



Form: Course Syllabus

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Deans Council Approval Decision Number	265/2024/24/3/2
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Number of Pages	11

1. Course Title	Interpretation and Presentation of Cultural Heritage
2. Course Number	2602328
3. Credit Hours (Theory, Practical)	3
3. Contact Hours (Theory, Practical)	3
4. Prerequisites/ Corequisites	
5. Program Title	BA in Cultural Resources Management and Conservation
6. Program Code	02
7. School/ Center	School of Archaeology and Tourism
8. Department	Cultural Resources Management and Conservation
9. Course Level	2
10. Year of Study and Semester (s)	1st Semester 2024/2025
11. Program Degree	BA
12. Other Department(s) Involved in Teaching the Course	N/A
13. Learning Language	Arabic
14. Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15. Online Platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
16. Issuing Date	
17. Revision Date	07/12/2025

18. Course Coordinator:

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19. Other Instructors:

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20. Course Description:

As stated in the approved study plan.

The course includes introducing the concept, principles, and objectives of interpreting and presenting cultural heritage sites, in addition to studying the modern techniques used for this purpose, along with presenting some global experiences in this field.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PILO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
Demonstrates a solid understanding of key concepts, theories, and approaches related to interpreting cultural heritage and public engagement.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Analyzes heritage sites, narratives, and cultural resources critically to identify meanings, values, and social significance.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Applies interpretive frameworks to present cultural heritage in clear, engaging, and audience-appropriate ways.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Uses digital, visual, and oral communication tools to design heritage presentations and interpretive materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Evaluates different methods of heritage presentation (exhibitions, tours, storytelling, media) and selects suitable approaches for diverse audiences.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Demonstrates ethical awareness and professional responsibility when interpreting and presenting cultural heritage.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Works collaboratively in planning and delivering heritage interpretation projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Manages heritage interpretation activities effectively in real or simulated professional contexts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reflects critically on personal performance and audience feedback to improve interpretation practices.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Designs creative interpretive experiences that connect cultural heritage with contemporary social issues.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrates local community perspectives into heritage interpretation and presentation practices.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uses research-based evidence to support interpretive narratives and presentations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrates leadership and initiative in planning and delivering heritage interpretation projects.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
K1. Define key concepts and principles of cultural heritage interpretation and presentation.	K1	K1					Knowledge
K2. Recognize various AI techniques used in data analysis, VR/AR, machine learning, and 3D documentation.	K2	K2					Knowledge
S1. Apply interpretive techniques and tools to develop clear and engaging heritage narratives.	S1	S1					Skills
S2. Analyze cultural heritage		S2					Skills



cases to identify meanings, values, and stakeholder perspectives.							
C1. Evaluate interpretive strategies and presentations based on ethical, social, and professional standards.		C1	C1				Competency
C2. Create a complete heritage interpretation project addressing a real or simulated audience context.		C2	C2	C2			Competency

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PILOs:

PILO's * CLO's	1	2	3	4	5	6	7	8	9	10	11	12	13	Descriptors**		
													A B C			
K1. Define key concepts and principles of cultural heritage interpretation and presentation.	*													*		
K2. Recognize different models and approaches used in interpreting heritage for diverse audiences.	*													*		
S1. Apply interpretive techniques and tools to develop clear and engaging heritage narratives.							*							*		
S2. Analyze cultural heritage cases to identify meanings, values, and										*				*		



stakeholder perspectives.															
C1. Evaluate interpretive strategies and presentations based on ethical, social, and professional standards.										*					*
C2. Create a complete heritage interpretation project addressing a real or simulated audience context.										*	*				*

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Course overview, objectives & assessment.	K1	Face to Face		Synchronous	Assignments, participation, presentations and exams.	Text-based resources guest speakers, Mosaic experts
	1.2	Introduction to Cultural Heritage & Interpretation.						
	1.3	Heritage values & public engagement.						
2	2.1	Theories of Heritage Interpretation.	K1			Synchronous		
	2.2	Audiences & storytelling in heritage.	K1					



