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**VOLUME 3**

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# MESSAGE

## FROM THE EDITORIAL TEAM



George R. R Martin summed up a thousand surprises in no more than three words with the widely famous, placonic quote, “Winter is coming.” As the blistering summers and whimsical monsoons passed by, the season of obscurities began to settle in the Land of Legends, Gujarat. The cold winds and a soft sunshine trapped in the trees, the ubiquitous silence and the mysterious landscapes in haze and stillness render this year-end season enigmatic and wrapped in wonder. The muffled voices, the endless struggle to find warmth and the ephemeral relief after sunrise- winters charm and awe us with its atmosphere inspiring an array of metaphors and euphemisms. We soar in summers, soak in the monsoons and seek in the winters; seek more of the yellow rays penetrating from the pale sky, seek an early sunrise in a chilling-to-the-bone long night and paradoxically seek an unending night when it’s time to kiss a goodbye to a peaceful sleep.

One wonders why winters have been subjected to disparaging views and used to connote a negative, mundane, senescent condition more often than not. Winters inspire. The spring and summer impulses and the autumn inactivity are pacified by the dropping temperatures of a placid winter. And most importantly, it unveils that what we seek outside is unwaveringly always found within. The heat, vivacity and light that we run behind and look for, are products of our own existence. Run a few miles and you don’t need layers of wool around yourself, ignite a passion to achieve more and the bitter cold atmosphere no more makes you shiver, embrace your dear ones and you no more seek warmth and become the source of it instead.

On this note, we at Mirror, wish you a scintillating and shimmering Winter !

# AUDIT COURSE

## CHINESE BRUSH PAINTING

School of Liberal Studies, PDPU organised a two day "Chinese Brush Painting workshop" as a part of the Audit course for the first year students on 1st & 2nd November 2014.

The workshop was conducted in collaboration with IDEAL, Ahmedabad. Ms. Asha Mandapa and Ms. Seema Agrawal initiated the workshop by exposing the students to the different styles of Chinese paintings on wardrobes, cabinets, stone, rice paper and wood. They then taught the students, the basic strokes and nuances of the art form which comprised of all the natural elements. In the next session, the faculty helped students visualise various compositions and landscapes, thereby letting out the creative genius within them.

The workshop was a great learning experience for all the students, as could understand the Chinese culture, the choice of colours to be used and finally create their own work of art.

-Moksha Pillai  
SLS '14

## VEGETABLE DYE PAINTING

School of Liberal Studies, Pandit Deendayal Petroleum University, organized a two-day workshop for the first year students on the dying art of Vegetable dye painting on 8<sup>th</sup> and 9<sup>th</sup> Nov 2014.

Vegetable dye painting is a form of organic painting, which uses natural substances as dye. The workshop was conducted by Mr. Sanjay M. Chitara. His have learned this art through generations. The two day event began with an introduction with basic techniques to draw the basic outlines on the figures, and the base coloring technique by using the bamboo reeds. The second day consisted of important techniques of processing some of the dye colors and showing various components of the natural dye and how to apply them in various techniques.

The experience was very enriching and we learnt a lot about these techniques and hope to keep this dying tradition alive.

-Ninaad Ghoshal  
SLS'14



# AUDIT COURSE




## PITHORA ART

School of Liberal Studies organized “Pithora Art” as a part of the Audit Course for the first year students on 8<sup>th</sup> and 9<sup>th</sup> November, 2014.

The session initiated with the introduction to Pithora Art. Then the students were taught how to draw the typical Pithora art drawings. Each student was provided with a kit consisting on two handmade paper bags, a handmade paper file and the basic stationary. The students practiced thoroughly on the papers and then drew on the paper bags and file. They were taught how to use limited colours and make the picture vibrant and beautiful. The student produced beautifully painted bags and files. Each was different from another in terms of design and colour.

It was an informative and interactive session where the students learnt the art of Pithora, an art form which is slowly fading away.

