



# Imagen Creativa

**Abel Márquez** - División Interamericana, 2008

A close-up, artistic photograph of a watch movement, showing intricate gears, jewels, and metal components. The lighting is dramatic, highlighting the metallic textures and the precision of the mechanism. The background is dark, making the watch parts stand out.

# Ojos que ven **Vs.** Ojos que sienten


**Abel Márquez** - División Interamericana, 2008

FOTOGRAFÍA =



FOTOGRAFÍA = **Dibujar con Luz**





Capturar una imagen creativa, significa distribuir cada elemento en función de una estructura que **facilite la transmisión del mensaje.**

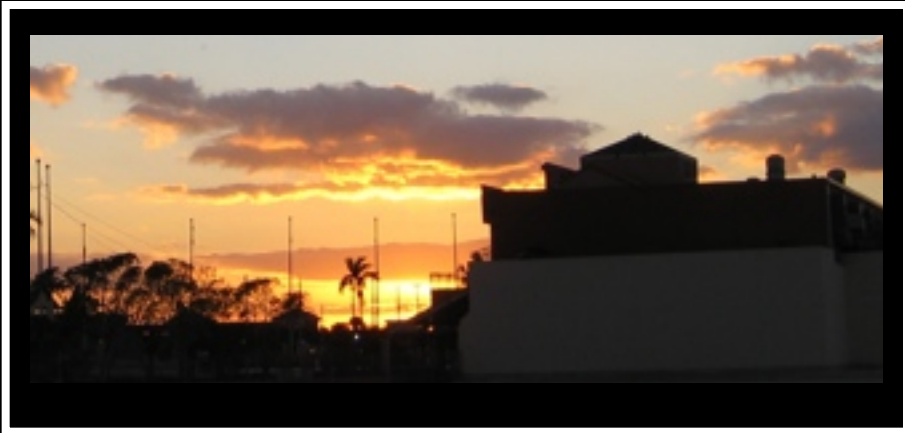
La  
cámara  
y el  
ojo  
humano














La visión  
se centra  
solo  
en lo que  
nos interesa



La cámara  
**no piensa,**  
solo ve.

*Fotografía: Heidi Alldis*

**Abel Márquez** - División Interamericana, 2008



*Fotografía: Heidi Alldis*

**Abel Márquez** - División Interamericana, 2008



# Consejos Prácticos

A close-up photograph of a camera lens on the left side of the slide. The lens is partially visible, showing a white vertical bar and some text on the lens barrel. The text includes 'S S J' and 'S S J'. The lens is set against a dark blue background.

# Acércate



**“Si tus fotografías  
no son lo  
suficientemente  
buenas es por que  
no estás lo  
suficientemente  
cerca”.**

*Robert Capa*



*Photo: Josué Murillo (Jesus Loves Jeans crusade)*

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**Abel Márquez** - Inter-American Division, 2008





*Photo: Josué Murillo (Jesus Loves Jeans crusade)*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Magda Salinas*

