



## Module II. Technical

Photo-  
video  
concept  
course

### Topic 2. Sound and Script

Lesson 2. Search for a music  
track according to the  
characteristics and values of  
the cultural or natural asset



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Creativity + Innovation & Technology

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

the audiovisual resources  
that we will use in the  
project.



*The music accompanies and highlights the values of the cultural or natural good.*

In this sense, music has a very strong evocative power.



*The selected music should  
not affect the storytelling  
but should be adapted to it.*

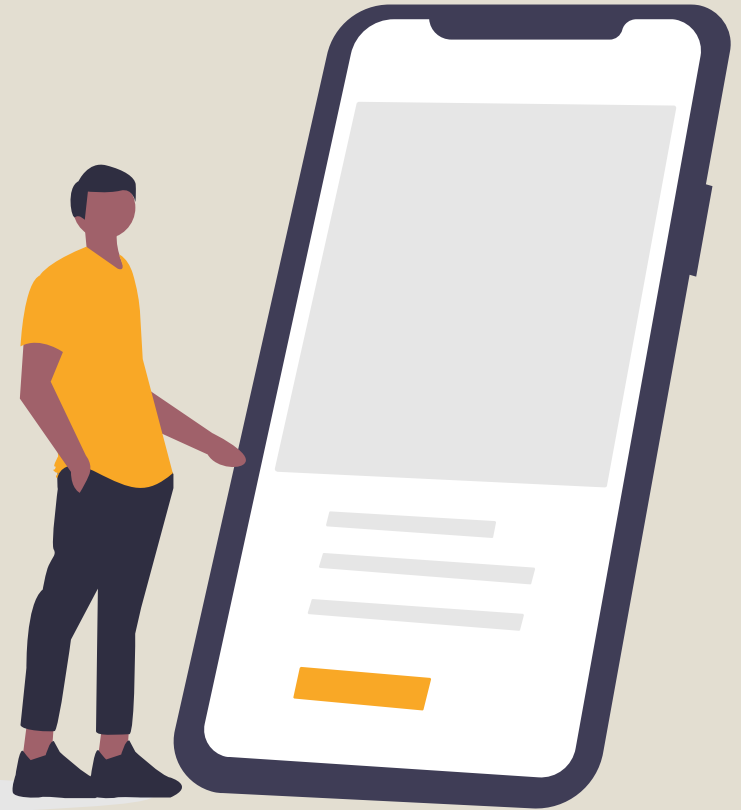






In this case, we need a style of relaxation music that accompanies water and nature.

*And in the following case?  
What differences do you appreciate?*







- Conclusions

*We must select a style of music according to the heritage typology. In turn, we must ensure that the music does not compete with the audio of the script that we make on the element.*

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





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