Five day Design workshop on Stories through Lens
4-8 April 2016

Anchor Faculty
Saurabh Srivastva
INTRODUCTION

This workshop teaches participants the art of storytelling through images. How to read an image, how to interpret it and how to write an image. This workshop is designed to help participants to learn how to narrate stories through camera. They will also learn basics of Visual Ethnography. The talks and demonstrations can be adjusted to the needs of the class, but will define the basics and principles of the camera, its workings 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.

OBJECTIVES

• Learning 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 develop ability to edit and select appropriate photographs for different purposes
• The proposed workshop intends to expose the participants to the role of photography in translating innovative ideas/concepts into picture.
• Meaning making and telling stories through series of images.

PROGRAMME CONTENT: Theory

• Basics of Photography
• Camera types and its functions
• Camera controls for better pictures
• Different lens types and its use
• Training the camera to capture what you see
• Composition
• Photographing people
• Natural light and tips on managing daylight
• Introduction to studio photography
• Basics of studio lighting
• 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 emotions and the images to tell a story/capture a theme/activity and so on. This could be a group task and include shooting, editing and refinement of the selected images
- Field trip if required

BENEFITS FOR THE PARTICIPANTS
Developing visual awareness—Visual awareness would involve a process of familiarizing oneself to the subject in its widest context to be able to then make the optimum use of this medium in recording and communicating activity/environment etc. through photography.

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

MINIMUM ELIGIBILITY CRITERIA
The participant should have an interest in photography and storytelling.

PRE-REQUISITES
Nothing
Saurabh Srivastava is an Associate Faculty in New Media Design at NID’s Postgraduate Campus, Gandhinagar and also Head, Photography Lab at Paldi Campus. He has an experience spanning over 12 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 Graphical User Interface Design Principles, 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 Essay on Labour’s Life, 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).

**DURATION**
The programme will be of five days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings for the workshop sessions.

**INTAKE**
Participation will be limited to a maximum of twenty (on a first come first serve basis). Any one who has interest in photography can join and all in the creative field including designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

**FEE & REGISTRATION**
20,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax] To be paid by Demand Draft / Pay Order in the favor of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad. 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)**
Paldi, Ahmedabad 380 007
Tel: 079-26629-746,767 Fax: 079-26621167 / 26605240
Rupali: 09328136526
E-mail: ipp@nid.edu, industryprogrammes@nid.edu,
Web: www.nid.edu

A certificate of participation will be presented to the participants on successful completion of the module.