



PSYCHOLOGY OF TAKING A GOOD PICTURE

BY KEYUR MEHTA

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I'm a Mumbai based portrait and lifestyle photographer with a minimalist, editorial approach, and a big heart for natural light. There's no such thing as a not photogenic person. Portrait photography is an art of discovering a person, observing and finding those features that make them so unique and special. Then you just grab a camera and that's when it clicks. show the viewer exactly that.

my way of working is simple.... Find Inspiration - Develop the image - Produce Concepts - Deliver Creative Outcome. Of course all of that along with a cup of coffee.

Over a cup of coffee my dear friend Famida Raeen smashed the idea of me writing this book and this book has everything she had to ask me from a layman's point of view about photography. Beyond the technicalities, the book also speaks about my journey with photography through an artist point of view and that a camera is merely a tool – the true magic lies in the photographer's unique perspective. That's everything from behind the camera.

This book is dedicated to my Family, my mentors and my students who are the future talents and those who helped me become a better photographer.

In conclusion, "The Journey Within" is a must-read for photography enthusiasts of all levels. It has a blend of technical guidance, artistic inspiration, and insights from the masters, where photography is used as a powerful means of storytelling and self-expression.

I invite you all on a captivating journey into the multifaceted world of photography. This book serves a comprehensive guide, from the technical and artistic aspects that make photography a dynamic and expressive medium, of what goes through the mind, while taking a photograph.

Welcome to the world where time stands still.

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PROLOGUE

We will be solving challenges on photography like how to do it? is there any right way to do it, the technical topics of operating Camera and controlling external lights, removing creative blockage and how to bring Ideas to reality through the medium of photography. What are the different type of photography and how to thrive doing photography but first things first let's understand what is photography, why do we do it, where to do it and who does it?

1.

WHAT, WHY AND WHERE.

What is photography? - I believe it has got something to do with the Camera, Models, Sexy Cars, Yummy looking Food, Fancy Restaurants.....ohhh yeah bloggers and their fashion sense. Well I'm going to keep it simple for you. **Its is a medium of communication** that involves eyes as a medium to communicate.

so what a writer does with his pen,
what an artist does with his paint brush
what a speaker does as he narrates or speak.
what an actor does when he express.
is what a photographer does when he clicks.

Which brings me to the next question **Why do we do photography?** - the answer is simple to express. Expressions cannot be measured but the visual photograph can surely justify the level of impact it holds on our subjects mind. Photograph can also describe something where words aren't enough. for example defining a shade of colour, the texture, the size of an object or may be a piece of cake.

and **where can we do it?** - any where wherever there is light. because to tell a story through a medium of camera (photography). you require three things.

1. Light
2. Subject - any physical subject that your eyes can see or describe.
3. Camera - a medium to describe your subject/story.

Planning your **'when'** is equally important for Where you're shooting. If its all about the location do research on where you're planning going to shoot. Do not overlook weather! A near by location is still good to

begin with, no need to travel far. A tripod is a very handy investment that many don't invest in. You can experiment a lot with shutter speed if you have a tripod handy.

Get up early the Golden light in morning and late afternoon are much better for your subjects rather than trying to take on the heat the entire day. Let's get a bit closer where isn't only about the place it can also be applied from where are you taking a photograph. Yes I'm talking about the camera angle. Vary the height you're taking a picture from taking the camera higher can add the God like feel to your image its like giving higher importance to your viewer and taking the camera at a Lower angle can add importance to your subject. Revisit the your where frequently and seasonally don't forget to enjoy light during different time of the day. The world we live in is diverse and beautiful and there is a world that in your mind another place where you live in. You might not get a pretty picture all the time. Its more important to portray what you feel about your where. Showing the human impact on the world, also on the world within you.

now the question is **do we need a professional camera?** - A professional camera has nothing to do with the creative part of photography or your story telling, but it has got everything to do with the technical and logical aspect of photography, A professional camera helps you to control the amount of light, the focus length. Setting a white tone or the sharpness of an image or adding of filter *which is quite popular in this generation* can be done on any other digital camera which includes your mobile camera as-well.

so why do photographers crave for a Single-lens reflex to take an image over any other digital camera. well what gives a DSLR an upper hand over any other digital camera is the ability to control the focus length. Thanks to technology even a (digital) phone camera is able to give you result closer to that of a DSLR. Adding depth in an image through DSLR is an outcome of optical process on the other hand, mobile phone manufacturers have started computation- ally producing shallow depth-of-field images. The most common technique is to include two cameras to apply stereo algorithms to captured image pairs to compute a depth map. in which one of the images is then blurred according to this depth-map.

Learning or operating a camera is a whole lot of technical/logical thing to do, but 'Art' it dwells in the eye of the beholder and it is everywhere. Now it come to you, how do you wish to describe your subject or story.

Once you know what is the core reason to do photography? Now let's understand the concept of photography in terms of its ARTISTIC and the TECHNICAL aspect.

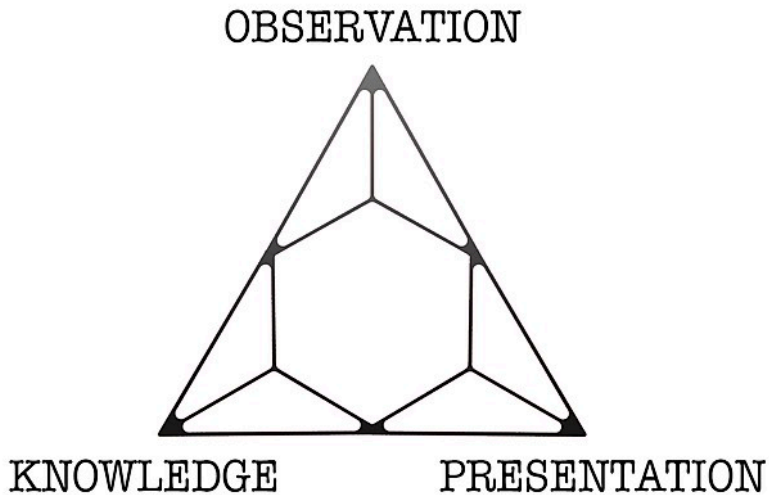
we all know that photography is a form of ART? but the only and everything thing you do is applying the logic, like considering every elements around you, the source of light, opening aperture just right, and setting the right shutter speed. you consider the angle, the details, the colour, the texture so you can justify your subject and try to create an image which is closest to how your subject looks in real life, keeping the ideology behind taking the photograph so that there is no communication error. Coz we might not be able to define the exact shade of the colour on the object. or the angle of the curve on it. But got damn my photograph will.. so where is ART is this? coz all we have done is applied logic.

Understand the difference learning to operate camera is not the same as creating stories out of camera. *Engineers do drawing as-well. and so does an artist. but that doesn't mean an artist applies any less of logic to create a piece of art.*

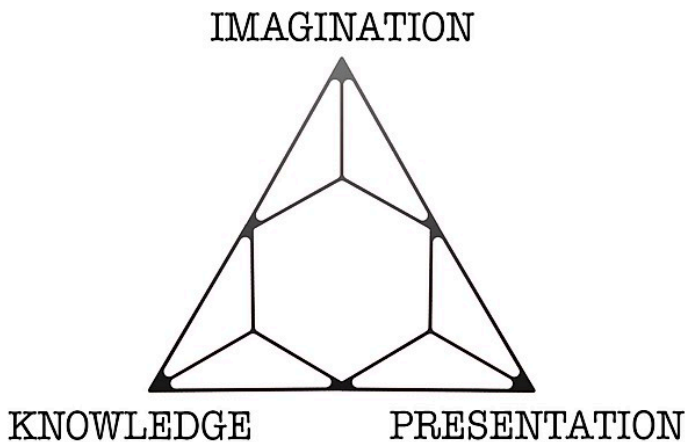
It is important to know what you are doing, gain knowledge coz that will help you to understand the logic behind your art and more importantly it will help you to execute it. Coz when you have good knowledge about the field of your domain. you would know what to do with the camera or gear you have in your hand at what speed do you need to click the image. how the image will turn out to be if I use different lens and even controlling the external lights. I have keen interest in Psychology, it helped me to understand people and observe them and that *every emotion has a beginning, a saturation point and a state of rest.* As a photographer (artist) you must know when to capture it. to be attentive and keep eye on the subject.

Photography has two approach of doing it

1. Capturing and
2. Creating



CAPTURING - When you're capturing an Image (story, object, scape, portrait), all you do is observe and understand and calculate and do all of it at once. it is an on going process that starts as soon as you hold your camera and ends at the moment you click. The cycle goes on... It is very important to be attentive when you're capturing an image because here you get to pick your story, in an environment that you might not be able to control. You surely can take multiple shots of it and time is the price you pay to capture it.



CREATING - The process of creating an image is entirely different, coz you don't get to pick your story here, rather you're creating a piece of art through a medium of photography. so your camera is more of a tool here (*like a paint brush for an artist*). The process starts with an imagination backed by the ideology of how your final Image would look like. so here you get to pick you space be it a studio or outdoor, you wish to work with ambient light or studio, Here you get to control every element involved in the process of creating an image.

It all comes down to the amount of knowledge you have, to execute your imagination or how well defined your story will look like in an image. The knowledge you have is the backbone of executing anything you wish to work on, be it capturing an image or creating one. It will help you to seize the most from an uncontrollable environment to everything you have on your mind, something as simple as a powerful imagination. Straight from out of this world.

so is photography an Art or no Art? well I would say ART is everywhere, even in the most simplest thing, something as simple as applying LOGIC.

For more than a decade now, I have tried to seek my own personal style, and path in photography. This journey has led me through life in so many incredible ways. I have learned so many valuable lessons in photography (and life) which has transformed me as a human being. Well talking about photography there is literally not much to it other than taking your camera out and just going at it. As you go about with it you gain knowledge in multiple of disciplines. **A good photographer must have in-depth knowledge in multiple of disciplines. A photographer must be not only an artist, but also a mathematician, and a physicist—and, of course, part psychologist just to deal with the personalities of the models, directors, clients, and support staff. It also helps to have a firm knowledge of business practices.** My particular interest has been in street photography; capturing moments of everyday life in public settings. I have always been drawn to my fellow human beings, and street photography has helped me become a more empathetic human being.

If you remember the movie 'Karate Kid' where mr Han said to Chou Dre. That staying still and doing nothing are completely two different things '

That hit me differently all thanks to photography.

Ultimately, **photography is photography** And you need to have some kind of idea of what exactly you wish to convey what is your story what topic you wish to talk about and the most important thing how do you wish to tell your story will make all the difference. I started my career as a press photographer but I have discovered in my path that it doesn't matter what you shoot. What matters is how do you feel in the process of photographing (or rather creating art). What matters is in this process of creating art or communicating through camera are you willing to step outside of your comfort zone, hold your breath a little longer or sweat and other sweat and whether you are able to give your hundred percent and that your identity is reflected in your photograph or artwork.

Later in my life I felt that I could serve the purpose of my life in a better way by producing knowledge, and distilling information and lessons I've learned about photography to the masses. I am certainly

not a "master" myself; just a humble student dedicated to a life-long pursuit of learning. Everything I share in this book is a distillation of the lessons I've learned from my mentors of photography to making notes for my students.

Don't take everything in this book as "truth." Rather, see what inspires you towards photography as your personal guides. Take these lessons like the amount of sugar you like in your coffee and make most of it. The idea here is not to make you my version of yourself but to help you develop a better version of yourself.

Find yourself through the book, and discover the photographer (Artist) you are. Ultimately the aim is to find your own personal style in photography, "*Know yourself*" and find the greatest wisdom in this journey of life while you click it.

OVERVIEW

There are different genre when it comes to creating a piece of Art. It's very important to know what interests you, what you wish to capture and how you wish to capture. Whether it's an event, a person, landscapes, cities or an object. Let's organise our thoughts and fields of interest before getting carried away in this flow of life with a camera in your hand and try to capture everything meaninglessly.

1) EVENT PHOTOGRAPHY

Events are just amazing to begin with. This be any small family function, from weddings to networking events and of course [concert photography](#). Here you get an entire event with a good timeline to work on, and **the best thing I got to learn from event photography is to know where to stand and make the most of lenses.** Since the demand for event photography is at an all-time high. It seems that every occasion must be captured and later shared online in order to hold some sort of value, especially when it comes to celebrations and business events. If you're thinking of [becoming an event photographer](#), you should start by strengthening your people skills and talk to businesses around your area. As an Event photographers you will have to think on your feet and be prepared for any situation. You need to be able to anticipate what's going to happen next, and be in the right place at the right time to capture the best shots.



This image is one of my Favourite Indian Rock Band “INDIAN OCEAN” The best part about capturing such events is that you as a photographers are in the flow with the event and the song and its a lot easier to anticipate the movement of your subject.

2) STREET PHOTOGRAPHY

Street photography is one thing you shouldn't skip. it teaches you a lot about which story to pick out of a whole lot of life bunch happening around you, so once you have started to romance with your camera. taking it out for a walk is the best thing you can do to develop your observation skills. Often associated with capturing the everyday life of people in urban environments, but it can also include rural and suburban settings. Street photography is about capturing the essence of a place and its people, and it often involves capturing the unexpected and spontaneous moments that happen in public spaces. As Street (Documentary) photographers aim to capture raw, real-life situations and shed light on remarkable events and stories. One of the common mistakes that many beginning street photographers make is this: **they don't get close enough**. We have many fears and excuses for not getting closer to subject while on street. We are worried about making other people feel uncomfortable, and worried that strangers might call the police on us. Realise that **this is all in your head**. Try to be more Ethical considering taking photographs in public spaces. If you're out there trying to capture stories and portrait from the street your camera itself wont be enough you will need your guts as well.



3) LANDSCAPE PHOTOGRAPHY

As easy as it seems, but the reality is a whole lot different. Images capturing the beauty of the great outdoors, beaches, forests, mountains and deserts, are all considered [landscape photography](#). This type of photography is usually focused on large scenes, but can also show more intimate details of natural elements. While anyone with a camera can take a picture of the view in front of them, **it takes a lot of talent, technical knowledge, and hard work to capture beautiful landscape photos** that allow viewers to feel as if they were part of the scene. Its not only a great way to explore places but your camera settings too. Lights at the dawn and twilight are the best. Tripod, and Filters could be a great investment here. **Develop a habit to plan your day and have patience to wait for the right conditions, while being aware of the environmental considerations.**



After coming across this scape I was instantly taken to my childhood memories of drawing classes, where I would draw a hut and a tree besides on amongst the initial things I've filled my drawing frames with. This photograph is more of a tribute to my childhood memories.

4) FASHION PHOTOGRAPHY

Fashion Photography focus on capturing visually outstanding portraits of models wearing trendy clothes, shoes, and accessories.

It's clear that when it comes to glamour and big names, fashion photography is the place to be. You'll need a great deal of technical knowledge, an eye for fashion, and strong people skills. be familiar with studio and lighting equipment, and be able to work in a variety of lighting conditions. Using light and its direction to make your subject stand out is the real deal. Fashion photography often involves a lot of post-processing and image retouching, to achieve a specific look and feel. Get familiar with image editing software and techniques, and be able to use them to enhance the final images. At the end of the day it's the lifestyle you're talking about.



Fashion isn't only about displaying the cloths or style. Its a reflection of your mood and the vibe you spread. Fashion photography starts way before you communicate with your muse it start when you acknowledge the presence of personality around you which is eventually framed.

5) ARCHITECTURE PHOTOGRAPHY

Imagery revolving around buildings (both interiors and exteriors) structural details, and cityscapes fall under the architecture photography division. Sometimes referred to as [urban photography](#), **this type of photography requires specific techniques and gear to avoid perspective and distortion issues.** If you think from right side of your brain, Architecture photography is something that you'll enjoy a lot. you can blend it with your ideas and it will surely click before you hit the shutter. Looking for shapes, Patterns and repetition in your image to make it more engaging and artistic. (*Don't forget to look up*)



The repetition of the design and the most common perspective itself is enough to create such artwork. All you need to do is click.

6) CITY-SCAPE PHOTOGRAPHY

I know you've heard of landscape photography which has got everything to do with the details of nature. Architecture photography which has everything to do with Man Made Monuments(structure). how about trying to blend them both!. you don't need to go to a beautiful place to capture beautiful images. nor you will need a whole lot of observation skills to develop a story out of human life. A type of photography that captures the beauty and design of a city, it's a type of photography that requires good technical skills, a keen eye for composition and lighting **This is a frame where you blend nature's beauty with man made details and in return you get to learn a whole lot about balancing light. so you get two at a price of one.**



Many evening I've spend at this space just to see how nature plays with the hues with every passing season.

7) ASTROPHOTOGRAPHY

If your dreams don't let you sleep, and you often try to reach a quiet open space away from the city where you can enjoy stars.

Astrophotography is where you can find your space. I mean literally your own space as it captures areas of the night sky, astronomical objects, and celestial events far away from city lights (light pollution). There are several types of astrophotography, including deep space, the solar system, wide-field, and time-lapse. Many consider astrophotography the most humbling among all types of photography. Not only does it make us realise that we are only a speck of dust in this vast universe, but it's also incredibly demanding from a technical point of view. Thanks to advancement in technology capturing fine details in space is more accessible for hobbyists and enthusiasts. You might be wanting to invest in a good lens along with a heavy duty, rock solid Tripod.



This is the same place that tributes to my childhood memories and the night beneath the stars, an hours long shutter speed, lots of patience and some editing skills is all you need to create such memories.

8) COMMERCIAL PHOTOGRAPHY

Business on your mind and want to make most out of your photography skills. Essentially, commercial photography is the name given to any kind of images taken with the intent of selling or promoting a product or service. Because of the long list of genres that can actually be considered commercial photography at a certain time, this is often considered one of the most complex types of photography. If you want to [become a professional photographer](#), commercial photography is most definitely something you should work towards. Commercial photographers often use a variety of camera angles, lenses, and poses to create visually interesting and dynamic images.



9) FOOD PHOTOGRAPHY

Food photographers shoot everything related to well, food. From raw ingredients and cooking to styling and food-centric scenes, these images will have you drooling all over your phone. Not that long ago food photography was a niche limited to commercial work, primarily advertising and editorial. However, thanks to social media it has become one of the fastest-growing types of photography. Instagram photography accounts of all types are full of drool-worthy images, and food-related photography hashtags accumulate millions of pictures every day. it's a type of photography that requires good technical skills, a keen eye for composition, lighting, and styling, the ability to work well with food stylists, as well as post-processing and image retouching skills.



A good food photography could be as good as 'yummy'.

10) FINE ART PHOTOGRAPHY

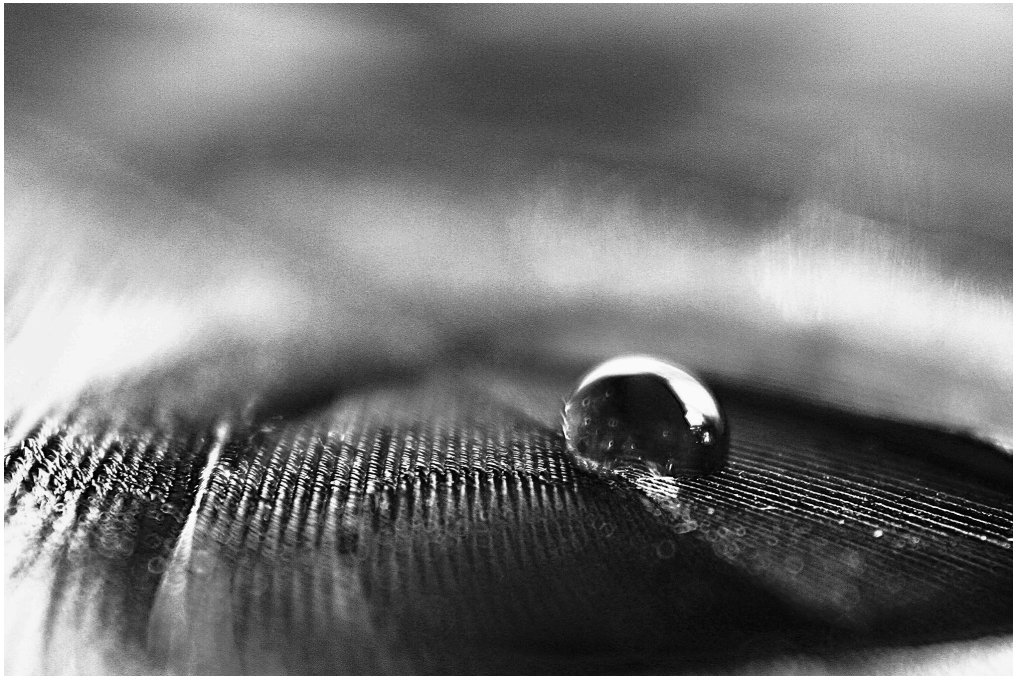
If you're an artist and trying to create an artwork through a medium of camera, [fine art photography](#) is the closest one can get to pure artistic expression in the discipline. While other genres follow certain technical and compositional rules, this type of photography focuses on the aesthetic or imaginative meaning of a scene or subject.

