

Summer Internship under

Ronny Sequeira

Girish Kumar A M

136250006

Visual Communication

IDC, IIT Bombay

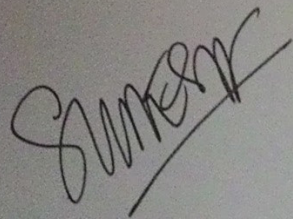
The Summer internship project under Ronny Sequeira was an experience that opened up my mind to the various nuances of studio photography and also acquainted me to the lighting equipment used by professionals.

I would like to thank Mr. Ronny Sequeira who guided me during this internship and shared his experiences with me.

My warm thanks to Prof. Sudesh Balan for his Photo Communication class which was the basis for my interest in Photography.

I would like to thank the assistants who shared their experiences with me and taught me a whole lot during shoots.

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PROF. SUDESH BALAN

Acknowledgement

RONNY SEQUEIRA PHOTOGRAPHY

Date 27th May 5, 2014

WHOMSOEVER IT MAY CONCERN

To,

This is to certify that Mr. Girish Kumar A M has worked as a summer intern for the period 5th May to 31st May, 2014. While here he got to witness various shoots. The shoots include Nescafé, Askme.com, Itch Guard and Ring Guard.

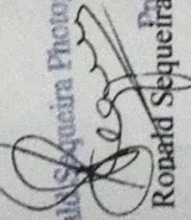
While here, he got himself acquainted with all the equipment in the studio – cameras, lights, stands etc. He also helped in post work on some of the projects (Photoshop editing).

He was punctual and proactive on all the jobs given to him. During his tenure as an intern Mr.Girish was keen to learn and has carried out his duties diligently.

Wishing him all the best for his future endeavours.

Regards,

Ronny Sequeira Photography



Proprietor
Ronny Sequeira

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Contents

Abstract	01
Acknowledgement	02
The Photographer	03
The Assistants	04
My Role	05
The Equipment	06-09
The Shoot	10-40
Summary	41

My Objective for the summer internship was to understand light. Understanding light is the basis of all photography for the word photography itself means drawing with light.

I wanted to seek out and learn from someone who uses light extensively in all his work.

Light becomes even more critical in Fashion and Advertising photography as the photographers in this realm are constantly trying to experiment and reinvent themselves.

I tried to put myself in the photographer's shoes and try to understand how he uses different sources of light, to what effect he uses them and the adjustments he makes to get it absolutely correct.

I also got insights into people management. The tact with which the photographer balances his client's need and his own creative urges. It is also interesting to see the manner in which he negotiated with celebrities and their quirks. By the end of my 4 week internship I walked away with much more than just understanding light.

Abstract

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Acknowledgement

Winning a few local competitions in Jamshedpur, his birth town, prompted Ronny to look at photography a bit more seriously than a hobby.

Graduation in Pune where he did a basic photography course in Fergusson college while doing his B.Sc. further reiterated his desire to follow photography as a profession.

post graduation was a diploma in Film and Video from XIC Mumbai where he did a stint assisting one of India's most well known Photographers - Atul Kasbekar

Ten Years hence with loads of editorial and advertising work and a studio in Lower Parel, Ronny still has the same desire for photography as when he was a ten year old using his dad's reflex camera to shoot his pet Alsatian.

The Photographer



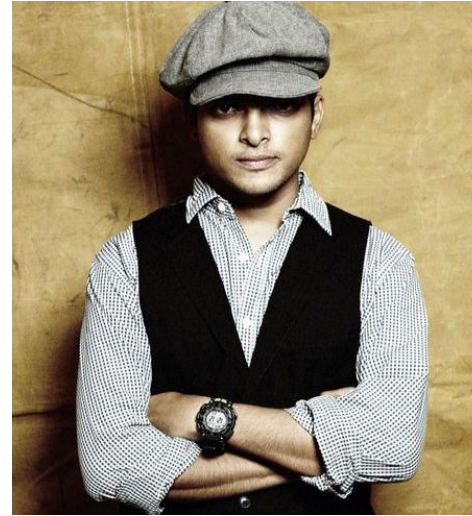
The Assistants

The Assistants are the ones who make the photographer's dreams a reality. The assistants transport an entire studio from lower parel to wherever the shoot is scheduled. They setup the camera and the lights according to the specifications given by the photographer.

Once everything is setup the camera is tested; they setup the Mac for the photographer to review the images. The light is measured and everything is setup well before the photographer arrives at the scene.

Although the assistants don't have a say in the creative process, they are the work horses who pull the carriage named Ronny Sequeira.

Clockwise from the top left - Gaurav More, Pratik Pinto, Mohit Varu and Dhiraj Khairmode



My primary function was to be one of the assistants, help setup the lights, carry equipment and get everything ready for the scene. I decided to go beyond my primary role and include myself in the creative process.

I helped in the composition of the shots. My training as a designer helped me during this process and I also helped in the post production of the images although it was never used for the final cut.

My Role

The Equipment

Mamiya Phase One d45df plus

- * Fast and accurate autofocus with custom fine-tuning adjustment option
- * High shutter speeds up to 1/4000s
- * Long exposures up to 60 minutes
- * Automatic switch between focal plane and leaf shutter modes
- * Easily programmable custom functions
- * Three custom shooting modes
- * Intuitive handling through great ergonomics and easily accessible controls
- * Rechargeable Li-ion battery with up to 10,000 captures on one charge
- * Rugged construction for high volume production use
- * Some of the broadest lens and accessory range in the industry for a wide range of photographic applications

The Camera



* Profoto Batpac - The Profoto BatPac Portable Power Source (Multi-Voltage) is a compact, lightweight high capacity battery for powering D1 and Acute2 flashes. At approximately 10 x 10 x 14" and under 25 lbs, this power pack will give you between 600 and 10,000 flashes, with recycling times from 0.3 to 1.6s, using a durable, rugged Pb battery (12V/17Ah).

* Elinchrom 1200 - Power variation is from 1200 to 36 W/s in 0.1 stop increments.

* Elinchrom 600 - Power variation is from 600 to 18 w/s in .1 stop increments.

* Elinchrom 500 - The BRX 500 offers very fast recycling rates of 0.34- 1.45 seconds @ 115V with action-stopping flash durations of 1/1,558 sec.

* Elinchrom D-Lite 400W/s - D-Lite RX 4 recognizes any AC power source from 90-260VAC, allowing power variability over 5.0 stops in 1/10 stop increments.

* Elinchrom 23

* Ranger Battery pack - The Elinchrom Ranger Quadra Hybrid RX Pack delivers an impressive 400W/s of power in a small package that weighs in at only 6.6 lb. Besides power it offers speed and can recycle in 0.41 to 2.26 seconds at 115V at flash durations as fast of nearly 1/6,000 sec when using the included Action

The Lights



Stands

- * C- Stand
- * Pro Stand
- * Normal Light Stand
- * Multi-Boom
- * Big Boom
- * Artisan Stands
- * Floor Stands
- * Side Arm

Clamps

- * Super Clamps
- * Grip Heads
- * Light Tights
- * Red clamps
- * Aluminium Clamps