	2.3	Ethics in presenting cultural heritage.	K1					
3	3.1	Interpretive planning & frameworks.	K1					
	3.2	Heritage narratives & meaning making.	K1					
	3.3	Workshop: Writing interpretive texts.	K1					
4	4.1	Exhibition design principles.	K1+K2					
	4.2	Visual communication & layout.	K1+K2					
	4.3	Creating panels & labels (workshop).	K1+K2					
5	5.1	Guided tours & live interpretation.	S1					
	5.2	Storytelling techniques.	S1					
	5.3	Voice, body language & engagement.	S1					
6	6.1	Digital interpretation tools.	S1					
	6.2	Social media & heritage presentation.	S1					
	6.3	Evaluating digital content.	S1					
7	7.1	Midterm Review Session	S1+S2					
	7.2	Midterm Exam	Exam					
8	8.1	Community-based interpretation.	S1+S2					
	8.2	Stakeholder perspectives.	S1+S2					
	8.3	Field visit preparation.	S1+S2					
9	9.1	Field Visit / Virtual Tour.	S1+S2					

	9.2	Reflecting on field experience.	S1+S2					
	9.3	Project planning session.	S1+S2					
10	10.1	Student project development.	S1+S2					
	10.2	Student project development.	S1+S2					
	10.3	Student project development.	S1+S2					
11	11.1	Presentation techniques.	S1+S2					
	11.2	Visual & oral presentation skills.	S1+S2					
	11.3	Mock presentations.	S1+S2					
12	12.1	Student project presentations.	S2+C1					
	12.2	Student project presentations.	S2+C1					
	12.3	Student project presentations.	S2+C1					
13	13.1	Project discussion & critique.	S2+C1					
	13.2	Project discussion & critique.	S2+C1					
	13.3	Project discussion & critique.	S2+C1					
14	14.1	Final project improvement.	C2					
	14.2	Final project improvement.	C2					
	14.3	Final project improvement.	C2					
15	15.1	Course wrap-up & reflection.	C2					
	15.2	Course wrap-up & reflection.	C2					
	15.3	Final exam / evaluation.	C2					

25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:



Evaluation Activity	*Mark wt.	CILO's					
		K1	K2	S1	S2	C1	C2
First Exam	30	*	*				
Second Exam –If any							
Final Exam	50	*	*	*	*	*	*
**Class work							
Projects/reports	20	*	*	*	*	*	*
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works							
Total 100%	100						

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CILO/ Weight	CILO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										K1
										K2
										S1
										S2
										C1
										C2



Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CILO Weight	CILO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										K1
										K2
										S1
										S2
										C1
										C2

26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

Internet, MS teams

27. Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

All of the mentioned policies and requirements will be followed in all potential cases according to the university regulations and procedure.

28. References:

A- Required book(s), assigned reading and audio-visuals:

B- Recommended books, materials, and media:

[Time, L. A. \(2025\). Heritage Interpretation: Framework for a New Understanding of Cities. *MAJ-Malaysia Architectural Journal*, 7\(1\), 223-239.](https://doi.org/10.2139/ssrn.4000000)



[Li, Y., Li, T., Bai, Y., Ismail, N. A., Chen, J., Wei, T., & Salarzadeh Jenatabadi, H. \(2025\). Interpreting visitor experiences with digital cultural heritage exhibitions in Yimeng China through thematic analysis. *Scientific Reports*.](#)

[Pei, Y. \(2025\). The value of technology and interactive systems in cultural heritage interpretation: A study based on existing empirical research. *Museum Management and Curatorship*, 40\(5\), 659-677.](#)

29. Additional information:

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Name of the Instructor or the Course Coordinator: Eng. Zaid Mohammad Al-Zrigat	Signature:	Date: 07/12/2025
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
Name of the Head of Department	Signature:	Date:
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
Name of the Dean or the Director	Signature:	Date: