with state-of-the-art and on the hybridisation of well-known methodologies, as well as on the theorisation of original or modified methods applied to specific realities. Students who present an IT product will be assessed on the basis of the level of synergy between implementation and storytelling, a factor which will count towards the final mark.

The acquistion of proficiency in the subject matter and the ability to easily master both communication skills and content will result in top marks. Students who simply provide a reworked version of content will only get a pass mark. The replication of projects or incoherent design will be viewed negatively.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

It is strongly recommended that students have access to a computer so as to be able to search the internet and prepare the paper. A basic knowledge of IT presentation tools is highly recommended.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.