Because of this, developing a [personal photography style](#) is incredibly important. Fine art photographers create artistic statements aimed to be displayed in galleries and sold as tangible art pieces. You have not tried it all if you haven't broken any rules. Many artist are often under pressure while they are creating something as they try to think or create something outside the box. Here's a piece of advice. **'Think well within the box explore everything within the box. Moving out wont seem so difficult then.'**



11) MACRO PHOTOGRAPHY

One of the most fulfilling sides of photography is having the opportunity to admire subjects and scenes in unimaginable ways. Such is the case with macro photography, where extreme close-ups of small objects and creatures are captured in order to obtain images in which the size of the subject is larger than in real life. While flowers and insects might be the most common figures of this type of photography, the right camera accessories will allow you to capture macro images of anything. Macro photography isn't about capturing images of small subjects but enlarging the micro details of your subject. It will test your ability to work with small subjects and be able to position them in a way that highlights their best features.



Just a curious mind exploring the small details in life.

12) PORTRAIT PHOTOGRAPHY

Also known as portraiture, portrait photography includes any type of images focused on expressing people's expressions and character. These include anything from headshots and family portraits to fine art shots and newborn photography. Generally, professionals in this type of photography own a studio where they invite clients for photoshoots.

The true essence of portrait photography is in capturing the subject in its most natural environment. Our character are often guarded by our personality, the real deal is to reach the character when you're taking a portrait that's when the picture will have depth of characters in it.



The most beautiful portraits are captured right after a good conversation. That the time when true emotions of a person is easily visible. And as a photographer you should set the right mood (I'm talking about the light).

13) TRAVEL PHOTOGRAPHY

The broadest among all types of photography is probably travel photography, for it comprises any other genre as long as you have moved out of your comfort zone to capture it. Despite this all-embracing description, we usually use the term travel photography to refer to the act of documenting an unfamiliar location through the landscape, portrait, food, and street photography. Including people in your shots can also help to convey a sense of place and give the viewer a sense of what it's like to be there.. Many lists making money as a travel photographer as a dream job, a goal that is now more feasible than ever thanks to social media and technological advancements.



Travel photography is a lot about your interaction with environment you are in be it people, or things you come across and everything which adds to your memories.

15) PET PHOTOGRAPHY

Halfway between shooting portraits and wildlife, we find pet photography. Just like with human portraits, the goal of this type of photography is to capture beautiful pictures that perfectly represent the nature of beloved pets. While dogs make up most of the market demand, there is a chance you might end up working with cats, rabbits, birds, and even reptiles. If you love domestic animals as much as you love photography, this is simply the perfect professional fit. Furthermore, if this is a passion of yours, it's possible to apply these skills to a volunteer job with a rescue organisation to help your furry friends find their forever homes.



Do not restrict yourself or settle down trying to portrait your pets. The moments spent with them holds more value.

16) WILDLIFE PHOTOGRAPHY

Wildlife photography is a captivating art form that unveils the beauty and mysteries of the animal kingdom. Through the lens, photographers freeze moments of untamed grace, showcasing the raw and authentic lives of creatures big and small. Each frame tells a story of survival, resilience, and the delicate balance of nature. The artistry lies not only in technical skill but in the patience and passion required to capture these fleeting glimpses of the wild. Wildlife photography not only documents the diversity of life but also inspires awe, fostering a profound connection between the viewer and the untamed world.”



This one specially took lots of guts from me. I held the camera in my right hand and in my left hand I held this beautiful creature. I had to sync my thoughts and convey only through vibes that my subject her needs to be still or at least I need to flow with it. Keeping my eyes and mind opened and focus just for a sake of click.

17) WEDDING PHOTOGRAPHY

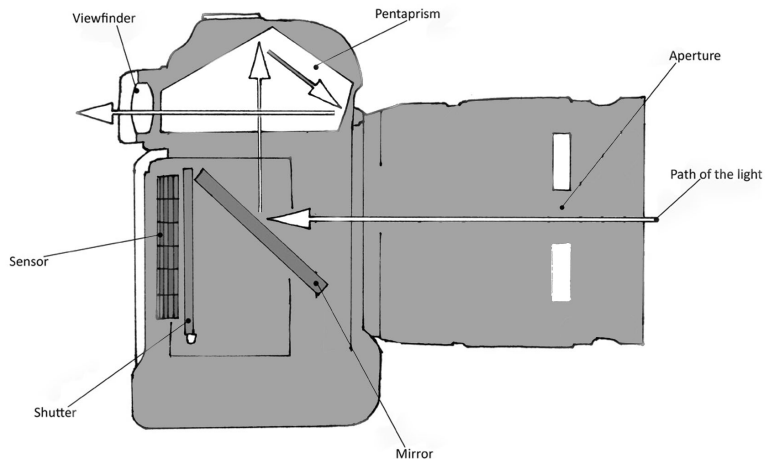
When it comes to making money as a photographer, wedding photography is generally a popular choice. Not only do you get to be a significant part of the happiest day of many people's lives, but you can also make a solid photography career out of it. Of course, being a wedding photographer comes with great responsibility and really need to master TIME MANAGEMENT a long list of technical and personal skills to master in order to succeed.



Weaving moments and emotion into a timeless frame. Preserving smiles, tears and the magic of new beginning wedding photography is all about that.

Next step towards photography is learning how to operate camera. Let's see what happens when we press the exposure button:

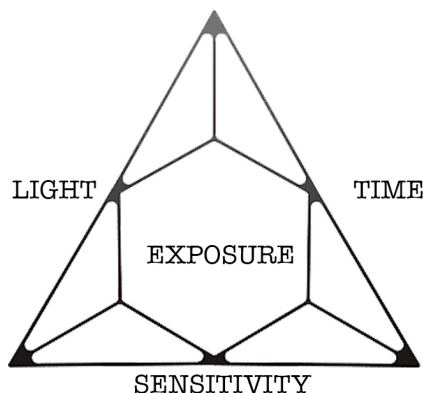
1. A volume of Light enters through lens via aperture (lens opening)
2. Shutter speed is the amount of time for which the light gets recorded on the camera sensor
3. Light is recorded on camera sensor is then process to make our photo which is saved on memory card.



These are the three pillars on which the concept of taking picture is based on in your camera.

1. Shutter speed or shutter stop
2. Aperture
3. ISO

Moving forward lets understand them one by one



2.

EXPOSURE TRIANGLE & SCALE

1) SHUTTER SPEED.

- If you need more light - The shutter will be open for a longer duration
- If you need less light - The shutter will be open for a shorter duration
- Shutter Speeds are measured in seconds and fractions of a second

However the primary function of shutter speed controls the light but its secondary function is to control the amount of motion. Let me reframe the sentence considering the motions

- If you need more Motion - The shutter will be open for a longer duration
- If you need less Motion or no motion - The shutter will be open for a shorter duration

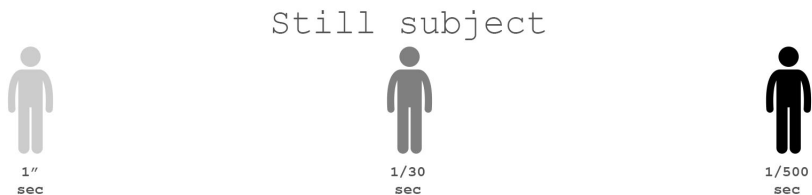
now you must be thinking what if I need more motion during day time and by opening shutter for a longer time will just make the image over exposed to light resulting in very bright image which is exactly where Aperture and ISO will come to your rescue.

CONTROLLING MOTION IN YOUR IMAGES ALLOWS YOU TO ADD DRAMA AND SOPHISTICATION TO YOUR IMAGES. WHETHER YOU WANT TO FREEZE YOUR SUBJECT WHICH IS IN ACTION OR YOU WANT YOUR SUBJECT WITH MOTION BLUR.

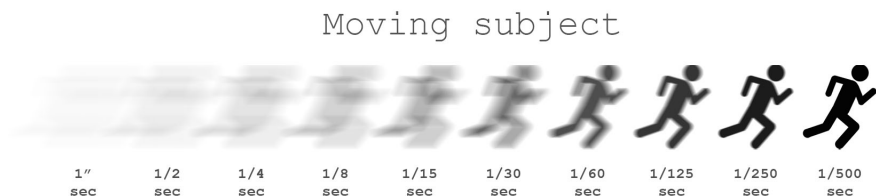
There are four conditions how motion can be portrayed in an image.

1). Everything still - Here all the elements in the frame are still be it foreground, Mid Ground and the Back ground.(that includes the camera). Still subject with a still back ground like a macro shot, a portrait, Interior or architecture shot, Food photography. There are two external factors

that helps you achieve this kind of image. Here your camera and you subject both are still. There is no movement at all resulting in a still image. What if you're shooting a portrait outside and your subject is standing still you might not need a very high shutter speed in fact anything more that 1/250th of a second will get the job done, but since you're shooting in outdoor 1/250th of a second might be too bright so any shutter higher than that should be fine as your image will only get darker and sharper as you go faster with shutter speed.



2). The moving subject - The second condition what we have is where the camera is still but we have a moving subject. We don't get to the pause button on time. But we have the shutter button and by controlling its shutter speed we get to define the motion the way we want to portray our image. So if your shutter speed is faster than the moving speed of your subject you're basically making your subject look slow like literally still. Give your subject some time to move by reducing the shutter speed and the motion will start to show in your image. You can make your subject look like its moving fast by making the shutter speed even slower. Reduce the speed even slower and if your subject is not emitting light it will eventually disappear. Find the minimum shutter to freeze the motion and you and go slower if wish to, to define motion



3). Moving along with the subject - The next condition will move you out of your comfort zone. Let say you're moving along with your subject at same speed, (here the subject and the camera is moving in

same direction at the same speed) capturing it would make your subject still and the background will have a backward moving effect. An other good condition would be you taking a public transport so people travelling with you are in the same flow. If anyone in the same flow happens to be your subject could be captured still and anything outside the public transport will have a backward moving effect in your image. You will need some practice with your camera shutter speed to gain control on the outcome of your image in such condition.

Moving along with the subject



4). Shake it well - A still world doesn't mean a still photograph. A still world could be boring at times moving your camera or shaking it while taking a photograph can develop some amazing designs and patterns. This technique works amazing with a slower shutter and with high contrast light condition for example ray of light coming from between the trees. Another trick that can be added in creating a image is to zoom in or zoom out with you lens as you click. All you need is a slower shutter speed roughly from 1/20th of a second to 1/50th The results from such experiment could break your anticipation resulting in an amazing piece of art.

Shutter Speeds are measured in fractions of a second. The higher the number the faster the shutter speed and the less light that gets into the camera. 1/1000 of a second will let twice as much light in as 1/2000. Shutter speeds on this end of the scale are incredibly fast. Here we are actually talking thousand part of one second. The lower the number the slower the shutter opens and closes so light enters the camera for a longer time. Shutter speeds are standard across all cameras and so will always be the same.

A lot of camera will go to shutter speeds as slow as 30 seconds. If you need a shutter speed longer than the camera allows, you would set your camera to BULB mode and hold the shutter button for the amount

of timer needed or you can buy an external trigger with a lock by keeping the shutter open for the amount of time interval you need.

The list Below are how shutter speeds are found on camera faster than one second

1/2-1/4-1/8-1/15-1/30-1/60-1/125-1/250-1/500-1/1000-1/2000-1/4000-1/8000

The list below shows shutter speed for 1 second and slower. They are usually displayed with an inverted commas to show seconds.

1" – 2" – 4" – 8" – 15"

Waterfall, a fast moving traffic (specially during night time), A rocky beach are the best subject to experiment and learn about shutter speed and their outcome in your image.

When Camera was just invented Shutter speed was initially called as Shutter stop. As it used to take many seconds just to capture an image even during day light. It was later on when technology got developed and it was possible to capture image at faster speed (high speed Camera) the shutter stop was then called shutter speed.

2) APERTURE

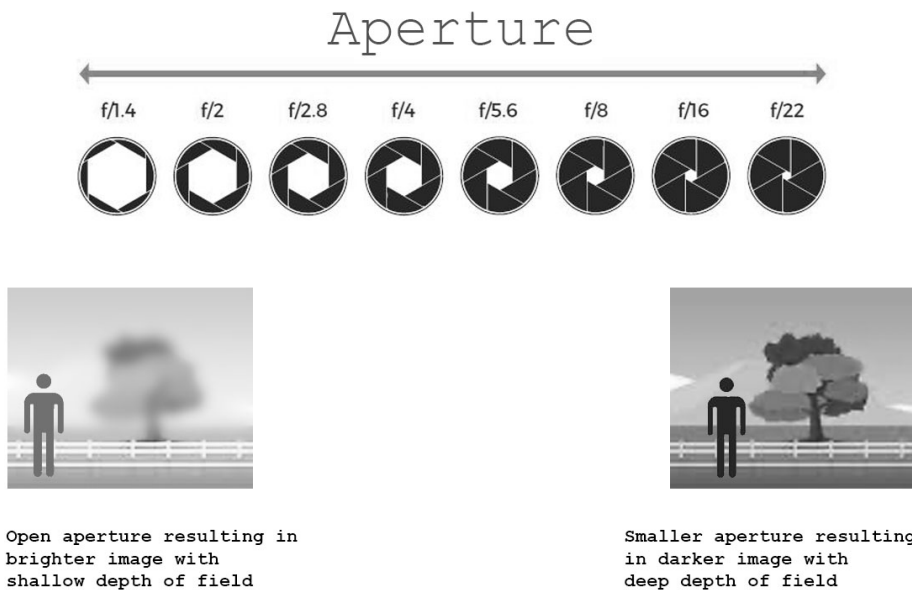
- If you need more light - Open the Aperture wider
- If you need less light - Close the Aperture smaller
- Aperture are measured in f-stop. Aperture size in lenses might differ from lens to lens

But like every camera setting, aperture also has a secondary function that adds a creative effect on our image that's separate from it's effects on exposure. The Secondary function of aperture is to control the depth of field. Lets reframe the sentence considering the depth of field

- If you need a shallow Depth of field (blurry back ground) - Open the Aperture wider

- If you need deep Depth of field (image with a clearer background) - Close the Aperture smaller

From an exposure perspective, aperture is quite easy to understand. Where the primary function of aperture still remains the same as shutter speed i.e. controlling light. The wide open aperture allows more light at decided shutter speed with a nice shallow depth of field. A Smaller aperture allows less light enters the camera at decided shutter speed but can give you a deep depth of field. There's not much to it.



The only reason why I'm putting Aperture after shutter speed speed for light control is because aperture is an external factor and its not built inside camera. Aperture value can differ from lens to lens on the other hand shutter speed in any camera make remains the same.

FUN FACT - IN BRIGHT ENVIRONMENTS, PUPIL OF HUMAN EYE IS CLOSE TO APPROX. F/8.3 OF CAMERA LENS AND F/2 IN DARK.

The aperture in your lenses works exactly the same as your pupil in your eye it can be made bigger to allow more light in or closed down to let less light in. The only question you get to ask here is what do you want in focus.

In combination with variation of shutter speed, the aperture size regulates the amount of light to hit the sensor. A fast shutter will require a larger aperture to ensure sufficient light is collected by sensor, and a slow shutter will require a smaller aperture to avoid excess of light collected by sensor. Lenses with wide aperture are also called fast lens because they allow more volume of light. As you can keep a faster shutter speed and still get a brighter image. To get equal amount of brightness with a lens of smaller aperture you might have to reduce on your shutter speed. Aperture in zoom lens may vary, which mean when you zoom in the aperture will close down automatically. Your aperture range is displayed on the front of the lens like this: 1:2.8 (fixed aperture) or 1: 3.5 – 5.6 (variable aperture). Aperture can be controlled using our adjustment dial, or some lenses it can be adjusted directly using an aperture ring.

Let's understand more about depth of field, your camera works same as your eyes. If you're at cafe, you order your favourite cup of coffee, you look around everything is bright and beautiful, and now your coffee is served, you look at it and now the cafe is out of focus. It exist but since you are looking at your beloved coffee mug, the focus plane of your eyes sees the coffee mug clearly and things starts to get defocused as they go further away. In technical term of photography the Depth of field will extend from your cup of coffee. The environment will get more and more blurry as it goes further away from the Focus plane, which is called Bokeh (blur).

If our eyes and lenses can create a shallow depth of field would it be possible for our eyes and lenses to see or capture everything clearly? Yes, Its called infinite focus

Aperture is not the only thing that controls the depth of field, the distance between your subject and camera also affects the depth of field in your frame. Infinite focus is the ability of a lens to focus on objects at any distance. It allows you to focus on objects that are far away, which is necessary for landscape photography. Such type of

images usually has all the element in the frame clear, there is very deep focus in it. And when i say deep focus I mean almost every element in the frame are in focus and clear. Usually a wide angle lens don't have much shallow depth of field and placing yourself away from the subject or scene helps you get everything clear.

What we understand out of these is there are Four Factors that Affect Depth of Field

1. Aperture (a.k.a f-stop).
2. Distance between the camera and subject. The closer your camera is to your subject, the more shallow depth of field.
3. Focal Length of a lens.
4. Camera Sensor Size.

3) ISO

- If you need more light - Set ISO value higher.
- If you need less light - Set ISO value lower.

ISO is a numeric value that affects the exposure of your image directly without changing the shutter speed or Aperture. So when do we use it?. Lets say you are getting a very dark image while shooting out door with your camera hand held in low light. The Lens aperture is max open and the shutter speed is also quite low just to get a crisp image, here you cannot slower the shutter as you might get a blurry image. This is when ISO comes into play. increasing ISO can help you get a bright image without affecting you shutter and aperture.

However, this isn't the only thing that an ISO setting does for you when you're taking photos. In fact, when you select an ISO setting, your camera's alters the tonal output of your photos according to its setting. In other words, it gives them a greater or lesser overall exposure artificially through processing. The reason why is because ISO settings have a direct bearing on the amount of light that the camera receives through its lens. This will then determine how low or high your camera sensor needs to be sensitised to render those photos correctly.

In simpler terms: an ISO setting determines how much light comes into contact with each of your photos, which then affects the tone it

appears to produce. A picture that has an ISO value too low will result in a darker, harder-to-see photo as the film or sensor is too sensitised.

ISO 100 is a smaller number than 6400 and so it will have less of an effect on your image. It will allow for less light to pass through and for the photo to appear dark. This is why you should only use this setting in bright conditions where you will be able to get away with it and still see your photos clearly. As the value goes higher the sensitivity of your image also goes up and so does the tonal value. When the ISO is on a very higher end the tonal value is affected so much that the grains begins to show in your image, because at higher ISO the tonal value of image rendered by your camera is altered that many time.

4) EXPOSURE SCALE OR LIGHT METER

The Exposure scale inside our camera gives you information about how much light is coming into the camera from our scene. It gives you information before taking the shot whether we have too much light, too little light or just the right amount. Every time you half click the shutter button the camera not only focuses on the subject but the cameras light meter starts to measures how much light is coming into the camera, with a shutter, aperture and ISO combination than usually display these numbers on the screen at the back of the camera, the LCD on the top if you have one , and the inside the viewfinder. I personally prefer taking this reading through the viewfinder just while you are taking a photograph so no time is wasted to see the reading.

Light is measured in terms of stop and exposure scale shows its reading. Your camera speaks to you in language of stops remember shutter stop in shutter speed and F/stop in aperture. ISO also artificially affects the amount of light generated in your image which is why ISO readings are also taken in stop. The light meter displays these stops on your camera using a scale with -2, -1 on the left, 0 in the centre and +1, +2 on the right.

- 2 . - 1 . 0 . + 1 . + 2
|

When you put your camera on automatic mode the camera tries to achieve image at '0' on exposure scale. It does this by constantly by adjusting the aperture and shutter speed and ISO in every lighting conditions to ensuring you get a balanced image. Yes its exactly the same as taking picture on any digital camera that includes your phone camera.

- 2 .. 1 .. 0 .. +1 .. +2
|

The +1 on the exposure scale indicates that the camera is getting 1 stop more light which means the camera is getting twice the light on to the cameras sensor. Similarly if your exposure scale shows +2 your camera is getting 2 stop more light.

The distance between 0 to +1 is divided into three part. One for each shutter stop, Aperture and ISO.

Now that you know what exposure triangle and how it functions now is the time when you can explore shooting modes of your camera. You can start with Automatic mode just to get a hang of your communication with your camera. What I mean to say **“is your camera generating same or similar image what you had on your mind before hitting the shutter button.”** You can work on your composition skills. Get to know where zoom in and zoom out with your camera lens to understand how depth of field works.

The next step is to switch to TV (time variable) mode try to gain control on the motion part of the image and let camera take care of the aperture and ISO to maintain the light in it.

AV (Aperture Variable) mode is your next switch here you get to control the aperture i.e. the volume of light along with the depth of field you might loose control on the shutter speed specially if you're trying to shoot with a smaller aperture during low light situation. Tripod is a best investment for such situation.

I experimented with different settings, but something went missing every time I clicked. The motion was too less or the background was too bright. I was about to give up when I found the perfect setting. It was simple, but it worked. If you're looking to take your photography

skills to the next level, learning how to shoot in manual mode is a must. Thankfully, it's not as difficult as it may seem. With a little practice, you can start taking amazing photos with just your phone or camera. In manual mode, you are in complete control of the shutter speed, aperture, and ISO. This gives you the most flexibility to create the exact photo you want.

I always start with shutter speed to get the right motion, then adjust the aperture just to get the right focus and then ISO to balance the exposure to get a good picture.

This might seem a little time consuming but its the time you invest to doing photography will eventually make you a better photographer. Lets try doing a little sum solving experiment to make you understand what exactly happens in your camera processor when you click with different camera modes and how exposure scale works.

We will be skipping the Auto mode since here you only focus on the composition part of the photography and triangle exposure is taken care by the camera itself.

Second we have is **(P) - Programmer mode** also known as ISO mode Here you only set the ISO and the shutter speed and aperture is taken care by the camera.

Exposure Exercise

(P MODE)

A	-	A	+	___	=	-3
A	-	A	+	___	=	-2
A	-	A	+	___	=	-1
A	-	A	+	___	=	0
A	-	A	+	___	=	+1
A	-	A	+	___	=	+2
A	-	A	+	___	=	+3

Moving further we have **(TV) - Time variable mode**. This is the mode where you set the shutter speed, the amount of time you take to capture your image.

Exposure Exercise

(TV MODE)

___	-	A	+	A	=	-1
___	-	A	+	A	=	0
___	-	A	+	A	=	+1

In TV mode whatever value you set your camera shutter speed and the camera will calculate the aperture and ISO value based on the light available in environment to give you a balanced image. You also get to set your exposure value be it +1, -2 or whatever value you set in your camera and your camera will create an image dark or bright based on exposure value you have set.

Next we get to control the volume of light with **(AV) - Aperture variable mode**. This is the mode where you get to gain control on the depth of field and camera takes care of the motion and light sensitivity (ISO).

Exposure Exercise

(AV MODE)

A	-	___	+	A	=	-1
A	-	___	+	A	=	0
A	-	___	+	A	=	+1

Now when I talk about taking a good picture I'm pointing at two things

1) **what my camera is capable of** and

2) **what I have on my mind before hitting the shutter.** And the trick is to Practice, Practice, Practice! No one ever becomes an expert at anything without practice. This is especially true when it comes to mastering a new skill. If you want to be a good photographer, you need to take a lot of picture. And I don't mean just a little bit every day. I mean a lot, every day. Simply taking your camera out for a walk won't help either. Decide before hand what you wish to capture and practice will guide you to develop your style of how you wish to capture. **That will help you add identity to your artwork.** Your habit will develop your pattern. It may seem like a very demanding task, but it's really not as hard as it seems. Just think about it this way: If you capture ten image everyday. You can break it up into smaller chunks of time. Couple of clicks during the start of the day, a few clicks in evening, some at night. It all adds up. And at the end of the year you will have 3650 Images. That's a lot of clicking! **You learning to operate your camera won't make you a better photographer but your habit to take pictures everyday will.** There is no point in learning photography if you're not going to click. Rather do mistakes learn from them and develop your own style. The best part of being a creative person is there is a reward even for your mistakes. *There is this saying: you do mistake once it remains a mistake, you do it twice it becomes a pattern.*

Now Picture this: You're standing on a busy street corner, camera in hand, ready to capture the performance of the city around you. – cars moving by, people walking along, and the city's rhythm flowing in every direction and you are looking at the life as it flows. You have your eyes open all the time but when you are photographing, your camera is exactly opposite to that of your mind. While you are alert all the time your camera on the other hand will only get alert and capture the story when you hit the trigger. And in that fraction of time you calculate the exposure triangle, the shutter speed for the time you want your camera to be alive. Aperture to what grabs your attention and that it needs to be in focus and ISO backing up your creativity for how bright or dark you want your images to look like. All of that in split of a second when the camera's shutter opens and closes, allowing light to spot light the motion captured onto the camera's sensors.

Imagine your camera's shutter as a curtain. If you open and close it quickly, you freeze motion like a perfectly still postcard of the city. This is great for capturing a race car speeding by or a bird mid-flight. A fast shutter speed, say 1/1000 of a second, captures the scene in crisp detail, freezing every drop of rain, every flying hat, and every twirl of a dancer.

Now, slow down that curtain. Let it stay open for a bit longer, maybe 1/30 of a second. Suddenly, the scene changes. The race car becomes a streak of vibrant colour, the raindrops transform into silky threads, and the dancer's movement blurs into a graceful flow. This is when you can capture the feeling of the bustling street, the energy and motion that make a city come alive.

Whether it's freezing a fleeting moment or letting time flow, shutter speed is your storyteller. It lets you decide how much of the world's narrative you want to capture. So, next time you're behind the lens, think about the stories you want to tell. Adjust your shutter speed and let your camera reveal the magic of time frozen or time in motion. Just like a storyteller weaving tales, you'll craft images that capture not just sights, but the heartbeats of moments.

Next topic that we are going to learn is Camera lenses, A lens might or it might be interchangeable like with your DSLR or be permanently fixed like that on your phone. Lenses come with different focal lengths, apertures, and other properties. Every lens has its own unique characteristic of capturing subject and they give out different messages even when the subject remains the same.

UNDERSTAND ONE THING - THE WORLD IS A BIG MASSIVE SUBJECT OF MOVEMENT PERFORMING THE BEST ACT OF ITS LIFE AROUND YOU. AND YOU AS A PHOTOGRAPHER GIVE THIS PERFORMANCE A STAGE THROUGH THE FRAME OF YOUR CAMERA.

3.

CAMERA LENS

1) PSYCHOLOGY OF LENSES

Let's talk about the lenses. so when you go out there to buy a lens no matter who makes that lens it says aperture and focal-length no where on that lens box it says wedding lens, portrait lens, landscape lens. it's the people who have given this classification. So if I'm using 85mm why not use it for street photography. Lenses create a psychological impact on a shot. Because if you know your gear and if you know what you're shooting. You should be comfortable to create an amazing result no matter what gear you are using.

Talking about choices of lenses

2) WIDE - ANGLE LENSES

let's start with wide-angle lenses - I'm not going to bore you with the angle and measurement any lenses have but let's talk about what impact you can create out of them. if we use a wide-angle lens we get a wider perspective and an amazing perception of depth. it generates a sense of isolation as well wide-angle and I'm gathering more information from the environment but since my subject looks small. It generates a sense of isolation as-well, So wider my lens angle..wider the impact of sense of isolation. But what if we use the same wide-angle lens and get closer to the subject. And just if you're shooting a portrait with a wide-angle lens you're basically shooting a subject in their environment and you being a part of it. Here as a photographer or a viewer I'm part of this journey and just by doing that you create a unique connection and we become a part of the subject's world. The image shot on wide-angle gathers more information from the environment basically shooting a subject in their environment and you being a part of it.

3) PRIME LENSES

We will come down to 35 - 50mm or prime lenses. - Because of its coverage area, the photographs taken from standard lenses have a feeling of the human eye. The coverage area of these lenses is closer to that of human foveal vision. The result of which it removes the barrier that the viewer is not viewing through a lens but is actually present in the environment where the scene is been shot in front of the character or subject. Nothing is getting over-exaggerated here, what we see as a human eye is what been captured. It creates a scene of honesty and reality and the viewer gets some space to chooses whether to connect with the story or not. Unlike a wide-angle where you're forced to.

4) TELE - PHOTO LENSES

Taking the distance further away from the subject with Tele-photo Lens. 85mm is a prime which also comes in tele category. - now we move to telephoto lenses we all know telephoto lenses are used to capture and they isolate subject in a very different way. If you see it from the cultural context we use these lenses to capture subjects we can't get close to. Like wildlife photography, celebs, sportsperson, and capturing something which is rare also formal portraits are captured with longer focal length commonly used during wedding these days to isolate your subject even if they are in-crowd. So when we use Telephoto lens we show that we are not there with the subject and we are not a part of their world but we are looking at someone else's world.

That is how we understand the common telephoto field of view but when we apply these rules to capture something else like capturing someone on street we add a sense of formality that we respect that the stranger is not one of us but someone to start a conversation. we using a long lens to isolate someone, create attention, and show that this someone is important. These lenses are extremely common for Wedding photography to capture candid moments because we are trying to capture the subject in their most natural and vulnerable state.

so choose the right lens and use the right focal length to communicate your message to the viewer. Because changing focal length might change the whole meaning of your shot.

5) ULTRA WIDE - ANGLE LENSES

Ultra wide-angle lenses are designed to capture an extremely wide field of view, allowing you to fit a lot into your frame. Anything less than 24mm comes in the ultra-wide angle category. These lenses are a special type of camera lens that can add a creative perspective to your story telling, Because they capture so much in a single frame, they can distort the perspective, leading to what's known as "barrel distortion" or a "fish-eye" effect, that's because this lens allows you to capture more than that of human eye. Resulting in a circular looking image. These lenses are great for landscapes, architecture, interiors, and scenes where you want to emphasize the vastness of the surroundings. They create a sense of depth and spatial perspective, making objects closer to the lens appear larger while the objects at distance would appear farther away. This can be creatively used for artistic purposes, by capturing the grandeur of landscapes and architectural wonders while adding a touch of drama and depth to your photographs. but not be suitable for every situation.

6) SUPER TELE - PHOTO LENSES

Super telephoto lenses are like the telescopes of the photography world, allowing you to bring faraway scenes up close and personal. These lenses are designed to provide an extremely long focal length, enabling photographers to capture distant subjects in incredible detail.

Any lenses exceeding focal lengths 300mm comes in the category of super - tele photo lens. Some lenses also have the option of attaching teleconverters, which further extend their focal length, although this may result in a reduction in image quality. Super telephoto lenses are widely used in wildlife photography, birding, sports, and any situation where getting physically close to the subject is challenging or not possible. These lenses bring those moments within reach. Using a tripod or a stable surface is often essential to achieve sharp images.

Additionally, the narrow field of view of super telephoto lenses means that tracking fast-moving subjects can be a challenge, requiring skill and practice to get the perfect shot. This extreme long distance shot also creates a pin cushion distortion, exactly opposite to that of barrel distortion.

7) MACRO LENSES

The term “macro” refers to the ability to reproduce subjects at a 1:1 ratio, meaning the size of the subject in real life is replicated in the image on your camera’s sensor or film. 1:2 would mean reproducing image twice the size. This results in images that showcase fine textures, patterns, and details that might go unnoticed with standard lenses.

Macro photography doesn’t mean taking images of smaller subject, rather Enlarging the minute details of smaller subject to larger size. Macro lenses are specialised camera lenses built to capture extremely close-up details of small subjects at life-size or with larger magnifications. These lenses are like magic windows that reveal the intricate worlds within tiny objects, from a delicate flower petal to the minute details of an insect’s eye.

The unique characteristics of macro lenses extend beyond just capturing tiny details. They also offer a shallow depth of field, that’s because the focal distance is very close to the camera lens creating a beautiful and artistic separation between the subject and the background. This “bokeh” effect can make the subject pop and create a dreamy, ethereal look.

All these different types of lenses have a different outcome towards creating the image. We live in a three-dimensional world but a photograph is represented in a two-dimensional frame. It involves the relative size, position, and scale of objects in the frame, which can create a sense of depth or flatness. Perspective is crucial in photography because it influences the way viewers perceive and interpret images. Different types of camera lenses have their unique effect on perspective. A wide angle lens covers a wider area that means its working on a larger perspective. Wide-angle lenses (e.g., 10-24mm) exaggerate the sense of depth, making objects close to the camera appear larger while subject at distance appear smaller. Telephoto lenses (e.g., 70-200mm) compress perspective, making objects appear closer together and flattening the scene.

Here are some key factors related to perspective in photography:

1.Focal Length and Lens Choice:

2.Distance to Subject: The distance between the camera and the subject also influences perspective. When you get closer to your subject, it can make it appear larger and more prominent in the frame, affecting the sense of depth.

4.Foreground and Background Elements: Including elements in the foreground can add depth and dimension to your photos, providing context and a sense of scale.

5.Linear Perspective: This involves the convergence of parallel lines as they recede into the distance. For example, railroad tracks appear to converge at a point in the distance, creating a sense of depth.

6.Atmospheric Perspective: This refers to the way objects in the distance may appear hazier or less distinct due to atmospheric conditions, such as fog or haze, further enhancing the perception of depth.

Understanding these principles and experimenting with different lenses and shooting techniques can help photographers create compelling and visually interesting images by manipulating perspective. If you have specific questions about particular lenses or want to explore any aspect of perspective further, please feel free to ask!

and as we come to the end of this chapter allow *me give you an eye-opener.*

YOUR PHOTOGRAPH WON'T SAY WHAT YOU WANTED IT TO SAY..IT WON'T LOOK LIKE, WHAT IT IS SUPPOSED TO LOOK LIKE. UNTIL UNLESS YOU CAN IMAGINE IT.

4.

COMPOSITION

Now that you know the settings in your camera and hopefully you're going out taking some picture. The sad truth is knowing your camera setting isn't enough you need to develop the eye to take a picture. Any one can master the camera settings and take a very well exposed image. The aim is not to take a very well exposed image but a very well composed image. Image that tells a story something that don't need to be explained. Your image should speak for itself. Its one thing to know the setting of your camera but another to know to put them together to create stories through the medium of photography. Kneading clay is important but its equally what are you going to make out of it.

So what is composition? -

First of all we have to define what is meant by 'composition'. Composition refers to the way the various elements in a scene are arranged within the frame to convey your message. As I've already mentioned, these are not hard and fast rules but guidelines. That said, many of them have been used in art for thousands of years and they really do help achieve more attractive compositions. I usually have one or more of these guidelines in the back of my mind as I'm setting up a shot.

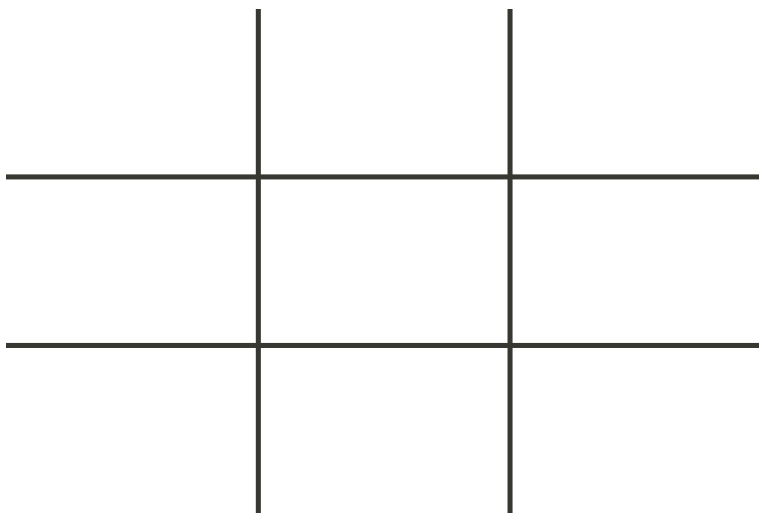
Unfortunately, when it comes to composing or framing your pictures, there is no auto-composition button that comes with your camera to your rescue, so this is one skill that you really will have to master. This is the act that makes photographer an artist. Its one thing to know your camera setting but if you can't put it all together in your frame, your photo might not convey

So now let's understand is there any rules that needs to be applied when you're taking a photographs. To begin with we shall first start with the most common farming rules that almost every photographer or cinematographer follows to define a story. There are no unbreakable rules when it comes to, 'how you should compose your photographs.' After all, who likes rules except for your old school principal or heads of

H.R. departments? There are however, several guidelines you can use to help improve the composition of your photos.

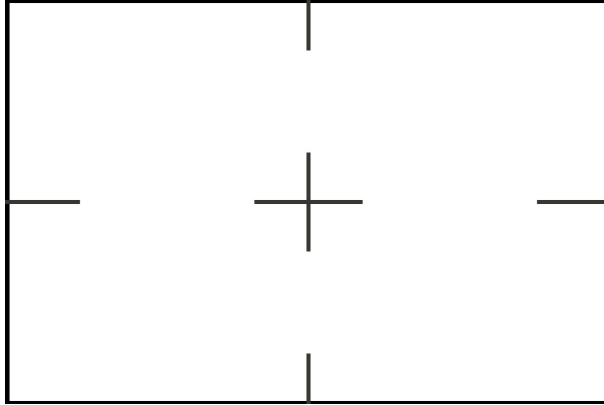
In this book of PSYCHOLOGY OF TAKING A GOOD PICTURE. I've listed just about six of these guidelines to help you along this journey of becoming a better photographer. I've started with the most basic ones and finished with some of the more advanced composition techniques. We'll start with probably the most well-known composition technique:

1) THE RULE OF THIRDS.



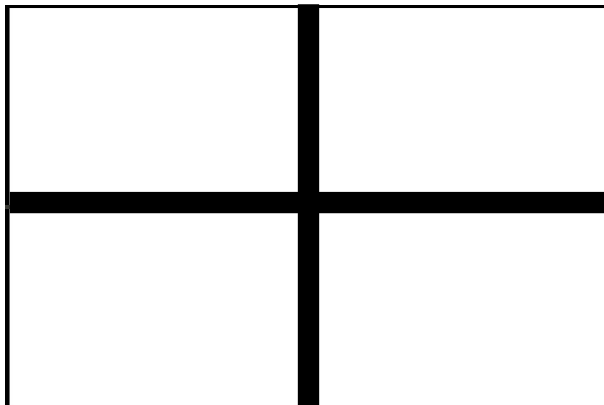
The rule of thirds is a basic guideline which applies to the composing photographs. The concept is that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines and that important compositional elements should be placed along these lines or their intersections points. These are commonly know as grid in you mobile phone or DSLR camera. It is used to keep things off centre creating a balance between the environment and your subject. Also to give some breathing space to your subject. Every element in your image has a visual weight, try to place them on the grid especially where the lines intersect. This will allow the viewers eye to travel around the entire frame with ease and take in whole picture.

2) CENTRED COMPOSITION



Now that I've told you to place the main subject off centre of the frame, I'm going to tell you to do the exact opposite! There are times when placing a subject in the centre of the frame works really well. Especially if you have single subject in your frame maintaining some distance while composing your frame can also add nice good isolation to your subject.

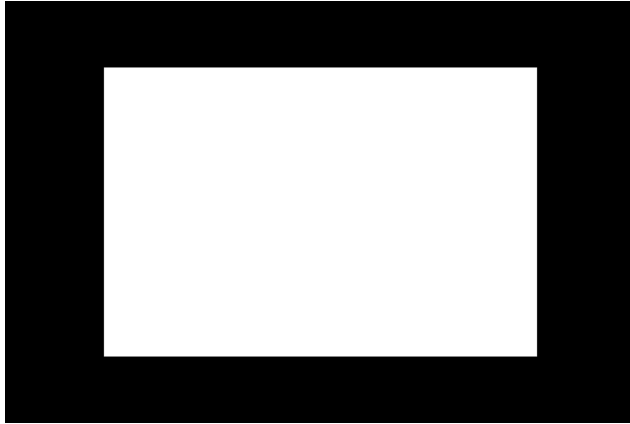
3) SYMMETRY



Symmetrical scenes might look perfect for a centred composition, but what differentiate symmetry composition from cantered is the mirroring design or pattern in your They look really well in square frames too. Scenes containing reflections are great

opportunity to use symmetry in your composition. Although you can often combine several composition guidelines in a single photograph.

4) FRAME WITHIN THE FRAME



Including a 'frame within the frame' is another effective way of portraying depth in a scene. Look for elements such as windows, arches or doors and shoot right through it. Using such elements as a frame while framing your photograph is called 'Frame within the frame.' The 'frame' does not necessarily have to surround the entire scene to be effective, Its just to adds an amazing depth in your scene.

5) LEADING LINES



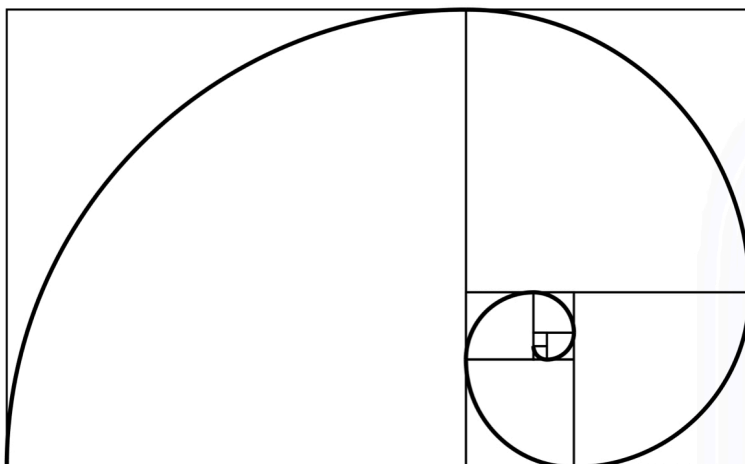
Leading lines help lead the viewer through the image and focus attention on important elements. Anything from paths, walls or patterns can be used as leading lines.

Leading lines do not necessarily have to be straight. In fact curved lines can be very attractive compositional features. Leading lines when used in a combination with centre weight or rule of third. Could result in an amazing photograph.

The only reason to use I've used an actual photo here is because leading lines aren't just about using physical objects to draw attention but also using shadows to enhance the viewing experience.

6) GOLDEN TRIANGLE

Are you still with me? We're almost there.... I promise. The golden triangles composition works in a very similar way to the rule of thirds. Instead of a grid of rectangles however, we divide the frame with a diagonal line going from one corner to another. We then add two more lines from the other corners to the diagonal line. The two smaller lines meet the big line at a right angle as is illustrated below. This divides the frame into a series of triangles. As you can see, this way of composing helps us introduce an element of the 'dynamic tension' we learned about in guideline number 6. As with the rule of thirds, we use the lines (of the triangles in this case) to help us position the various elements in the scene.



5.

MEGAPIXELS AND SENSOR

The relationship between megapixels and sensor size is complex. In general, a larger sensor can capture more light, resulting in better image quality, particularly in low-light situations. However, having more megapixels on a small sensor can actually result in worse image quality, as the individual pixels are smaller and therefore less able to capture light. So, larger sensor size allows the camera to capture more light, while more megapixels allow you to take larger pictures or crop them more without losing quality.

IMAGE SIZE

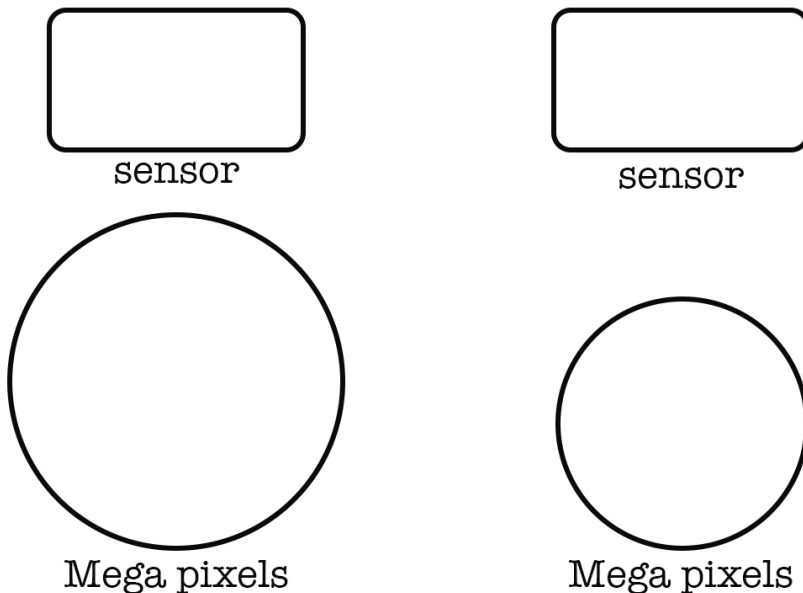
“You shoot the most amazing images in terms of composition, lighting, subject etc but if our image quality is poor then it lets our photography down.”

Image quality also plays a crucial role in the entire process of photography. You shoot the most amazing images in terms of composition, lighting, subject etc but if our image quality is poor then it lets our photography down. We must optimise the size of our images to the kind of medium on which you want to present. Be it for on screen viewing, or posting on a website, social network, or for print. Image size will determine the quality of the output. Understanding the capabilities of your images and what quality file you have to work with is important. Image size is really important to understand so that you know the size of the image you are dealing with and whether you can push it to the next level and make larger images from it. A good understanding what size image you have will allow you make informative decisions about sizing images. Knowing that you can upscale and create large dramatic high quality prints.

In terms of the Internet, large images can become slow to load and people trying to view them might lose interest and close the window before even the image loads.

For printing, if your image size is not big enough, it will look blurry or pixelated when you try to enlarge a small image on a large print. This is where you will want to optimise your image to the exact print size. To optimise your image size with the Image quality lets understand the relation of Sensor with light and megapixels.

If you're going to buy yourself a camera, you go to your favourite brand shop check out the models and the moment you come across the term Mega pixels you become a sucker to it and try to go for a model with higher mega pixels. As long as the Sensor size of the camera remain the same the amount of light in the camera remains the same. A camera with higher megapixels will result in a higher resolution image with more detail. And sensor has to spread same amount of light over greater number of pixels. This could result in higher noise levels and poor image quality on higher ISO. However, it's important to note that other factors, such as the size and quality of the lens, the camera's processor, and the type of sensor used, can also impact image quality and the relationship between megapixels and ISO.



6.

UNDERSTANDING LIGHTS

Understanding lights is one of most tricky topics of photography. Light isn't only something that is needed to make a photograph it plays a key role from a viewer's perspective to where to look in the frame.

Staging your subject is not enough. As good photographer you should have a good observation skills not just an eye to look at your subject but also the light to which your subject is reacting to.

Light informs the mind what to look at, in the frame. The concept of staging or the feel of three dimensionally can be achieved easily with the help of light. Also lights can be used to express the emotions of genre of the Image (artwork) or video. Lights are like cloths you need to wear the right cloths for the right occasion. The lighting rule are amongst the rules I wouldn't love to break as it would cost me my presentation. The entire composition of the frame is depended on the lighting concept as it create the highlights, the mid tone and the shadow, basically creating the contrast in the image. If you wish to become a good photographer or artist Lights are something that cannot be over looked.

Types of lights

Each type of light has its own set of pros and cons, and the choice of light will depend on the subject, the environment, and the desired outcome. In photography, there are several types of lighting that can be used to create different effects and moods in photos. Some of the most commonly used types of lights in photography include:

1. **Natural Light:** Available (Ambient) light is the most common form of lighting that all photographers use. This is the light that comes from the sun or from the moon, and it can be used to create beautiful and

natural-looking images. These lights are also used as motivational lights if you're shooting indoor.

2. **Continuous Light**: This type of light provides a constant source of illumination, and it can be used for portrait, still life, and product photography. Examples of continuous lights include incandescent bulbs, fluorescent lights, and LED panels. Home ceiling lights could be considered as ambient light and can be used as practical light also.
3. **Flash Light**: This type of light provides a short burst of intense illumination, and it can be used to freeze motion or to add additional light to a scene. Flash lights can be built into the camera or can be external units that attach to the camera's hot shoe.
4. **Studio Light**: This type of light is typically used in a controlled studio environment and is used to create a specific lighting effect or mood. Studio lights can be continuous or flash, and they can be adjusted in terms of intensity, colour temperature, and direction. Basically studio lights are the combination continuous and flash lights that provides a very specific and controlled outcome for your photograph.
5. **Reflector**: A reflector is a passive lighting tool that reflects light back onto the subject, and it can be used to fill in shadows, add highlights, or control the direction of light. Reflectors come in various sizes and materials, including white, silver, gold, and translucent. Reflectors don't illuminate light but they are used in combination of a light source to achieve desired outcome.

1. NATURAL (AMBIENT) LIGHT

Now that we know where do we get the contrast in our frame lets understand something about the light placement. We have at our disposal six "flavours" of available light. And since we cannot move or change the placement of Sun, we will have pick a suitable day time and position ourself and our subject to get different contrast result in our frame and to begin with we start with front light.

1. **Front-light**: This is the light coming over your shoulder and falling on the subject. Front-light creates a flat (less contrast) image. If you want to shoot in front-light, try moving around the subject so the light

comes more from behind, try to even out the shadows to get a neutral and balanced Image. Late Morning and early evening are the best time to make most of this light condition. If you are planning to shoot indoor you can make most of your doors or windows to to

Front Light



achieve desired result.

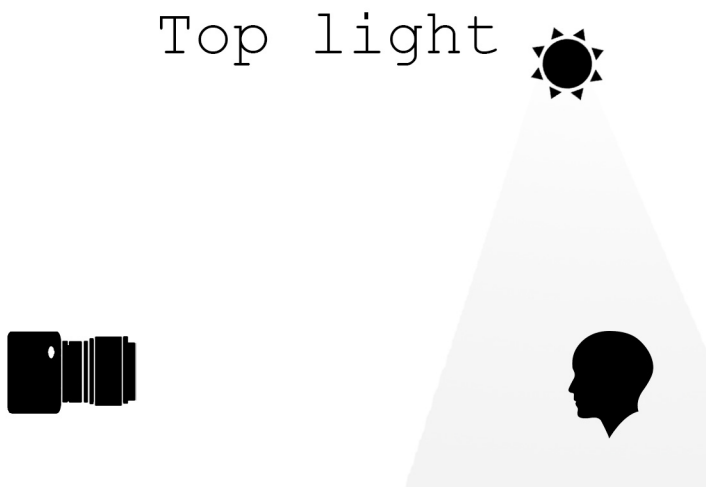
2. **Sidelight:** As the name implies, this light comes directly from the side. Great for landscapes and scenic shots, this light is pretty severe for people pictures, unless you're trying to emphasise character in a face (lines, crags, and the like). This being such perfect light for landscapes, as it creates dimension in your photos, you can perhaps include a person in the shot to provide a sense of scale, placing him or her at the edge of the shot, and shooting wide—just establishing

Side light



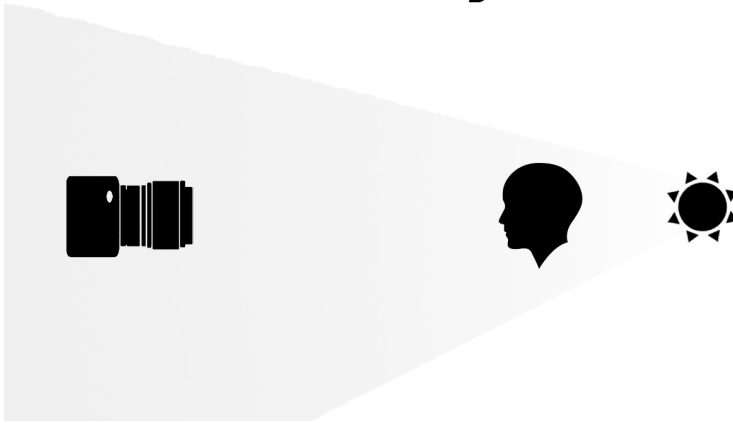
the human presence. If you're planning to shoot indoor your window could be a great source of light and using it like a sidelight could help you get some amazing portrait results.

3. **Toplight:** Noon, with the sunlight illuminating the subject from the top down, is not a favourable light for photographing people, because it creates harsh shadows and tends to be colourless. This is a great time of day to scout areas, however, so you can decide when to come back. If you have to shoot in this light, use a C.P.L., N.D. or Gradient filter, which will help saturate the sky's colour and create a bit more interest. Also if you are shooting a person you can place a translucent reflector in between the subject to make the light softer and avoid harsh shadow.



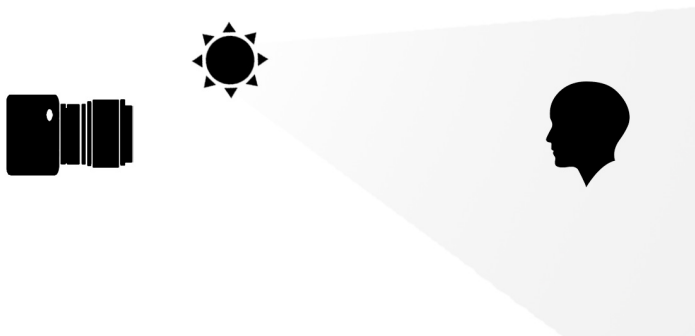
4. **Backlight:** This light comes directly from behind the subject and can create an ethereal look, emphasising the spray in ocean waves, adding depth and magic to smoke, and creating halos when used in portraits. This is wonderful light, but it is in direction of the camera it can cost you the saturation of colour. You can make of this light condition during the sunset and sunrise and even make a silhouette out of it with a higher shutter or by closing the aperture and keeping low ISO number. Try popping in a little flash as a fill light to bring up the light on your subject if you are looking for some details on your subject. Setting the right Kelvin in your camera and the right amount of Light from your flash can help you get breath taking images.

Back light



5. **Twilight:** Twilight can be the “magical hour” for taking great shots. The sun has nearly or just passed the horizon, and the ambient (available) light starts moving toward the blue range. Shooting on a daylight setting will emphasise this effect, but do not set auto-white balance, because that will remove this cool/cold effect. Try setting the camera for to the correct exposure, manually, for the scene, and then use a strobe to fill-flash the subject. This will create a wonderful dichotomy in light—the light from the flash and the cool ambient light. Thus using different light

Twilight



6. Overcast/shade: This is one of the kindest types of light for photographing people. Clouds create a giant “soft box,” softening the light and smoothing out the skin. This light also helps out the exposure, as the dynamic range of light that your camera can capture is within range; often direct side/front/top lighting will provide an exposure range greater than the sensor can capture in the frame. Which is why a direct light gives you higher contrast ratio in your image compared to that during the cloudy days or while you’re shooting in shadows. There is no reference diagram here as it could happen any given point of time.

Photography revolves around the technique of trying to make most of natural light look like studio lights and making studio light looks as natural as possible. Lets understand how artificial light works we must first understand how light acts and reacts in nature. Observation of direct sunlight, diffuse sunlight through cloud and its many variations will develop an understanding of the two main artificial light sources available. A spotlight/open flash imitates the type of light we see from direct sunlight, a hard light with strong shadows and high contrast. A floodlight/soft box imitates the type of light we see on an overcast day, a soft diffuse light with minor variations in contrast and soft shadows. Light falling on a subject creates a range of tones. These fall into three main categories: highlights, mid-tones and shadows. Each can be described by its level of illumination (how bright, how dark) and their position and distribution within the frame.

2. CONTINUES LIGHTING

Second type of light condition that we are going to explore is Continues lighting. Continues lighting is an essential tool for both photography and cinematography. Unlike flash photography, which emits a brief burst of light, continuous lighting provides a constant light source. This allows photographers and filmmakers to preview the lighting before taking the shot and make adjustments as needed. There are different types of continuous lighting available for photography and cinematography, and in this book, we will explore the most common ones.

1. **Tungsten Lights** - Tungsten lights are the most traditional type of continuous lighting, often referred to as "hot lights." They emit a warm, yellow-coloured light and are commonly used in studio photography and filmmaking. Tungsten lights are available in various sizes and wattages, and they offer consistent, stable lighting for shooting stills or videos.

2. **Fluorescent Lights** - Fluorescent lights are a popular type of continuous lighting for both photography and video. They emit a bright, white light that is similar to natural daylight, making them ideal for shooting in indoor locations where there is little or no natural light. They are also energy-efficient, cooler in temperature than tungsten lights, and can produce less heat, making them more comfortable to work with for longer periods.

3. **LED Lights** - LED lights are a newer type of continuous lighting and are quickly becoming popular in the photography and filmmaking industry. They are highly versatile, energy-efficient, and emit a bright, white light that can be adjusted to suit different lighting scenarios. LED lights are available in various sizes and can be mounted even on a camera or used as a standalone unit. They are ideal for outdoor photography and filming as they are portable, lightweight and can be powered by a battery.

4. **HMI Lights** - HMI (Hydrargyrum medium-arc iodide) lights are a type of continuous lighting that emits a bright, white light that is similar to daylight. They are commonly used in film production and outdoor photography due to their high power output and ability to produce a natural-looking light. HMI lights are more expensive than other types of continuous lighting, but they are ideal for large-scale productions that require a high-quality light source.

Continuous Lights.

These are constantly on and do not flash. Continuous lights in photography are lighting sources that remain on continuously during the entire photoshoot, they are majorly used for filming videos as opposed to flash or strobe lights which emit a brief burst of light which are majorly used for stills. These lights can be in the form of tungsten, fluorescent, LED, or other types of bulbs and offer several advantages for beginners: you can also experiment with continuous lights by attaching light modifiers on them to get your required light spread, intensity and softness. Now you don't have to worry about syncing the lights and flash. Simply adjust the light intensity, set the direction and

you are good to go clicking your subject. There are many advantages that comes handy with continuous light and are mentioned below.

1. They are easy to use and you see real time how your subject is reacting to light. Which makes it easy to adjust are position your lights unlike flash light which only gives out a flash of light when you click. Since continuous lights remain on, you can observe the effect of light and reposition it and change the angles, intensity and modify it using modifiers.
2. They are pocket friendly. And if you are crafty kinda person you can create you own modifier based on the lights you have and make most of your creativity, for maximum result.
3. Unlike flash you don't need to sync them with your camera, so if you are a beginner you can conduct your shoot without worrying about synchronisation issues.
4. Continuous lights are very handy and a very valuable tool to begin your understanding towards lights. All you need to do is develop skills in controlling lights effectively.

I've said this before you need three things to tell a story through a medium of camera.

1. Light
2. Subject - any physical subject that your eyes can see or describe.
3. Camera - a medium to describe your subject/story.

Lets understand how shots are created with continues light. There are three condition how continues lights are used although the placements of the lights are specifically driven based on the shot, the frame and the emotional output of the scene. I will probably use a high key light in my frame if my shot demands a comedy or light hearted scene, High contrast light while shooting something dramatic or a low key light to create a shot with suspense. The condition I'm talking about can be used for bot photography and cinematography.

1. Still Shot - Here the light placement, subject and the camera are all still to create a shot. This condition are highly used by photographers during wedding portraits or creating a dramatic light effects for your shot. This is quite easy to achieve with the help of flash light, but you can achieve same effect with continues light as well with right shutter speed and ISO. The choice of your light and its intensity would play a key role in creating your shot.

2. Moving Subject - Here the camera and the lights remains in the same position but the subject moves. These types of shots are very famous for shooting dancers with some motion in them. Such shots are also taken in combination with flash light to get the still and motion in the same frame. Such shots are widely used as a character revealing shot in cinematography.

3. Moving the lights - you can't do a lot with your camera if you are aiming for a still capture since the camera and the subject would remain in same place. But if you are shooting a cinematic video be it a product photography or portrait there is a whole lot of rim that you can explore and experiment by moving the light around your subject. We usually start in a dark environment to execute such shots.

4. Trio move - This is the condition where the lights, camera and Subject move in a specific direction as directed by the Director of photography to execute a shot. You will require a team of skilled people to achieve the desired outcome which is why film making requires a huge budget as its not only about what happens within the frame but a whole lot of what is happening outside the frame to achieve a perfect shot. Yet again not much can be done here if you are aiming to get a still shot or your creative ideas kicks in for some amazing abstract photography.

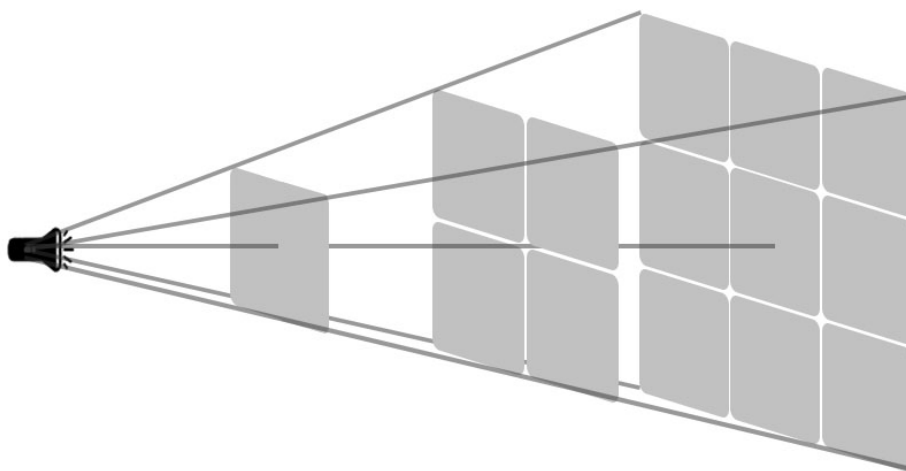
3. FLASH LIGHTS

Flash is an essential tool for photographers to create stunning images in various lighting conditions. Its primary function is to create artificial light to illuminate a dark scene. Secondary function includes capturing fast moving object quickly (thanks to the speed of light) and since everything reflect light in indoor condition you can actually make use of wall as a reflector to change the quality of light. The flash adds additional light to the scene, allowing you to freeze the motion, capture sharp details, and create dramatic lighting effects. There are various types of flash in photography, each with its own unique characteristics and benefits. In this chapter, we'll explore the different types of flash and when to use them, the type of flash available in market. But before we try to learn something about flash lets understand something about the light itself that is burst out of the flash to gain better understanding of how flash works.

