

Subject card

Subject name and code	Accessibility as a Means of Audience Development, PG_00211328						
Field of study	Management of Artistic Institutions						
Date of commencement of studies	October 2027		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Weronika Łucyk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to familiarize students with the concept of accessibility in cultural institutions and to present it as an integral element of audience development strategies. The course is designed to help students understand that measures aimed at improving accessibility are not merely a means of complying with legal requirements, but can also contribute to broadening and diversifying audiences and to building lasting relationships with participants in cultural life. As part of the course, students will: • become familiar with contemporary concepts of accessibility and their significance for the operation of cultural institutions; • understand the relationship between accessibility, cultural participation, and audience development; • acquire knowledge of the needs of diverse audience groups, with particular emphasis on people with disabilities and individuals experiencing various barriers to cultural participation; • learn about the principal organizational, communication, and technological solutions that enhance the accessibility of cultural events and institutional programmes; • become familiar with the principles of universal design and their practical application in the cultural sector; • develop the ability to identify barriers within the activities of cultural institutions and to design measures aimed at reducing them; • acquire skills in planning and organizing accessible artistic and educational events; • learn the principles of producing accessible information, including communication tailored to diverse audiences; • gain a basic understanding of audio description and the use of Polish Sign Language (PJM) in cultural activities; • develop social competencies related to the responsible and inclusive management of cultural institutions, taking into account the needs of diverse audiences. Upon successful completion of the course, students will be able to incorporate the principles of accessibility into the management, programming, and communication of cultural institutions, recognizing accessibility as a strategic tool for audience development and for building lasting relationships with diverse audiences.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills; they understand the importance of ongoing learning and professional development in managerial and/or artistic activity.	Is prepared for a critical assessment of his/her knowledge of accessibility as a means of audience development; understands the importance of ongoing learning and professional development in managerial activity.	[SK2] presentation/project/paper/report
	[ZIAL3_W04] They possess an understanding of contemporary artistic life and basic knowledge of both Polish and international arts and cultural institutions, with a focus on practical applications in managerial and/or artistic activity.	Has an understanding of contemporary arts scene and basic knowledge of activities aimed at increasing accessibility in both Polish and international arts and cultural institutions, with a focus on practical applications in managerial activity.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZIAL3_U04] They are capable of actively participating in debates regarding art, literature, and arts management, presenting, evaluating, and discussing various viewpoints.	Is able to actively participate in debates regarding accessibility in cultural institutions, presenting, evaluating, and discussing various viewpoints.	[SU2] presentation/project/paper/report
	[ZIAL3_W03] They possess detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	Possesses detailed knowledge of specific topics related to accessibility as a means of audience development, with a focus on practical applications in managerial activity.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	• Accessibility in culture: definitions, models of disability, and contemporary approaches to cultural participation. • Audience development: principles, objectives, and tools used by cultural institutions. • Accessibility as a component of institutional strategy and audience relationship building. • Barriers to cultural participation: architectural, communication, digital, economic, social, and attitudinal barriers. • Understanding the needs of diverse audience groups. • The needs of blind and partially sighted audiences in accessing cultural events and content. • The needs of d/Deaf and hard of hearing audiences; an introduction to Deaf culture. • The needs of people with mobility impairments and those with alternative mobility requirements. • The needs of neurodivergent individuals and people with cognitive and communication disabilities. • Universal design and inclusive design in the activities of cultural institutions. • Accessibility of artistic and educational events: planning, implementation, and evaluation. • Accessible communication: creating clear and understandable messages, plain language, and pre-visit information. • Principles of producing Easy-to-Read (E2R) materials. • Audio description: definitions, functions, principles of preparation, and applications across different areas of culture. • Polish Sign Language (PJM) in cultural institutions: applications, collaboration with PJM interpreters, and examples of good practice. • Tools supporting the digital accessibility of cultural programmes and services. • Analysis of good practices in accessibility adopted by Polish and international cultural institutions. • Planning accessibility measures as an integral part of the management of cultural institutions. • Collaboration with representatives of audience groups and community consultation in the design of cultural programmes. • Developing a concept for an accessible cultural event or institutional initiative that incorporates the principles of audience development.		
Prerequisites and co-requisites	Attendance at all classes is mandatory unless the student has obtained the Dean's approval to follow an individual study plan.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	end-of-term written or oral test	51.0%	40.0%
	presentation related to the course content	51.0%	60.0%
Recommended reading	Basic literature	• Ministry of Funds and Regional Policy (Poland), <i>Accessibility Standards for the 2021–2027 Cohesion Policy</i> (current edition)	

	Supplementary literature	Firyeh P., Grenda M., Poprawski M. (ed.), <i>Publiczność w centrum uwagi. Dyskusje o audience development</i> , „Studia Kulturoznawcze” 04/2022, Wydawnictwo Nauk Społecznych i Humanistycznych UAM, Poznań 2022.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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