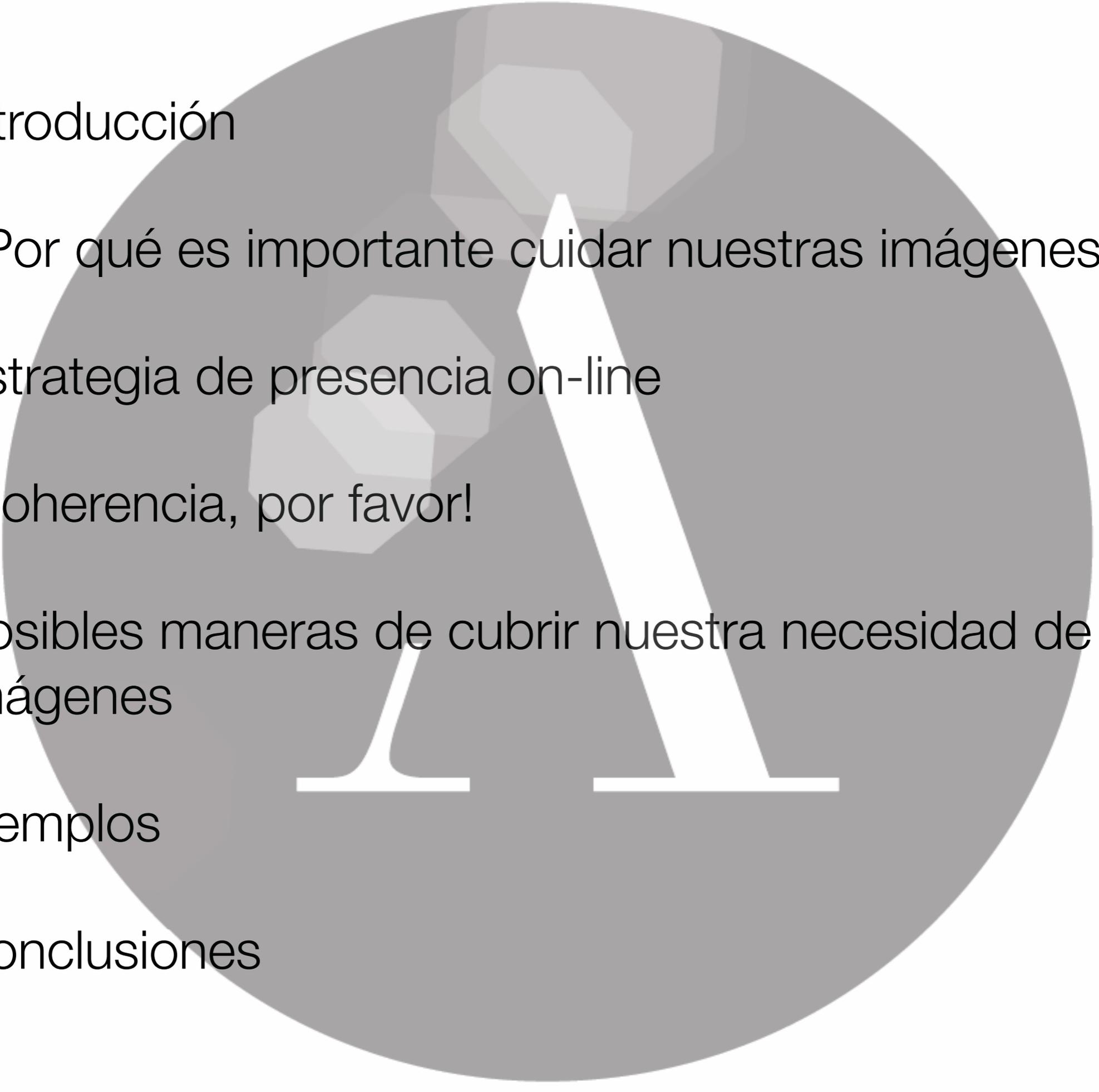




AÍDA DE LA ROCHA
PHOTOGRAPHER

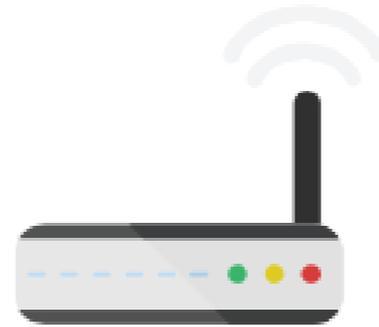
Uso y abuso de imágenes
en nuestras webs

ACLID

- 
- Introducción
 - ¿Por qué es importante cuidar nuestras imágenes?
 - Estrategia de presencia on-line
 - ¡Coherencia, por favor!
 - Posibles maneras de cubrir nuestra necesidad de imágenes
 - Ejemplos
 - Conclusiones

