THE PHOTOGRAPHIC SOCIETY OF INDIA

JANUARY 2023

CLICK

DIGITAL MAGAZINE

FASHION PHOTOGRAPHY
by Tripti Roy

KAMBALA FESTIVAL
by Shekhar Mangaonkar

VOLUME- 24

CLICK
DIGITAL MAGAZINE

THE PHOTOGRAPHIC SOCIETY OF INDIA

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JANUARY 2023

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The views and opinions expressed in the articles published in this magazine are those of the authors and are not necessarily of the editorial team, PSI or the Managing Committee.

EDITORIAL

In this issue, we have covered three topics. Fashion Photography, Bird Photography, and Festival Photography.

Ms. Tripti Roy has written about Fashion Photography and its various aspects with fine examples of her work in that genre. Aspiring Fashion photographers shall learn a lot from the article.

Mr. Ghanasham Hadkar loves Bird Photography and travels a lot to photograph exotic birds in their natural habitat. He has captured different moods and behaviour of many bird species.

The Kambala festival of Karnataka is a traditional festival that goes back more than a thousand years. It is an exciting race in which men and buffalos take part. Thousands of people from Karnataka and other parts of the country gather to experience the thrill of the race. Mr. Shekhar Mangaonkar has very well captured the essence of the race in his camera.

The PSI managing committee is very grateful to all members, participants, and well-wishers who extended their cooperation in successfully holding the PSI Members' Exhibition at the Jehangir Art Gallery in January 2023. We hope to get the same support in our future endeavours also.

Rajendra Waghmare

Rajendra Waghmare
Chief Editor

RESULT OF MONTHLY COMPETITION : DECEMBER 2022

JUDGES : SHRI. VAIBHAV JAGUSTE & SHRI. SUBHASH JIRANGE

MEMBERS (COLOUR)

2

BEAUTIFUL EVENING
PRASAD MANTRI

3

NATURE'S FURRY
PRADIP KUMAR DAS

MEMBERS ACCEPTED ENTRIES (COLOUR)

CLOUDS
PRASAD MANTRI

GIRLS AT BANGANGA GHAT
SAYALI MADKAIKAR

BEGINNERS (COLOUR)

3

PATTANKODOLI
BABA
ZOYA LOBO

BEGINNERS ACCEPTED ENTRIES (COLOUR)

PATTANKODOLI CHHATRI
ZOYA LOBO

BEGINNERS ACCEPTED ENTRIES (COLOUR)

KOYAL WITH PAM TREE FRUIT
PRADIP PATIL

BAYA WEAVER
PRADIP PATIL

DARTERS FIGHT
FOR TERITORY
PRADIP PATIL

MEMBERS ACCEPTED ENTRIES (THEMATIC)

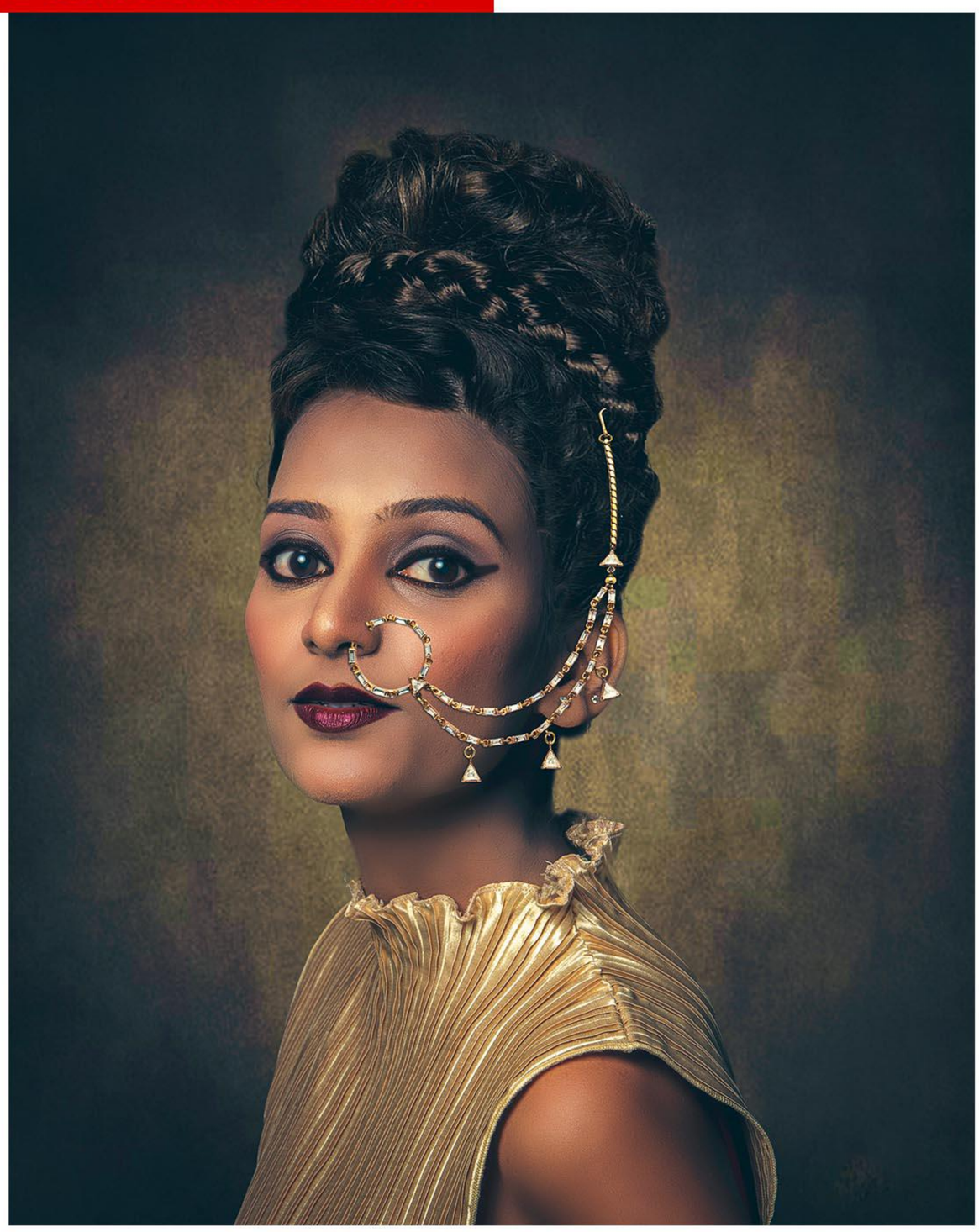
AIRCRAFT
NIKHIL PANCHAL

FASHION PHOTOGRAPHY

Fashion images, strictly speaking, are dedicated to showing clothing and other fashion items in the best possible terms; at their roots, it is marketing. It uses deeply ingrained human psychology to create an interest in and a desire for a product. Fashion images are trendy, hip, sexy, and vibrant. Fashion photographers use, locations to help communicate the brand story and promote the designer's goods. But not all fashion is high-end stuff. Open any clothing magazine, and you will see everyday people wearing everyday clothing, and yes, those are fashion photos too.

Types of Fashion Photography :

Fashion Photography includes a wide range of photography. The fashion industry is an extensive industry that includes different aspects of production and design. The majority of them make use of Photography in some or the other form. Hence it is further divided into many sub-genres based on the target client, skills, and budget. Few of the types of Fashion Photography include High Fashion Photography, Runway Fashion Photography, Editorial Fashion Photography, Look Book Photography, Catalogue Fashion Photography, Street Fashion Photography, and many more.



Editorial Photography :

Editorial Photography is generally aspirational, similar to lifestyle photography. Editorial fashion photography gets its name from the fact that it appears in books and magazines about fashion and photography. Editorial shoots can tell a product or brand's storyline, tell a tale, or depict a current trend. Photoshoots are frequently held on location, and the ambiance can vary greatly from one to the next. There is always a storyline behind every shoot.

High Fashion Photography :

High Fashion Photography is just not selling or exhibiting the garments, but it is also the selling or showcasing the creative vision and style of fashion businesses. The main idea here is to highlight the ideas and skills of all the creative parties involved: the clothes designer, the cosmetics, and the hairstylists.

Street fashion photography :

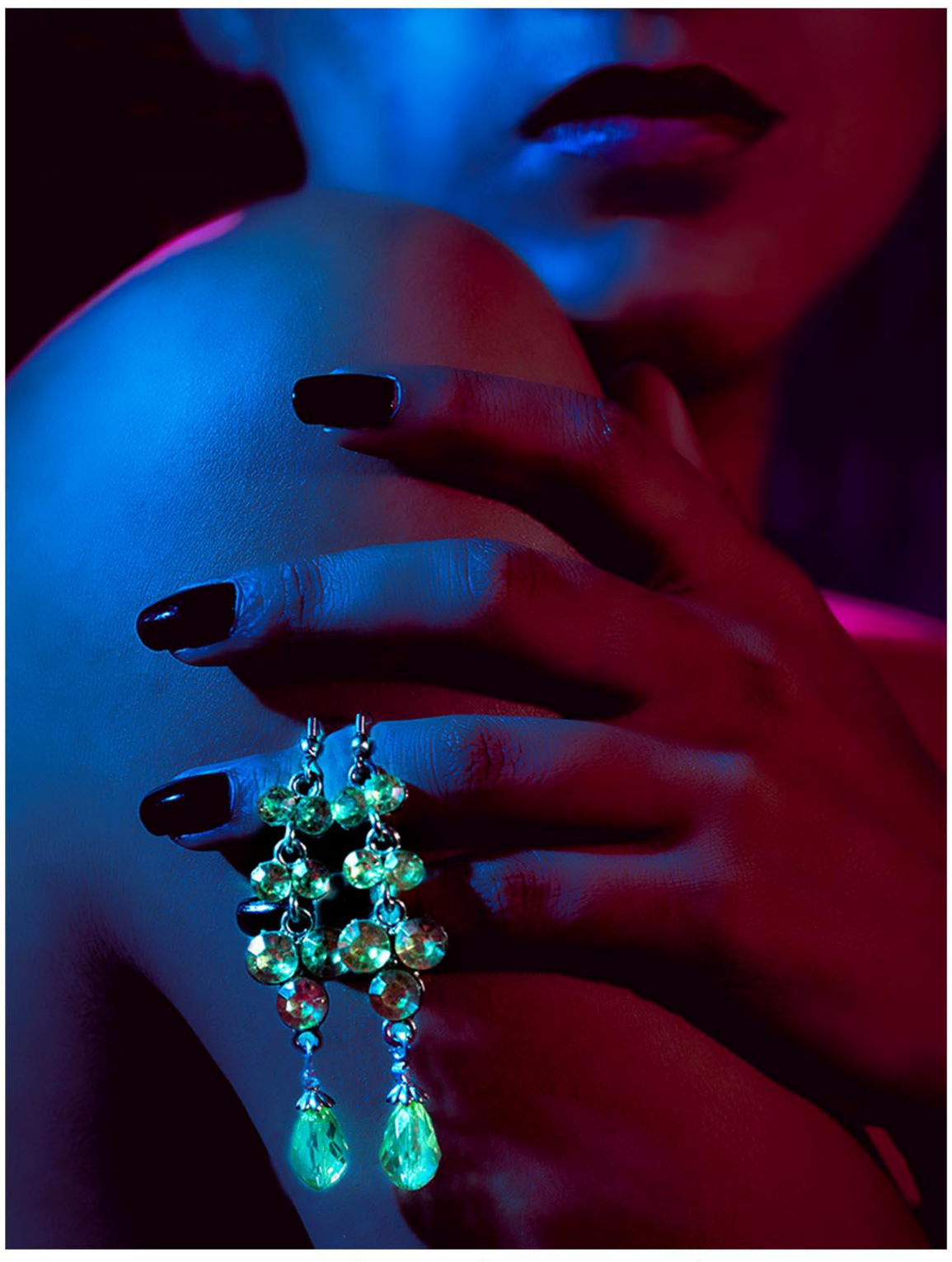
Street fashion photography, also known as street style photography, focuses on what people are wearing and the way it is styled in the real world. Street fashion photography started as a sub-genre of street photography in which people were photographed in their daily lives with a focus on displaying their individual sense of style. In Street Photography, candid photographs of real people in the streets look better.

