



## Module II. Technical

### Topic 1. Photography

Photo-  
video  
concept  
course

Lesson 4. Image composition  
and characteristics of light in  
heritage photography



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Creativity + Innovation & Technology

*In this lesson, we will learn...*

how to compose and  
light our photo to  
improve the message.



About the **composition**,

*we will analyze the  
fundamental rules to know  
how the elements in the  
image should be sorted in  
order to correctly transmit  
the information of the asset.*

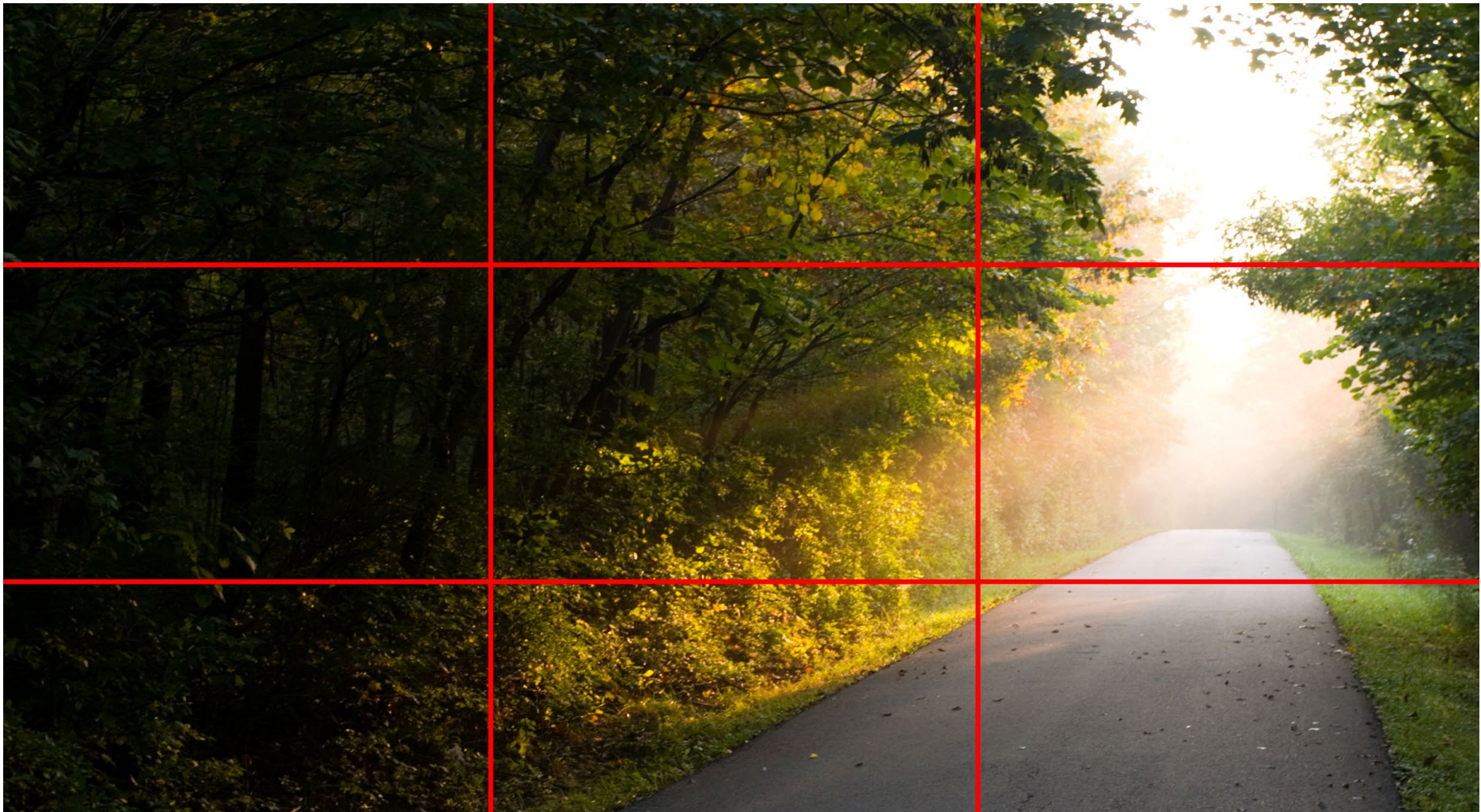




- What is the rule of the thirds?

*The first thing will be to apply the rule of the thirds that will allow us to divide the frame into three vertical parts and three horizontal parts.*





In this *way*,



*we place the elements in the quadrants to give more prominence to some more than others depending on the message we want to convey.*



- How can I improve my photo with a good image composition?



*Avoid placing the  
elements in the  
center of the image  
and use depth of field  
if we want to  
selectively focus on a  
plane.*



# For example,

If we want to blur the background, we must use the greatest possible focal length of the lens, approach the element and open the diaphragm.







*If we use a mobile phone,  
just apply a filter that  
allows selective focus.*

*The lighting in the photography of the natural and cultural heritage varies depending on the use of the sun as the main focus of light, so we must know its position all the time.*



The white balance allows us to select the final color that we will give the image.