Presencia en la red

Internet ha cambiado el mercado de la demanda de imágenes



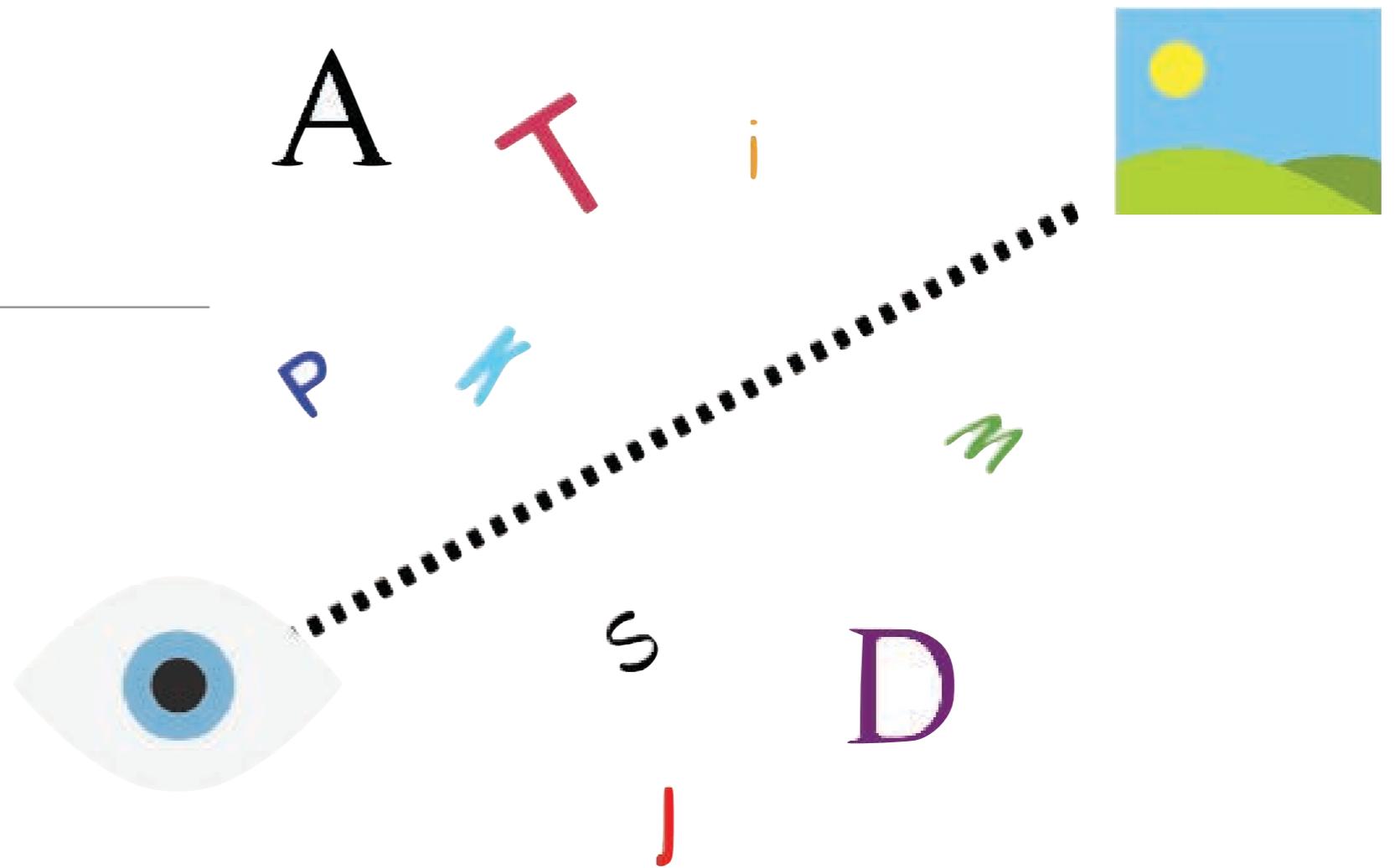
LA PRIMERA IMPRESIÓN ES VITAL

91% de los clientes que tuvieron una primera impresión negativa } **1/20** de segundo NECESITAN PARA CREARSE UNA PRIMERA IMPRESIÓN } **10** segundos para decidir SI SE QUEDAN EN TU WEB
NUNCA VOLVIERON A LA WEB

2 minutos de media



Contenido visual





HOMBRE ▾

MUJER ▾

NIÑOS ▾

DEPORTES ▾

NIKE SPORTSWEAR

PERSONALIZAR ▾



🔍 BUSCAR

REGISTRARSE

INICIAR SESIÓN ▾



LAS DEVOLUCIONES SON RÁPIDAS Y GRATUITAS. [Ver detalles](#)



LA FUERZA DE LA NATURALEZA

Nike Free. Corre de la manera más natural.

VER AHORA >

MÁS INFORMACIÓN



Atletas del equipo nacional de Kenia

Concienciémonos de la importancia de la imagen

Nike



CAMILLE
ROWE IN
"DON JUAN"



Concienciémonos de la importancia
de la imagen

& Other Stories



Concienciémonos de la importancia de la imagen

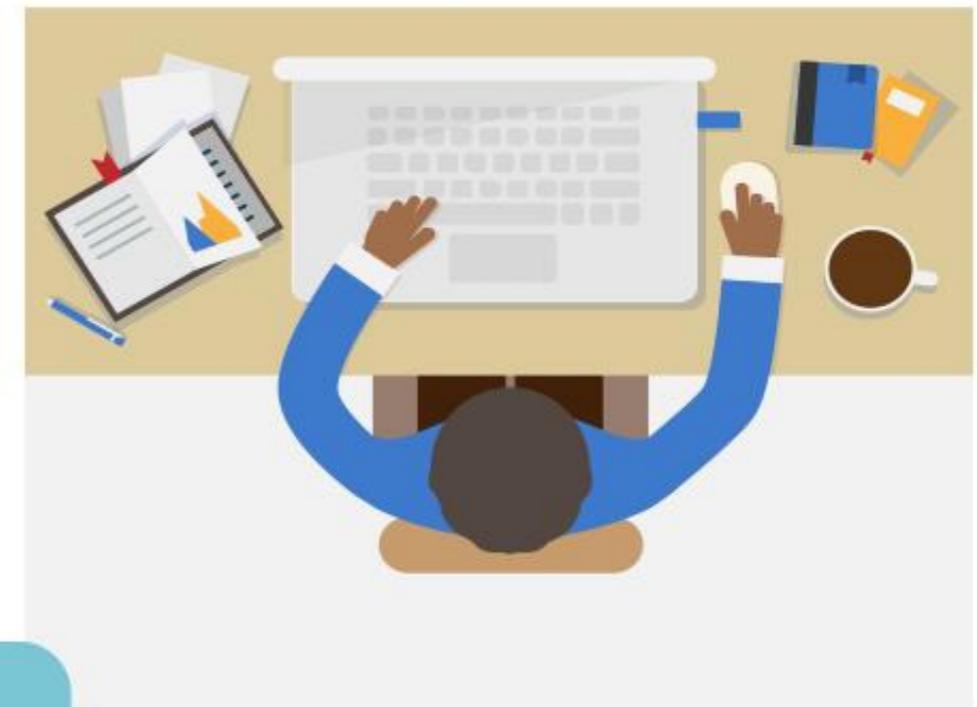
Foster + Partners

Estrategia de presencia on-line

- Generación de contenido de calidad
- Redes sociales
- Diseño web:

Usabilidad, adaptabilidad

- Imagen como dinamizador



Apple WATCH

Disponible en 2015

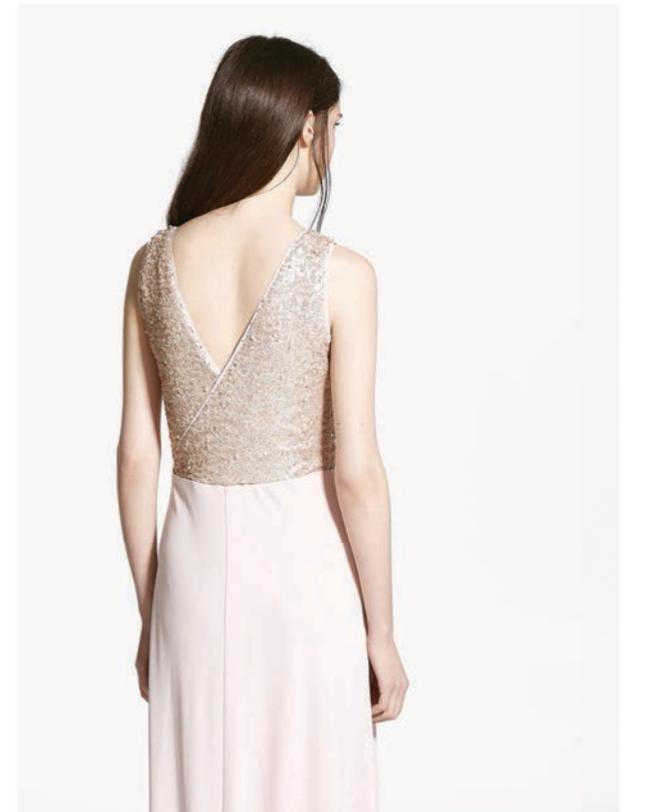
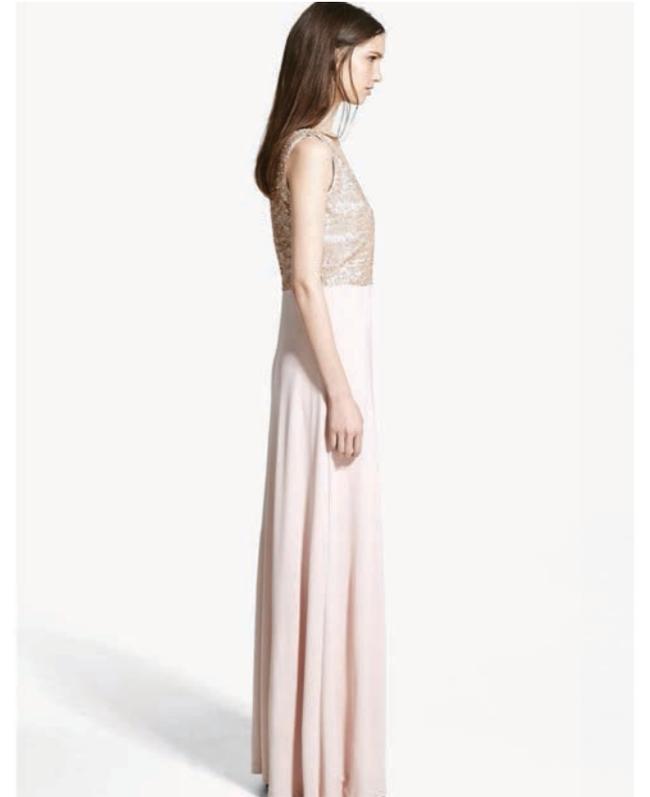
[Ver la presentación](#) ▶

[Ver todos los modelos](#) >



En internet la imagen es
el producto

Apple



En internet compramos fotografías
Mango



CUENTA CON NOSOTROS.

ANTES, DURANTE Y DESPUÉS DE LA COMPRA.

[Más sobre Protección del comprador](#)

Servicios:
estrategia más compleja

Paypal

Qué imagen usar

- Mensaje
- Valores de la empresa
- Apelar a las emociones
- Imágenes duraderas
- Impacta pero no distraigas
- Target





Tendencias actuales
Aida de la Rocha, Ortodoncia Ávila, Érase una B

NUESTRO EQUIPO

¿En quién deposito mi confianza?

En Ortodoncia Ávila encontrarás un equipo de profesionales altamente cualificados, con formación y experiencia. Aquí podrás consultar los perfiles profesionales de nuestros miembros.