HOW LIGHT FALLS

When you use light we experience fall off. The intensity of light is inversely proportional to the distance. This is called **'The Inverse Square Law'**. This means light is stronger near the light source and the light intensity decreases as the subject moves further away from the light source. What's interesting about this law is that it follows a predictable pattern: for every time you double the distance from the light source, the light's intensity is reduced to one-fourth.

How light falls. (Inverse square law)



	DISTANCE	=	1	DISTANCE	=	2	DISTANCE	=	3
	BRIGHTNESS	=	1/1	BRIGHTNESS	=	1/4	BRIGHTNESS	=	1/9
		=	100%		=	25%		=	11%

To illustrate this principle, let's consider a practical example. Imagine you have a powerful flashlight, and you're using it to illuminate a subject, such as a flower vase, for a close-up shot. If you hold the flashlight at a distance of one foot from the flower vase and measure the amount of light hitting the flower vase's surface, you'll get a certain level of brightness.

Now, if you were to move the flashlight two feet away from the flower, the brightness on the flower vase's surface would not remain the same. Instead, it would become one-fourth as bright as it was when the flashlight was just one foot away.

Moving the flashlight further away to three feet, the brightness on flower vase's surface would be reduced to $\frac{1}{9}$. This means that the intensity of light follows a square of the distance relationship.

1. Built-In Flash

The built-in flash is the most common type of flash found on most cameras. It is a small, low-powered flash that is integrated into the camera body. Built-in flashes are convenient to use and require no additional equipment. They are ideal for quick snapshots, low-light situations, and fill flash. However, they have limited power and range, and it directly hits your subject from the front so it can create harsh, hard lighting.

Built-in flash

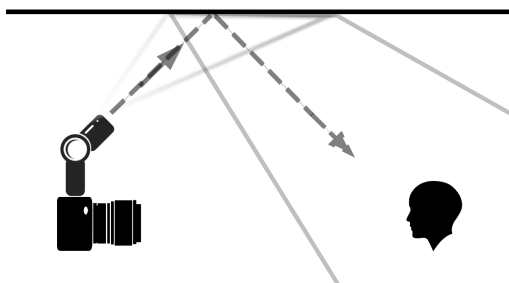


2. External Flash

External flashes are more powerful than built-in flashes and are designed to be mounted on the camera's hot shoe or used off-camera. They offer more control over the light, as it has a flexible moveable head which allows directional lighting to bounce the flash off walls or ceilings to create softer, more natural lighting. External flashes also have

a more extended range due to large flash head, making them suitable for larger spaces or outdoor photography. They are a must-have for portrait and event photographers who need more control over their lighting. Although they are not universal and need correct mounting based on camera make and it can be expensive.

External Flash



FLASH SYNC SPEEDS

Without a flash you usually determine your shutter speed based on either how much light you need in the scene or on how you want to capture motion within your shot. Either way you can set shutters that are in fractions of thousands of seconds or can go slow as minutes. When you start using flash you need to consider your shutter speeds more carefully. There is a limit to how fast you can set your shutter speed. Most mirrored DSLR cameras have what's called a focal plane shutter, which sits just in front of the image sensor in your camera body. At a certain speed, the shutter blocks the flash from hitting the entire sensor and illuminating the entire image. What you get is a dark band across your image where the flash has not lit the scene in this area. This is because the flash and the shutter are not in SYNC. All flashes have a *FLASH SYNC SPEED*. Any shutter speed faster than 1/200 will result in this dark band across your image. Your camera manual will tell you your flash sync setting. Most SLRs it's 1/200s but you will need to check this anyway. This means you will not be able to use flash above this speed. In such situations where you need to go faster than this maximum shutter speed, some flashes offer what's called high speed sync. Most speed lights will have the option of syncing your camera and flash at

higher speeds. Rather than just sending out 1 burst of light your flash head will send out a number of bursts of light.

EXPOSURE COMPENSATION FOR FLASH

Another way to control flash in your image is by controlling the power or strength of the flash itself. One of the ways to turn the flash brightness up and down is to use exposure compensation. This is similar to adjusting brightness of your image with the help of flash. Suppose you are in a low lit room and you are using flash to lit up the room for brighter images. You can change the power on the flash unit to adjust the brightness. The icon for flash exposure comp is usually a flash symbol and a + and - icon beside it. Just like exposure compensation you can add or reduce compensation in stops. Some cameras allow you to use exposure compensation straight from the camera, (exposure scale) and the same principle applies, you can set it in the exposure of your image on your exposure scale and camera will adjust the flash power automatically.

3. Ring Flash

A ring flash is a circular flash that attaches to the front of the lens, providing a unique, even lighting effect. The ring flash produces a soft, shadowless light that wraps around the subject, creating a distinctive look that is perfect for macro photography or portraits. Ring flashes are commonly used in fashion photography and beauty shots to create a glamorous, high-fashion look. Led Ring lights have given quite an impact on the subject as they are more pocket friendly and creates similar result. But the use of ring flash for macro photography still holds the market as it is very compact to use.

4. Strobe Flash

A strobe flash is a high-powered flash that is used for studio photography and high-speed photography. Strobe flashes are designed to emit a short burst of light that freezes motion and captures details that the human eye cannot see. They are perfect for capturing action shots or freezing fast-moving subjects. Strobe flashes are also ideal for product photography, where every detail needs to be captured perfectly.

the type of flash you use in photography will depend on the situation and the look you are trying to achieve. Let's understand how flash works.

How Flash works: There three way (modes) to operate flash.

A. Manually

B. TTL (Through the lens)

C. Evaluative

Manual mode - In the case of manual flash, there is NO control by the flashgun or camera, over the intensity or duration of the pulse of light from the flash unit. Flash could simply be a constant amount of light that is emitted from the flashgun. You can just control the output of their flashguns by adjusting the settings in fractions of the maximum possible output. Its obvious that the absolute value of $\frac{1}{4}$ power will vary from flashgun to flashgun, depending on the maximum power of flash gun. Manual flash exposure is most easily measured by a hand held flash meter.

Consider these settings while operating Flashgun Manually:

- Shutter speed will have no effect or control the amount of light in your image. Shutter speed only effects how much ambient/existing light that is in your scene. It will not brighten or darken it. Even if you increase the shutter speed or make it slower the amount of light emitted from flash would remain the same as it is operated manually. So how do we control light while using a flash fun in manual mode?
- This is where the aperture and ISO will come into picture. The size of the aperture can be made bigger or smaller to allow more light in or restrict light to reduce it. Changing the aperture in a flash picture has the same effect. As the aperture is made smaller it will reduce the amount of flash getting into the camera thus changing its level of brightness within the scene.
- ISO - Increasing ISO will change the brightness in your scene as a higher ISO value will simply make your camera sensor more sensitive to light and will brighten your image. A Lower value of ISO will reduce the overall amount of light . A lower ISO can add up to the contrast level in your image, on the other hand a higher ISO will make your image more flat and less contrasting.
- Do consider the distance that flash is from the subject.

Through The Lens (TTL) - The second way to control flash exposure, is as an automatically controlled burst of light. This flash output shall be either controlled directly by the actual flash gun, which is mostly referred to as auto mode or can be done through the use of a collaborate metering system between camera and camera-flash group that will always create TTL flash images. If the flash is directly managed by the cam, as measured through how much light passes via the lens of view camera once a snap shot taken, it will be named Through-the-lens metering for Flash. On the other hand, with TTL flash our chosen aperture or ISO (with that suitable limits) does not have effect on our flash exposure and in some shape become transparent from operation of our metering.

TTL is an old flash system that was developed by the manufactures for film shot camera. In TTL flash metering, the device measures the light reflected from the flash output on to the subject and that taken through a lens for reading. TTL will still be used, especially with off brand flashes. This flash runs well for some trials but one may observe different results. This is attributed to the fact that the camera and flash do not interact in an equation way as they would with a branded flash. By this, you will have to make more compensation than with the brand flashes although the plus side is that they are economical. This is why I view them as being, to all intents and purposes, semi automatic in that you must still make some adjustments by yourself be it the amount of power or online like simply bouncing the flash which we shall discuss further on.

Multi Mode - Modern flashes operate in a very advanced way. The flash will do most of the work. This are more automated but we can still control them as we will see later. These are what most photographers will use nowadays. These systems are known as ETTL, ITTL, PTTL depending on the brand.

The speed lite throws out a low power flash that the camera evaluates to determine the exposure. Based on the reflected light from the pre-flash, the camera sets the power output of the speed lite to an appropriate level and then fires the main light burst. The speed lite itself is not using any intelligence here, it is simply firing a low power burst and being told by the camera what to do next. How that information is interpreted and the amount of light calculated differs from brand to brand. Manufactures

use different systems based around this idea of TTL. The flash and camera however don't know whether you want key or fill light in your scene. An intelligent system will make good assumptions though and you will get very good results in any mode.

The main thing to understand here is that all these automated systems can only be really controlled by using flash exposure compensation.

Studio photography can be used for a broad range of photographic styles, from portraiture of any kind candid, formal, action, or any type of product photography, food photography, pet photography, macro, new born, fashion. This list goes on and on. The main reason you would choose a studio is control. Control over the lighting and control over the environment. Control over the lighting, as in you have full control over how light is shaped on your subject, where shadows fall, where highlights are placed, whether you want shadow and highlight at all, the colour of light, the intensity of the light. Basically every detail about how your subject is illuminated. And how you use light plays a big role in how the subject is represented. Like the simple lighting used on the family portrait just to create a nice straight forward representation of the happy family or more complex dramatic lighting like the shot on the bottom right. Using a studio or studio lighting really helps develop your understanding of how light works and how it can be manipulated to create different moods and different atmospheres in your shots. When it comes to studio photography there are some basic equipment you would need. Typically you will need a backdrop, this can be paper, fabric or vinyl and come in a huge variety of colours. The 2 most basic any photographer would have would be black and white. You would typically have a couple of flash units or strobes. The more you have the more complex your lighting can become. You would also need a couple of light stands to put your flashes on so that you can have them at different heights.

Studio Equipment - Lights

There are two types of light available to us, continuous and strobe. These are the kind of lights that you would typically find in a studio. They may look complicated but really they are no more complicated than an external flash unit and probably actually easier to understand.

Studio Equipment - Modifiers

Studio flash modifiers are similar to external flash units but are available in much larger sizes. Different modifiers shape the light and change the appearance or quality of the light.

Studio lights

There are two types of light available to us, continuous and strobe. These are the kind of lights that you would typically find in a studio. They may look complicated but really they are no more complicated than an external flash unit and probably actually easier to understand. The modelling lights generally can be turned up and down in power too, this is very useful if you have two flash units that will be firing their flashes at different intensities. It allows you to visually see the difference of both the lights you will have in the scene.

Strobe

The main components are the flash bulb and the modelling lamp. The flash bulb is the what fires the flash so its pretty straight forward. The modelling bulb is a continuous light that you switch one to aid you shape the slight and create a light set up. The modelling light is usually a warm tungsten style light and is simply there as a visual aid. When you actually go to take your picture and press your shutter, the modelling light switches off and the flash fires. This way the modelling light doesn't get exposed and is not lighting your shot. Studio lights work on what is known as a master and slave relationship. One light will be connected to the camera via a flash trigger or camera sync cable. This light will fire when the camera shutter is released. The other light or lights will fire instantly via a signal that is sent out when the master light is triggered.

Before you go implementing flash into your photography you need to make sure that you understand exposure. Shutter speed, aperture and ISO combined create the exposure in your image. When you press the shutter the sensor is exposed to light – shutter is fairly simple the longer the shutter is open the more light that gets in. The lens has an aperture inside it with can be opened up and closed to let in more light or less light while that shutter is open. The ISO refers to the sensitivity of the sensor and this sensitivity can be turned up so that it take less light to create a good exposure. In order to know how much light you need to get the exposure you want you use the light meter in your camera to measure how much ambient light is available. Ambient light is any available light that is in your scene weather its natural light, or artificial.

Sometime we don't have we don't have enough of light in the scene to get a good exposure without having a really long shutter speed. If you need a fast shutter speed because your subject is moving or when your hand holding the camera then you will need to you use a flash to add more light.

Studio lighting works in a very similar way to using completely manual flash. There are no auto settings so you will use a combination of the below to control studio lights:

1.Aperture

2.ISO

3.Flash Power

Flash Distance

If there is ambient light in your studio, this can still be recorded with slow shutter speeds. Based on the requirement you can create the lights the way you want it and there are only two types of lights when it comes to photography which are

1.Soft Light is achieved by using larger light sources or light modifiers that spread light over a wide area. Like soft-boxes, umbrellas and even diffusion panels. By creating a large light source, soft box softens the shadows and produce an even or flat light. This is because the light spreads around the subject, reducing harsh shadows. You can make the light more softer by reducing the distance between the light and subject.

2.Hard Light can be achieved from smaller light sources or light modifiers that concentrate light into a smaller area like, snoots, and bare flashes. They produce hard light by allowing light to travel in a straight line without much scattering. Hard light creates distinct, well-defined shadows with high contrast, which can add drama to a scene. You can make the light more hard or shadow darker by increasing the distance between the subject and light. You might have to increase the light intensity with increasing distance.

Studio flash modifiers are similar to external flash units but are available in much larger sizes. Different modifiers shape the light and change the appearance or quality of the light. The larger the light source is in relation to the subject the softer the light that falls on them. The concepts of lights with all the modifiers might take an other book to cover the entire topic. When you attach a light modifier to a strobe, it

alters the way light spreads, bounces, and interacts with the subject. Here's a thumb rule that you can follow with modifiers and know how it works:

Light modifiers are tools that control the volume of light emitted by strobes or flash. Light modifiers will either make your light soft or hard. Soft light produces gentle, diffused shadows, while hard light creates sharp, well-defined shadows.

Reflector

The reflector is a conical attachment that is coated in a reflective layer. These come in a few different sizes.

Reflector with Grid

Grids fit into front of reflectors. The light is very similar to the light produced by a reflector but reduced. Grid spots come in different sizes. Grids

Beauty Dish

A beauty dish throws the light out wide while soften the centre part of the light. The softening is produced by the metal dish in the centre of the beauty dish that prevents light from coming out at full intensity at the centre point.

Snoot

The snoot works a spotlight on the subject. It concentrates the light into a point and creates a dramatic contrast. As the light is condensed into such a small opening at the end of the snoot, as a light source it is very small.

Small Soft box

Soft boxes come in variety of sizes and each have there own application. It takes that reasonable small flash bulb and makes it into a much bigger light

Large Soft box

Soft boxes come in variety of sizes and each have there own application. It takes that reasonable small flash bulb and makes it into a much bigger light.

Use the appropriate light modifier, to control the mood and atmosphere of their images. For example, portrait photographers often use soft light to create flattering, natural-looking portraits by reducing skin imperfections and minimising harsh shadows. On the other hand, hard light might be used in fashion photography to create a more drama and high-fashion look.

7.

BEING AN ARTIST

Artist behind the camera - if photography is something that has grown on you or be it any other form of art. The fact is I've known some photographers (Artist) who are doctors, models, Actors. in fact some of my favourite photographers have started off in a completely different career directions. But even as we speak the famous and successful people did not become successful or famous because they were born gifted, its because they developed an amazing habit to be successful or famous. *Grey Mckeown has said in his book 'effortless' the simplest steps are the ones we don't take.* We often burden our present self with the future of becoming someone great. Focus on what you are today, do what you can, with what you have.

I'm an artist I've been painting every since I could even remember. But the day I held camera in my hand I knew the very moment there is no turning back now. But even as an Artist before we get into the creative side there are basic logic that you as an artist needs to imply so that it helps you get better on the creative front. Yes we all want to become a famous Artist know for your individual style of work and the best way is Take charge of today with a positive mindset.

1. NO MORE AUTOMATIC MODE

Today's cameras incorporate a bunch of automatic settings that make your life easier. For example, cameras can identify the surrounding light, movement and even faces in order to take the best possible picture. But remember, the automatic mode are like the training wheels on your first bicycle; they're merely a tool to give you the self-confidence you need for your first few outings.

You should drop the automatic mode very quickly, even if it leads to less beautiful pictures in the beginning. Why? Because when you're using the automatic setting, you're basically letting the computer within you

camera decide for you. Let's take, for example, the focus. Do you really want to let your camera processor choose what the central point of the picture should be? As sophisticated as cameras are, but even the best camera won't understand and execute what you have in mind. The same can be said for the shutter speed, the aperture or the ISO. If you want your pictures to truly be your pictures, you'll have to learn how to set your settings by yourself. This will help you **Define Your Style**: Just like in other artistic pursuits, finding your unique style is very important in photography. Think about the kind of images you want to create, the emotions you want to convey, and the stories you want to tell through your photographs.

2. CHECK YOUR CAMERA SETTINGS

Today's cameras incorporate a bunch of automatic settings that make you capture images easily. Here the camera identifies the light available in the environment, the movement, the subject and captures the best picture possible but what if your idea of taking that picture was better. Your camera might give you a most technically sound image, but it won't give you the most creative image. Start seeing what you want to capture but most importantly know *how you want to capture it*. Don't let an external factor decide the outcome of your image. Take control, gain more knowledge and execute what you wish to create your way.

Learn the Basics While artistic vision is essential, having a strong foundation in the technical aspects of photography is equally important. Learn about camera settings, exposure, composition, lighting, and post-processing techniques. Create an image from your camera that has your creativity (identity) in it not something what your camera is capable of. **Understand Light** it is the essence of photography. Learn how to work with natural light and artificial lighting sources. Understand how different lighting conditions affect your subjects and the mood of your photographs.

3. EXPLORE RAW

Capturing in 'jpeg' is just fine. It's quick, saves your card memory, you can upload it on your social media platform directly. But if you want to be able to edit your shots, this is definitely not the right option for you. You sacrifice a lot of flexibility and quality along the way of compression. Try your hands on 'RAW' format edit and later you can save it jpeg. 'RAW'

format will cost you space but if you are a person who prefers quality over quantity. RAW is your format.

4. NO FIXED POSITION

'A good Photographer knows where to stand' But before you know where to stand make sure you explore all the space you have along side to get the best angle for your images. Spend some time looking at your subject rather than just getting your camera out and capturing things meaninglessly. I take the artist's route before taking a picture

Observe my subject and think what would I do if I had to paint this scene. Later I adjust the light accordingly if possible. Now once I have image ready in my mind. Once I'm done visualising it. Now I dare to capture it. This helps me set my position with the subject. Now I know where to stand and most importantly how to capture it.

Practice Regularly: Photography, like any other art form, requires practice. Make it a habit to shoot regularly. Experiment with different subjects, lighting conditions, and techniques to refine your skills and discover how you connect with your subject and vice versa. Over a span of time and after thousand of images the amount of time you take to complete the artist's route will eventually come down to fraction of seconds. Like its said Practice makes the man perfect. You have greater chances of becoming a successful photographer (artist) if you aim at being consistent rather than being too picky on projects you wish to create. This will help you **Develop Your Eye:** Train yourself to see the world through a photographer's lens. Pay attention to details, compositions, and lighting in everyday life. This will enhance your ability to capture interesting and unique shots.

5. ENHANCE WHAT YOU GET FROM CAMERA

How much every good you are with you camera skills there are external factors that do affect the quality of your image. You must have come across photographers saying editing images are taboo or its not ethical. Well it does makes sense if you're doing press photography or documenting something. If you're shooting for a magazine where you need perfection and add a little bit creativity to it Editing your images are meant to happen. Do not hesitate to open those RAW images and Colour correct it. Enhancing your artwork is your right. Never let other peoples opinions kill the artist within you. **Invest in Equipment:** Decide on the type of camera and lenses that align with your creative goals.

Consider both your current needs and potential future requirements as you progress in your photography journey.

