



Module II. Technical

Video
concept
course

Topic 1. Cultural and
Natural Heritage

Lesson 1. Audio-visual
dissemination of
heritage



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In this lesson, we will learn...

1. When to use photo or video to promote some heritage.
2. Which are the first steps to create the multimedia based on photo or video



1.- When to use photo or video to promote some heritage



1.- When to use photo or video to promote some heritage



Photography is a static vision of heritage, a moment that will be forever portrayed



*Video is interesting for heritage with **movement**, which can not be captured with a photo*

Historic buildings
or
art, crafts, etc.



Flora and fauna
or
music, dance, etc.

2.- First steps to create the multimedia based on photo or video

What do I need to do to disseminate some heritage through a photo?

We will need a fixed location, a camera and, in most cases, a tripod.

Denounce

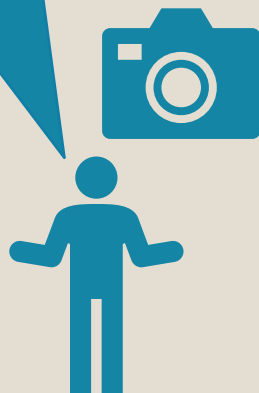


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Awaken consciences



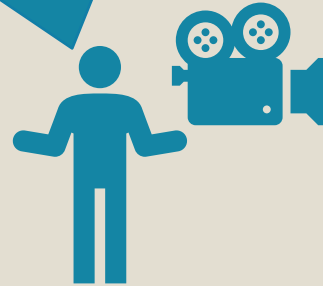
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2.- First steps to create the multimedia based on photo or video

What if I want to use a video to promote some heritage?

We must search a location or create a fictional set and make any necessary preparation before the shooting and create a technical script.



2.- First steps to create the multimedia based on photo or video

In both cases we will need:

1. Location scouting or set creation
2. Shooting preparation (Date, Hour, Lighting)
3. Storyboard





Conclusions

Consider audiovisual media and products in Cultural and Natural dissemination and revitalization processes in communities near heritage sites is a definitive bet towards the consolidation of communication as a transversal and integral axis in cooperation projects.

(Gumucio, 2010; Barranquero, 2012; Gudynas & Acosta 2011)



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