



Engage your senses this summer

KEEP CLICKING: A WORKSHOP ON BASIC PHOTOGRAPHY

Anchor Faculty: **Saurabh Srivastava**
Schedule | 21 - 25 May, 2018

Introduction

This workshop is designed to help beginners in digital photography, to improve picture taking skills. The talks and demonstrations can be adjusted to the needs of the class, but will define the basics and principles of the camera, its working and application to good picture taking.

The different types of cameras lenses and light will also be discussed. This will help the photographer in understanding the creative use of each of them in better picture making.

Participants will learn the fundamentals of photography and basic elements to a successful photograph.

Objective

- Learning basic skill of digital photography
- To expose the participants to the fundamentals of photography as a visual tool
- To develop an aesthetic quality with reference to “composing a picture” with all its elements such as texture, light, form and space etc.
- To get an introduction to digital darkroom to achieve a standard of excellence in printmaking and develop proficiency in Image correction/enhancement with digital technology
- The major objective of the course is to enable understanding of the whole process so as to be able to utilize it as a strategic tool.

Course Content

Theory

- Basics of Photography
- Camera types and functions
- Camera controls for better pictures
- Different types of lens and uses
- Training the camera to capture what you see
- Composition
- Photographing people
- Photographing buildings
- Photographing landscapes
- Natural light and tips on managing daylight
- Introduction to studio photography
- Basics of studio lighting
- Basic Photoshop image making
- Basics of digital image processing
- Editing your images
- Making final prints for Exhibition

Practical

- The Digital SLR camera and how it works, aperture, shutter speed and depth of field, the use of different lenses
- The process of recording images. This could be a group task and include shooting, editing and refinement of the selected images
- Field trip if required
- Digital printing. This is to give an exposure to the making of good quality digital prints



Methodology

- Theory lectures / Demonstrations / and Hands on training
- Group / individual assignments during class hours and non-classhours
- Group discussion and critique on assignment
- Final Display and Exhibition

Anchor Faculty

Saurabh Srivastava is Faculty in New Media Design at NID's Postgraduate Campus, Gandhinagar and Head, Photography Lab at NID Ahmedabad Campus. He has an experience spanning over 15 years in photography.

After working for three-and-a-half years in the industry, designing advertising products and teaching subjects related to Information Technology and Photography at the Asian School of Media Studies in Noida, Saurabh joined NID in 2007. Saurabh, who holds a Master's degree in Computer Application and another in Information Technology, teaches Interactive Media and Still and Video Tools for Research at NID.

He has done some projects in robotics and Photography (Photo Jewelry, 2.5D Animation, 3D Photographs, Photo Essays, Photo Stories, Photo Documentaries and so on). Saurabh has also been involved in ergonomic projects in Jaipur craft clusters and has co-authored three research papers in the international journals, Work (2009), Ergonomics Australia (2010) and The Design Journal (2010).

Venue

NID Campus, Ahmedabad, Paldi

For whom

This workshop is open for all. Somebody having any camera (including mobile camera) can join. No prior knowledge of camera or photography is required.

Intake:

The number of participants will limit from a minimum 15 participants to a maximum 30 participants.

Fee & Registration

Rs. 9,500/- inclusive GST (Non-residential workshop fees includes one set of material, lunch and two refreshments for five days] to be paid by Demand Draft / Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad.

(for NEFT payment detail please mail to swipp@nid.edu, ipp@nid.edu)
Do register as the number of the participants are limited. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:



For further Details contact,
Industry & Online Programmes (I&OP)



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007

T: 079-26629767 / 26629746

F: 079-26621167 / 26605240

swipp@nid.edu, ipp@nid.edu

Website: www.nid.edu

iop.nid.edu

CERTIFICATE

A Certificate of participation will be presented to all the participants.