Selecting photo or video to disseminate heritage

Module II

Course Video concept

Topic Cultural and Natural Heritage

Lesson 1

Activity

- **Short Description:** In this activity we will make a decision about using photo-video concept or video concept multimedia to disseminate the values detected in the heritage element.
- **Methodology**: Research-based learning
- **Duration:** 1 hour
- **Difficulty (high - medium - low)**: Low
- **Individual / Team**: Individual
- **Classroom / House**: House
- **What do we need to do this activity?**
    - **Hardware:** Computer
    - **Software:** Web browser
    - **Other resources**: Pen and paper

Description

- **Text description:** This activity consists of selecting a heritage element, characterizing it, evaluating its values, and choosing the type of multimedia content that best suits its dissemination.

Instructions

1. Choose a heritage asset.
2. Analyze the relevant information and characterize it (see Annex I).
3. Evaluate the type of audiovisual content that best shows these outstanding characteristics: photo-video concept or video concept.
4. Justify the choice.

Expected outcomes

- Understand the benefits of each of the two multimedia contents: photo or video.
- Associate each of these multimedia content with pre-established heritage characteristics.

This activity can be used in other (module, course, topic, lesson):

- **Module II, Course Photo-video content, Topic 1, Lesson 1**

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information and digital content; Evaluating data, information and digital content.*
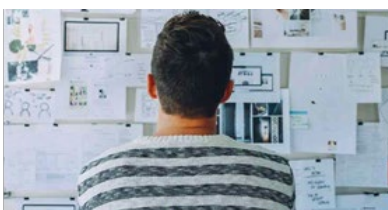
ENTRECOMP (Competences developed): *Self- awareness and self- efficacy; Motivation and perseverance; Taking the initiative.*

Example:

- **Chosen heritage:** sculpture "La Virgen de Quito"

- **Relevant information:** The Virgin of Quito is a monument of the capital city, in Ecuador. It is located on the top of the El Panecillo hill, a peculiar elevation in the shape of a small bread that is located in the heart of the city. The monument inaugurated in 1975 is 41 meters high, if the base is added and it is the tallest statue in Ecuador and one of the tallest in South America, surpassing even the famous Christ the Redeemer in the city of Rio de Janeiro. It is also the tallest aluminum sculpture on the planet. The monument is a replica of the work of Bernardo de Legarda made (Quiteña School) in 1732 delivered for one of the altarpieces of the side chapels of the Church of San Francisco, located in the historic center of Quito named Cultural Heritage of Humanity. The 7,400 aluminum pieces were designed and built by the Spanish Agustín de la Herrán Matorras, and the base was built from concrete with a volcanic stone cladding.
- **Charaterization:** Inmovable cultural heritage
- **Video or photo:** photo because it is a fixed sculpture and we want to disseminate its characteristics, which are static.
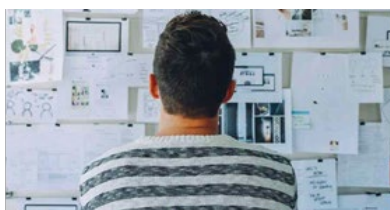
ANNEX:

Table 1. NATURAL HERITAGE

AREA	MONUMENT	FLORA AND FAUNA	EVENT/PHENOMENON
PARK GEOPARK RESERVE LANDSCAPE WETLAND MARINE AREA BIOSPHERE	AEOLIAN CRYOGENIC LANDFORMS EROSION LANDFORMS FLUVIAL LANDFORMS IMPACT LANDFORMS KARST LANDFORMS LACUSTRINE LANDFORMS MOUNTAIN AND GLACIAL LANDFORMS SLOPE LANDFORMS TECTONIC LANDFORMS VOLCANIC LANDFORMS WEATHERING LANDFORMS	CLOSED FORESTS WOODLANDS FOURRÉS (SHRUBLANDS OR THICKETS) DWARF SCRUB AND RELATED COMMUNITIES TERRESTRIAL HERBACEOUS COMMUNITIES DESERTS AND OTHER SCARCELY VEGETATED AREAS AQUATIC PLANT FORMATIONS ———————————— BIRDS MAMMALS AMPHIBIANS REPTILES FISH MOLLUSCS INSECTS	ASTRONOMIC FLOWERING FISH OVIPOSITION INSECT METAMORPHOSIS ZEAL AND REPRODUCTION OF ANIMALS MIGRATION