Catalogue Fashion Photography :

Catalogue Fashion Photography in the form of a fashion catalogue displays fashion items in a clear and appealing manner so that buyers can get a feel for how they appear and fit before purchasing. The photo shoot is usually done in a studio with a neutral backdrop. For this style of photography, a variety of lighting setups are done.

Lighting :

Lighting makes or breaks the fashion image. The photographer needs to be able to create the photo aesthetic that the production manager is looking for, no matter the conditions. Most fashion images are done with very high key lighting techniques that minimize shadows and contrasts. When low key images are used, the shadows must be carefully controlled to flatter the model and the clothing. From harshly lit summer beach scenes to studio shoots with five strobes and colour gels, photographers must master what's entering the camera.



Fashion is one of the harder industries to break into. You need to build a great portfolio of your work first, which means working independently with aspiring models to pursue your mutual goals. Photographers can develop their portfolios to sell their skills in the industry. Most fashion shoots are a team effort.

Communication is Key :

Like all types of photography where you work with people, the key to landing really great images is clear communication. It's not just about telling your model what you want, it's about being friendly and making them feel confident and comfortable.

Communication is much more than just what you say. Your body language and non-verbal communication are much more powerful than what you say out loud. When you chimp and look at the photo you just took on your LCD, your model knows instantly whether or not it's going well or terribly. The more relaxed confidence you exude, the better.

Poses :

The best poses are the ones that connect the model to the background and props. How can you have your subject interact with the environment? Instead of having your model lean on the exotic sports car, try shooting them as they get in or out.

Do’s and Don’ts of Fashion Photography :

Do’s

- High-quality photography
- The model should convincingly fit into the product story.
- Respect the models and don’t try to get physical without permission.
- Maintain a good rapport with the model.
- Communicate and clearly define the guidelines to the model so that conflicts in the futures are minimized.

Do's :

- Always check the previous works of the selected/potential models as this will give you an idea about the variety of styles and look he/she can accentuate.
- Examine the environment/location carefully and find out unwanted shadows as they can spoil the Beauty of the shoot.
- Pay attention to the scene before taking photographs as it would result in saving image retouching time.
- Always be creative and think out of the way to narrate the story via fashion photoshoot.

Don'ts :

- A variety of lighting equipment is needed for fashion shots. Don't compromise with the lighting source.
- Fashion photography is teamwork, so every team member is, clothing stylist, hairstylist or makeup artist, let everyone demonstrate their creativity and add more vibrancy to the shoot.
- The storyline should be obvious in fashion photography as everyone on the sets should be well informed about what is demanded from them.
- This will help in delivering better-finished images coupled with natural emotions.
- The story in the fashion photo shoot should be brief and understandable.

Conclusion :

Fashion industry is an ever expanding venture and with the fast paced changes in photo and videographic techniques and cameras, the options are unlimited. The aspiring fashion photographers must not only endeavour to learn about photography, but also clothing, cosmetics, marketing and market based economic forces. The field is vast and requirement of fashion photographers is ever increasing and hence the field has a great scope for the budding photographers.

TRIPTI ROY
EFIAP, FFIP, Hon.FICS,Hon.GPA,
PESGSPC, Hon.TPAS, Artist-A.CPE

KAMBALA FESTIVAL

by SHEKHAR MANGAONKAR

Kambala is an ancient festival celebrated annually in the South Kannada District of the State of Karnataka. The festival involves the traditional race of buffaloes. This is a unique and very popular sport celebrated by the farming community after the harvest. The season of this festival starts in the month of November and lasts till March. A 140 meters long trench is dug in a big ground with a mud partition in between for the race. The trench is filled with water with a depth of one foot.

In the morning the villagers from different villages arrive at the venue bringing the buffaloes in trucks. The buffaloes are given a bath and then brought to the tracks after decorating them. The racing team consists of a pair of buffaloes and a runner who controls them. At a time, two teams compete in the race.

