



## Module II. Technical

Video  
concept  
course

Topic 1. Cultural and  
Natural Heritage

Lesson 1. Audio-visual  
dissemination of  
heritage



Co-funded by the  
Erasmus+ Programme  
of the European Union



## *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



Image Copyright © College of Architects of Buenos Aires

Awaken consciences



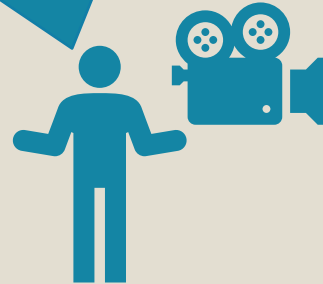
Image Copyright © Nacho Yusim



## 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)*





Co-funded by the  
Erasmus+ Programme  
of the European Union