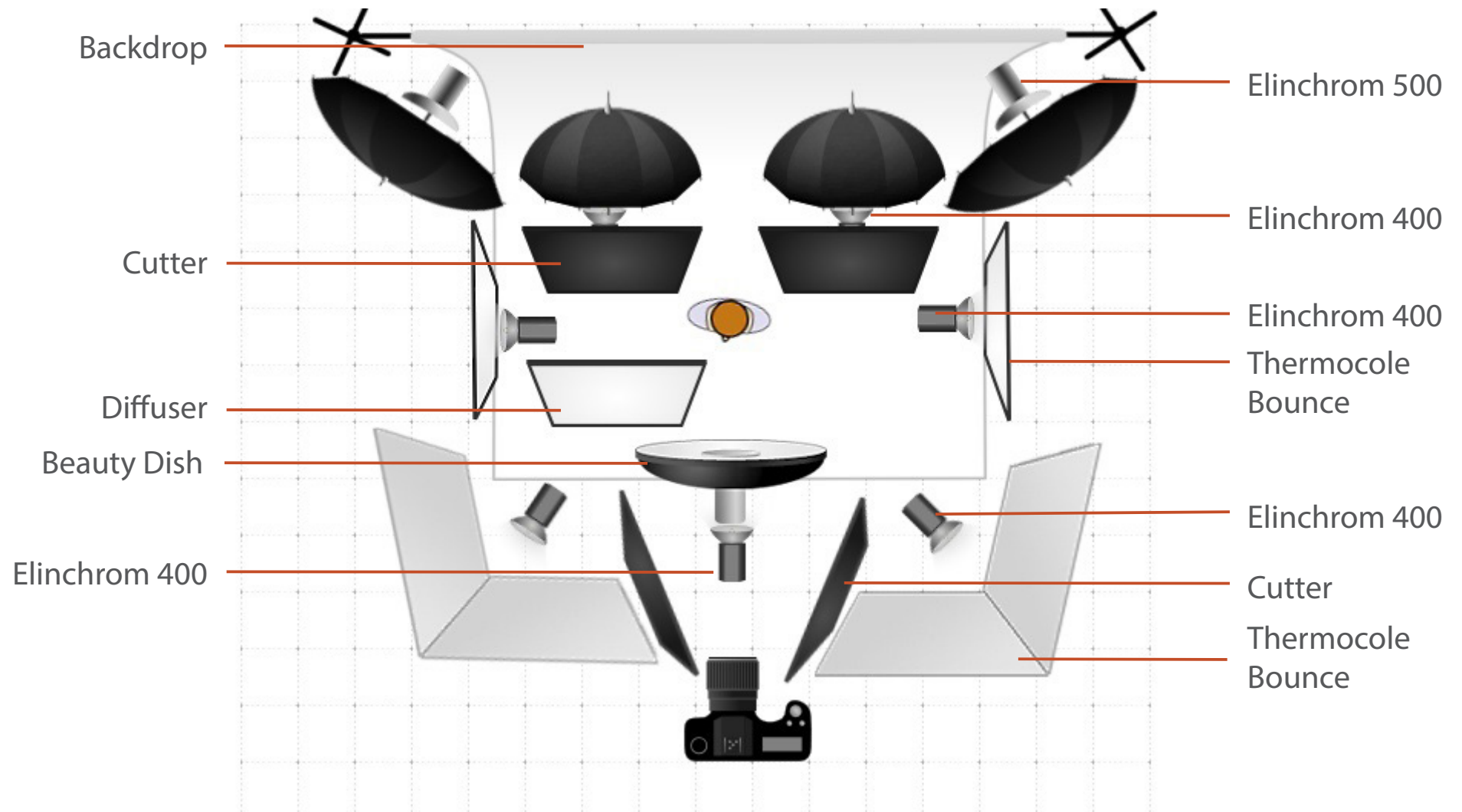
Stands and Clamps



The Shoot

The Background was already decided and shot well before my internship started. For Itch Guard the setting was outdoors under harsh sunlight, to match the background the shots were overexposed by 1 stop.





The Model was lit up from all the angles to eliminate shadow, a technique perfected by Ronny Sequeira which he calls omnipresent lighting. To cut the highlight on the product a gateway sheet is used as a diffuser as seen in the lighting diagram. The entire setup was overexposed with by a stop to match the outdoors background.



ISO 100 80mm f/9.0 1/125sec



ISO 100 80mm f/9.0 1/125sec



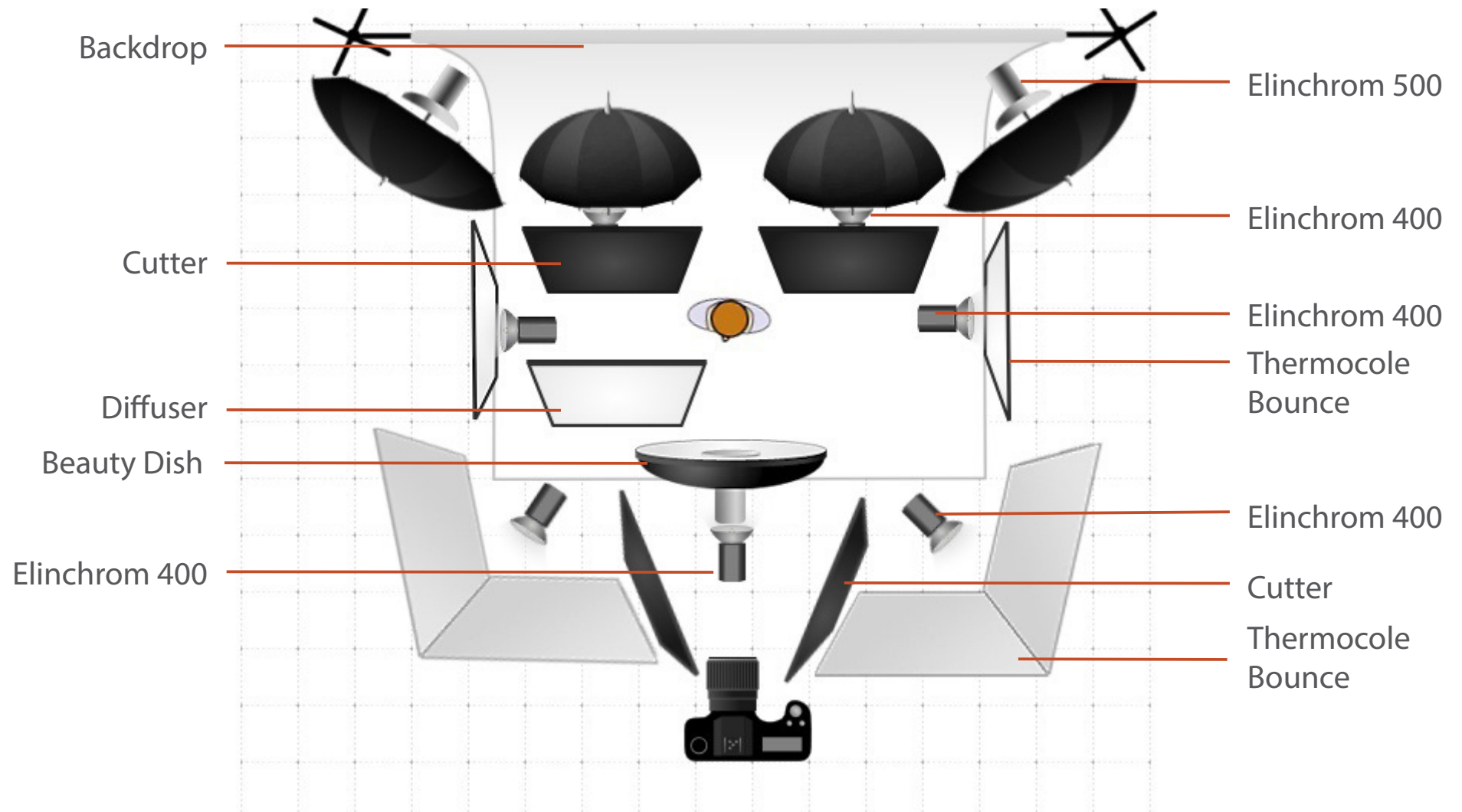
ISO 100 150mm f/8.0 1/125sec



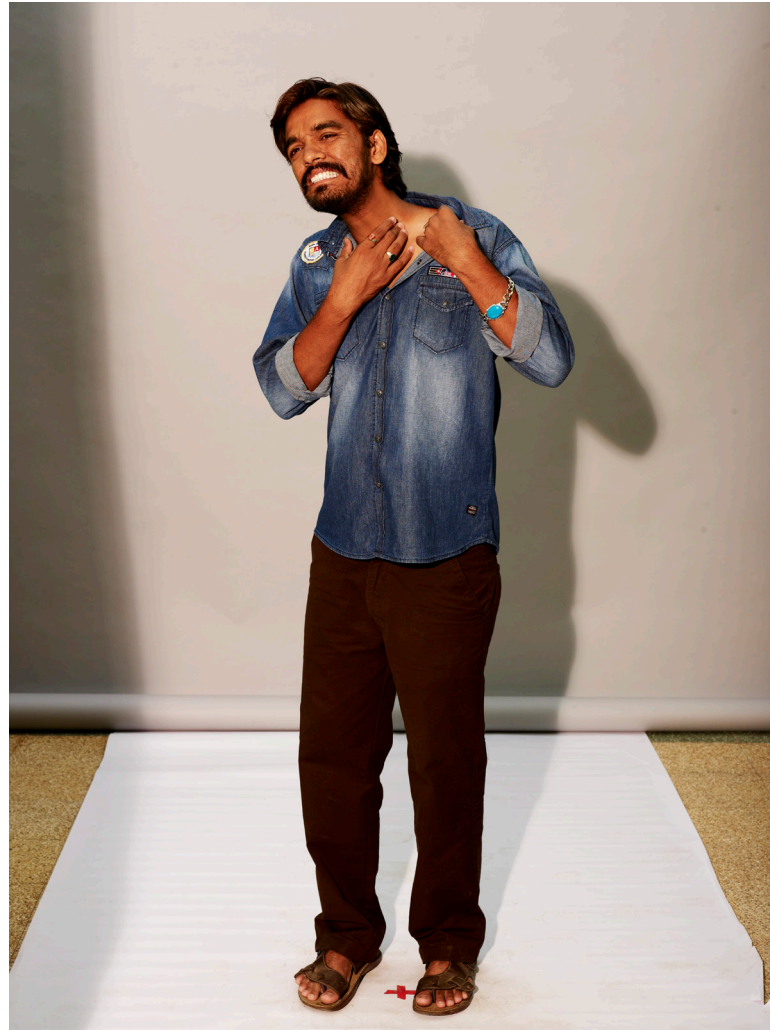
ISO 100 150mm f/8.0 1/125sec

The Background was already decided and shot well before my internship started. For Ring Guard the setting was indoors in a Barbershop, to match the background a 45 was used in front of the Elinchrom to give a yellow tint.





The Model was lit up from all the angles to eliminate shadow, a technique perfected by Ronny Sequeira which he calls omnipresent lighting. To cut the highlight on the product a gateway sheet is used as a diffuser as seen in the lighting diagram. A 45 was placed in front of the beauty dish to give the scene a yellow tint.



ISO 100 80mm f/10 1/125sec



ISO 100 80mm f/10 1/125sec



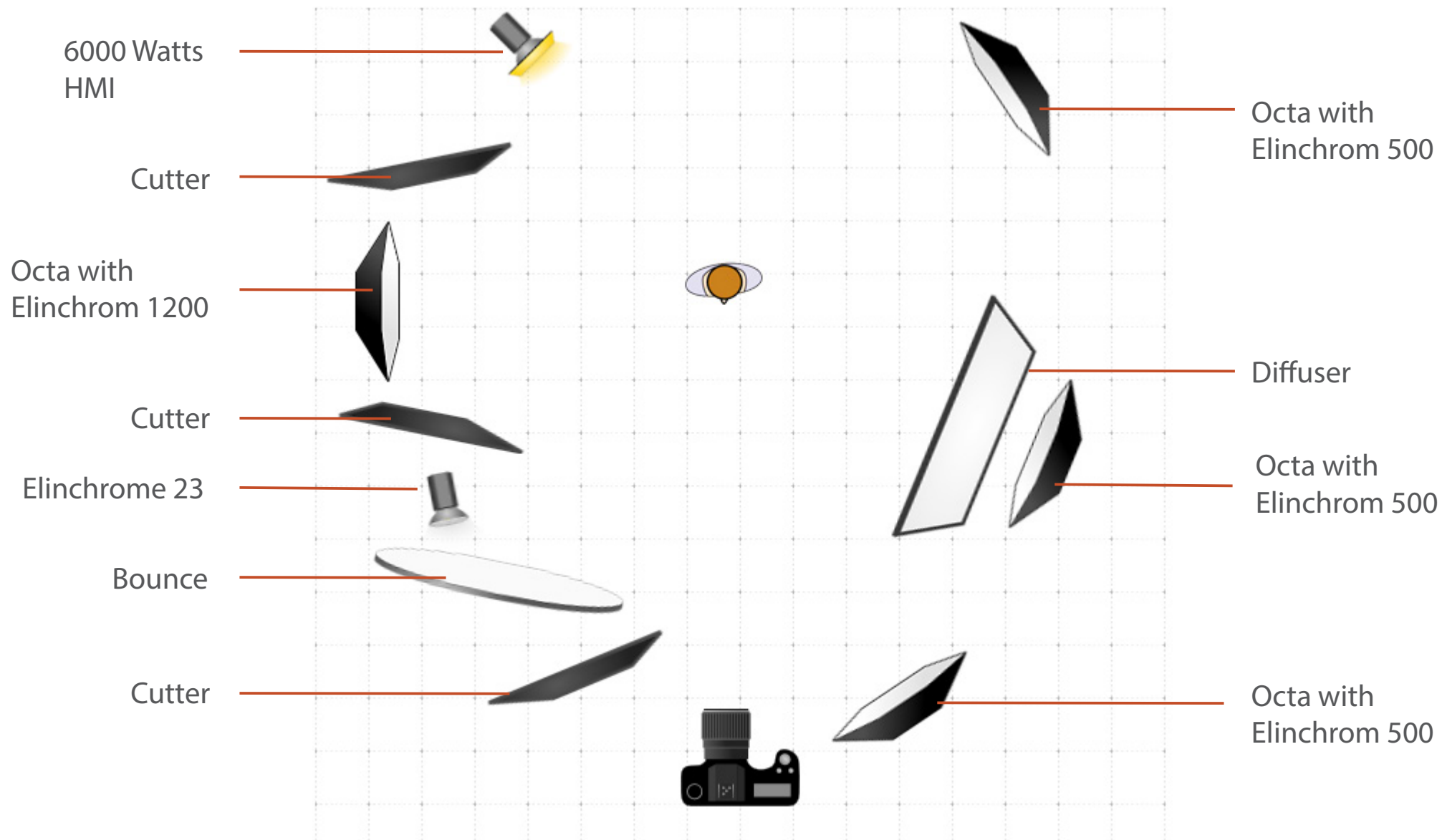
ISO 100 80mm f/10 1/125sec



ISO 100 80mm f/10 1/125sec

The brief from the art director was for a fresh look and morning light. This was achieved by using a 6000 watt HMI which mimicked sunlight. The flares were kept intentionally to give a dreamy look.





To replicate morning light a 6000 watts HMI was used.



