



"Cultural Education in the Media Age" (kubim)

Results of the 5 year German Development and Training Programme

The main goal of *kubim* was to develop and to test ground-breaking models exploring the creative and competent use of new media technologies in the training of teachers and artists involved in cultural education (musical and heritage education, art history, drama courses etc.). Some *kubim* projects also experimented with the dissemination of aesthetic experiences to stimulate and train the senses, or with the establishment of interdisciplinary educational initiatives and networks.

The Programme was carried out between 2000 and 2005 in 13 German *Länder* (federal States). It included 23 large scale projects in schools, art academies, universities and other educational organisations. Thousands of children, students and trainees as well as a great number of teachers, artists, professors and other experts were involved in *kubim*. The impact of the programme reaches far beyond its official end. A final report was published in 2006.

The *kubim* projects were jointly financed by the *Federal Ministry for Education and Research* (BMBF) and by the respective *Länder* Ministries in charge of education, science and culture with a total budget of 11.6 million €. The programme was conducted under the umbrella of the *Bund-Länder-Kommission für Bildungsplanung und Forschungsförderung* (BLK), the Commission of the Federal Government and the *Länder* for Educational Planning and Research Funding.

The *Centre for Cultural Research in Bonn* (*Zentrum für Kulturforschung – ZfKf*) organised and evaluated the development and training programme on behalf of BLK.

According to a final evaluation, main achievements of the *kubim* programme include the following:

- Development and testing of concepts for an innovative, action-oriented integration of computer-based media for teacher training and other processes of further education;
- Training courses for the advancement of basic aesthetic skills;
- Development of new training concepts for teachers, which encourage them to address the new media in an artistic and creative way; and
- Elaboration of multimedia education software and data bases that offer incentives and support through visual aids and other teaching materials;
- New courses for media authors / artists and for sound creators at the university level;
- Motivating instructions for artistic programming and media design, accessible on the Internet, which don't require further technical assistance (e.g. a "flash" course for teachers);
- A scientific debate on new experiences with the evaluation of "open learning processes".

The *kubim* programme received a positive feedback both in Germany and abroad. Results, teaching aids and recommendations from most of its projects are available on two Internet-platforms: www.netzspannung.org and the teacher training site www.lehrer-online.de. Over 100 books and other publications dealing with the results of the programme were produced until 2006.

Steering Committee of kubim: Gabriele Vogt, Hessen Ministry of Education and co-ordinator of the BLK-Group "Innovation in German Education"; Dr. Wilfried Matanovic, BMBF; and Herbert Hossmann, Senate of Hamburg. The conceptual framework for the programme was influenced by an expert paper of Prof. Dr. Karl Josef Pazzini, University of Hamburg.

ZfKf staff responsible for kubim and authors of the final report: Prof. Dr. Andreas Joh. Wiesand (Programme Director) and Annette Brinkmann M.A. (Programme Co-ordinator).

Final report with DVD: Zentrum für Kulturforschung: "Künste - Medien – Kompetenzen" (The Arts – Media – Competencies), Bonn:ARCult Media 2006, ISBN 3-930395-75-4. Cover charge: € 25,-

More information: kubim c/o ZfKf, Dahlmannstr. 28, D – 53113 Bonn; Tel. +49-228-2420997 or 211058; Fax: 217493; e-mail: info@kubim.de; Internet: www.kubim.de