

Project I

Internship in Photography with Ravi Dhingra, New Delhi

May-June 2009

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M Des (Visual Communication) 2008-2010

Industrial Design Centre

IIT Bombay



Why photography?

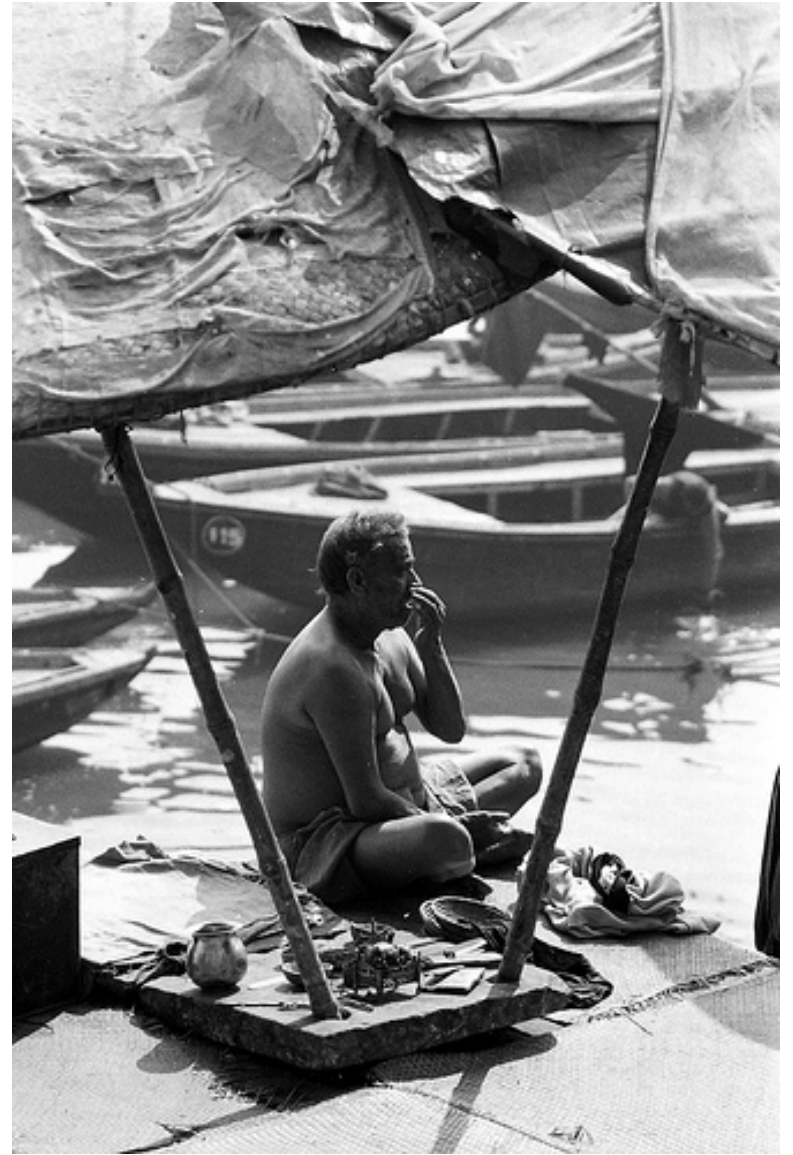
- process of design with photography as the medium
- experience in procedure of ideation, creation and execution
- interest in documentary photography



About the photographer, Ravi Dhingra

- established freelance photographer based in New Delhi
- Lifestyle Photography in food, interiors, products and people
- working for HT and magazines Femina, Savvy, Cookbook, etc.
- teaches photography at NIFT, Delhi



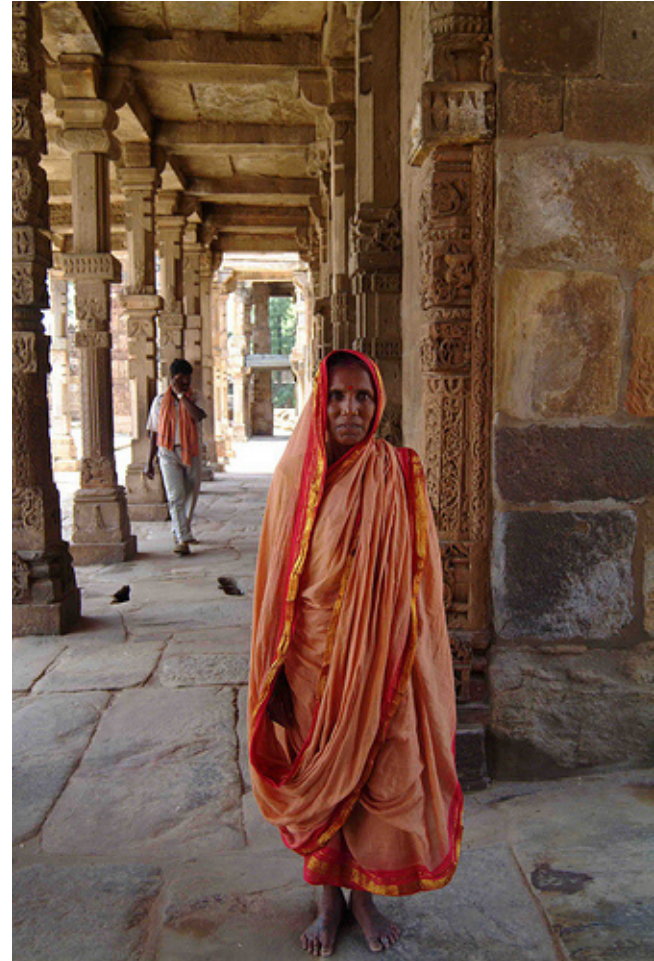






Techniques of photography

- elements



Techniques of photography

- foreground & background



Techniques of photography

- composition



Techniques of photography

- light



Streets of Chandni Chowk

- interest in travel photography
- encouraged to absorb myself in the environment
- take up a subject on my own in the area















Deciding the subject

- wholesale trade market
- hustle bustle
- people
- street food
- different materials

textiles

electronic goods

jewellery

opticals

Spices



Spices wholesale trade at Gadodia Market, Delhi

- experience by spending time in the area
- discussions with traders
- collection of information
- photographs with long shots, medium shots and focus shots













Documentation in print design

- research information and photographs
- grid layouting, double spread, facing pages





Content writing of photo journal

Prologue

Introduction

Architecture

Surroundings

The Tradesmen/ Dukaandaar/ Dallal

The Labour/ Palledaar

Different Spices

Varieties

The Process

Sale of Spices

Statuary Warning

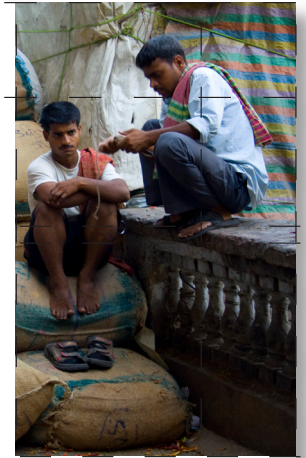




The Labour/ Palledaar

The load runners sweating and working from shops to shops are undoubtedly the people who keep the market alive

Paid according to the number of sacks they carry (through long narrow barrows as well), their little discussions between work leaves anyone enough thoughtful.





Learning

- experience is important before documentation
- though there are no rules in photography, but a rule that I made for myself
Observe (Elements & Light), Frame and Click
- improve my ability to photograph people and activities with ease than before



Thank you :)