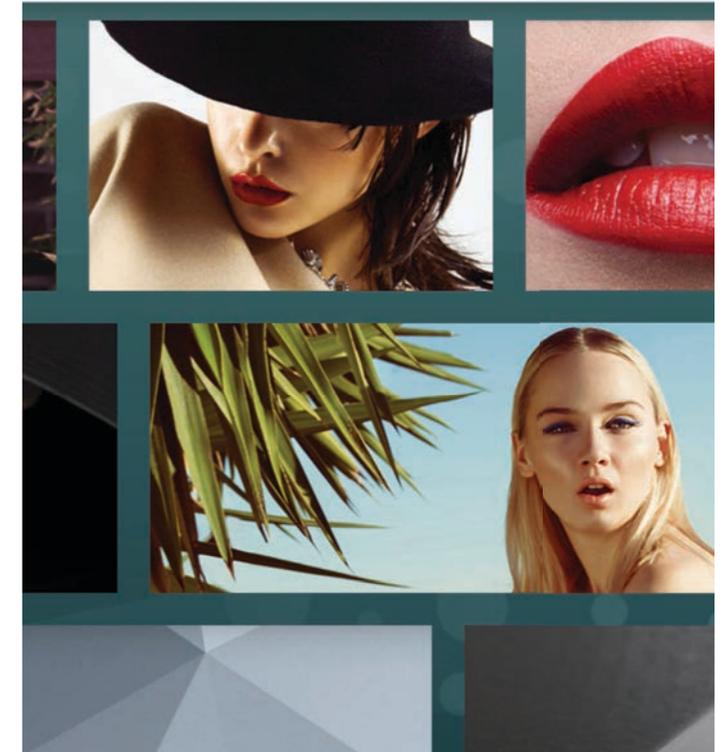
Nuestro Equipo



Doctora Clara Tapia González



Doctor Miguel Domínguez Sahagún



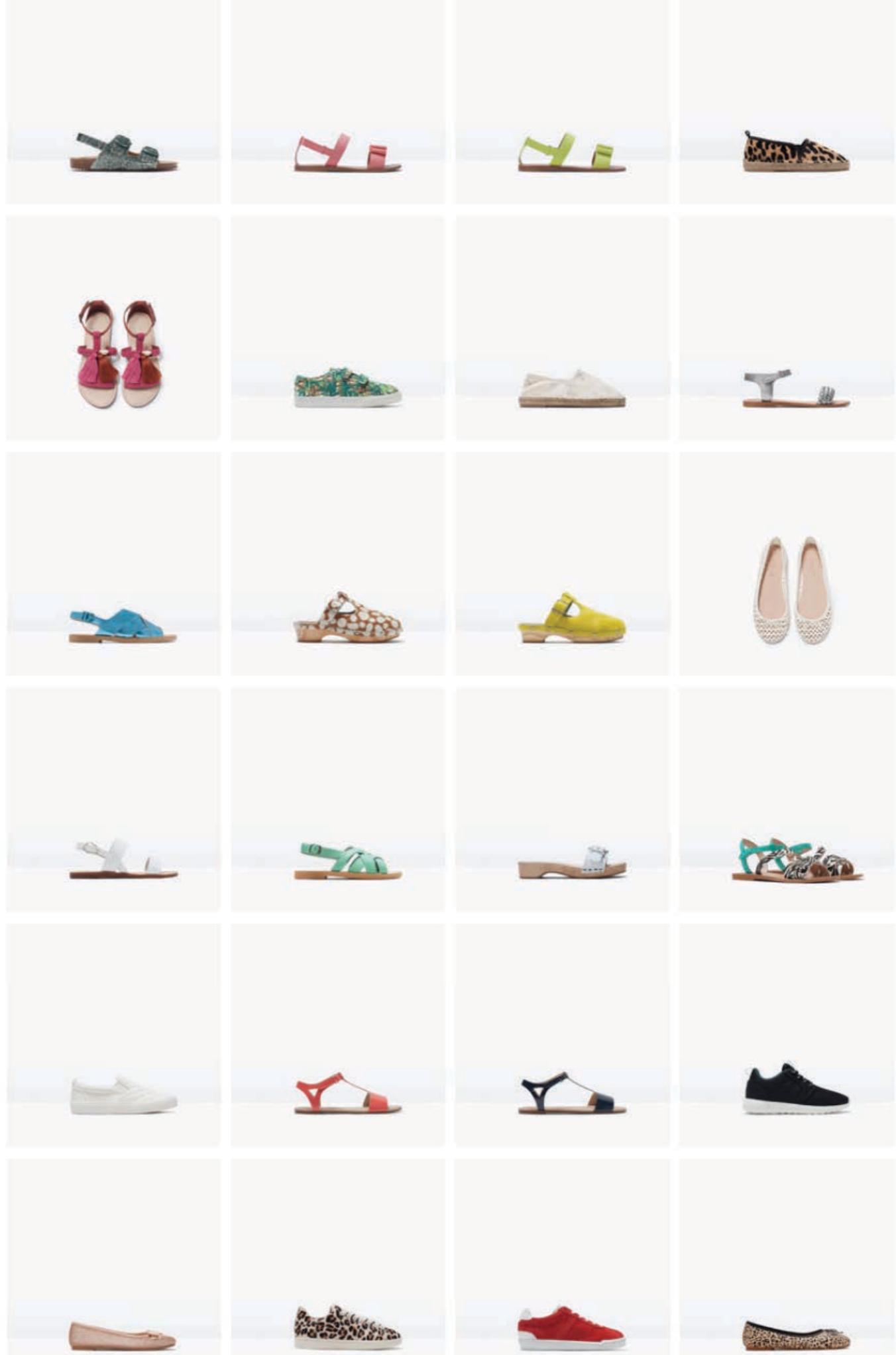
¡Coherencia, por favor!