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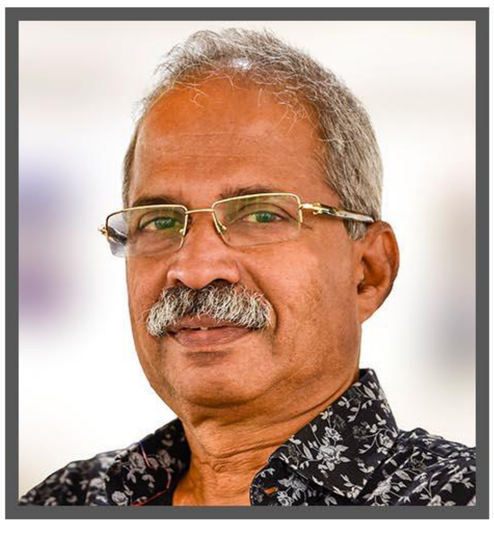
The buffaloes as well as the runners are so strong and fast, that they complete the race in just a few seconds.

A large crowd gathers to see this very exciting race which goes on for two days. The runners and the buffaloes train throughout the year. It is considered very honorable to win this race.



SHEKHAR MANGAONKAR

BIRD PHOTOGRAPHY

Birds are the wonders of nature. Since I am very much fascinated by them, '**Bird Photography**' is my favorite genre. I am always in awe of their colors, shapes, and movements. I have extensively traveled to different parts of our country to capture these wonderful moments in nature.

MEGHSHAM HADKAR
APSI

PSI MEMBERS' PHOTOGRAPHY EXHIBITION

24th JANUARY TO 30th JANUARY 2023

HELD AT THE JEHANGIR ART GALLERY

The PSI Members' Exhibition was successfully held at the Jehangir Art Gallery from the 24th to the 30th of January 2023. The renowned Photojournalist, Padma Shri **Shri Sudharak Olwe** graced the function as the Chief Guest of the Inaugural Function, and **Shri Vikram Bava**, a famous Fashion Photographer was the Guest of Honour.

50 PSI members exhibited 115 of their best images at the prestigious gallery. The display of images was very much appreciated by all visitors. Here are some highlights of the exhibition.

SHRI. VIKRAM BAWA
SHRI. SUDHARAK OLWE
SHRI. ANAND NIRGUDE

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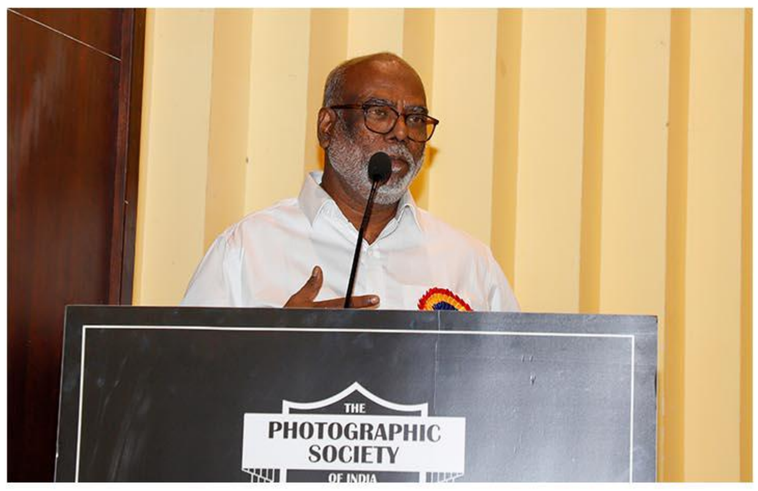
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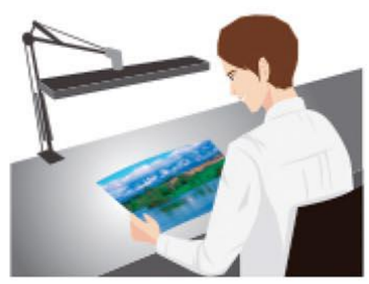

Recommended Screen-to-Print Setup

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ColorEdge® CS Series

Printer

PRO-300

SC-P700

Retouching Software

Adobe Photoshop

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