If an Artist is behind the camera and certain ideas aren't possible to capture in reality. What other option you would have other than manipulating and editing your image to make an Artwork out of it. Just like your camera editing softwares are tools that you use to create an artwork. **Edit Wisely:** Learning how to edit your image adds to your tools to pursuing your journey in photography. Enhance your images while staying true to your artistic vision. Remember, editing should enhance your photograph, not completely alter it.

6. SELF BRANDING

Artist usually are so much involved in the concept of creating artwork through camera or painting or any other medium we often over look what we are becoming and at the end of the day we need to present ourself as an artist. what you like, who you are and more importantly why are you like this what's your source of idea, what inspires you. We as humans we feed on information its always better to give the right information about yourself and your artwork before people assume things. They might not be wrong in a way but their perspective might differ. As an Artist it more important to get your viewer on the same page as you are.

As an Artist you pick up a subject and make an artwork out of it. Don't forget you are a subject in yourself, it could be a journalist or anyone whom you are commuting could be through a medium of inspiration, influencer, mentor or anything else they will add there part of creativity if they are fond of you as a subject.

Make sure you have a clear understanding of how you wish to present yourself to your viewer.

Study Other Photographers: Explore the work of renowned photographers across different genres. This will expose you to various styles, techniques, and perspectives, helping you develop a well-rounded understanding of photography. Study other photographer not so that you loose track of your own, but to know if someone has already walked the path you are willing to take on.

Build a Portfolio: Create a collection of your best work that represents your style and capabilities. A portfolio is crucial for showcasing your skills to potential clients or galleries.

Set Goals and Define short-term and long-term goals for your photography journey. These goals can include improving specific skills, participating in exhibitions, or even starting a photography business.

And once you reach this stage

start Networking: Connect with fellow photographers, attend workshops, exhibitions, and join photography clubs. Networking not only provides opportunities to learn but also introduces you to a community of like-minded individuals. The reason I asked you to be consistent with your work is because when you network people are more interested to collaborate with a person who is doing something about his goals rather than collaborating with someone who is all talks but no works.

Be Patient: Photography is a journey, and mastery takes time. Be patient with yourself, embrace failures as learning experiences, and celebrate your successes along the way.

Build yourself as a Brand Remember that your background as an artist can give you a unique perspective in photography. Use your artistic sensibilities to create images that reflect your individuality and resonate with your audience.

Thinking about it, Ideas aren't the only thing that makes an artist. The journey of bringing the idea to reality is where the secret is. Here I'm not talking about the knowledge you've gained to execute an artwork or project, its the habit I'm talking about.

Rain water that falls in ocean. Cannot be used for drinking. Gaining a large amount of knowledge is good. But if you're not using it to create an artwork be it camera or any other medium isn't that knowledge getting wasted.

A lot of artist wants to get famous which is good. one should have such kinda greed. Well who doesn't want to progress in life. But we spend so much time gaining knowledge and dreaming about the goal we often forget to take the journey. The burden of your goal itself is so heavy that it make it difficult to take the very first step and you get trapped in the concept of procrastination. The goal is not to become the best artist in the world it is to become an artist who is best consistent with his work.

8.

UNDERSTANDING YOUR SUBJECT AND MIND SET

Subject in front of the camera - Photography is not everything that happens from behind the camera. What's in front of the camera matters. You might not capture something that does not interest. Now that you have developed an interest to capture it. As a photographer you should be able to justify it. Remember let there be no communication error. Show what you see. But make sure you present it like an artist. Understanding your subject is important and when you understand its story and in this process of photography you convert that into a visual medium and that's Photography. It involves grasping both technical and artistic aspects of capturing images.

We will first start with a human here lets understand the difference between character and personality and its genre of execution. Personality and character are two important elements that photographers can use to create compelling and meaningful photographs. Personality refers to the unique characteristics and traits that make up an individual's identity. These can include things like their sense of humour, their confidence, their energy level, and more. In photography, capturing a subject's personality can help to create a connection between the viewer and the subject, and can also add depth and meaning to the image. Usually personality are captured in Fashion photography as your subject is representing a lifestyle.

Character, on the other hand, refers to the moral and ethical qualities that make up an individual. This can include things like integrity, honesty, and compassion. Capturing a subject's character can add a sense of authenticity and sincerity to the image, and can also help to convey a message or tell a story. Usually characters are captured in portraits, that speaks more about the person the very best example would be a candid moments.

As a photographer one should take the time to get to know their subject and understand what makes them unique. This can be done through conversation, observation, and even through the use of prompts or questions. Pay attention to body language, facial expressions, and other nonverbal cues, as these can often reveal a lot about a person's character and personality. In addition, photographers should also be mindful of the camera setting and environment in which the photograph is taken. The location, lighting, and composition of the photograph which plays a key role in how the subject's personality or character are perceived. Ultimately, by focusing on capturing a subject's personality and character, photographers can create photographs that are not only visually striking, but also emotionally impactful. You can learn how to operate camera and learn all the lighting settings to take a very strong technically strong images. It's more important to focus on the reasoning of why are you taking this image and is it emotionally right.

Photographers travel places and in this realm of creative expression and storytelling, two very different but interconnected mediums have emerged: travel photography and travel blogging. Each offers a unique perspective on the art of capturing and sharing the experiences of traversing the world. Let's understand how it is different when travelling is done by anyone yet there is a difference in travel photography and Blogging.

Travel Photography:

Imagine you standing in front of an iconic landmark, camera in hand, ready to capture the essence of the moment. Travel photography is an art form that is driven on the power of a single image to evoke emotions, convey message, and freeze a moment in time, to document the event the way it is without altering anything. In that moment you will need an unwavering focus on composition and lighting this can be achieved by knowing where to stand to capture decisive moment.

The events will keep happening like the sun will paint the sky with hues of gold and red during sunset, a travel photographer might wait patiently, capturing that fleeting instant when the light dances on the beach and the world is bathed in a surreal glow. Each click of the shutter is a deliberate attempt to capture the world's beauty, its vibrancy, and even its imperfections. The resulting images are not only a testament to the photographer's skill but also an invitation for viewers to embark on a visual journey.

Travel Blogging:

Now, shift your focus Travel blogging. It is a narrative-driven art, where the traveler becomes a storyteller, and shares personal experiences, cultural insights, and practical advice in the digital realm, where words take on the role of, crafting vivid narratives using camera as a medium to fill the frame that transport readers to distant corners of the Earth. Instead of relying solely on visuals (photographs), the travel blogger use words, to create to share experience and have engaging conversation with the readers.

Imagine you travelling and experiencing the exhilarating rush of exploring bustling markets in a foreign city, tasting the exotic street food, and the heartwarming encounters with locals. Through storytelling, you will aim to capture the essence of a place, share your personal growth, and inspire others to embark on your journeys.

While travel photography and travel blogging differ in their primary mediums—Documenting things the way they are as a travel photographer and charming your personal experience as a blogger — they often intersect to create a richer narrative. Together, these mediums create a metaphor like content that resonates with readers and viewers alike, allowing them to experience the world through both a visually and emotionally.

In the end, whether through the artful lens of a camera, travel photography and travel blogging are the actual reasons that transport audiences across continents, fostering a deeper appreciation for the diversity and beauty that our planet has to offer.

Photographers travel places and so does an artist. Photographer is someone who paints the canvas with camera as a tool. Portrait photography and fashion photography are two distinct genres within photography, each with its own focus and purpose. This world filled with stories waiting to be told, Stories that you come across when you travel and the story which is born out of your imagination where you portray your unique purpose and style adding your own thought to it. Come on let me take you out on a journey where we can talk about portraits and Fashion photography And their differences. The story revolves around two photographers Kabira, who is a travel photographer and Neha, the fashion photographer.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Take away from the story

Through Kabira's lens (Portrait Photography):

Portrait photography is centred around the human's character. The emphasising is on the subject's face, expressions, and body language. It's about capturing the genuine essence of the person. The subject's attire, while important, is secondary to their identity. The clothing and styling are chosen to enhance the subject's natural look and character. Portrait photography is often used for personal and professional purposes, including headshots, family portraits, senior portraits, and corporate profiles.

Through Neha's lens (Fashion Photography):

Fashion photography revolves around showcasing clothing, accessories, and a particular style or concept (lifestyle). The goal is to make the fashion items look appealing and desirable. The model often plays a role in enhancing the style and mood. Fashion photography allows more creative and artistic expression. It involves collaboration between photographers, stylists, makeup artists, and designers to create a specific look. The context and environment play a significant role. Settings, poses, and expressions are chosen to enhance the theme or narrative of the fashion story. Fashion photography is used in advertising campaigns, fashion magazines, catalogs, and editorials. It aims to promote and sell clothing by creating an aspirational image.

No I wasn't high to give you a story intro followed by few blank lines and coming down straight to the takeaway. The blank lines are the space where you get to write your own story in your own pages of life. You are the Kabir, you are the Neha and many more artist you will be coming across work together and have healthy competition and most importantly to support each other as an artist. We all have ur stories to express we have chosen the medium of photography to express our thoughts, what we notice and what we wish to communicate.

In summary, portrait photography is about capturing the essence of a person's character and emotions, while fashion photography focuses on the personality side of human showcasing clothing and accessories in a creative and visually appealing way. Both genres require a deep understanding of photography techniques and aesthetics, but their objectives and methods are distinct.

Talking about product photography how to build a connection when your subject can't speak on it own this is where the commercial photographers and filmmaker's builds a bridge between the subject and humans.

If you're not so much fond of technical

At its core, photography is the art of using a camera to capture light and create visual stories representing different part of the world. Technical knowledge includes comprehending camera settings such as aperture, shutter speed, and ISO, which control exposure and depth of field. These elements influence how much light enters the camera and how motion is captured.

Artistic aspects encompass composition, lighting, and storytelling. Composition guides how elements are arranged within the frame, utilising techniques like the rule of thirds, leading lines, and symmetry. Lighting plays a crucial role, whether it's natural, artificial, or a combination of both, as it affects mood and emphasises textures and details. Storytelling involves capturing moments that convey emotions or narratives.

Understanding photography also extends to post-processing. Editing software allows photographers to enhance colors, correct exposure, and apply creative effects. As photography has evolved, digital and mobile photography have become prominent, altering how we capture and share images.

In summary, photography blends technical mastery with artistic creativity. It's about using a camera as a tool to translate one's unique perspective into captivating visuals, be it through landscapes, portraits, street scenes, or abstract compositions.

**AN ARTIST IS SOMEONE WHO DOESN'T JUST LOOK AT
THINGS AROUND, BUT OBSERVE. A BETTER ARTIST DOES
THE SAME IN LESSER AMOUNT OF TIME.
DEVELOP A DISCIPLINE FOR THAT.**

10.

DEVELOPING A MINDSET

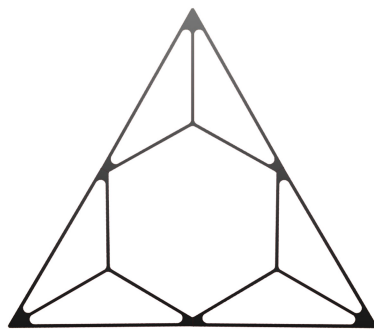
Developing a mindset to do something is the most important part of the process. This is exactly where your habit will come into the play which will eventually result in your productivity. Until now we have come across what happens inside the camera when you click, the external factors that you consider while creating art through the medium of photography, even your habits as a matter of fact. This is the time I put you five inches behind the camera viewfinder what goes on in your mind just before you click, while you click and after you are done clicking a picture.

Your mind is a camera that store photographs in form of memories and it also generates art in form of imagining, commonly known as day dreaming. Your mind does the same process at 10x productivity while you are sleeping. Which is why some dreams appear so real that they directly have impact on your physical body, even when you are sleeping. Similarly the artwork you create also put the viewer in one of those state of mind and it need not necessary that comes from a visual information. Its all about what your art work communicates to the viewer. Let me give you an example. you listening to your favourite song and it triggers your visual imagination of thinking or remembering specific moments of your life incidents. Similarly there are songs or speeches that activates certain part of your brain that makes you more active towards the task you wish to complete. For example lots of people look at motivational body building videos before hitting the gym.

So what we understand from this is that after looking at specific information your mind will get into a default mode of thinking while giving your body rest, or it will activate your executive mind circuit that make you do something and your focus will be more on the activity part of it. Both the default thinking part and the executive part is controlled by a third circuit or network in your brain that does the switching in-between part of these two. People who are creative are capable of switching between these two circuit quickly and at time activating them both simultaneously. There is a way to know which side or your brain is

active and Indian have been practicing this since ages. A special branch in yoga known as *svarodaya*, or svara yoga that studies the flow of energy in body. When the left nostril is dominant,(if you are breathing from left nostril) the mind favours the cognitive senses or rather your default brain circuit is active. This is the time when you can give rest to your body and let mind do the dreaming, thinking, one of the things we over look in this default active circuit is that we don't make most of our listening senses or rather listening skills. Discussing ideas with your fellow team members, friends or mentors are the best things you can do with your current default mode of thinking. **Making notes of your discussion or noting down your ideas is the most important thing you should be doing in such process. 90% of the people lack this habit or writing things down.**

Having a dominant right nostril mean you have executive mode active in your body this is the time when you go out on the field and execute your ideas or work on your strategies. If you wish to increase your creative side along with your productivity, you will have to think like an artist and work like a skilled labour. Creativity and logic goes hand in hand, you need to know the logic to get the most of your creativity. Now you know why you need to know the rules so that you can break it. Creativity is not about thinking outside the box its all about knowing whats inside your box so you can step out side of it. Practice the process or noting down your ideas and work on it. Once you develop an habit for it you will be able to switch between your default thinking mode and executive mode at a much faster rate. Its same like taking observing something developing an idea and executing it right away. Remember a better artist does the same in lesser amount of time. Develop a discipline for that.



GAIN KNOWLEDGE AND
EXECUTE IDEAS

Creativity is a process where you take in logical information and give a creative output. There are two core cause of creativity blockage or lack of productivity.

1) **THE SOUNGY MIND** - Taking in too much of information but not working on it. Usually learners who procrastinate a lot falls into this trap. Where you are learning something new but not working on it. This is where the most common thinking pattern is developed amongst the student. I've displayed artworks to many students amongst various institute and asked 'can you decode it?' 60% of the student were able to decode it, but when asked how much time will you need to completely create a similar artwork. More than 70% of them failed to create the similar artwork in given amount of time. This is the situation where you as an artist have enough knowledge about the artwork or how it needs to be created but were not able to do it, just because they have not developed the habit of doing it. Its very important to execute what you have learnt from your mentors or from inspiration. Keeping your body active to towards your goal is equally important. Taking in information makes your mind heavy like a sponge making it heavier. You need you squeeze into executing it so that you keep moving forward.

2) **THE HOLLOW MIND** - Have you come across a phase in your life where you wish to do a lot but felt helpless. There is nothing more tragic than being in a state where your don't find a way to act upon your ideas. This is a typical situation where you lack logical knowledge about what needs to be done in that particular situation. The only reason I've talked about the logical things first in this book of psychology of taking a good picture is because you need to know the rules that you are going to break. Creativity and logic goes hand in hand. They are like the dream and reality of your life. Remember your dream will inspire you to move in the direction and the logic will help you walk the path. Keep switching your physical and spiritual self and you shall enjoy this journey called life in a much better way. Once you have developed the art of switching the default and executive side of your thinking process this is where the magic begins. This is where you gain confidence that is reflected in your personality and character, making you a dynamic personality. Well its very rightly said 'All your intelligence eventually burns down to you curiosity.'

Being a creative person is a skill in itself having inspiration or right knowledge isn't enough. What are your doing with that inspiration and

knowledge is where the game begins don't get stuck on the level 2 of your game in life try level 3. Do mistakes, logically understand the process of gaining and losing. Be lost and find yourself. If you can lose at it miserably you can also win at it miserably. At the beginning of this book Psychology of taking a good picture. I've talked about taking 10 photographs everyday. How about writing 10 ideas everyday that inspires you and now working on it. This is the process that will lead you to create an amazing identity. A good idea is something that you cannot achieve in your first attempt. A good idea will smash you hard on your face, will make you fail at it and teach you what logic needs to be altered. Once you know how to flex your logics. The way you work towards executing those ideas and bringing it to reality will change. Now imagine you becoming a better artist at this process. The habit of failing and not giving up is what it takes to become a spectacular artist. A lot of people get disappointed by the failure. The actual disappointment isn't about failing at it the real disappointment is that you have stopped learning something from it. The productivity stops when you stop learning, not when you stop failing. Developing a discipline in creating something in hard situations is what takes you to another level of problem solving. Since you've already walked this path you become an inspiration for others. Where you have changed your mindset and thinking pattern, thus becoming a part of rare thinking bread of us humans known as Artists and Poets. Where you live in metaphor of the life like it's a dream. This is a phase where your dreams become reality, or rather your reality is dreamlike.

There are different stages of learning and creativity is a part of every stage. Get to know yourself this is the first and most important part of self understanding when you create something. My friend Famida who is a certified potter and an amazing ceramic artist. I came across the article she created and I wasn't much satisfied by the way they were made. And according to her they were unique in their own way. They all had unique identity.

But my perspective or approach towards those articles were different. Frankly speaking I wouldn't have paid for those articles and I was clear to her as a friend it's my responsibility to give her honest feedback rather than sweet talking with her and guide her to take the route that was easy. A few days later she gifted me a set of wall art and I fell in love with it the moment I saw them. What I observed about it. Those set of articles were about perfect. That was the most valuable lesson I noticed when it comes to creating art. You need to create artwork in

quantity so that you can perfect it. You cannot start your journey as an artist considering the quality. You need to work on quantity to achieve a good quality. Because now it stays in your muscle memory that makes your set of work looks identical and above all professional.

Get hang of it **practice one thing multiple times rather than practicing multiple thing one time.** Perfection comes from practicing one thing multiple time till you don't have to apply your conscious mind to make something. Rather its your subconscious mind working on it. Now thats perfection in habit. **Develop a habit for that.** Now use the same knowledge or logic to create something new. You can make a square box using 100 bricks but you can also create a rectangular box from it, Thats simple right? How about trying to create a pyramid using those same 100 bricks. If you've imagining a pyramid made of brick all you need to do is apply logic and complete the task. Completing task leads your happy moments and adds confidence in you.

I'm too trying to apply logics and knowledge I've gained to complete this task of writing this book. Eventually for my happy moment.

SUB CONSCIOUS MIND ACTIVATED.

What exactly is Subconscious mind? Does it has some supernatural power? How do we know its activated?

Well we all have it obviously we just don't know to make most of it. Like I do it always I'll start with an example.

Have you ever got into a debate, where you have given your best at with all your consciousness and tried to make most of it. And after that debate you have come home and think about the same debate and come up with much better ways of speaking. Yeah thats your subconscious mind speaking. These are the thoughts that have all the dots connected. So how do we reach to our subconscious mind.

1. FOCUSED WAY OF THINKING

My mentor once asked me to submit ideas to make projects.

And I gave him about three to four project ideas.

The next very next thing I was asked to submit a list of twenty ideas.

I struggled hard to make those twenty ideas. But I managed to submit it.

You making ideas that are just going to go straight into the dustbin is quite a hard thing to watch. And I saw those sheets of ideas getting discarded right in front of my eyes.

The next thing I was asked to submit an other idea different from the above twenty I had submitted.

The curious mind asked. "Sir you could have simply asked me to submit twenty one ideas and we could have picked one. Why relying on the twenty first idea only."

To which the wise one replied. "The first few ideas are the most common one that every other person is thinking. The next fifteen will expand your vision and possibilities. The twenty first idea is the one that is where the wow moments begins.

Your conscious mind processes only 3 - 4 information per second.

Your subconscious mind can process about 20 information per second.

Working on idea that not everyone is thinking is one quick way to think outside the box once your are done with focused thinking you need to incubate the ideas this is the stage when you relax and let your subconscious mind do the driving or rather creating the next new idea. The 21 ideas is the focus way of reaching out to your subconscious mind.

2. FOCUSED WAY OF ACTIVITY.

Your subconscious mind thinks when your conscious mind is at rest, and you get no prior indication when your mind will surprise you with an other idea. One of the best way to tackle this situation is to carry a pen and a paper. But ideas can hit you anytime while you're driving a car, while sleeping, or might as-well while taking a cold water shower. Focused way of activity mean you are doing that particular activity with its only intent of doing it without any multi tasking. Focusing on one activity activates your conscious mind and once you reach the limit your mind activates the switch and taps on to you subconscious self. Its not always possible to take down notes or writing down ideas. You can actually make use of your cell phone assistant like Siri, Alexa or any other android bot to note it for you. But taking a note of ideas that randomly pops out of your mind is the habit you need to develop.