Table 2. CULTURAL HERITAGE

MOVABLE	IMMOVABLE	INTANGIBLE
ARCHAEOLOGICAL ELEMENTS ARTEFACTS OBJECTS AND STATUES MADE OF STONE, WOOD, BONE, METAL, CERAMICS TEXTILE ELEMENTS DECORATED PLATELETS HUMAN OR ANIMAL BONES MUMMIES SHIPWRECKS **NATURAL ELEMENT** PALEONTOLOGICAL REMAINS METEORITICS MINERALS AND GEMSTONES **OBJECTS OF ANTHROPOLOGICAL OR ETHNOLOGICAL INTEREST** RITUAL OBJECTS TOOLS AND DOMESTIC IMPLEMENTS CRAFTWORK **WORKS OF ART** PAINTINGS	**MONUMENTS, BUILDINGS AND HERITAGE SITES** PUBLIC CIVIL BUILDINGS RESIDENTIAL BUILDINGS RELIGIOUS CONSTRUCTIONS DEFENSE CONSTRUCTIONS TRADITIONAL RURAL CONSTRUCTIONS OF ETHNOGRAPHIC VALUE FUNERARY CONSTRUCTIONS HISTORIC SITES OR PLACES AND COMMEMORATIVE ELEMENTS MINING AND INDUSTRIAL HERITAGE ELEMENTS **ARCHAEOLOGICAL HERITAGE ELEMENTS**	**ARTISTIC AND PERFORMING MANIFESTATION AND EXPRESSION** LITERATURE MUSIC DANCE THEATRE **LUDIC EXPRESSION AND CELEBRATION** CELEBRATION SPORT CHILDREN'S GAME **ORAL TRADITION AND EXPRESSION** LANGUAGE DIALECT TOPONYM ORAL EXPRESSION LOCAL MEMORY LINKED TO HISTORICAL EVENT AND PLACE MUSICAL PIECE

DRAWINGS
ENGRAVINGS
SCULPTURES
GRAPHICAL SERIA
WORKS
DECORATIVE ARTS
ART INSTALLATIONS

ANTIQUES WITH A HISTORICAL AND/OR SOCIAL SIGNIFICANCE
ELEMENTS RELATED TO WORSHIP
FUNERARY ELEMENTS
EVERYDAY LIFE ELEMENTS
MILITARY OBJECTS
MUSICAL INSTRUMENTS
NUMISMATIC AND PHILATELIC ELEMENTS
COMMEMORATIVE WORKS

ELEMENTS RELATED TO TECHNOLOGY AND THE SCIENCES
UTENSILS
INSTRUMENTS
WORK TOOLS
TECHNOLOGICAL EQUIPMENT
MACHINES
VEHICLES

DOCUMENTARY ELEMENTS
BOOKS
SERIAL PUBLICATIONS
ADMINISTRATIVE ARCHIVES
MUSICAL SCORES
MAPS AND OTHER CARTOGRAPHIC MATERIALS
PHOTOGRAPHS AND NEGATIVES
SOUND MATERIAL AND MUSICAL RECORDINGS
AUDIO-VISUAL PRODUCTIONS
ELECTRONIC RESOURCES
DIGITAL OBJECTS AND MULTIMEDIA CREATIONS

DISMEMBERED ELEMENTS FROM ARTISTIC OR HISTORICAL MONUMENTS OR ARCHAEOLOGICAL SITES
REMAINS OF STRUCTURES
ORNAMENTAL ELEMENTS
FUNCTIONAL ELEMENTS

ARCHAEOLOGICAL SITE
ROCKY OR PARIETAL PAINTINGS
ARCHAEOLOGICAL AREA

URBAN ELEMENTS
URBAN LAYOUT
URBAN LANDMARK
DISTRICTS

OTHERS
TECHNOLOGICAL CENTRES
ENGINEERING WORKS
MODERN ARCHITECTURE

POPULAR ANONYM SONG

SOCIAL USE AND PRACTICE
BELIEF
RITUAL AND RELIGIOUS PRACTICE
TRADITIONAL AND COMMUNAL PRACTICE
PEOPLE'S BEHAVIOURAL PATTERN
POPULAR TRADITION
DIETARY HABIT
COOKING METHOD

KNOWLEDGE AND PRACTICES CONCERNING NATURE AND THE UNIVERSE
TRADITIONAL SCIENTIFIC AND HUMANISTIC KNOWLEDGE
TRADITIONAL ECOLOGICAL KNOWLEDGE
USES AND KNOWLEDGE OF INDIGENOUS PEOPLE
TRADITIONAL HEALTH AND MEDICINE PRACTICES AND KNOWLEDGE

KNOWLEDGE ON TRADITIONAL PRODUCTIVE METHODS AND TECHNIQUES
TRADITIONAL CRAFTSMANSHIP TECHNIQUE
SETTLEMENT PATTERN AND TRADITIONAL CONSTRUCTION TECHNIQUE
TRADITIONAL OCCUPATION
TRADITIONAL PRODUCTIVE TECHNIQUE AND KNOWLEDGE

CUSTOMARY GOVERNANCE SYSTEM
TRADITIONAL INSTITUTION
TRADITIONAL RULES OR NORMS
CUSTOMARY LEGAL SYSTEM
SOCIAL VALUE SYSTEM
TRADITIONAL SOCIAL ORGANIZATION