Tipografías

Colores

Uso y no abuso de imágenes

Zara



Paleta cromática

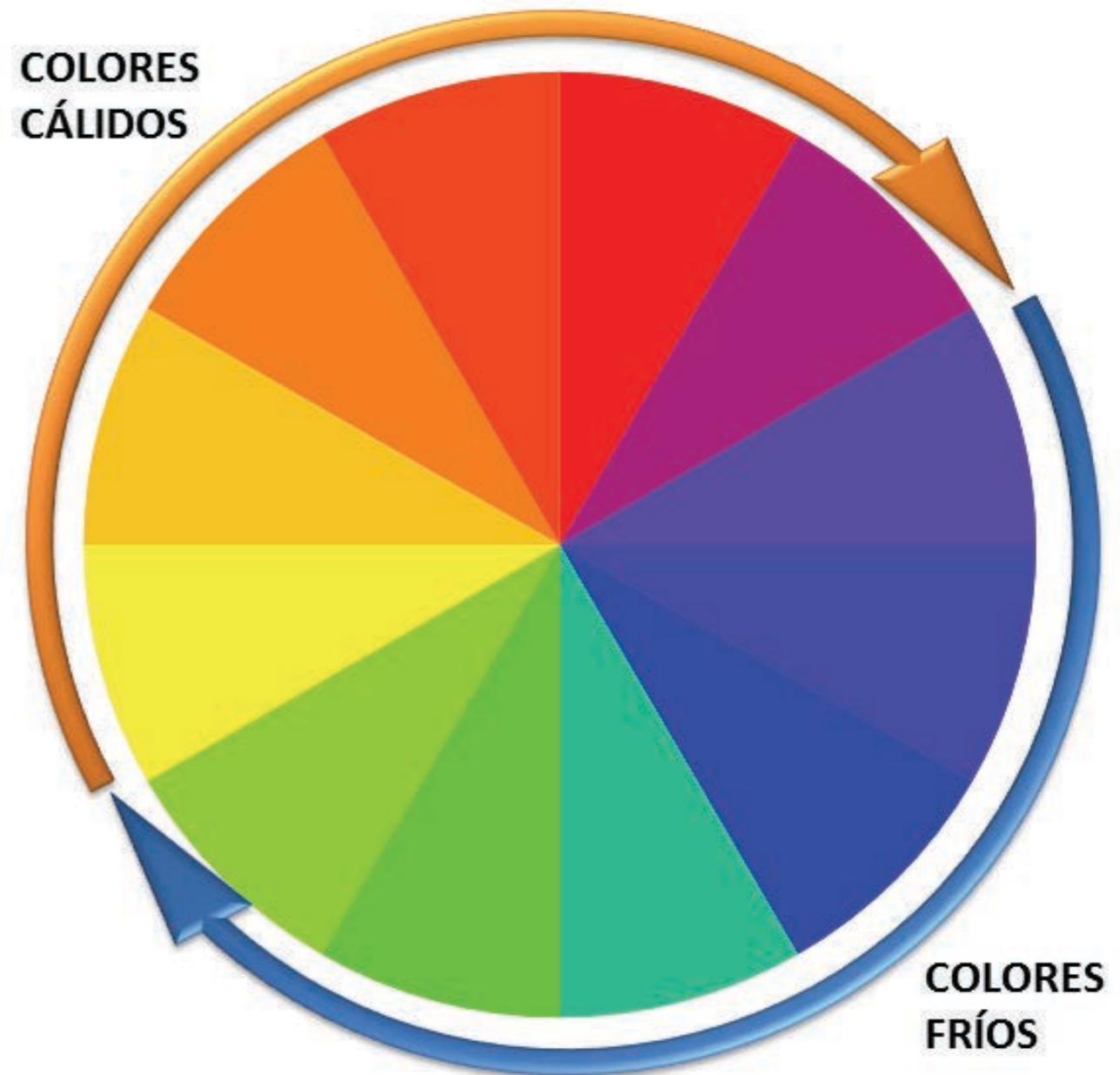
- Público objetivo

- Colores cálidos:

actividad, energía, alegría,
dinamismo, confianza, amistad

- Colores fríos:

Tranquilidad, seriedad,
distanciamiento, profesionalidad



Coherencia en las fotografías

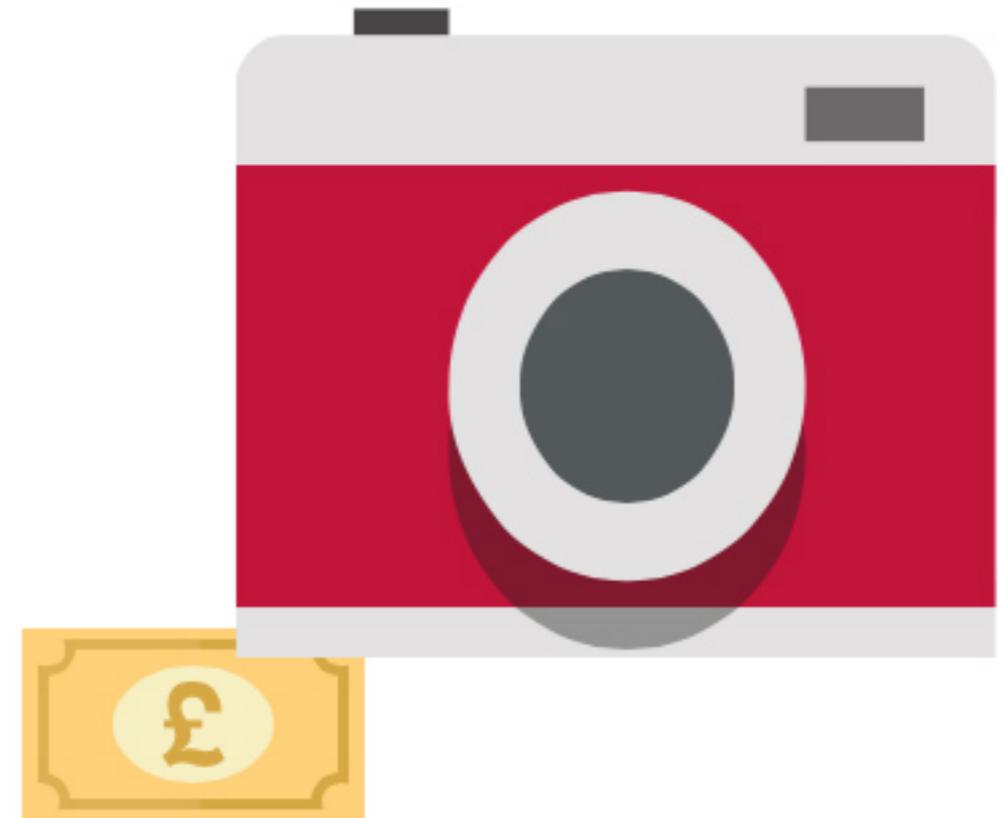
- Aspecto similar
- Misma resolución
- Mismo tamaño
- Mismo tipo de fondo
- Filtros similares
- Proporciones en los tamaños