3. ORIGINAL IDEA REALLY?

Imagination or Idea needs to original is a myth. How can you have an original idea when you are living on same planet earth, With same condition, and evolving as human. Sure your idea would sound more original if you travel all the way to mars and notice that 'ohh the sun looks blue' like literally the sun would appear blue in colour. Your ideas are nothing but what you notice considering the given situation, time and place, and what you have to speak about it or rather what is your reply to that situation. If you write about it you become a writer. Adding logic like figure of speeches you can make a poetry from it. If you are a photographer it would click in the most realistic manner, yet again it burns down to what you are trying to say through your images. You can paint your way to express your thoughts. So if you tell me you have original idea my mind I would be like what new did you experience that no one else have experienced it yet. Or did you observe some new as original idea. Your original idea remains original only till the time someone has not observed or experienced it. Once someone else observe or experience for first time the same idea becomes original from his point of view. What really makes it original is how you choose to execute it. Have your own personal camera setting or paintbrush or even the choice of your clay is what makes it original. Work on that process how you do it is where the originality dwells as its your way of doing it. It has your touch your identity. Build a process that has your identity or your brand Identity and you shall have a original piece or art.

There are two way of idea generation

- 1) Observe the situation and
- 2) Create a solution.

At the initial state of this book I've talked about the two approach towards taking a good photograph, Observing and creating. This is the next step of creating a artwork we are not just looking at reality the way it is, but adding your thoughts to it. The below two images would give you a sense of clarity. Since the main purpose to do photography is communication and I'm doing it since I'm at lack of words right now.



Image 1



image 2

The first image is where the observation and the task of clicking is completed and the second image is where the imagination begins and the task of presentation is completed.

Although the ideas was generated way before the image was clicked. Or rather I would like to put it in this way. I clicked image 1 because I had my image 2 generated in my mind already. Now the city view, the clicking part and the editing are just mere tools to reach to out to your imagination. Thats the process of connecting the dots

- 1)** acknowledging the idea given by subconscious mind (I noted it.)
- 2)** Knowing what are the tools I will need to execute it.
- 3)** And finally presenting the Idea.

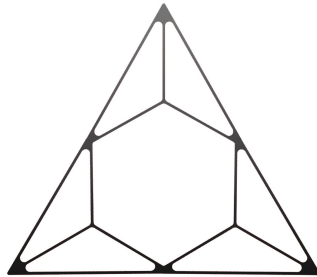
Your mind dictates you the idea in a story telling format, or it will help your conscious mind visualise it. Its not always possible to note down your ideas at time you as-well might have to sketch it. Later that can be lead towards creating the entire frame. Creating an artwork goes through three stages

4. CONNECTING THE DOT SUBCONSCIOUSLY.

The process of generating and art work has three stages.

- 1)** Imagination (Idea generation) that a lot of time happen subconsciously and randomly which is why we are noting them down on paper or any electronic device.
- 2)** How are you going to do it. This process should automatically trigger your conscious mind with all the steps you are going to take to complete it.

3) Third and the most important part of the process that actually leads you to your happy moment journey. Which is knowing how to present the art.



IMAGINATION, KNOWLEDGE
& PRESENTATION.

The world world is moved by communication, and the most important communication happens with your self. That between your conscious and subconscious mind. And developing a habit to communicate better with your conscious and subconscious mind is what makes you a super human. This is the stage where all your manifestation begins, new logics are developed, a new perspective is given to your thoughts and vision is born. Lets try to understand how to communicate with your subconscious mind that can lead you to idea generation.

Ideas can be categorised in two part 1) Giving a new possibilities and 2) creative problem solving.

Generating ideas

The best question you can ask your self is 'what if ?' The moment you ask this to your self, your subconscious mind is triggered and new possibilities are considered. Which were over looked by your conscious mind. The same question if asked to a given problem, a problem solving answers are created. The more specific you are the better clarity you will get in return. Your can now take this ideas that might pop up randomly and try to connect the dots with your conscious mind. The next question is how and i going to do this? This will activate your basic brain network. If you are getting stuck at this stage this is the time when

you need to gain more technical knowledge about your domain. Your ideas could be too heavy for your logical mind to handle at the moment. This is same as you hit the gym for the first time and try to do a squat with a 100 kg bar of weight. Try to simplify things. Go easy but be consistent once you develop the habit of being consistent with communication with your subconscious mind and switching back and forth with your conscious mind. This will not only help you come up with ideas instantly but help you think fast and slow. The energy you have needs to be channelised in the right direction for the right purpose. And if you are one of the people who overthink use this blessing the right way and it shall be your boon. Over thinkers are constantly switching between conscious and subconscious mind but just because there is not stage three to the process. An incomplete process often activates negative emotions and completing a task even if it is small activates positive emotions and boosts your confidence. No wonder making your bed is the first thing you should do as soon as you wake up. It help you get out of your comfort zone and adds confidence. Later you will end up doing the same thing much quicker and creatively because you no longer need your conscious mind for this activity. Now start taking small step everyday towards your goal and once you develop discipline towards it. The hard and heavy work becomes a piece of cake.

Executing Ideas

After generating ideas or setting goals the next discipline you can apply is to learn something new to execute the same process in a better way this is why we call learning is a life long process as there are newer possibilities that your subconscious mind develops randomly and constantly. The more technical knowledge you have the more productive you will be. Its like lifting the weight but with right technique for better and faster result. The process also includes eating right. When I say eating right I'm talking about the knowledge you are gaining towards your desired goal.

Presentation

Human have a tendencies to get comfortable even with hard situation. Moving a comfortable person is more difficult than moving a lazy person. Because a comfortable person has accepted the truth of life and is detached from other possibilities. The best way to move people is to show new possibilities with the ideas you create. But simply showing them ideas will make you look like a fool or people might call

you crazy. But if you can explain the purpose of such idea creation that makes the idea more believable and acceptable.

If you don't have idea what do you have to present to present to the world. Having an idea but not executing it is like showing a blank paper to the world. You can have an idea and know how to execute it, but if you lack presentation skills is like showing idea to the world but don't know what to talk about. So having a presentation skills is equally important now you know what to talk about and how it needs to be done or why its created at first place.

Some ideas can be completed solely by yourself and some ideas require team work. Collaborating with like minded people is good but its more important to collaborate with someone who can come on same page with you while executing the idea. You see the communication plays a very important role in every phase of life. Which is why we have started this journey. Communication with your mind. With your habits and day today actions and later with the world.

The world is selling ideas ever since the beginning of time. The idea of living together for survival. The idea of hunting together. The idea of communication to document something. starting from politicians, to bankers, to major companies, we are all selling ideas some are driven with vision, some are problem solving. There are idea which requires corporation of everyone such as 'to build a better nation.' We are all contributing to someone's idea at the end of the day. So now when you talk about your original idea think twice. Until unless you have a vision that no one has yet imagined is original but a lot about humans have already been written in our holy books like Bible, Gita or Quran. We are all taking a part of it and executing it in our generation considering the condition we are living with. The idea remains the same it only changes its form with time.

Your subconscious mind like a secret superhero — it works quietly even when you are behind the camera, connecting ideas and coming up with creative solutions adding to your skills. Even though we might not notice it with our conscious mind. creativity is a journey with different stops. First, you gather information. Then, your mind takes a break and thinks quietly in the background. Suddenly, your mind come up with an idea. Which is Finally, checked by your conscious mind to execute it in a way that make some sense out of it. During this whole

journey, your subconscious mind remains with you in form of gut feelings, or your happy moments. So next time you create something always remember *'the force has always been with you.'*

Your superhero subconscious mind will keep coming with ideas. Note them down and work on it with all your consciousness. Ideas given by your subconscious mind are the coolest adventure your mind has to offer you. We are the spirit experiencing human experiences make most of the life given to you.

Your creative mind is the purest form of human experience you will every have. Do not hesitate to ask stupid questions that's just fine although our education system needs some altering as-well. We are rewarded for the right answer but never for good question? Who asks a lots of questions?

Children. Am I right or right?

And who are most creative?

Children.

Learn the rules not to create boundaries around your creativity but to go further away. A creative man is a child who survived. If an adult shows a childlike behaviour to you, it means you have just witnessed one of the purest form of a spiritual expression man has to offer. Okay let me clarify this further more. Child like and not childish. Childlike and childish are absolutely two different things. As we grow up our behaviours is often triggered by our conscious mind. Which includes asking less questions to avoid looking stupid. And there are people who continue to act childlike and ask stupid questions. Even u if you fail to ask such questions to the world ask them to yourself let such questions feed your creativity. Its very rightly said. Intelligence in you burns down to your curiosity. Magic only remains magic until it is found by logic because later it becomes science.

As you were reading this you must have come across many ideas your mind had to offer you.

Have you noted them down yet?

Develop discipline for that.

A CREATIVE MAN IS A CHILD WHO SURVIVED.

11.

THE ART OF BEING PRACTICAL

Once you get the idea noting it down is one thing but bringing it to reality is the real deal. What do you do once you get the ideas? You might have all the technical knowledge to execute it and yet times might come something will hold you back. Why does that happen?

The biggest blockage you will ever fall into the trap is creativity blockage is the one created by you. Its easy to accept the idea given by someone else but if the ideas are coming from your own mind. You will tend to be very critical about it and that criticism will be powered by your own judgement and self doubt. Company regulations and manager rules are can only fail the idea. The bigger threat to your ideas is yourself. Judging your ideas before bringing them to reality is like throwing away a drinkable rain water into ocean. Ideas are born ugly, they might look messy and might as-well sound terrible. But why are you judging the book by its cover before even writing it. Aren't you the writer of your own life, never let your self judgement or self doubt come in between your way to become a better artist. Baby only learns to crawl before he can walk. Its your responsibility to nurture your ideas and help them grow. Few things you can consider that will help you become a better artist and lets begin with keeping our judgement aside.

If your aim is to become a better artist why discard ideas. Change your approach if you are not getting the desired result, change your frame or angle rather than not taking an image. The light will guide you eventually. Develop an habit to be fluent with your ideas. Ideas are in demand even as you are reading this. But no one wants to work with an artist who is discarding ideas back and forth just because you self doubt. A true artist is the one who takes up an idea execute it in a great way. So next time you come up with an idea congratulate yourself!

Thinking about an idea and congratulating yourself can be done at swift. But what if I gathered up my guts and took my idea out at the world.

What if, people will laugh at my idea?

The fear of rejection is an other block most of the artist go through. Obviously you are sensitive at certain times especially when you present idea which is so vulnerable. Its like taking a step in a dark place. You never know what is coming next. Having an idea and not working on it is as good as not having an idea at all. Someone rejection to your idea should not become your reality of you not being creative. Find like minded people and work on it. Take help but don't give up just yet. Gather up your courage. The good idea will demand equally good amount of courage from you.

When you create an artwork the viewers only see the final outcome. The essence is where your story is. You need to express it out what made you create it at first place, what's the story behind creating such artwork. Your story is a reflection of your passion. More passionate you are, more engaging your story will be. Your artwork is mere product that you present to the world, but if you think about it with broader perspective. Your passion is a lot more than just a hobby. Its core of your identity. Studies have shown that stories stimulates and engage the human brain. When you share your journey you also share your passion, this is what inspires your audience. Your imagination, your activity and your presentation they all follow a pattern. Ideas, Knowledge and Presentation has their own part to play in building your passion.

How to enhance your connection - Ideas, Knowledge and Presentation are the three components of your passion. Where ideas give your a new vision or credibility, knowledge provides insights and your experience while creating the artwork adds to the emotional appeal that makes up your passion while on completion of artwork or process is given out in form of presentation. Your passion makes develops ideas and artwork. And just like how you apply logic and pattern in your artwork your passion also follows a pattern as-well. Don't add unnecessary words while presenting your artwork or idea. Start with the credibility how can the idea or artwork add value to your audience. Provide with insights, or detailed information how the artwork is created (I'm talking about the process here) is it handmade or factory made or is it AI generated. The detail of your process adds more value to your ideas. And in this process of building connection with your audience don't forget to lighten things up. Give an emotional rollercoaster ride to you audience. Its the curiosity of your audience that has bought them to you to see your art work. That makes it your

responsibility to teach them something new or deliver them something new and by something new, I mean the idea, experience and your passionate journey. And by sharing your passion or vision you feed the curiosity of your audience. Ultimately you are giving a new perspective, a new vision, brain Development and leading to evolution. Make it very clear in your mind 'what you want your audience to know'. Paint a mental picture about you delivering your passionate story the same way how you imaging your artwork before you start creating it. Human mind doesn't like anything which is boring. But if you present it well the boring could also become interesting.

The vision of meeting a new person that has a different perspective excites the positive thoughts, getting to learn something new or getting a new vision is what keeps us going. This is what creativity is all about. Sharing the vision and executing it and completing the process.

The secret of powerful presentation lies in

- 1) Sowing the seed of vision
- 2) Watering it with curiosity,
- 3) Nurturing it with your knowledge and experiences
- 4) And ultimately completing the process. Enjoying the fruit of happiness.

Connecting the dots and completing them leads you to your 'wow' moments.

Things creative people don't do. We have discussed things that we can do to enhance the connection. That the knowledge part playing being conscious at the moment and working on it. A knowledgeable person can guide you with things you need to do, But a wise one will tell you things not to do. Whenever you are nothing down ideas, followed by connecting the dots. In this process do not assume anything. Don't assume things will happen on its own and things will workout. Thats lack of knowledge. An assumption is inversely proportional to your effort on being creative. Assumptions are like fog that stops you from seeing reality even with your eyes wide open.

Go back to the basic why we started this book. Its all about clear communication. Even when we run short of words, we use images to justify the moment we have observed or create a piece of artwork through imagination. Read what you have noted down and try to alter the word that justifies your creativity at its best in the most practical ways. Every actions has equal and opposite force. That goes to your ideas aswell. What if I fail, what if I'm not able to do it, what if I don't get

enough time to implement it. Applying Murphy's law back and forth can lead you to build a invisible fog wall between you and your ideas. Here's what I prefer to do when ever 'what if' strikes me at my most vulnerable state of mind. I turn the table around. 'What if' I actually complete this book. What if I become famous. These are some. First hand thoughts popping up in my mind as I'm writing this. Now is when I'm connecting the dots and clearing the fog. My dots at the moment are.

1). Do I have intention to guide our coming generation. (Yes)

2). Can I create a medium, where I can execute these ideas (yes you can start by taking lectures and write this book)

By taking lecture I had first hand experience what my students expect from me as I teach them and the reason I'm writing this book is because there were few question my student might not ask me with a fear of looking stupid.

3).So heres a solution. If writing this book can solve the problem so there's nothing I should be worried about.

Not the only thing that could stop me from writing this book is my habit if I'm being lazy or stuck in the pattern of procrastination the book just might get delayed or some other ideas will takeover my thoughts.

4). Not letting my habits stop me.

5). The wow moment seems clear now and other things don't really bother me much.

And if I can write this book you can surely create some stunning artworks that you always wanted to create. Eliminate things that will distract you is the best thing you can do to become productive. Challenge your thoughts to change your reality. Challenge what is making you lazy. Challenge what is stopping you from making amazing artwork. Is it your thoughts or your habits and everything that you can think of. That also includes not having the right motivation.

The basic imagination, execution and presentation. Follow this thumb rule and you can never go wrong on being a creative person.

The next we will learn the process of bringing the ideas to reality. And not letting emotion affect the process or the outcome of your artwork.

CHALLENGE YOUR THOUGHTS AND ADD DIFFERENT PERSPECTIVE TO SEE REALITY.

'The secret' an amazing book based on the belief of the pseudoscientific law of attraction, which claims that thoughts can change a person's life directly. Yes the universe is waiting to give you on a silver platter all you need to do is develop an appetite for the same. Creativity has very little to do with 'some people are born with it' and a lot about 'how can you apply it.

If you are an artist and struggling to find your right audience. You are doing it wrong. Build a process to convert your ideas into reality. That is where the magic is. its in the process. Let your audience find you. You as an artist stick to your basics of converting the ideas into reality.

There are many personal factors that affect our professional life and the most important ones are related to our emotions. Remember when we learnt about character, personality and individuality. Most of the time there is a psychological pressure on individual to build the gap between your character you are living in and the personality you have envisioned yourself in. The problem with vision is that it is future based and we as a character we live in present with our current emotional intelligence. Lets simplify this process and try to understand how to channelize our emotional, that can help you build a stronger mindset. We often feel stressed when the productivity is affected. Every artist allow himself to feel a wide range of emotions. When we as an individual face an unpleasant emotion we try to suppress it. But your emotions are the most powerful signals if you observe them and direct them in right way. Unpleasant emotions if seen by outsiders, may lead to attempts at suppression. However, suppressing emotions is an ineffective technique. Emotional suppression, ignoring or rejecting emotions, can manifest in signs like indecision, procrastination, constant comparison, unpredictable outbursts, and social anxiety. And that's not the habit we want to develop. A lot of people fall into the trap of procrastination because their is no proper steps to execute the task you wish to do.

Reactions in fear help are survival reactions. Fear is terrible to feel, but this is essential in understanding and avoiding dangerous and fatal situations. Refusing or evading emotions is hardly the right way of going about it. Emotions exist for a reason; as something is wrong and attention is brought into focus toward one item that need fixing or

changing. By failing to heed these messages, the required shifts for thriving will not take place.

Strongly emotional individuals do not ignore emotions but listen to what message they convey. They realise that sentiments and thoughts are interpretations of the things that they perceive and not reality. They don't give value to every feeling and simply choose what they want to perceive as well as do not base their feelings on logic. Validating emotions, looking analysing your thoughts dispassionately and not attributing son to them are prominent practices used for emotional strength. As we seek happiness, no wonder, we hold assumptions that are not true however, must be revered as believing the same will be attained from accomplishing a certain given projects and objectives. There is real and lasting happiness derived from things that are challenging their precision as a part of their identity and a part of themselves -precision, meaning, beauty, glory. What I am saying is that you should not to do vain projects which corresponds to your capabilities, however, ought to be interested in the projects that contribute an importance adding a value into its share of vision and support building a powerful mindset. Instead of gaining happiness from success, you should get involved in the process and take on a duty. In order to reach sustained happiness, the artists need to emphasis self-actualisation of their talent and fall in love with road and destination throughout whole life. This implies realising one's identity, his desires and the re orientation of life due to those values that person regards essential. Rather than just striving to be happy all the time, form habits and activities that are consistent with what your purpose is and reflect your values. In other words, control your emotions the same way you learn operating a camera. First, you will form an incredible habit and activity in terms of your own self that relies upon the surrounding condition and develop your own mind settings and how to create what you desire at least the notion of what it needs to be created followed by "especially" as emphasising.

Finding purpose - The only solutions to "when you are lost or feel like you do not know how to do what you are doing" are thinking differently about the things. This quest for meaning is what sets man apart from other animals. However, sometimes this fails to work when one doesn't trust what he was doing with his life in search of meaning and purpose don't be sad; the fact of the matter is that nobody knows what they are doing with their lives. We can know and predict our present and future,

but reality does not often match up to what was planned, and many times we regret ourselves for not achieving what we had planned, but our desires change over time, and you don't owe anything to your younger self; you actually owe only what you have done and whatever you love and fulfilled you more than you should accept what has happened, For instance, J. K. Rowling was working on a book that was actually meant for her children that she knew nothing about. In the process of manufacturing computers at his garage, Steve Jobs never thought that his products would one day revolutionise human use of technology. If we get lost in thinking that we have to do something, that we should do something to achieve a higher purpose in life we would never really make any progress. Vital sense of clarity comes through taking action rather than thinking about taking action live well is concerning just about what is immediately available being being about doing anything We are putting pressure on ourselves when we seek a higher sense of purpose by wanting to be more than we really are. But we can understand a meaningful and peaceful life through appreciating the simple things to the ordinary things that brings joy without worrying as if we need to do something great. Once you find purpose of your life it becomes a lot easier to over your fear.

Over coming fear - Another psychological pitfall that many artists end up in is Fear. Automatically we look for security, though be ready it doesn't exist. It is like a dynamic setting that adjusts according to you. The security provided is the setting option you will use when clicking in that instance. If you've cultivated the habit of taking a picture, and if it so happens that you are going to travel to an area that has long been featuring in your dreams. You will be more eager when you know that would have the chance to take pictures of the site, which was always your dream destination. What is more, you don't get scared; if you have a skill that can benefit yourself and for others they need someone with such skills in their life or business at some point. It is up to you to take full advantage of it. Defeating fear requires it to be met and not hid from. All your fear says is that you live too much in the past or think about the future way too much. Concentrate on your now thats where the moment is.

