

Manual for MGOs

Learn *IT* tools



Erasmus+

 **JUGEND
für Europa**

Nationale Agentur Erasmus+



Natur Kultur e.V.





Introduction

This manual has been developed in the framework of the project “Learn IT Tools”, training and networking activity that was held from 23rd to 30th May 2016 in Braunlage, Germany, financially supported by the Erasmus + Programme over the German National Agency. The project equipped group of youth workers and young civic activists with knowledge and skills on how to use digital technologies as tool for increasing the visibility of the youth associations and the project activities they are implementing. Experienced team of trainers delivered sessions on how to produce semi-professional video and photography, how to use certain interactive tools for web design and web editing, as well as how to use social media and other digital platforms as tools for advocacy, campaigning, networking and dissemination of project results.

In a simple and user-friendly manner we will try to provide you with some hints on how effectively to use digital technologies and social media for benefit of your organization and the communities you are working with.

The information in this manual is used from many and different sources, some of the contents are output from the workshops during the training, and some is written from the developers of the manual.

We hope you will find it useful.

NaturKultue e.V.
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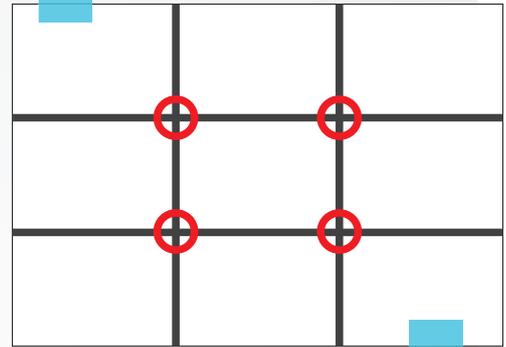


Few important features when making a photography

Many small and medium NGOs don't have the funds or means to hire professional photographers to document and disseminate their events and projects that they are organizing. Here you can find few rules of making photography and rapidly improve the quality of the photos if you follow these rules and learn how to operate the camera.

1

Rule of thirds - is a "rule of thumb" or guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.



2

Light - A good photographer knows how to compose an image, how to angle her camera so the viewer gets a completely unique perspective of an object, how to capture an event in an interesting and unusual way - even how to capture an emotion. A great photographer does all of this in the right light. There are many ways how the light can be used in photography:

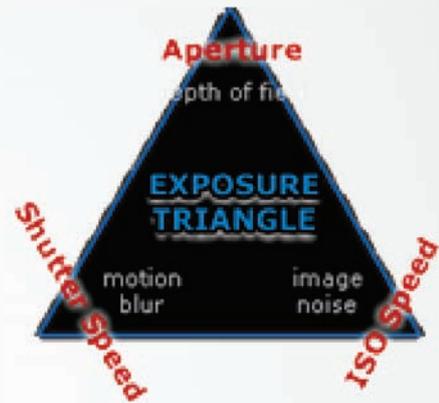
- a. Natural light vs Artificial light (The sun, moon or fire vs bulbs or other man made light)
- b. Hard light and soft light (hard light creates hard shadows, soft light makes soft shadows)
- c. Color temperature (the warm color that different lights give – blue, yellow, orange etc)
- d. Direction (side light, front light, back light)
- e. Intensity (light intensity mostly relates to the aperture, shutter speed and ISO you will need to choose for a particular scene)

For more reads on light you can visit the link on the bottom of this document.



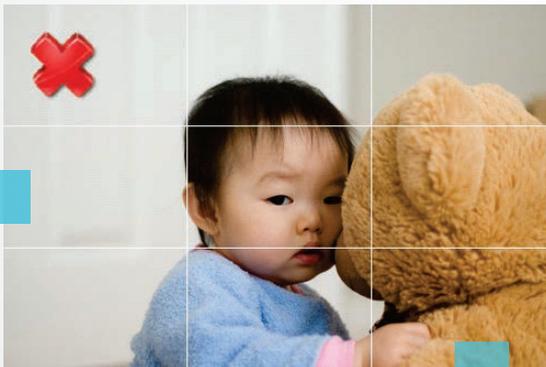
Exposure - Exposure is the most fundamental concept of image capture. Many people know so little about it because the electronics of our cameras are fairly good at guessing what things should look like. While you may be able to trust your camera most times, if you're at all serious about video, you need to understand how it works and understand the tradeoffs that come with each option.

There are three things that determine your exposure: your camera's shutter speed, its aperture (also called the iris) and the sensitivity of your camera's sensor, measured in ISO (which stands for "International Standards Organization" but nobody cares and knowing won't get you invited to any better parties). Each of these variables has a gremlin riding on its back which changes something other than your exposure, which is why a lot of people just throw their hands in the air and set their camera on Program mode to be done with it.

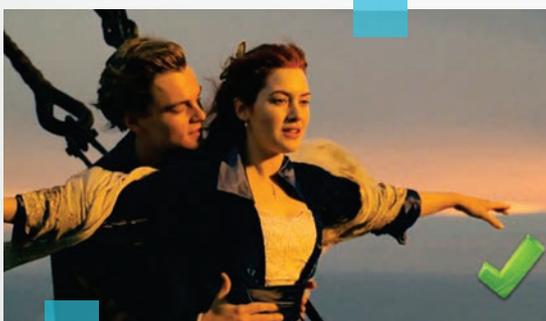


Just to confuse things, when some numbers get bigger, things get dimmer and when other numbers get bigger, things get brighter.

Tips:



Direction



Lots of repetitions, shapes, patterns and lines



Balance





Foreground, middle, background

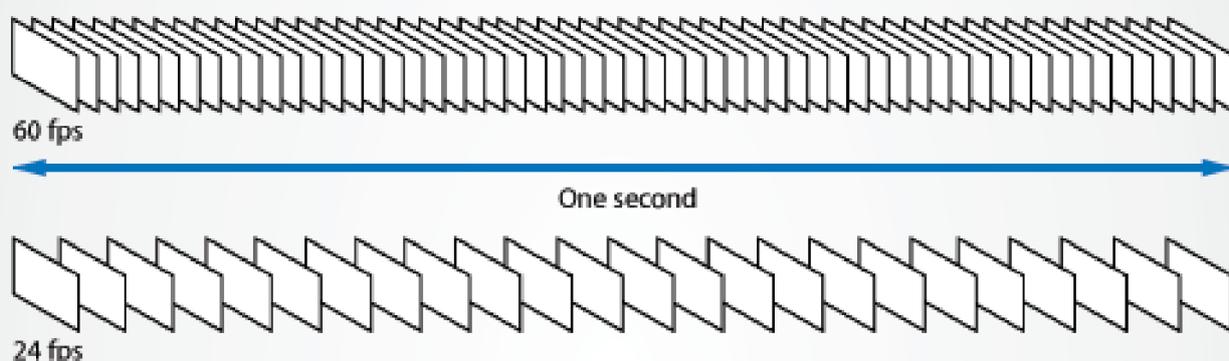


More tips:

- In the beginning shoot black and white
- Work on a shot (try different positions, try different light, take different angles, height)
- Come closer, know what you want to show
- Size of an object in frame is proportional to its importance
- Simplify
- Good photo - lots of small decisions
- Tell a story with your photo (<https://www.youtube.com/watch?v=F-TyPFYMDK8>)

Few important features when making a video

Frame rate or also known as frame frequency, is the frequency (rate) at which an imaging device displays consecutive images called frames. The term applies equally to film and video cameras, computer graphics, and motion capture systems. Frame rate is usually expressed in frames per second (FPS).



White balance (WB) is the process of removing unrealistic color casts, so that objects which appear white in person are rendered white in your photo. Proper camera white balance has to take into account the "color temperature" of a light source, which refers to the relative warmth or coolness of white light.

Display	Mode	Color Temperature (Approx. K: Kelvins)
AWB	Auto	3000 - 7000
☀️	Daylight	5200
🏠	Shade	7000
☁️	Cloudy, twilight, sunset	6000
💡	Tungsten light	3200
💡	White fluorescent light	4000
⚡	Flash use	Automatically set*
📷	Custom (p.140)	2000 - 10000
K	Color temperature (p.141)	2500 - 10000

* Applicable with Speedlites having a color temperature transmission function. Otherwise, it will be fixed to approx. 6000K.

Shooting for editing Shooting for the edit is a technique that you can use during production to make your post-production process more efficient (and pleasant). It's all about keeping in mind how you're going to edit your footage in the near future while you shoot. In other words, plan ahead and be kind to your post-production self.

SHOT SIZES



XLS
Extra Long
Shot



LS
Long Shot



MLS
Medium Long
Shot



MS
Medium Shot



MCU
Medium
Close-Up



CU
Close-Up



BCU
Medium
Close-Up



XCU
Extreme
Close-Up

To have a good base for editing the videos you need to make at least:

- 3 shots - Different shot sizes (Long, medium, close-up)
- Try to change angles (30° rule)
- Always have several shots of some details (inserts)

Different techniques to cover a story



1

Closeup of the hands

What is being done? Some mystery is fine by going in very close up: engages the viewer



2

Closeup of the face

Who's doing it? Frame it well, give "talk space" in front of eyes/nose. OK to cut off top of head, but not chin. SHOW TWO EYES!



3

Wide shot

Where is it being done? Get context, environment, mood and location information of the subject and surroundings



4

Over the shoulder

How is it done? Combine previous three ideas into one shot. Get right over shoulder for point-of-view (POV).



5

Unusual/alternative

What else should viewer know? Be imaginative: stand on a chair, crawl on your belly, vary what's in the foreground or background. This will be particular to your location or story.



6

Interview

Additional shot: interview the subject to get good usable audio for voiceover and to intercut with b-roll. (See interview hints in sidebar)

Do's and don'ts

What makes your video look amateur: bad light, zoom in and out during the shooting, shakiness, BAD AUDIO

Equipment to increase a level of your material: tripod, lavalier microphone, reflector

A young man with short brown hair, a beard, and glasses is smiling broadly and pointing his right index finger directly at the camera. He is wearing a dark brown polo shirt. The background is a bright, out-of-focus indoor setting. A blue triangular graphic element is positioned in the upper right corner, containing the text 'Learn IT skills' in white.

*Learn
IT skills*

How to create your own website in few simple steps

Many NGOs don't have the resources, financial or from IT point of view, to create their own website. However, making a website nowadays is not so complicated and anyone can do it and without any costs. In the following slide show with print screens we will explain step-by-step how to create your own website on a WordPress platform.

Good website it is a way to communicate your activities to your audience and it requires strategy.

Nowadays mainly content of a website generates interest by being useful or entertaining. This kind of writing can be very powerful over time and attract new site visitors. Providing information that is of interest to a large audience will help more people learn about your brand and give your reputation a boost.

STEPS:

The first step would be – to design your website offline, with pen and paper by answering two basic questions:

What are the goals for my website?

Make sure you distinguish between means and goals. After you have detailed all the main things you want to achieve, prioritize. Setting this order is important since it will make a difference in the way you organize your homepage and how you order the elements on your website.

Who is my target audience?

Think about your existing customers and your potential customers. How old are they? What are they like? What impresses them? How do they get to your site? What do they look for when they come?

Plan Your Website Pages -what kind of pages do you want to have on your site? Will your homepage be mostly textual or do you want to impress visitors with visuals?

The more organized your material is, the faster the process will be.

Write the text for each page separately. Creating your website with SEO in mind will help your site's ranking on search engines!

Gather all the images you'd like to show and crop them to the right size.

SEO: To bring lots of visitors to your website, you want to show up as high as possible on Google and other search engines' results. With that said, one of the best ways to rank high is to make sure you find the right keywords for your business and to use these words in the text and other elements of your website. To do so, the first step would be to make a list. Try and think of terms and phrases that your clients would be looking for when searching on Google for a business like yours. Then, consider pairing those words with trendy terms. If you make mainly local actions, try adding a word that describes your location. When it comes to choosing keywords, experts always use a Keyword Tool like Google Analytics, Moz Explorer or SEMRush. These tools tell you exactly how many people are searching for specific terms each month. They also suggest terms to use and can tell you if a keyword is very competitive.

Look for your niche and try to find keywords that capture it.

It's more important to look for quality keywords that accurately and specifically describe what you do than quantity. It's enough to have them 10 in total.

URL: your URL is part of your branding, your overall aesthetic and most importantly, it's crucial to your SEO. There's a clear format followed, which is: Domain + Page Name.

The domain doesn't include any type of page within your site, it's simply your name. Once you register your domain, you'll need to build your website and find a host for it. There's a simple format you should follow in order to create your domain name. First, you'll want to include your business name and if you'd like, an additional keyword. It's important to keep the domain short and memorable and without any kind of special character or abbreviations.

Blogging:

It is one of the best ways to improve your online presence! Publishing new content on a regular basis reminds search engines that you exist and adds new pages to your website. And, each time another website or blogger links to a post you wrote, Google will improve your website's rank. You can capture the attention of readers on Facebook, Twitter and on LinkedIn. As you generate more traffic from social media, Google will be impressed as well.

Start off slowly and make a schedule that you know you can stick to. Posting once a week or even once a month is a great goal for beginners. Blogging is a great way to boost your reputation. When you provide your readers with professional advice, you demonstrate your expertise.

Blogging isn't just a way to establish your status as an expert. It also serves as a powerful tool for staying in contact with your past, present and future events and target group. Use your blog to let your community of readers know about a new event.

It is also good distributing your blog in an online newsletter.

Wix vs WordPress

Wix vs WordPress is not an easy decision, especially if you are starting off with building websites.

The last thing you want to do is commit a lot of time and energy to building a website, then finding out that you have to re-build it again because you picked the wrong website builder.

Both Wix and WordPress are good website builders, and the differences between Wix and WordPress is fairly significant.

Each has its own pros and cons and being able to identify these pros and cons is important in understanding which one of them will be better for you.

WordPress is an open source platform, this means that their codes are open to everybody to use and modify. Any programmers / coders can use WordPress to create their own themes or plugins for others to download for free, or to be purchased for a fee.

But before you conclude that WordPress is better, the fact that WordPress is so large is also a potential problem. You can imagine, anyone with a little bit of coding knowledge can build a theme or plugin for WordPress – which is dangerous. The quality of these tools could be fantastic, or could be junk. Based on our experiences, there are more junk than fantastic plugins.

Wix is not an open source platform so their codes are not available for people to modify. This means that only their private development team can produce website building tools – this results in Wix's tools being fully integrated into their website builder, and will have a much lower chance of being “buggy”.

Wix is also expanding their Apps Market so you can add a lot more functions to a Wix website (these Apps are fully integrated so you don't have to worry about installation).

Wix makes it easy for all levels of users to build websites quickly as it enables you to drag and drop content wherever you want. With WordPress, you'll need to be prepared to spend a lot of time to learn how to use it.

Despite WordPress being more powerful versus Wix, WordPress does require quite a bit of maintenance work to keep your WordPress website in an up-to-date condition. If you don't update your theme or plugins, you run the risk of harming the performance of your website, or even crashing it (rare, but does happen).

With Wix, they manage all the updates so you don't have to do anything. This is a real benefit especially if you work in a very small team (or even just by yourself), without the benefit of a dedicated website team to support you.



ANALYSIS

HTML

SOCIAL MEDIA

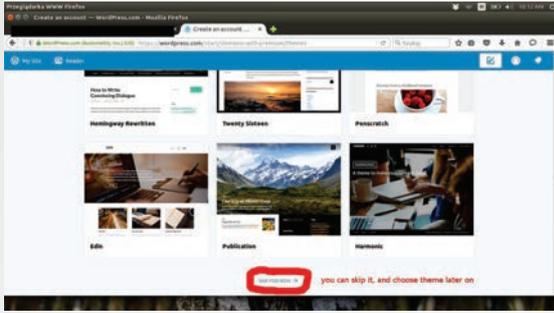
DESIGN

RANKING

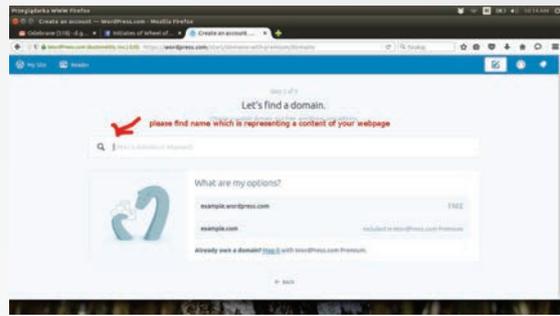
CONTENT

KEYWORDING

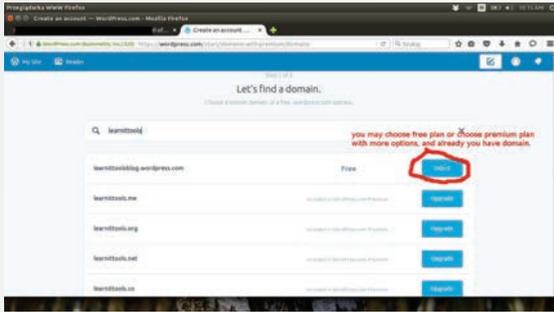
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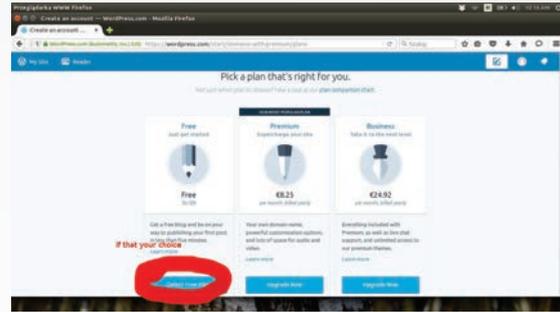
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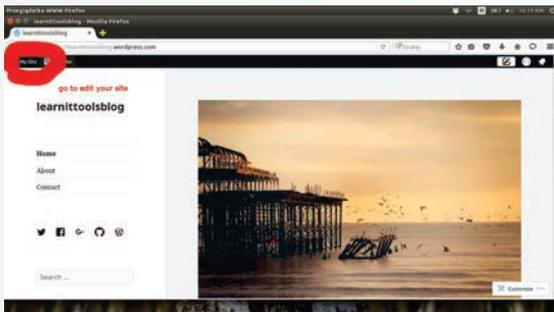
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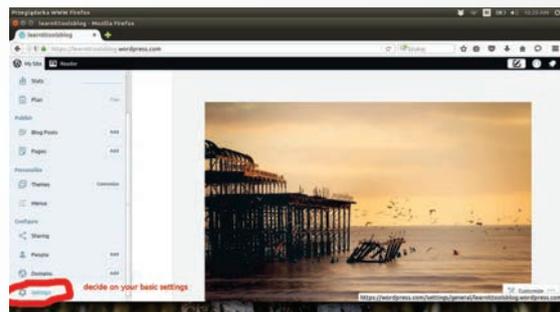
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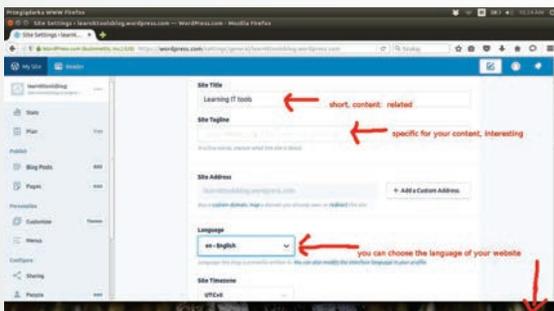
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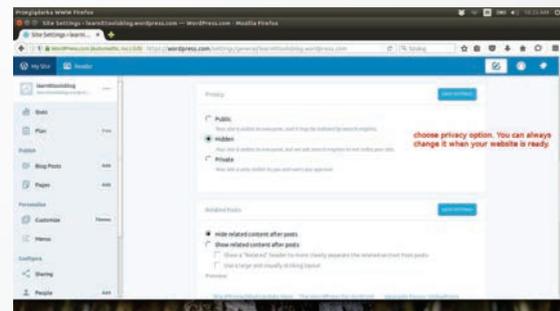
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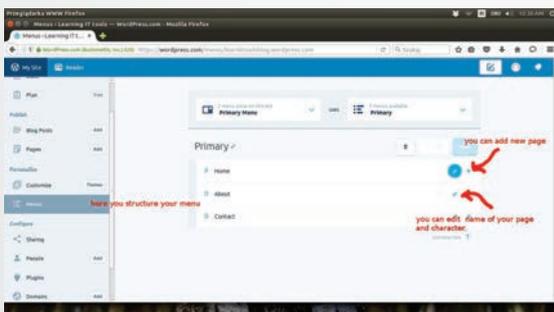
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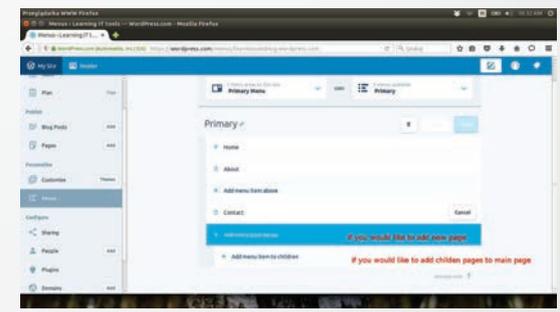
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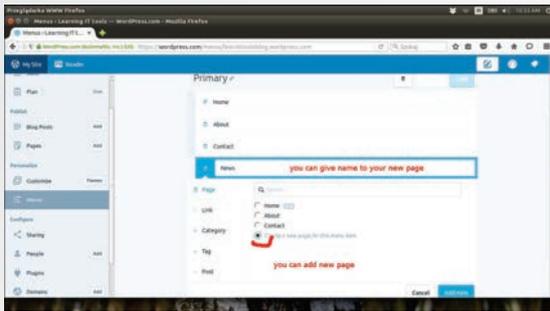
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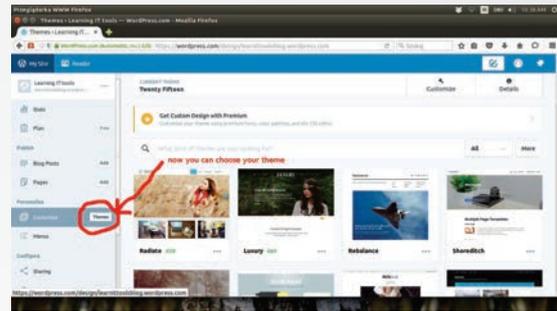
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Step 10



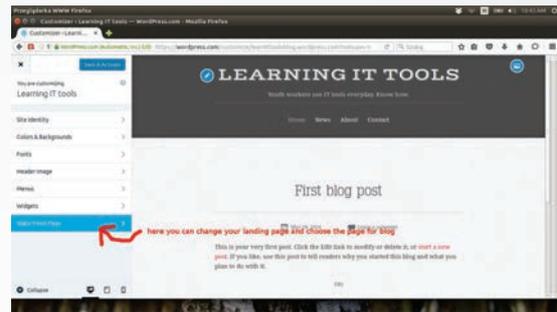
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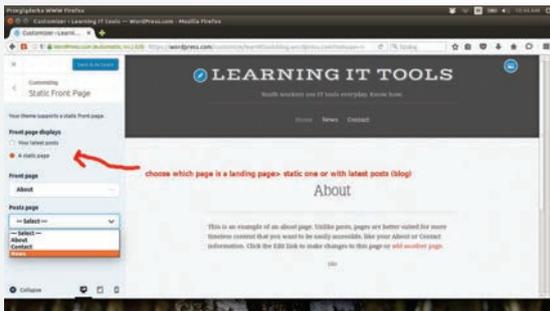
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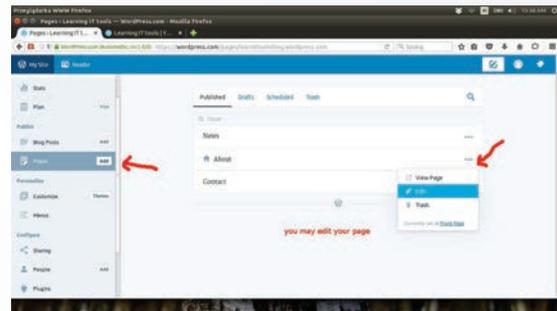
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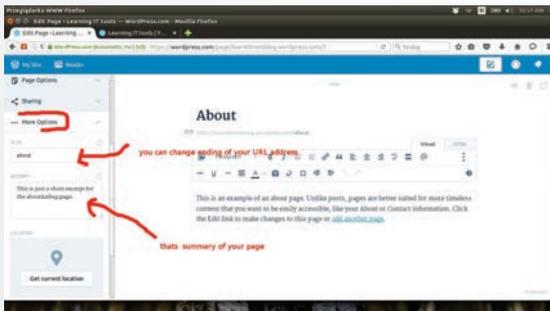
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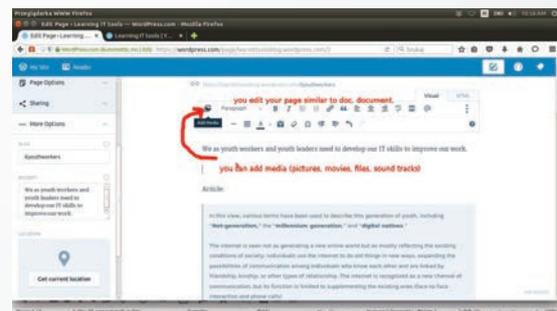
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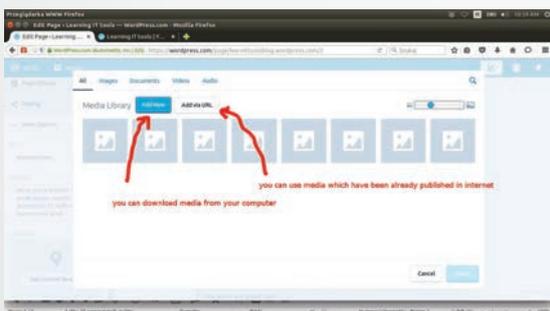
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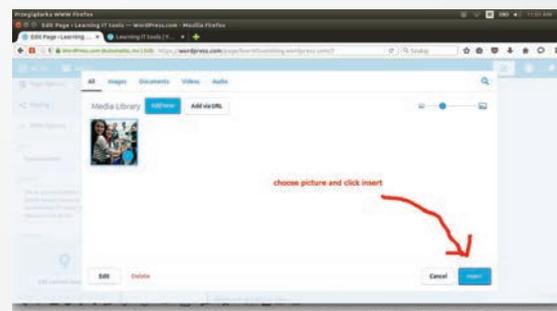
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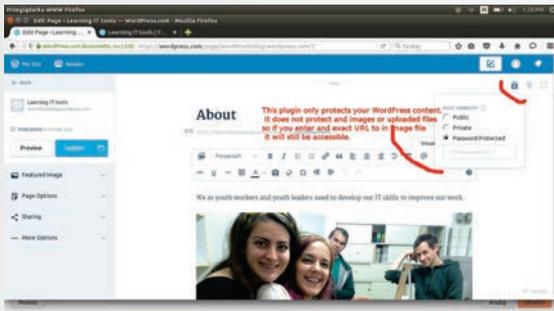
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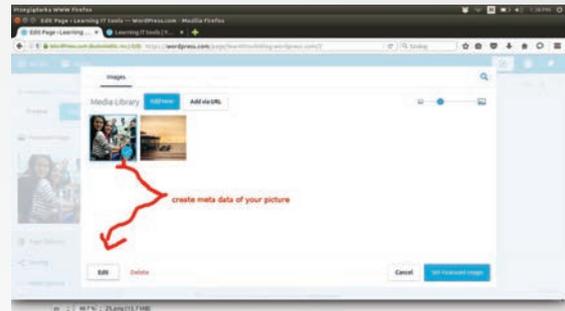
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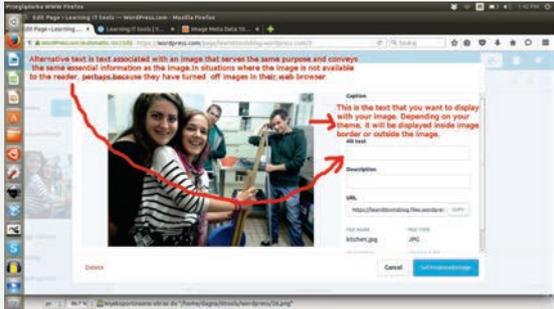
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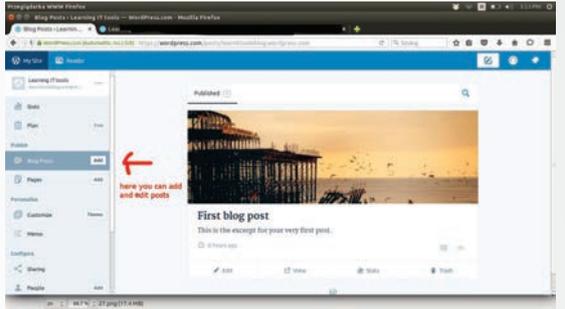
Step 21



Step 22



Step 23



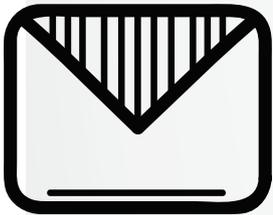
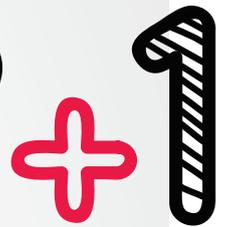
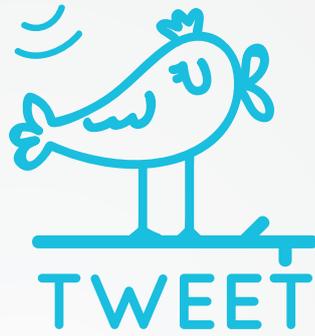
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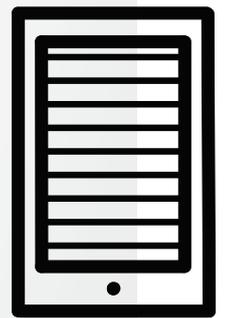
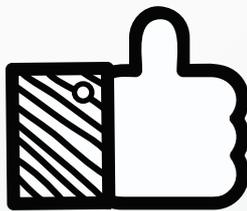
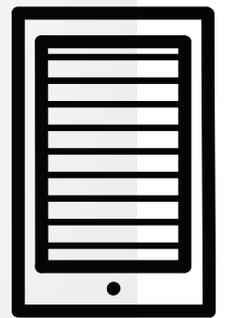
Step 25



Step 26



SOCIAL
MEDIA
Elements



Social media

Social media plays a huge part in our lives. Your website needs to be combined with social media to reach your target group.

Social media strategy:

Don't do that:

Selfish and social, it just doesn't make sense. Avoid being too self-centric.

The temptation: being active on all social platforms. Remember - quality is more important than quantity.

Don't spam your audience. Don't create too big expectation with posting irregularly.

Spelling mistakes.

Invasion #of #hashtags #.

Ignoring analytic.

Gets too personal on your profile.

Be rude or reject someone else's opinion online just because it's different from your own.

Keep the self-portraits to a minimum and your followers will probably thank you.

Do that:

Share your potential partners' most interesting posts, publish some of your clients' testimonials and organize activities with your community.

Focus on the 2 to 3 social networks that serve your business needs in the best way. If your target audience.

When you create content, schedule it with tools like Buffer, Hootsuite or eClincher, and make sure that you spread it out on different days.

Posting at the best times will help you get more traffic, more engagement, and more followers. Read this article: <http://coschedule.com/blog/best-times-to-post-on-social-media/>.

Answer comments and messages on your social accounts,

When you decide to use the pound key, try to guess what term in your Tweet/Post really needs to be emphasized visually. More than that, take into account the potential of the #hashtag you pick in terms of visibility in the conversations that are happening at the same moment.

Use simple language – avoid professional jargon.

In order to optimize your results, you have to rely on past insights, check analytic.



Facebook:

Facebook may be a veteran on the social media scene, but this online legend is a master at keeping things fresh.

News:

Facebook has recently blessed us with the 'save for later' feature, which as you can probably guess, allows you to save posts you're interested in to read at a later time. It's basically bookmarking on Facebook.

You can now add videos as a comment on a post.

Instant Articles is the new way to publish articles and blog posts right within the Facebook platform. Once you publish a post, writers can redirect readers to a full article within the Facebook platform which loads faster than articles published on other external websites.

Canvas- the idea is simple: after someone clicks on an ad that they see on Facebook, advertisers can choose for the click through to the next ad space to redirect to a beautiful and fast loading page within Facebook itself.



Twitter:

Twitter can be a great promotional tool for your business website. It provides a terrific venue to connect with your target audience, and bring them tailored content that can convert them into customers.

Your Profile: choose your profile name (short and memorable), upload images Twitter gives you two spaces to make an impact – your cover and profile photo. Cover photo, it's a great big space to show what it is you or your business are all about. Personalize your own account and bring in your brand's colours. Just click on 'Edit Profile' and then click on the 'Theme Colour' button on the left side. Complete your bio in 160 characters. And finally follow some people - in order to get followed, you have to follow.

Behaviour in twitter:



Hashtags Those things that start with the pound symbol? Hashtags are a great way to tap into conversations happening on Twitter. More on that below. **Handles.** We covered this one up top, but here's a reminder: it's your profile name. For example, our's is @Wix.



Retweets You can retweet content you see on Twitter by simply clicking the button below the text. Once you start tweeting, you'll soon be hoping that people retweet your own content.



Mentions When someone talks to you on Twitter, or talks about you, it's called a mention. It's something you'll want to check for when you're maintaining your channel (more on that, too, below).

Tweeting:

Content. Deciding what you will be saying on this social channel is one of the important first steps. It'll take some trial and error until you figure out what works best, but coming up with some preliminary content ideas will be very helpful.

Once you've started tweeting, be sure to utilize the Pinned tweet option. Basically, it lets you decide which tweet you want people to see most.

Tweeting schedule. You don't necessarily need to tweet 20x a day – the frequency can be as little as once a week, just make sure you stick to it and vary your content.

You can make it even better!

Info-graphics:

A well-designed infographic can captivate a reader by communicating complex information quickly and clearly. Infogr.am focuses specifically on this by providing more than 35 different charts and over 200 different maps to present your data in the most effective manner possible.

Designer tool:

The stunning visuals for your website, social accounts, blog and even emails in just a few minutes with no prior design experience.

Canva - offers super easy tutorials to take your work to the next level and tons of free high-resolution images licensed under Creative Commons Zero, which means the pictures are completely free to be used for personal and commercial use.

Piktochart: will enable you to create fast visual report with simple info graphics.

Social media visual:

With Pablo you will create amazing picture based visuals that may increase your social media engagement.

Movies:

Picovico is offering a free online video maker that takes your stunning photos and texts and simply converts them into a beautiful slideshow to express your story in the most meaningful way.

Quote maker:

Quotes Cover takes the best quotes in history and turns them into beautiful images to use in your social media channels.

Stay interactive:

Genially - this powerful tool help you create stunning images, infographics, presentations and microsities, it will also enrich them with beautiful interactive effects and animations.

Padlet – may encourage your target group to give comments (visual, text and sound) to your topic without registration.

This article is a compendium of different texts.

Source:

<http://www.websitebuilderexpert.com/wix-vs-wordpress/>

<http://www.wix.com/blog/2016/>

Few simple and easy steps to create a social networks communication/visibility strategy for your NGO

1. Who do we want to target? Define different groups of stakeholders

Participants for our projects, volunteers, local citizens, partner organizations, potential funding organizations or programs, local or national government, companies, media and the list can go much longer. Strategies are always targeting someone – meaning that you are not just randomly doing your communication and visibility but you do it with purpose to achieve something.

2. What do we want to achieve?

People to know about our activities, to become more relevant in society, to get more funding opportunities, to create new networks and find new partners cooperate on other projects. Your goals have to be clear and measurable so you can compare if the efforts and resources that you are investing are reaching your goals. This will be indicator if you need to change or improve some things.

3. What kind of resources do we want to invest?

NGOs have very limited resources, so the allocation of those resources has to be done strategically and has to achieve the goals. Is it going to be a person dedicate to manage all social networks as a full time volunteer, or we will give part time tasks to one volunteer per platform(FB, website, twitter), or we will hire someone externally to do that, the NGO has to decide what kind of resources will dedicate to the strategy.

4. What is the potential benefit, what will we gain?

Increased exposure to youngsters, better image to funding organizations, improved access to local government, fundraising campaigns, better relevance of our work in the local society can be some of the benefits. Make sure that your benefits are concretely described.

5. What type of media are we going to use?

Today there are many electronic media that can be used: websites, facebook fan page, twitter, Instagram etc. We suggest that you select less but you really manage them, update them and dedicate time to reach your goals.

6. Define the activities you want to make?

- a. Describe the activities (post on the facebook page, article per project, making a video from an activity etc)
- b. Put a timetable or deadline for each activity (one post per day on facebook, one article per project etc)
- c. Assign responsible person that will deliver the task.

How to use social media and digital technologies for dissemination of the project results

What is dissemination of project results?

Dissemination is process of making the project results and deliverables visible and available to the stakeholders and the wider audience.

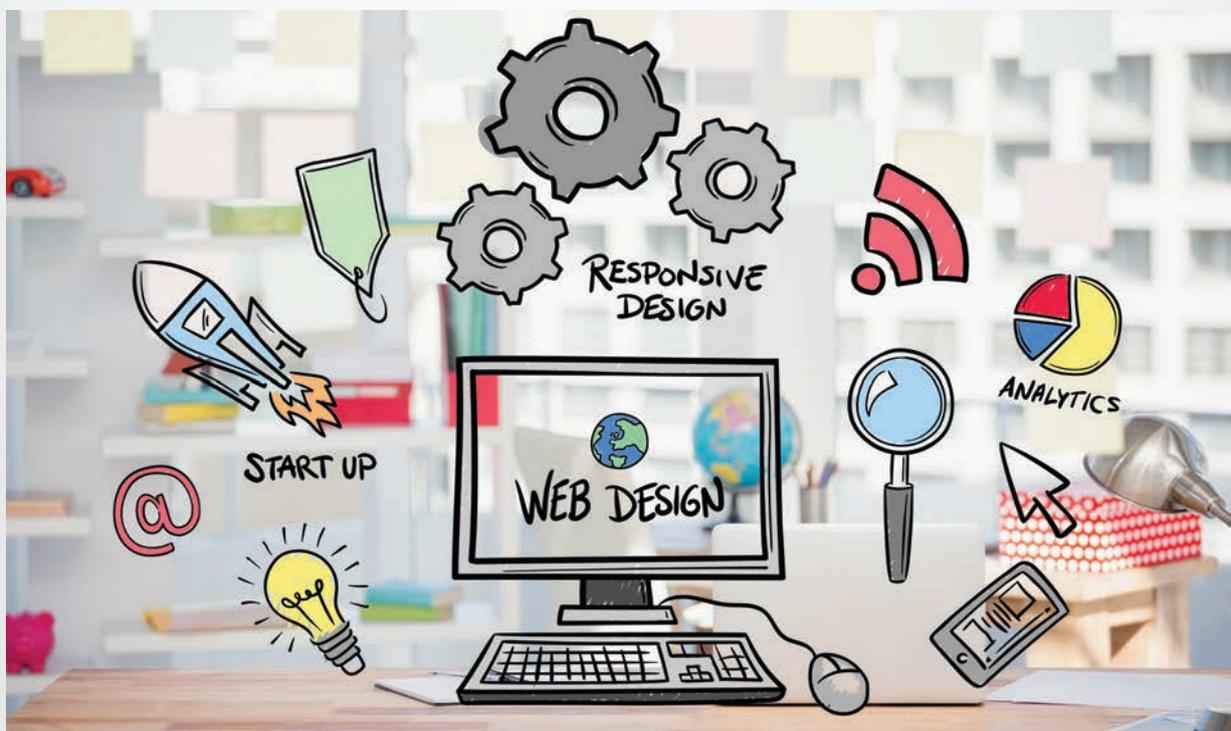
Why dissemination of the project results is important?

Because is almost impossible the project to achieve significant impact without establishing cooperation with the key stakeholders and relevant actors. By disseminating the project results and deliverables not only that we inform them about the project, but we are also inviting them to involve or send us feedback. This will bring added value to our project.

What we would like to disseminate (defining the message)

What are we planning to disseminate or defining the message we would like to send is the first step of dissemination of the project results.

Example: Within a project for raising awareness on the problems and challenges refugee women are facing with, you have produced digital story telling video where women victims of gender based violence are sharing their personal stories. In this case we would like to disseminate digital story telling video for advocacy purposes and the message we would like to send is that women and girls on the move are extremely vulnerable category of persons and state and international agencies should take additional efforts to ensure refugee women to be treated in safety and dignity.



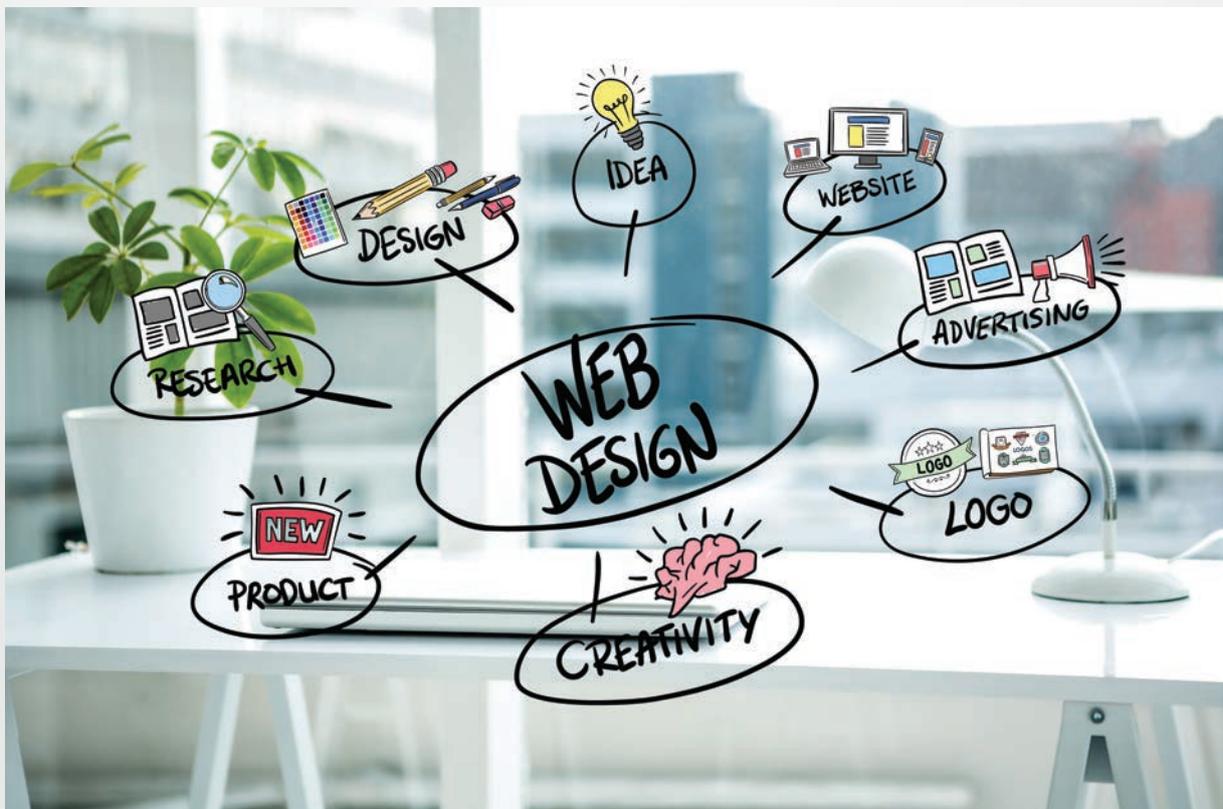
How to involve the key stakeholders?

1) Stakeholder analysis. As a first step in achieving this, we have to identify the key stakeholders, other relevant actors and social groups that are concerned with the particular issue. We have to identify them as well as their behaviour up to date.

Example: You are organizing project that aims to raise awareness on the need of increased recognition and validation of non-formal learning. For this purpose you organized training with youth workers from different countries who reflected on why increased recognition and validation of non-formal learning is important and how to achieve it. Numerous conclusions and recommendations are adopted and action plan on how to contribute towards increased recognition of non-formal learning is developed. Project is completed, what is next? If we want our project to achieve significant impact we have to establish cooperation with the key stakeholders and relevant actors, to share with them the conclusions and recommendations, the action plan we have developed and invite them to join our efforts towards increased recognition and validation of non-formal learning. So, we need to identify the key stakeholders and their behaviour up to date (this is called stakeholders analysis). In this particular

case some of the key stakeholders are – employers (corporations, SMEs central and local government etc.), Ministry of Labour and Social Policy, Ministry of Education, agencies of employment and recruitment agencies, providers of non-formal education, young people etc. Analyze their behaviour up to date – check if ministries have adopted certain policies or developed certain plans and strategies on increased recognition and validation of non-formal learning, analyze if employers have take into consideration the skills and competencies of the candidates for a job positions gained through non-formal education etc.

2) How to deliver the message – which channel or tools to be used? It is really important to ensure that not only the message to be sent, but also that she/he/they will receive the message. Let's once again use the example with the increased recognition and validation of non-formal learning. We would like to send message to all key stakeholders. Should we use the same channels and tools? Not necessarily. For example if we would like to ask youth associations to sign petition for increased recognition of skills and competencies gained through non-formal learning, we can reach many of them on





Facebook by simply posting in some of the already established groups. But this is not the case with the ministries, employment agencies and bureaus or the business community. Brief research on this can bring you to conclusion that the ministries are having conservative approach in communicating with general public – through e-mail or Q&A section on their websites, business community and recruitment agencies are using LinkedIn etc. This means that you should make separate analysis for each stakeholder. When making this assessment please take into consideration who would you like to reach from the respective stakeholder – for example in the example above you need to reach the human resources department of the company not the sales department etc. We have to analyse all these details when developing our communication strategy for the dissemination of the project results and deliverables.

We should also take into consideration the engagement rate. What is rate of engagement? It is related with how much feedback we get from the people to which message was delivered (or saw our post). Different social networks have different engagement rates. For example we post on the fan page of our youth association information about creative workshop we organized. We have collected 100 likes, 20 comments and 30 people shared our posts. How we can interpret the likes, comments

and shares? In most simple manner we can say that by pressing like someone applauds to our good job, by sharing it she or he would like to tell to all friends of what we are doing, and by commenting would like to ask for additional information or to give as feedback on what we are doing. Another example - you are creating event on Facebook or MeetUp – you can see how many people will or would like to attend the event, how many are interested and how many are not attending it for different reasons. The quantitative analysis is available free of a charge or for a certain fee (Google analytics provide information on the visitors of a website, Facebook analytics provides data on how many people liked our fan page or saw our post with age breakdown of the people etc.). Still most efficient qualitative analysis can be made by you – by analysing if the comments were positive or negative, see what are the most required information or remarks, or simply by communicating with people that expressed interest for what you are doing by sharing, commenting or liking the post.

If you are really interested into this topic you can find online really useful articles by social marketing experts on how to calculate engagement rate for social marketing purposes, or just simply ask for some hints from a friend or a person you know who is working in the field of digital marketing. In this manner you can find out

what is best time to make a post on the social networks to reach wider audience, how by using hashtag on Twitter you can reach wider audience, how to use LinkedIn most efficiently for the purposes of your youth associations etc.

While we have mentioned just some of the project deliverables and methods that can be used for project dissemination (digital story telling video for raising awareness or advocacy purposes, petition etc.), you can always find the most appropriate dissemination methods for the specific issue and target audience – that can include but not limited to publications, posters, photo exhibitions, collaborative events, press conference etc.

Last, but not least, please consider that a part of disseminating the project results and deliverables, you can involve the key stakeholders and other relevant actors from the very beginning of the project (planning phase) and invite them to be partners in your project.



Used materials, websites and links

Some of the information in this manual is used from the following websites:

<http://www.cambridgeincolour.com/tutorials/camera-exposure.htm>

https://en.wikipedia.org/wiki/Rule_of_thirds

http://ec.europa.eu/chafea/management/Fact_sheet_2010_10.html

<http://www.digital-photo-secrets.com/tip/3149/understanding-light/>

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