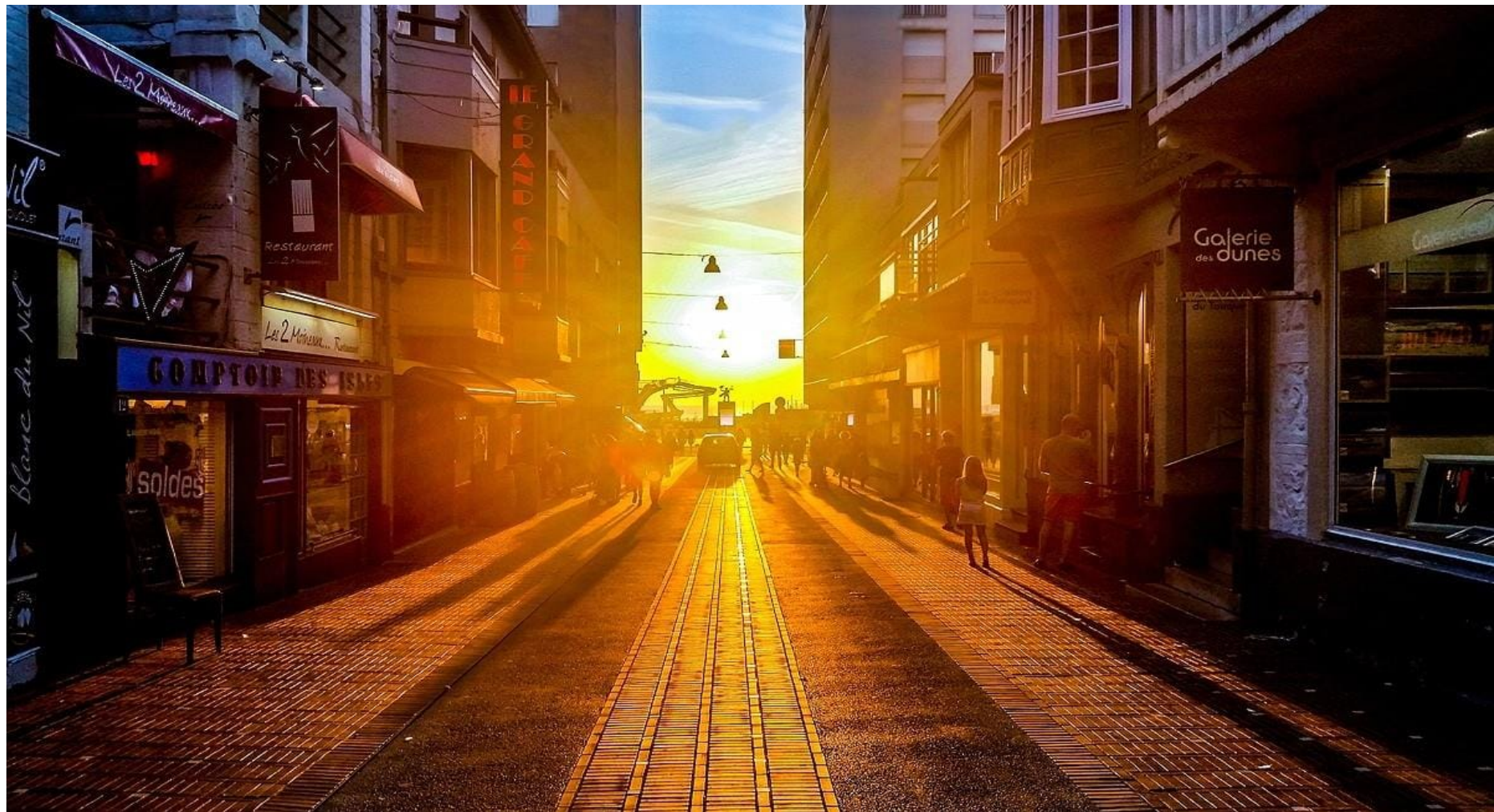


- Why is light so important in photography?

*In general, we can have images with colder or warmer temperatures according to the object we are portraying.*



Because of that, light is the main and fundamental element of photography.



*The amount of light entering through the diaphragm in a given exposure time will be what allows us to obtain a quality image.*



Color temperature and white balance are two basic concepts of photography



- Which is the best color temperature to use in a photo?

*In this way, we compensate for the dominant color and incorporate a colder or warmer shade, as long as necessary.*



The goal is

to find a neutral balance to make the image more attractive and correct imperfections.

*There is no specific  
predominant temperature  
value, sunrise and sunset offer  
two different light*

characteristics.





One tip: *It is not advisable to use zenithal positions of the sun.*



*In this sense, shadows can be useful  
as they offer some depth and  
perspective to the image; therefore,  
we will look for inclined light sources.*

- Conclusions

*The rule of the thirds, the selective focus and the color temperature of a photo allow us to transmit the true essence of heritage reality.*

If we show, we sensitize ...  
If we sensitize, we  
protect!





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