



O-CITY PROJECT



Erasmus+

Project funded by: **Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.**

1. Lesson Content

Lesson 1 Topic Photography

Photography as a tool for heritage conservation

In this lesson, we will learn why we use photography to spread heritage elements.

In first place, we will analyze how a camera works and provide a series of technical tips to improve your photographs focused on cultural and natural heritage.

In this way, knowing the equipment, we can take full advantage to obtain a quality image that allows us to convey a series of concepts and valuable information with few words.

How does photography influence heritage conservation?

There are certain concrete practical elements around the great potential of photography as a TOOL at the service of conservation and disclosure of natural and cultural heritage. Photography is a static vision of heritage, a moment that will be forever portrayed.

The photography of the immovable material cultural heritage allows access to construction details over a long period of time.

What is its true importance?

It is able to communicate, denounce and awaken consciences more than any other means and without the limitations of the language.

What are the elements of a photograph that allow highlighting the values of the heritage element?

For this reason, we will analyze technical, compositional and lighting issues in relation to photography.

Conclusions

Photography allows us to show the true essence of heritage. An image is worth a thousand words, as long as it has a minimum of quality. *“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)*