**Abel Márquez** - Inter-American Division, 2008



Girl's  
Time

Fotografía: Heidi Alldis



Fotografía: Heidi Alldis

Abel Márquez - Inter-American Division, 2008



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# Cambia la perspectiva

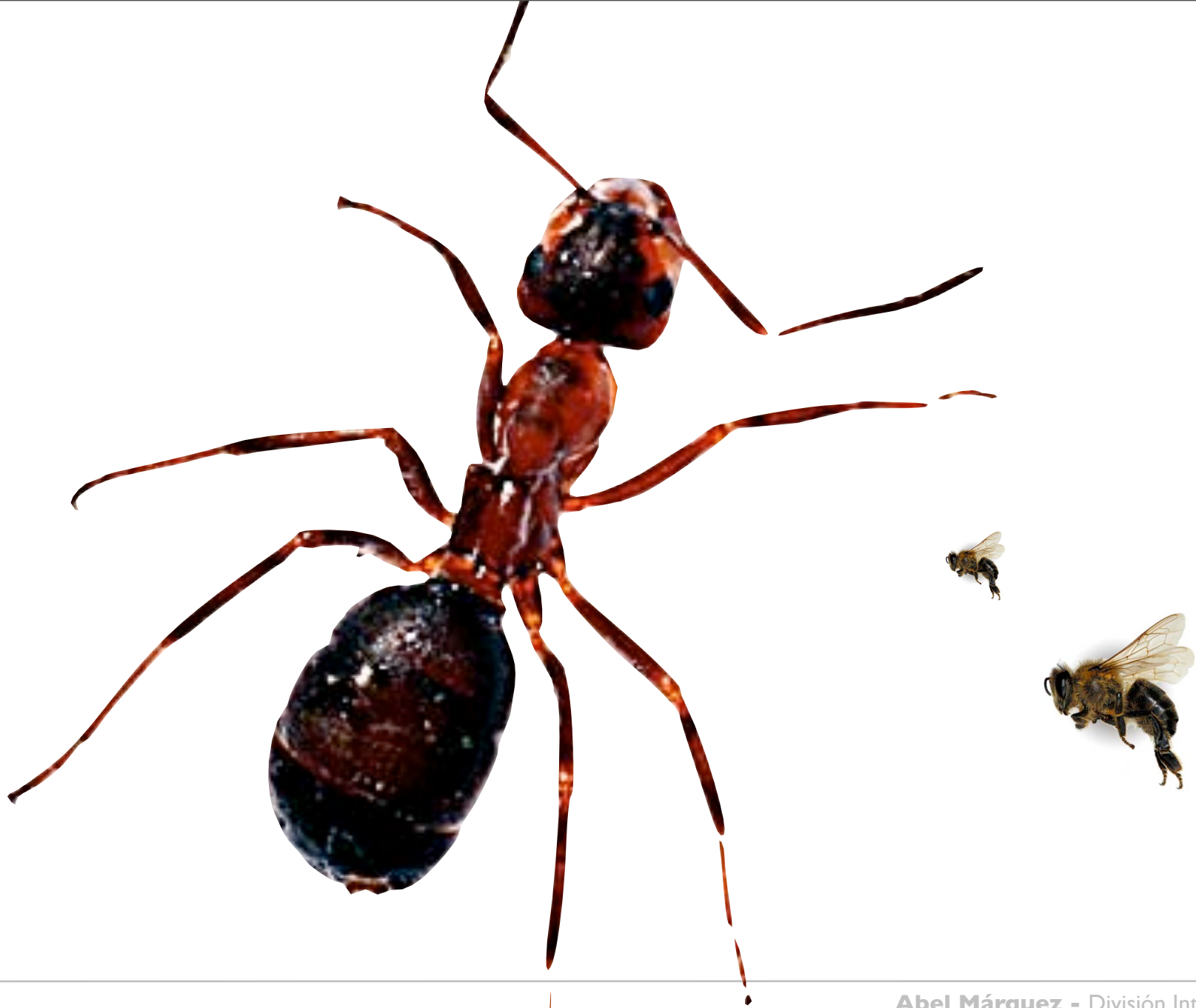




Photo: [flickr.com/photos/daintee](https://www.flickr.com/photos/daintee)

Abel Márquez - Inter-American Division, 2008



Photo: Josué Murillo

Abel Márquez - Inter-American Division, 2008





*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



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# Mano Firme







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# Captura la acción



*Photo: Josué Murillo*

*Abel Márquez - Inter-American Division, 2008*





*Photo: Josué Murillo (Jesus Loves Jeans crusade)*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Josué Murillo*



Photo: [flickr/photos/cambodia4kidsorg](https://www.flickr.com/photos/cambodia4kidsorg/)

Abel Márquez - Inter-American Division, 2008



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# Utiliza fondos sencillos



*Photo: Josué Murillo (Revive Youth Congress)*





*Photo: Josué Murillo (Revive Youth Congress)*

**Abel Márquez** - Inter-American Division, 2008



*Photo: Pulso Estudiantil, UM*

**Abel Márquez** - Inter-American Division, 2008



# CROPPING

*Photo: Heidi Alldis*

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**Abel Márquez** - Inter-American Division, 2008



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# Cuida la iluminación



# Exposición



Estudiantes, U

# Sobre exposición

Abel Márquez - División Interamericana, 2008



Fotografía Pulso Estudiantil UCA

# Bajo exposición

Abel Márquez - División Interamericana, 2008

A close-up photograph of a car's headlight, showing the lens and the internal reflector. The headlight is positioned on the left side of the image, and the rest of the image is a solid brown color.

# Frontal





Fotografía: Pulso Estudiantil, UM

A close-up photograph of a car's headlight, showing the lens and the internal reflector. The headlight is positioned on the left side of the image, and the rest of the image is a solid brown color.

# Lateral



*- Añade dimensión*

*- Forma y textura*

*- Sombras ocultan  
detalles*

A close-up photograph of a car's headlight, showing the lens and the internal bulb assembly. The image is partially obscured by a dark brown horizontal band that serves as a background for the title.