ISO 100 150mm f/6.3 1/60sec



ISO 200 150mm f/6.3 1/60sec



ISO 100 150mm f/5.6 1/60sec



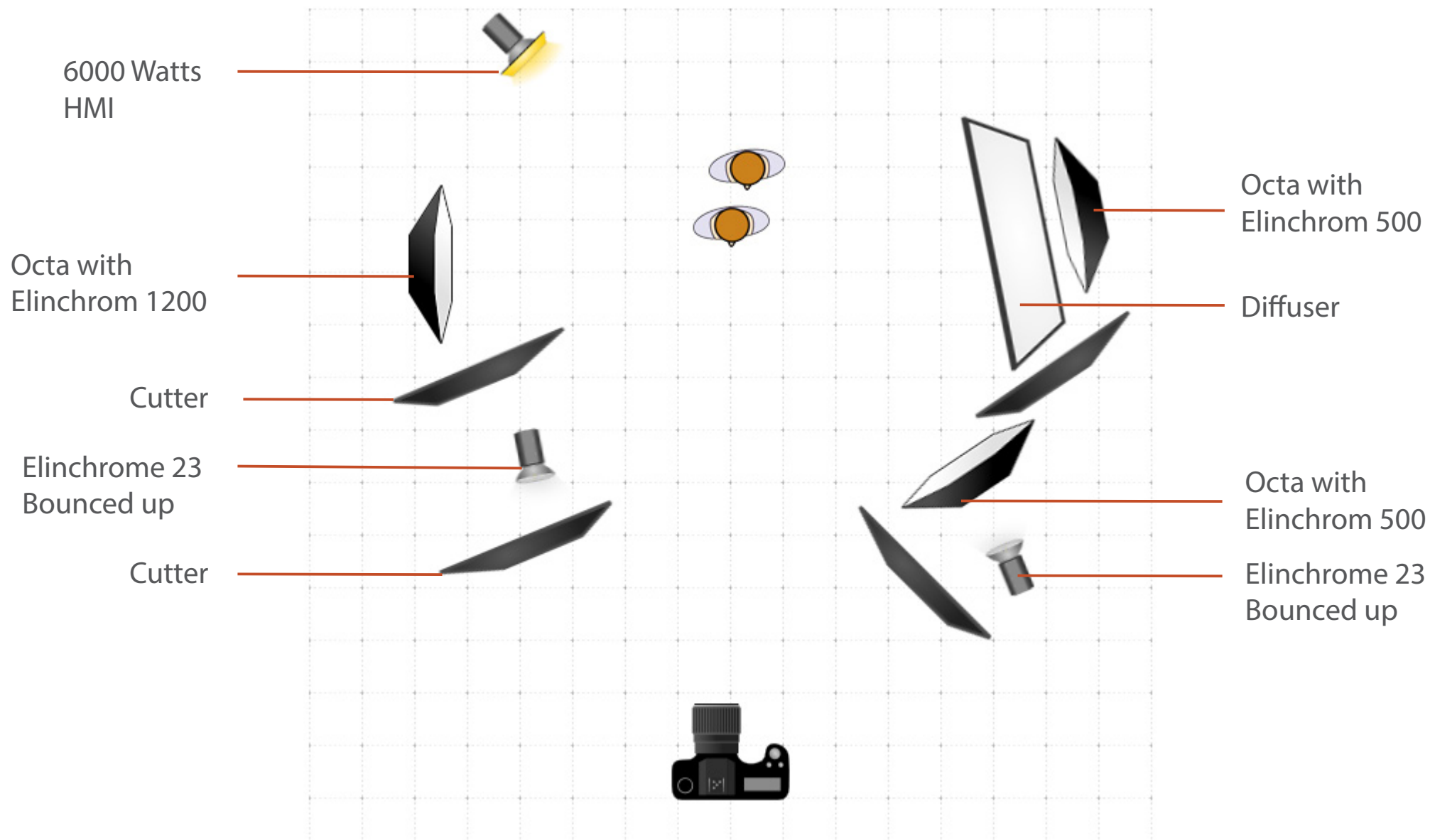
ISO 100 150mm f/7.1 1/60sec



ISO 100 150mm f/7.1 1/125sec



ISO 100 150mm f/7.1 1/100 sec



To replicate morning light a 6000 watts HMI was used.



