Abstract

The aim of this work is to present gamification and its uses in the context of museology and art marketing and its benefits for the presentation of cultural heritage. The first part explores general theory of gamification, it´s basic elements, types of players, psychological aspects and motivation. It mentions also social impact and main criticism. Second part apply the concepts presented in the first part directly to the field of presentation of cultural heritage in museums and galleries. It focus on linking the traditional institution with it´s virtual version in the context of convergence culture and participation with wider audience. Gamification design framework shows how museums and galleries can use gamification for practical use in exhibitions, digitized collections and promotion. At the third part it presents practical project with concept of gamification of history for the Faculty of Arts at Charles University.