# Contraluz



Fotografia: Pulso Estudantil, UM

*Iluminación básica*

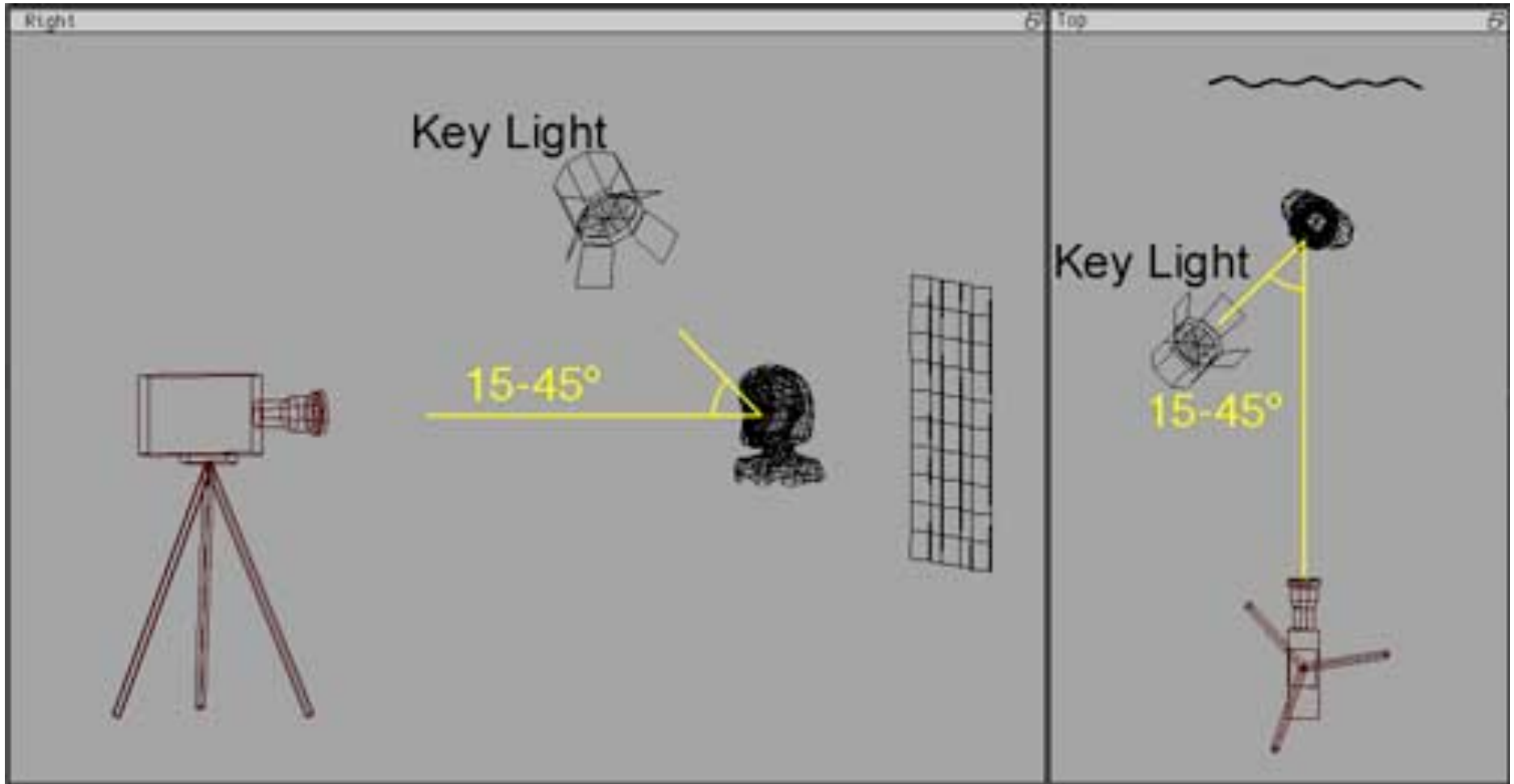
A close-up photograph of a car's headlight lens, showing the intricate details of the lens and the internal components. The lens is circular and has a textured, ribbed appearance. The background is a solid brown color.

3 puntos

A close-up photograph of a car's headlight assembly, showing the lens and surrounding housing. The image is partially obscured by a dark brown rectangular overlay.