-Saanya Sinha  
SLS '14



# OFF THE TANGENT

## ADVERTISING AND EDITORIAL PHOTOGRAPHER

**Industries:** Advertising and Marketing Communications | Photo Imaging | Publishing

**Departments:** Photographers

### The Lowdown

- Taking advertising photographs that are used to help describe and sell a product or idea
- Taking editorial photographs that are used to illustrate and enhance a story or report, used widely in newspapers, magazines, newsletters, books and websites

### Is this role right for me?

To do this role, you will need to:

- enjoy travel, meeting people and solving visual challenges
- be able to interpret ideas and stories through original and emotive photographic images
- understand the principles of composition, and have an appreciation of shape, form, colour and tone
- be organised, practical and creative
- have a calm, friendly attitude, coping well with busy and stressful situations
- be highly motivated and self-confident in order to promote yourself
- have good communication skills
- be skilled in image-manipulation and image-management software

### What does an Advertising and Editorial Photographer do?

Advertising Photographers produce images that support a marketing idea in answer to a photographic brief given to them by a client, a designer or an advertising agency.

This can involve any subject matter, but is often categorised into specialist areas: still life, portraiture and landscape. Some work is carried out on location, but much is done in studios, using studio flash lighting and a variety of props and accessories.

Other Advertising Photographers choose to be self-employed and often operate their own studios. They are commissioned to produce high-quality photographs that sell the benefits of a product or reinforce brand awareness. They secure new work on the strength of past campaigns. Their original take on the subject matter is based on a thorough knowledge of the visual arts and the history of advertising photography.

They often specialise in a specific area, such as food, furniture, engineering, cars or financial services.



# OFF THE TANGENT

They continually market themselves, through agents (who take a percentage commission), personal contacts and other forms of networking.

Editorial Photographers produce images to accompany feature articles in newspapers, magazines and websites, chapters in books and text in company brochures.

Since these publications cover almost every area of interest, photographers with a background in many different disciplines may be involved in this field, working both in studios and on location. Photographers are usually briefed by the publication's editor or picture editor. It is then the photographer's job to shoot images that will answer the brief and satisfy or exceed editorial expectations.


## Will I need a qualification?

There isn't a set qualification required to work as an Advertising or Editorial Photographer. Progressing in your career is about having a strong portfolio, track record and reputation.

There are many excellent college courses around the UK which could provide you with a sound technical grounding, as well as access to work placement schemes.

If you are considering taking a photo imaging course in higher education, the following courses have been rigorously assessed by the photo imaging industry and awarded the Creative Skillset Tick for the high standard of education they provide and the extent to which they prepare you for a photo imaging career:

## Photo Imaging Courses Awarded The Creative Skillset Tick:

- The **LBIPP offered by the BIPP** (British Institute of Professional Photography) has a good reputation with employers.
  - Employers may support work-based qualifications, such as Apprenticeships and NVQ/SVQs.
  - Membership of the **British Institute of Professional Photography (BIPP)**, the **Association of Photographers (AOP)** and the **Master Photographers Association (MPA)** may also be beneficial to you. The BIPP and the MPA offer a range of qualifications that enable a candidate to benchmark their skills against other successful practitioners working in the industry.
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# SLS MIRROR RECOMMENDS

## Websites:

**Cosmo Learning**: Aggregator of free, online video lessons and documentaries.  
[www.cosmolearning.com](http://www.cosmolearning.com)

**Coursera**: Lectures taught by world-class professors and reinforced through interactive exercises.  
[www.coursera.org](http://www.coursera.org)

## Blogs:

**Girl with a one-track mind**: Following in the footsteps of Belle de Jour – the anonymous blogger claiming to be a sex worker – the girl with a one track mind started writing in open, explicit terms about her lively sex life in 2004. By 2006, the blog was bookified and published by Ebury, and spent much time on best-seller lists, beach towels and hidden behind the newspapers of serious-looking commuters. Though she was keen to retain her anonymity and continue her career in the film industry, author 'Abby Lee' was soon outed as north Londoner Zoe Margolis by a Sunday newspaper.

**Mashable**: Founded by Peter Cashmore in 2005, Mashable is a social-networking news blog, reporting on and reviewing the latest developments, applications and features available in or for MySpace, Facebook, Bebo and countless lesser-known social-networking sites and services, with a special emphasis on functionality. The blog's name Mashable is derived from Mashup, a term for the fusing of multiple web services. Readers range from top web 2.0 developers to savvy 13-year-olds wishing for the latest plug-ins to pimp up their MySpace pages.

# THE EDITORIAL TEAM

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