No más tupperes de mamá



Opción 1: Fotógrafo profesional

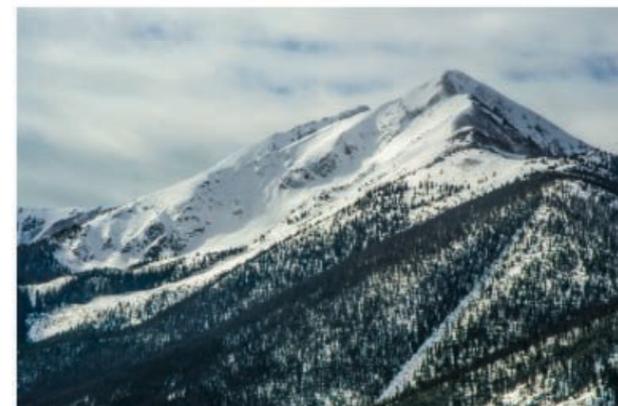
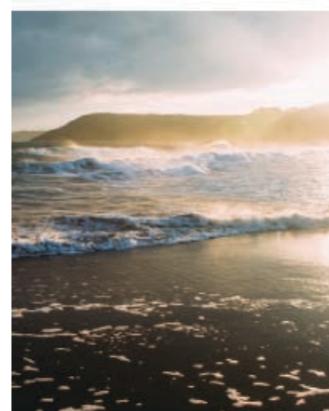
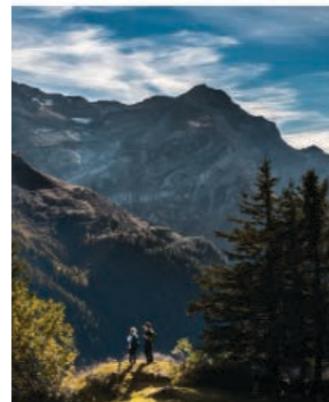
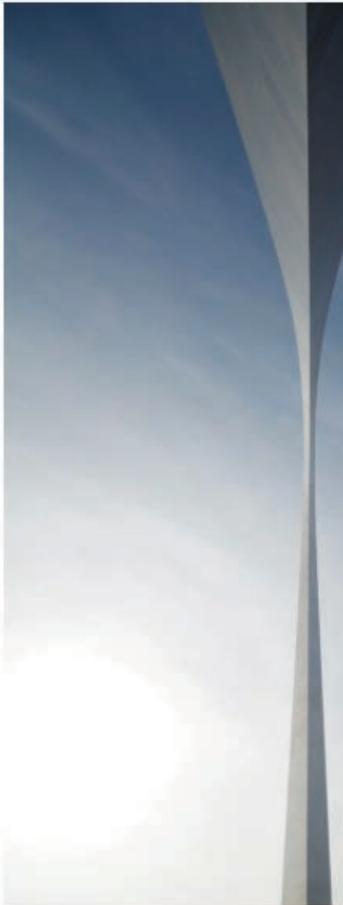
- Crear un briefing
- Comunicación abierta con el fotógrafo
- Resultados de calidad, a la altura de nuestras expectativas



Opción 2: Bancos de imagen

- Ventajas y desventajas
- Bancos de imágenes gratuitos: cuidado con las licencias
- Bancos de imágenes de pago

Unsplash



Bancos de imágenes

- Gratuitos:

<http://creativecommons.org>

<http://www.morguefile.com>

<http://www.public-domain-photos.com>

<http://openphoto.net>

<http://photorack.net>

<http://www.stockvault.net>

<http://www.freepik.com>

<https://unsplash.com>

- De pago:

<http://www.istockphoto.com>

<http://www.gettyimages.es>

<https://es.dollarphotoclub.com>

<http://photodune.net/>

<http://www.shutterstock.com/es/>



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ALL

FEATURED



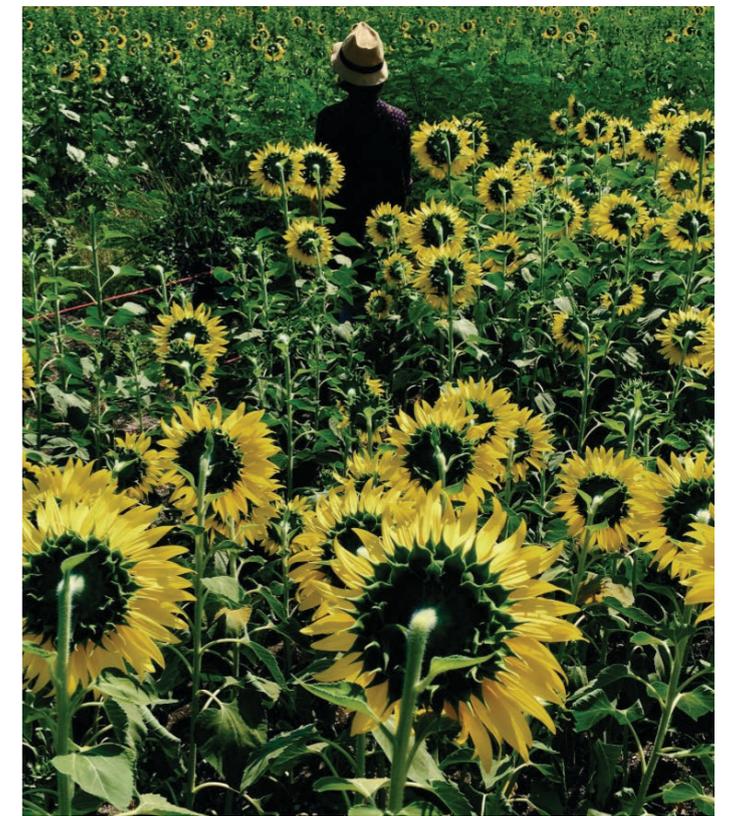
Unsplash

La mejor opción

Opción 3: Fotógrafos por un día

- Recordar algún concepto básico y consejos
- Editar las imágenes en el ordenador ayuda a obtener un mejor resultado
- Creatividad
- No es necesario tener grandes cámaras





Fotos realizadas con un Iphone 6:
Apple

Top 10 Tips

Cuida el espacio

Líneas rectas

Ojo con el flash

Atención a los contraluces

Controlar cada aspecto: atención a los fondos

Pulso firme

Cuidados con los colores brillantes

Luz natural

No cortar personas

Permisos si fotografiamos personas

Autorización para la publicación de imágenes de Don/Doña.....
.....**en**.....

El derecho a la propia imagen está reconocido al artículo 18. de la Constitución y regulado por la Ley 1/1982, de 5 de mayo, sobre el derecho al honor, a la intimidad personal y familiar y a la propia imagen.

Don/Doña....., mayor de edad, con domicilio en..... y con DNI nº ,da su consentimiento de forma expresa a Don/Doña....., mayor de edad, con domicilio en..... y con DNI nº , representante de la empresa para que pueda captar, reproducir y publicar, exhibir en cualquier forma la imagen personal de la misma.

En ade..... de 2015

Firma:

Autorización para la publicación de imágenes de los niños/as participantes en
..... **o r g a n i z a d o** **p o r**
.....

El derecho a la propia imagen está reconocido al artículo 18. de la Constitución y regulado por la Ley 1/1982, de 5 de mayo, sobre el derecho al honor, a la intimidad personal y familiar y a la propia imagen.

La Ley nos obliga a disponer de autorización paterna/materna para publicar las fotos de los menores y por ello solicitamos el consentimiento a los padres, o tutores legales para poder publicar las imágenes, en las cuales aparezcan individualmente o en grupo, los niños y niñas participantes en, en las diferentes secuencias y actividades realizadas durante el mismo. Este material gráfico podrá ser publicado en.....

Don/Doña con
DNI..... como padre/madre o tutor del niño/a
.....

doy mi consentimiento para que, **PUEDA UTILIZAR LAS
IMÁGENES DE MI HIJO/A TOMADAS ENY
PUBLICARLAS EN**

En....., a..... de..... de 2015.

Firma:

(firma del padre, madre o tutor/a legal)

Editores de imágenes on-line gratuitos

- Retoque y edición:

<http://www.befunky.com>

<http://www.picmonkey.com>

<http://www.fotor.com>

<http://photogramio.com/es>

- Retamaño de imágenes:

<http://www.imageoptimizer.net/Pages/Home.aspx>

<http://jpeg-optimizer.com>



Photogramio

La mejor opción

Noticias

04.03.2012 / 19:46
Nuevos socios

02.08.2011 / 11:10

Apertura de Enlaces de Interés

Desde ACLID queremos ofrecer algunos enlaces de interés para que cualquier persona pueda disfrutar d...

02.08.2011 / 11:08

Hazte socio desde la web

ACLID ofrece ya la posibilidad de hacerse socio desde su página web. Es fácil y sencillo.

02.08.2011 / 11:05

Área privada en ACLID.es

Desde ACLID hemos desarrollado un servicio para socios donde encontrarán documentación específica so...



Presentación

ACLID (Asociación-castellanoleonesa de idiomas) se creó en 1982 con la finalidad de facilitar la tramitación de los permisos de trabajo para profesores nativos y para ofrecer una garantía de legalidad y calidad en la enseñanza de idiomas en un mercado de oferta variopinta. Nuestra asociación agrupa a los centros de Idiomas con mayor prestigio de Castilla y León.

Actualmente representamos a 12 academias privadas en Ávila, Burgos, Miranda de Ebro, Aranda de Duero, Palencia, Salamanca, Segovia, Zamora y Valladolid. Contamos con más de 150 profesores titulados con preparación específica en la enseñanza de idiomas que imparten clases de inglés, francés, alemán y español para extranjeros en nuestra comunidad.



Ejemplo

ACLID

GILSON



SCHOOL OF ENGLISH, S.L.