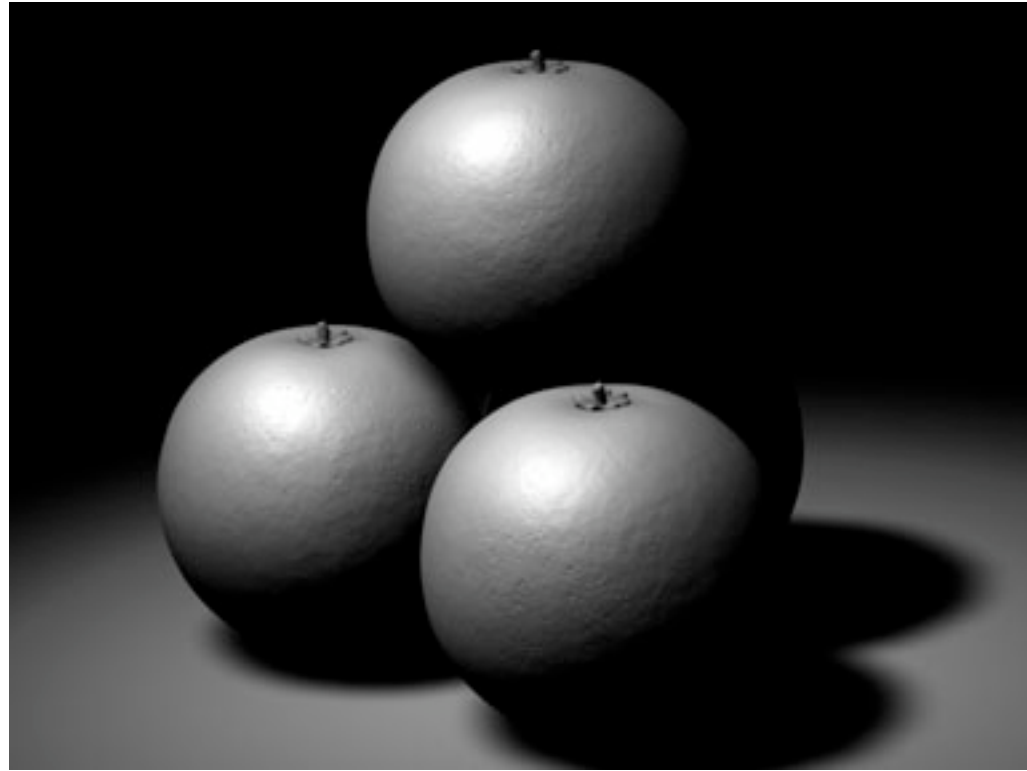
**KEY LIGHT**


***Luz Principal***





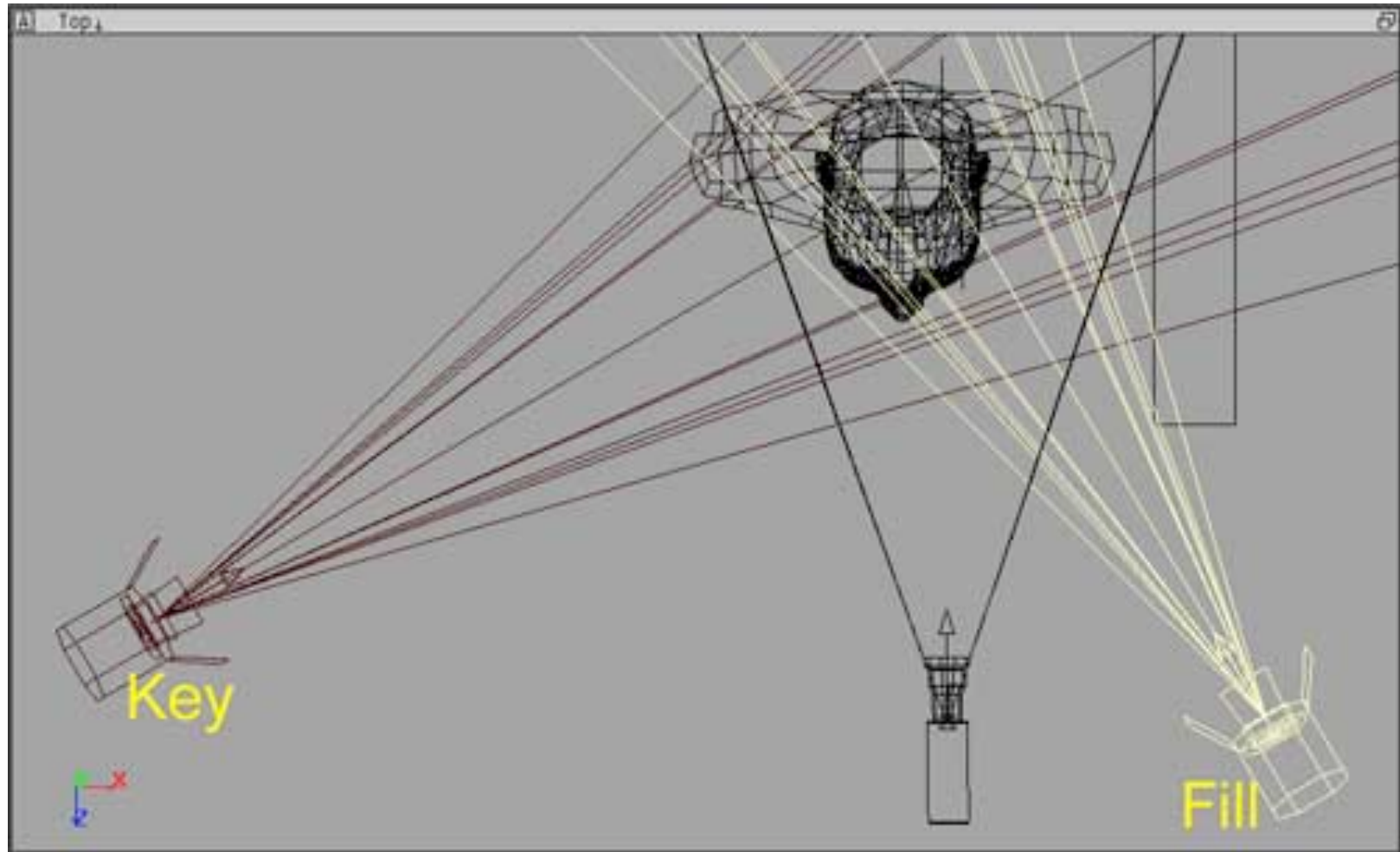






**FILL LIGHT**

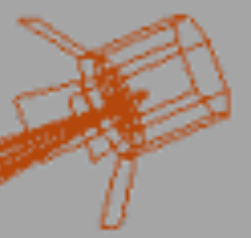
***Luz de Relleno***



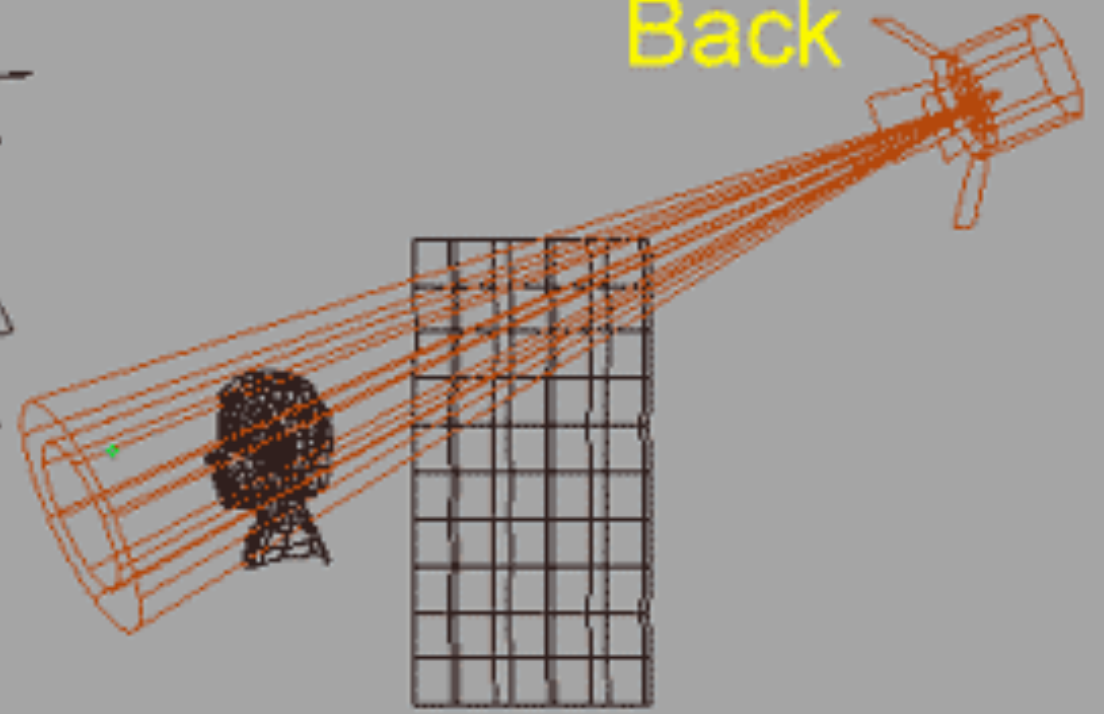
Key

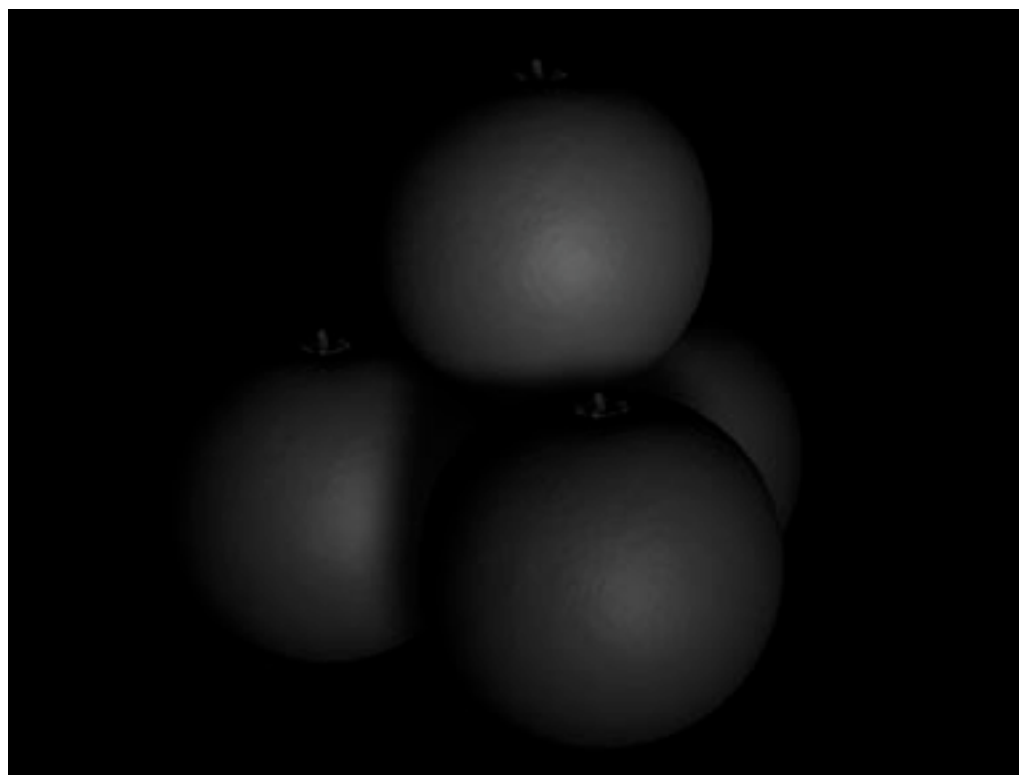


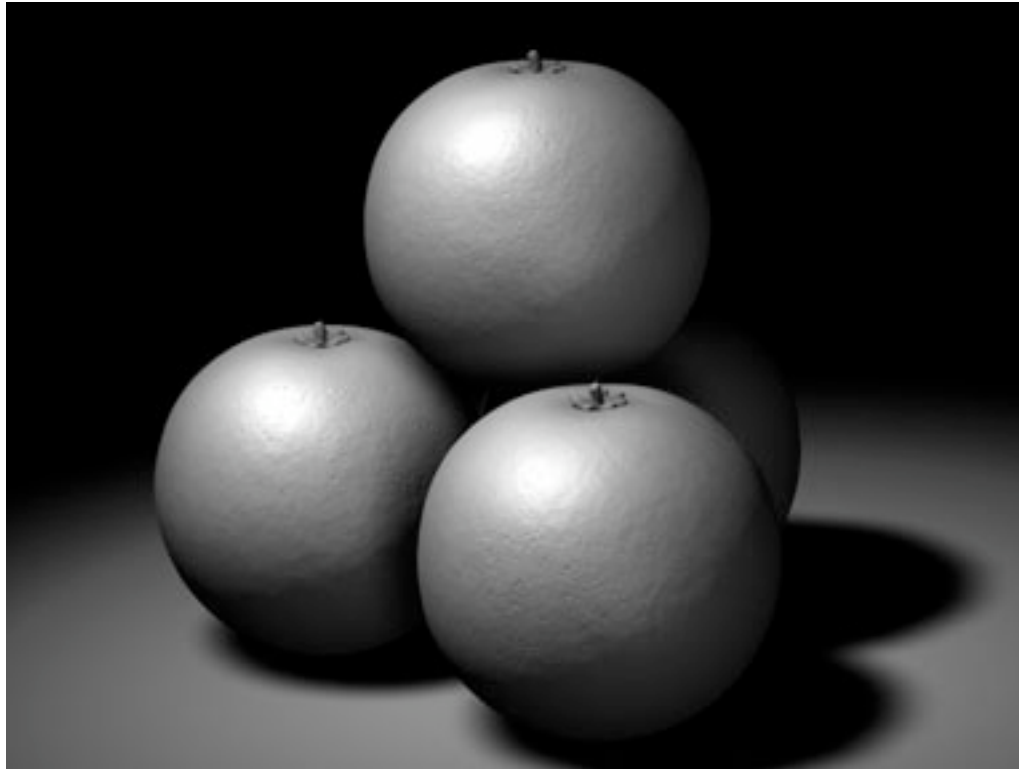
Back



Fill





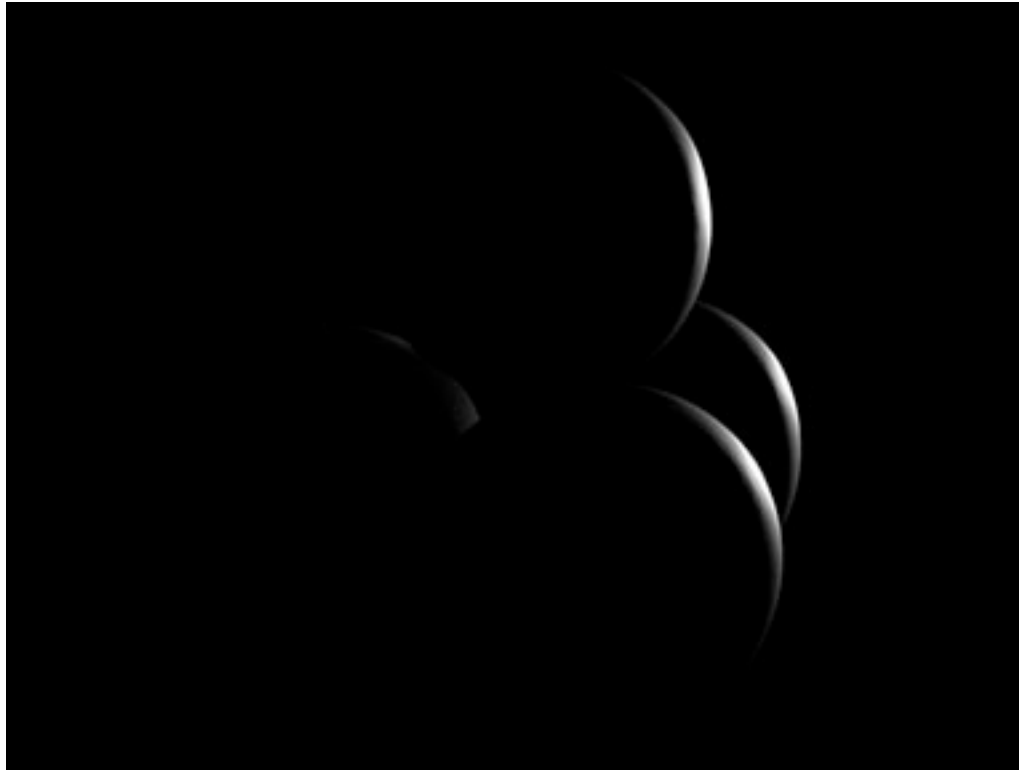




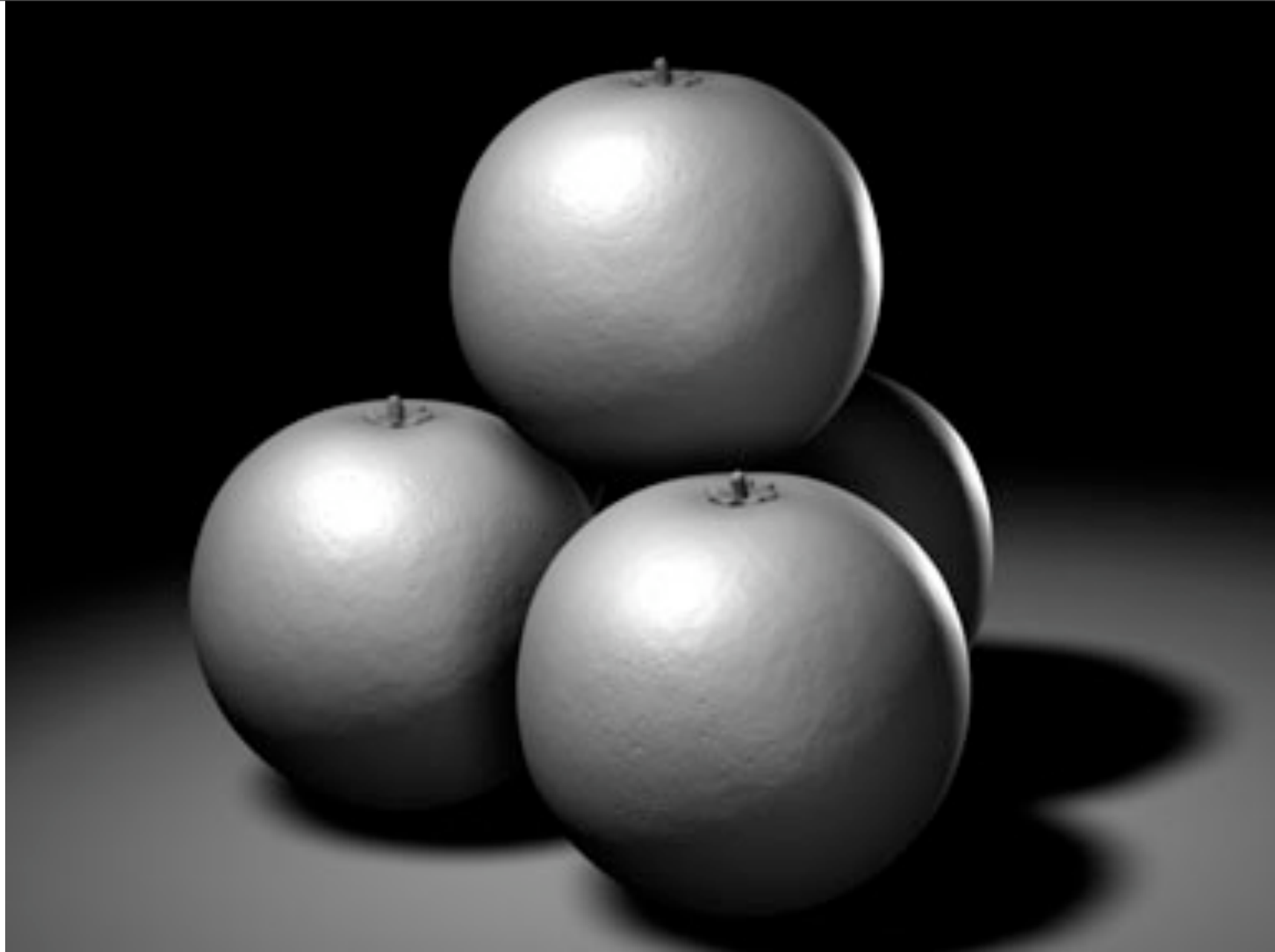
**BACK LIGHT**

***Luz de Relleno***











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# Diseña la imagen





# Reglas Generales

# Calidad



# Calidad



## Formato (análogo, digital)



# Calidad



**Formato** (análogo, digital)

**Resolución** (ISO, MP, RAW, Zoom, etc.)

# Calidad

The background of the slide features a close-up, shallow depth-of-field photograph of several camera lenses. The central lens is in sharp focus, showing its internal elements and the text 'SONY ZEISS' on its