ISO 100 150mm f/10 1/40 sec



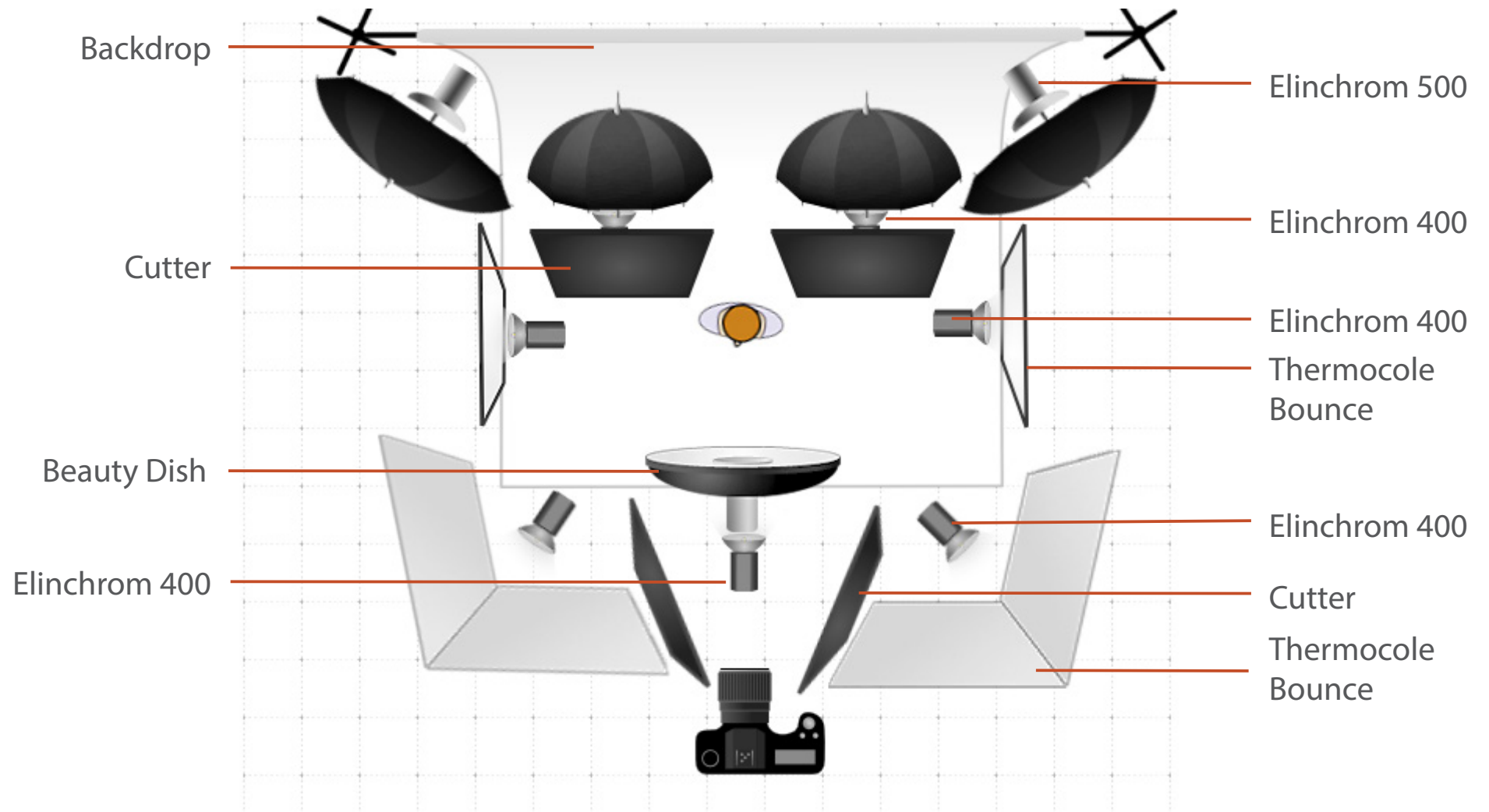
ISO 200 150mm f/14 1/40 sec



ISO 200 150mm f/14 1/40 sec

The brief from the creative director was for crisp shots that can be used with any background. As celebrities were involved the shots had to be finished off as quickly as possible. Ronny Sequeira used his trademark omnipresent lighting to kill any shadows and give the creative team crisp, sharp images.





The Model was lit up from all the angles to eliminate shadow, a technique perfected by Ronny Sequeira which he calls omnipresent lighting.



ISO 100 80mm f/16 1/125sec



ISO 100 80mm f/16 1/125sec



ISO 100 80mm f/16 1/125sec



ISO 100 80mm f/16 1/125sec



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ISO 100 80mm f/16 1/125sec



ISO 100 80mm f/16 1/125sec

Learning various aspects of Advertising and Commercial photography.

Understanding the equipment used in Studio Photography.

Working with a team on hectic shoots with time constraints.

Summary of Internship