Inicio

Cursos

Estancias Extranjero

Links

About us

Contacto



ABOUT US

Últimas Noticias

Ejemplo

Gilson. School of English



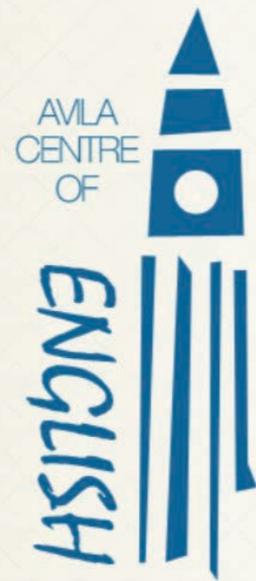
INK Lingua Services

Puedes seguir la actualidad y los nuevos cursos del Centro en www.inklingua.es, en Twitter y en nuestro Facebook.



Ejemplo

INK Lingua Services



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[servicios](#)

[noticias](#)

[contactar](#)

curso actual

Cursos de inglés general, octubre – junio.
Preparación exámenes Cambridge.
Clases particulares.
Clases de apoyo.



cursos residenciales

Ofrecemos otros servicios lingüísticos como localización de cursos en el extranjero, de cursos residenciales en España, para el verano o bien durante el curso.



traducción

Servicio de traducción al inglés de artículos, páginas web, documentos ... pedir presupuesto para un servicio de calidad.



Ejemplo

Ávila Centre of English

BEATRIZ



España

Directora del Centro

Profesora de Francés

Licenciada en Filología Francesa

Certificado de Aptitud Pedagógica CAP (Valladolid -
Bordeaux)

MIKE



Escocia

Jefe de Estudios

**Profesor de Inglés y Examinador de
Exámenes Cambridge**

MA (Hons) Linguistics

CELTA

JOANNA



Inglaterra

**Profesora de Inglés y Examinadora de
Exámenes Cambridge**

BA (Hons) French with European Cultural Studies

CELTA

EMILIO



España

**Profesor de Inglés y español para
extranjeros**

BA (Hons) Spanish with European Cultural Studies

CELTA

JOSEPH



Inglaterra

Profesor de Inglés, Alemán y Francés

MA (Hons) French and German with European
Cultural Studies

PGCE

CELTA

ERIN



Estados Unidos de América

Profesora de Inglés americano

MA (Hons) Nursing and Hispanic Studies

CELTA

Ejemplo

Centro de Idiomas Santa Ana



Irregular Verbs

Infinitive	Present Participle	Past Tense	Past Participle
be	being	was/were	been
begin	beginning	began	begun
bring	bringing	brought	brought
break	breaking	broke	broken
bring	bringing	brought	brought
buy	buying	bought	bought
catch	catching	caught	caught
choose	choosing	chose	chosen
climb	climbing	climbed	climbed
close	closing	closed	closed
cut	cutting	cut	cut
draw	drawing	drew	drawn
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write	writing	wrote	written

AUTUMN



The alphabet
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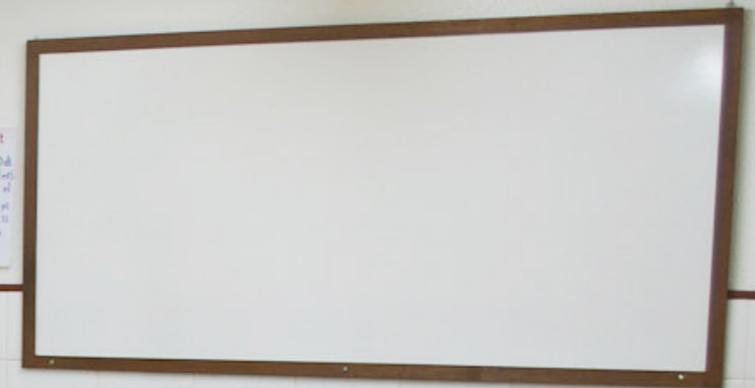
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Y y Z z





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second edition

www.cambridge.org/elt/englishinmind

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climb	climbing	climbed	climbed
close	closing	closed	closed
cut	cutting	cut	cut
draw	drawing	drew	drawn
drive	driving	drove	driven
eat	eating	ate	eaten
fall	falling	fell	fallen
fight	fighting	fought	fought
find	finding	found	found
fly	flying	flew	flown
forget	forgetting	forgot	forgotten
freeze	freezing	froze	frozen
get	getting	got	gotten
give	giving	gave	given
go	going	went	gone
grow	growing	grew	grown
hang	hanging	hung	hung
have	having	had	had
hear	hearing	heard	heard
hide	hiding	hid	hidden
hit	hitting	hit	hit
hold	holding	held	held
hurt	hurting	hurt	hurt
keep	keeping	kept	kept
know	knowing	knew	known
lay	laying	laid	laid
lead	leading	led	led
learn	learning	learned	learned
leave	leaving	left	left
lend	lending	lent	lent
let	letting	let	let
lie	lying	lay	lain
live	living	lived	lived
lose	losing	lost	lost
love	loving	loved	loved
make	making	made	made
mean	meaning	meant	meant
meet	meeting	met	met
move	moving	moved	moved
pay	paying	paid	paid
put	putting	put	put
read	reading	read	read
ride	riding	rode	ridden
ring	ringing	rang	rung
run	running	ran	run
say	saying	said	said
see	seeing	saw	seen
send	sending	sent	sent
set	setting	set	set
sit	sitting	sat	sat
sleep	sleeping	slept	slept
stand	standing	stood	stood
stop	stopping	stopped	stopped
swim	swimming	swam	swum
take	taking	took	taken
teach	teaching	taught	taught
tell	telling	told	told
throw	throwing	threw	thrown
turn	turning	turned	turned
wake	waking	woke	woken
wear	wearing	wore	worn
win	winning	won	won
write	writing	wrote	written

AUTUMN



The alphabet
A a B b C c D d
E e F f G g H h
I i J j K k L l
M m N n O o P p
Q q R r S s T t
U u V v W w X x
Y y Z z





Conclusión