front element. Other lenses are visible in the foreground and background, but they are blurred. The overall color palette is warm, with browns and oranges.

**Formato** (análogo, digital)

**Resolución** (ISO, MP, RAW, Zoom, etc.)

**Fecha y hora**

# Calidad

The background of the slide features a close-up, shallow depth-of-field photograph of several camera lenses. The central lens is in sharp focus, showing its internal elements and the text '50mm 1:1.8' on its front element. Other lenses are visible in the foreground and background, but they are blurred. The overall color palette is warm, with golden and brown tones.

**Formato** (análogo, digital)

**Resolución** (ISO, MP, RAW, Zoom, etc.)

**Fecha y hora**

**Organiza tus archivos**

# Prepárate



# Prepárate

## Cables



# Prepárate

Cables

**Micrófonos**

# Prepárate



Cables

Micrófonos

**Cinta o rollo**

# Prepárate



Cables

Micrófonos

Cinta o rollo

**Baterías**



# Prepárate



Cables

Micrófonos

Cinta o rollo

Baterías

**Memoria**

# Infórmate



# Infórmate



¿Qué?

¿Cómo?

¿Cuándo?

¿Dónde?

¿Porqué?

# Comparte



# Comparte



**Iglesia** (Boletín informativo, boletínero, página web, página web, present. audiovisuales, etc.)

# Comparte

**Iglesia** (Boletín informativo, boletínero, página web, página web, present. audiovisuales, etc.)

**Medios de Com. y autoridades**

# Comparte

**Iglesia** (Boletín informativo, boletínero, página web, página web, present. audiovisuales, etc.)

**Medios de Com. y autoridades**

**Asociación, Unión**

# Comparte

**Iglesia** (Boletín informativo, boletínero, página web, página web, present. audiovisuales, etc.)

**Medios de Com. y autoridades**  
**Asociación, Unión**

**Medios electrónicos** (Flickr, Picasa, Youtube, Comunidades sociales).



# Evalúa

The background of the slide features a close-up, shallow depth-of-field photograph of several camera lenses. The lenses are arranged in a row, with the central one being the most prominent and in focus. The lighting is soft, highlighting the metallic and glass surfaces of the lenses.

Imágenes apropiadas

Sinergia visual-verbal

Contenido

Claridad

Cropping

# Asuntos legales

## **Fotos en Flickr:**

- Creative Commons ([www.creativecommons.org](http://www.creativecommons.org))
- All rights reserved
- Public

# Asuntos legales

**Fotografías gratis**  
(Contribuyes y descargas)

[www.sxc.hu](http://www.sxc.hu) (*Stock Exchange*)

[www.imageafter.com](http://www.imageafter.com)

[www.dreamstime.com](http://www.dreamstime.com) (*www.openphoto.net*)


# Asuntos legales



**Ilustraciones**

[www.vecteezy.com](http://www.vecteezy.com)

[www.free-vectors.net](http://www.free-vectors.net)

A close-up photograph of a camera lens, likely a Canon, with the brand name visible in the upper right. The lens is the central focus, showing its intricate glass elements and metallic housing. The background is a blurred night scene of a city building with illuminated windows, creating a bokeh effect. The overall lighting is warm and low-key, emphasizing the textures of the lens and the glow of the distant lights.

Canon

# Tipos de Cámara

*Fotografía: Heidi Alldis*

# Cámaras caseras

- *Resolución básica*
- *Controles automáticos*
- *Lente fijo*
- *Zoom digital*



# Cámaras profesionales

A close-up photograph of a professional camera lens. The lens is dark with a silver-colored metal ring. The ring has white markings for aperture values: 11, 16, 22, and 32. The lens is slightly out of focus, with a soft bokeh effect in the background. The text 'Carl Zeiss Jena Biotar T\* 55mm 1:1.8' is visible on the lens barrel.

- *Resolución óptima*
- *Controles manuales*
- *Lentes intercambiables*
- *Dispositivos externos (in-out)*
- *Zoom óptico*



# GRACIAS

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