LIFE IS ALL ABOUT FAILURES BUT WITH DIFFERENT RESULTS..

Self esteem - Self esteem means that we can determine ourself and traveling by self esteem. self esteem provides what believe we can do what we need to do by ourselves. self esteem is not how confidence you are how others see it's how confident you see yourself, The thing that destroy our self esteem is that we build ourselves based on what people think Although it seems that you do not deserve this, you have to take care of yourself. You can never have peace without the approval of others. Remember that because people based their judgments, especially negative ones on their own lacks for as long as it takes you to uncover the lacks by one, you must stop basing your sense of value on other people's insecurities. But rather make it reflect your own genuine belief. Basis for personal value to be constructed is on the evidence we have to return to the instances that prove to us that we have succeeded so many times some examples of evidence are you've accomplished something you once start untenable or a dream come true you forgot what you've been through because is no longer a worry the worst is over and you made to through. For instance, you still go on living when you lose someone you could not live without? on the topic of self-esteem, we should create two groundings, self-respect, the understanding that you deserve pleasure, self-efficacy, the belief that you can solve problems and challenges from life. Self-esteem comes with time and process. once begin impossible or a dream come true you forgot what you have lived through for it no longer a problem then the worst has ended and the brave including you survived. For instance, you still live even after losing a person who could not live without you, etc

Thoughts and beliefs - There are psychological biases that prevent us from seeing reality for what it is, the confirmation it happens in such a way that we only listen to information that confirms or validates our views projection since we only perceive the world through our senses and project our desires and consciousness onto what we see, and we interpret it extrapolation this is when we look at what is happening right now. This happens when we are affected by the first part of the information understanding these biases, helps us to think with more clarity and eliminate the feelings that's these irrational thoughts give us but, how does a rational thought simply by noticing the difference between what is going on right now and what you were thinking about, usually our anxieties are primarily due to shame. We get obsessed with ourselves or what we do ending up changing or fixing them, sometimes we have bizarre, inaccurate or frightening thoughts, which do not have

anything to do with reality. Nevertheless, one must remember that most of our thoughts are imaginary. Consider how many things you have feared that never happened – it is rather a lot – to prevent yourself doing this you can practise rational, objective thinking; sometimes the only problem with our lives is our interpretation of them we live less than we think. We analyse problems more than you correct them. First, we do not appreciate all that we have earned and received, which was our dream but we quickly move onto other dreams and we don't enjoy the journey of achieving the goal before we take action. Sometimes, we fail to appreciate our accomplishments and blessings. What we once dreamed of and worked hard for, becomes overshadowed by our endless pursuit of new desires. We become so fixated on reaching our goals that we forget to savour the journey. We wait for motivation to strike before taking action, but if we shift our mindset, we can unlock a better life.

It is important that we prioritise self-awareness and self-discovery. This involves identifying what truly brings us fulfilment in our work, what inspires us to give our best effort, the kind of person we aspire to be, and the legacy we want to leave behind. Furthermore, we must also explore our life's calling or purpose. Rather than focusing solely on job titles and positions, we should consider the responsibilities and roles that align with our ideal life. Are the tasks associated with a certain title truly fulfilling for us on a daily basis?

Give direction to your life - It is not you who direct your life, but it is what people call destiny for constructing a meaningful life. It is important to know oneself and become more aware of what one's strength are as well as identifying the things that they enjoy doing in order to figure out which work best suits them the most and provides motivation for them so as to help in creating a sense of self-identity and purpose to life. It should be noted that when we think about our ideal life, we imagine titles and positions instead of roles and responsibilities. Do all these tasks on a daily basis fulfil us associated with the desired title? For instance, do you like doing all the duties of being a doctor, e.g. instead of wanting to become a doctor, ask yourself this question? Such issues as discovery of self and creation of meaningful life involve change people want to change their lives, but not themselves every time you have an issue in your life it's because of how you think, feel or react any benefit you believe you are not getting is a direct result of any assistant you are not providing so you must offer where you believe you

are lacking if you desire more acclaim, you should acknowledge others. If one has love in his or her heart, then he will be able to give the same amount of love because he knows how it feels to be loved while at the same time having full knowledge that love is given where it is received from; similarly, we all have hearts situs with personal moral compasses.

There may be no such thing as letting pass there's just accepting what's already long past when we permit pass of certain expectations life will become a whole lot easier and extra best. Here are some examples of expectancies to permit cross of. I need to be splendid man or woman of fantastic caliber by way of unusual understanding this doesn't suggest you're giving up to your potential it method you're letting pass of fake notions you need to be , I can be you can integrate your capabilities and hobby. I can manipulate how other people think of me people will continually think in keeping with their subjective perceptions paintings ensures achievement sometimes it's virtually doesn't other human beings cause my emotions emotions are determined matters arise. Remember that losing time on such expectations will not deliver you true happiness in progress. That is why it is necessary to allow them to move and move on.

Habits, motivation, and success - Natural skill is extra or less something you're born with self, expand the maximum giant unfastened thing any folks can do is decide to assume that the entirety is working to our advantage. You would possibly consider yourself as a helpless victim of lifestyles, or as someone who has been given a danger to develop and learn no person is positive to have a glad lifestyles we ought to make which means if we want it if we need peace, we ought to accept as true with there is a motive for our suffering. This mind-set pushes us to get through life's problems and flow ahead on the path to fulfilment, success is extra of feature of behaviour to be successful at some thing. You have to practice often professionals range from others, because they have quite a few willpower, established habitual self discipline and sturdy determination. While we've got confined self-discipline, we will extended with exercise and with the aid of the use of our time accurately, we might also keep away from unneeded selections, limit distractions, and limit what's essential we all have different dreams in life however if we want to be genuinely glad, we handiest want to set goals which can be more about enjoying what we've then chasing what we don't as an example, to understand the way people are not the way we want them to be to vote ourselves to

the buddies we already have instead of searching out new ones to enjoy the matters that aren't high-priced to define which means revel in within the paintings, however we do not the work we wanted before, etc. This technique makes us fulfil and giving us the foundation and motivation to reach our different desires within the app, you may find the following action undertake a fulfilment mindset.

Stillness and Simplicity - While the familiarity and nature of stillness is not designed to be running around all time. Still sometimes silence means defeat in ones mind so it scares away from us as well but looks should no more cross thoughts sooner or later we have something with some interesting feature after that cricketing gazette will always keep watch on our status . This is what we do impermanently within ourselves to make the best of limited resources – work long hours and feel like we're wasting time if it are in transformation or moving towards our goals but stillness helps. In fact, not a thing is necessary to do nothing Maintain pleasant state Merry balance And mindful that you reduce stress memory improve decrease emotional reactivity relation satisfaction promote cognitive flexibility developing empathy and inclusion Including reducing anxiety into depression in addition where the similar it seems was on doing. Your brain is completing your unconscious events, or it has just consumed and evaluates the conscious activities. For instance, though neural network capabilities are such as grouping resources we have acquired in our memory and make the process of attention to learning outcomes related with emotions stronger. Likewise it also has abilities its complicated based technologies that is widely used hence can be applied by people across the globe including professionals whether well qualified or not especially when they doubt their work a great way ahead than treating clients effectively from time So, our daily job becomes even overburdened without the ability to take a pause and reflect where negative emotions reigns upon us instead of controlling ourselves. The topic or problem is moved away, and Other day-to -day problems are addressed; it encourages creativity Also moving on from a project activity there several studies with people who demonstrate expertise in coming up with the most creative ideas let their minds wander being relaxed instead of focusing to specific task nothing much soothing as simplicity Learn how to appreciate low priced items is the secret of living a meaningful life not in terms quantities remember being able repeatedly that we be overload our five senses, but have them learned

putting even greatest thing because they exist in everyday where you find this action – stillness and simplicity.

If i have to sum it up such mindset plays a very crucial role in our daily life of being creative. You need just to do nothing and by nothing i mean taking time to reset and reboot. Rather learn to take small break rather than quitting what you started do not over work yourself rather follow the '*Ikigai effect*', to your work and not just life. Do small amount of work but be consistent. In 2012 the Adobe study has found out 75% of the creative people don't feel the pressure of being creative but the pressure was more towards being productive. In the beginning of this book I've said to take about ten images a day, rather than aiming for hundreds of images in a month.

What you create is an art in itself find the purpose. Have an absolute clear understanding about the origin of your Idea, and how you are using it to solve an existing problem or help your viewers create a higher mindset to overcome it. Feed your mind with both technical knowledge and understand the emotional aspect as well. Channelise your thought into actions. Understand your self and plan the strategy develop a strong habit for the same. Connect the dots and be practical in life. Break the mythical walls you have created around yourself just because no one believed in you. Its your responsibility as an artist to support yourself. Be unstoppable and calculate your risk. I'm still this again write it down what your are feeling and do it right away before your the laziness reaches you. Start now you need not read any further, this book is not going anywhere.

Just if you are a book handy.our of luck and don't have a book handy. U can write down your thoughts below.

Once you have your subconscious mind by your side. Your life only gets better as its going. Become the artist you have always admired. Your comfort zone should be when you are working and not when you're relaxing. And on this high note, i would like to end my book here. I wish you all success in your journey of becoming and amazing artist you always admired to be. Please write to me. I will be delighted to hear about your journey.

LEARNING ALL THE SETTINGS OF YOUR CAMERA IS MUST TO TAKE A GOOD PICTURE. LEARNING THE RIGHT SETTINGS OF YOUR MIND IS EQUALLY IMPORTANT TO MAKE THE MOST OF EVERY MOMENT WE CALL LIFE.

11.

JOURNEY WITHIN

CHAPTER ONE - PICTURE PERFECT MOMENT...

I don't know if I will ever be able to speak about it or explain it, but let me give it a try. There was a time in my life when I just ran away from my home. so disappointed with life, I just wanted to be alone. away from this world.

with the question inside myself..
what are you doing with your life?
does it have any meaning?
few days passed by, still clueless.

one fine morning I was walking down the lane, with camera in my hand.
of course it would have been a nightmare if, I didn't have camera then.
looking at the world through the lens.
looking at the world through the lens. I could see the flow of life as its
passing by. and the same God damn question still annoying me.

what are your doing with your life?

does it have any meaning?

I could see patterns in this circle of life and in that pattern.
I see a little girl, holding flowers she looked at me, and she smiled. and
suddenly the moment stood still.

why smile?
I asked myself this question
why out of all the moment you want to see smile?
and as is the entire nature was answering me that the.
smile is the moment we live in.

the most beautiful expression that can give you a picture perfect moment. Yes a picture perfect moment.

can you explain it using your own words?

No, but I can capture it. [awakening from sleep moment]
intro music.

one of my first memories that I captured.

I used to travel a lot with my grandpa. go out explore places try out simple street food.

trying to remember things we did while exploring places.
may be the first relation towards life and also capturing it.

the best way to respect life is by simply accepting what we are given, with a smile.

If want more smile work for it.(going out with a little child to a shop and giving him a candy he takes it with a smile and asks for one more).

[somewhere in Mumbai] marine drive while writing a poem.

Born and brought in Mumbai, they call it city of dream.

but for me its a city that never sleeps.

the city of Mumbai has always fascinated me, appreciating every single being, every single life. [lifestyle of people from slum to luxury, from street food to exotic cousins.]

If you try to give Mumbai a personality by the kind of people in, it would surely have a personality disorder.

its the style, the fashion of how everyone of every kind, of every religion, just goes along with the flow, depend and complete each other, its like every piece just falls in the right place and so much we get to learn about life with them.

Before getting into photography. I used to paint do some graphic works. during my days of learning animation I came across photography as a subject. and the day i held camera in my hand i knew the very moment there is no turning back now..

I get impatient while doing a piece of art, and photography gave me result in a fraction of a second.

Things started to fall in right place and for me it was much more fun to capture life, than painting people on a canvas. year by year, I started to fall in love with the profession.[behind the scene from an event and fashion shoot]
and every time i said smile it clicked.

while learning to be a photographer
i learnt that the most important moment of our day will be the moment of connection - where you don't have to put any effort to remember it. Initially i messed up horribly with the technicality of camera. what speed to use at different time of day, how do i control light. so i started to focus on my learning to be clear.[learning photography and doing a project]

when you look at it with a broader perspective. Ive learnt that i cannot just depend on camera to take a perfect moment and the perfect moment is never captured in camera.

So any one of you interested in fashion photography this is for you guys

[indoor shoot - piece of crafted memory].

the making of the perfect moment starts way before one could ever imagine to click it. it starts in the moment in the first eye contact .

if you think you need amazing equipment to capture perfect moment, you're wrong.

equipment only help you to get closer to your desired outcome. but if u have clarity in your thought and idea or concept of what you're about to frame.

you can get the same result with the equipment you have in your hand, all you need to do is change your perspective. after getting the hang on the technicality of camera i started working with models, clicking portraits, capturing faces[bits a piece from journey chapter]
something i always wanted to do, but there was something i was missing.....

I was missing Art. because as an artist where i could easily draw wings on a girl or change the skin tone to something vivid or push the

boundaries of reality. i started to feel caged with this camera in this reality.

so i took a break from photography.

A creative man is a child who survived and i didn't wanted to kill that creative child in me. To a

I believe I'm an artist that's my truth that's my reality.

i took out my canvas and i started to paint. its very important thing for me

i believe i need to keep my eyes, ears, mind open and keep learning from nature and life[scenes from becoming one]

to keep art alive i need both painting and photography.[projects of digital painting]..

I've been through a time where people believed that editing a photo is against the law.

but when i think about it my smile, my happiness, my acceptance towards life and art never really came from the laws created. it was free to be ideal of imagination.

I wanted to justify both my dreams and reality, so I started to switch in between camera and brushes, I like to create Art that can take you out on a journey. Where you could see a dream happening, keeping yourself in Reality.

NOW THATS ART.

its the human capacity to transform something into emotion. the idea is to challenge the world, make them push their boundaries to the edge of reality.

I don't want to limit myself to mere perfection.

i want to do it to be amazing.

i was kind of disappointed with myself and life when i left photography, but when i went back to it. it accepted me with a smile.

and just when i look at it, this is my truth, my life, my moment.

A picture perfect moment.

CHAPTER TWO - CURIOSITY AND CONNECTION

I was running into the wild - lots of green trees around and in a fraction of a second I think I saw a snake. I kept on running and soon I stopped standing in between the beautiful sound of nature. There is a snake in front of me and I'm stuck in that moment.

(New question this time) what brought me here? well the answer is simple. Its curiosity. People always asks me, 'which is your favourite photograph?' - and I can't answer.

the beautiful thing about photography is that its limitless and yet so simple. It was my curiosity that brought me here I wanted to know, wanted to see and I wanted feel what its like to be in the wild. coz going into the wild is just a way..... but I wanted to challenge myself, to step out of your comfort, hold your breath a little more longer, to sweat an other sweat. stay still in the moment, so that you get it still. and in that moment you make a spiritual connection and thats exactly when it clicks..

walking into the wild is heck of an experience. you are looking forward planning to take about twenty to thirty steps. and just in few steps ahead, you look around and there is a thought. kinda weird, there is a little bit of fear. kind of uncomfortable, but kinda.....(*ran out of words*). If you get time to think about the rules. you're gonna mess up with your own mind. now that you're into the wild just go wild.

I remember the time - *I was taking lectures back then, we were talking about the rules, "Increase the speed to reduce the motion. open the lens to allow more light.... control the ISO speed because that will define the quality of your image."*

wait a minute 'quality' are we still talking about ART..

I got pissed and I just got out of there.

never ask photographers about the camera setting coz thats spoon feeding. also you never know if you would have the same amount of light available.

you want to ask something ask about the moment, or what made you take that.. you want to know the shutter speed or the lens opening, go out there take a shot from the slowest to fastest of your shutter and in between that you have your perfect click.

every time you try to capture something try that 'every inch, every pixel speaks about the mind sets the experience, the moment, the moment you went through while clicking it.' its not just about capturing the nature or its beauty, because in reality what you're doing is capturing an experience in whole be it a performance, a therapy, meditation or just whatever it could be.

A good photographer knows that he can take a perfect picture. But for me its about the wonder-ness of what happened, what got captured and more importantly what is going to happen next.

It was just a thought - what if I take an image right in the centre of the nature and make it look like as if it has been taken in studio. more like a mind game. but in reality it was clicked in the wild itself. its important to know what part of the nature to take with the subject you're clicking with. *(an opera music starts playing in back of my mind)*

Its important for me that the people viewing my photograph have a omg moment. that it gives an experience just by looking at it and curiosity of 'how the hell did he do that'.

The thing is. you need to go out there to know whats out there. So you come across a moment to which you build a connection. Its not about setting the right setting and clicking it. You set the speed, you open the lens just enough, set the iso, but if you fail to capture the right moment, you will fail to add it to your memory. you need to move people, give them a memory and inspire them at the same time.

[flash back] during my days of learning my sir asked me to get ten best photographs that I've clicked till date.

i got them printed gave it to my sir.

he looked at them 'AMAZING' thats all he said. later what happened was a real eye opener for me.

he tore all the photo prints and threw them in dustbin.

and i was like WTF why did you do that when you yourself said those are just amazing images.

to which he said. Keyur my child' no matter how technically perfect your images are, they are of no use if it doesn't have a story to tell or if it doesn't connect. and for that you need to connect to your subject thats the one good way how your images would connect to your viewers.

and there I was stuck in that moment looking at the snake in front of me and trying to think what's going to happen.

I stayed calm, held it in my hand took a shot both handheld. I kept him down took a few shots more and I knew it then I could connect to my subject. Had a story to tell and a moment with a belief that it would surely be rewarded. I could feel my heart beat, feel the sweat running on my skin trying to be still as possible, I could feel the connection and that moment it's just when it clicked.

to imagine is the best way to take a picture.

flash back [taking a walk with my mentor on the street.] "I cannot teach you to be a photographer all I can teach you is how to operate the camera, teach you all the rules so that one day you can break them].

you cannot just capture it you need to learn how to live it out.

and making someone curious enough to make them live that moment or at least make them take an attempt to live it. That's a perfect piece of art.

Of course every photographer wants to know for taking best pictures and making their own style. But if you think about it, the essence is in passing the idea and the next thing you see is that someone is curious enough to click it.

so the best way to live the moment is to feed your imagination to your curiosity.....

curious enough to go into the wild.

CHAPTER THREE - CURIOSITY AND CONNECTION

Photography is something that I can trust myself with when I'm doing and when in studio I kinda need things just in right place.

"this need to be here.

this is just perfect here

this need to be there.

I believe it is so much to that meditative state any Artist would do that in an empty studio with a empty backdrop or looking at the canvas or frame.

and my team member saying this - dude seriously there is absolutely nothing there.

because you're seeing the picture which is in your mind coming to reality and in moment like that your mind starts to sing a song.

You cannot decide to be a great photographer, you need talent, right knowledge & lots of patiences. *"They say it takes a lot of patience to be a wise man, I believe it takes a little bit more to be a photographer.*

When you first look at an image, you build connection with your eyes, if it reminds you of something it will build and emotional connection too. For me its a metaphor of memories that you can see with your physical eyes.

"I don't do photography just to create a piece of ART, where you can look at it & enjoy it, talk about it.....its my way to stay connected to people.

In studio Im not taking a photograph, I'm taking a story, I'm letting out my soul & every time I look at a picture. I expect it to talk back to me, to have a conversation with me.

While working with models, what I'm trying to do is. putting a concept in their mind, Memories inside of them, and If they get it before I click. I know Ive done my part.

Its not just a studio. This is my universe, This is my domain. & if u want to come here. I want you to talk to me.

I've learnt to dominate this world & there are different ways I do it.

Professional Way and The Creative Way.

I often think about my life as a photographer & ask this question to myself..."Am I doing it right?"

Well forget about right or wrong. All I know is you couldn't have picked a better paint brush than this.

"the most important thing is to feel happy in whatever you're doing"

Artist don't just sketch or paint in studio they go out as well. So why was I shooting in studio.

The most amazing part of being an Artist is that you're allowed to do mistake 'N' number of time.

Few years back I did a mistake, I took an over exposed shot and later in time I've mastered that mistake. There will be a time when people will like it and sometimes they wont but one thing you need to learn is to be brave enough, to dare an other dream, to do another mistake, To take another picture, Just tell an other story.

Sometime when I think about it as a photographer, there is a lot of expectation, a lot of responsibility the I need to fulfil. Thinking about responsibility you can't just go easy, you need to go hard on yourself. Coz its not just you, some one else is depending on you for their own moments and as a photographer you can't afford to stand in a wrong place.

If you're looking for a place to find happiness then probably you'll be left behind. That's life and the true happiness is in touching life on this path of learning until the very end of your life.

You need to realise it and when your realise your dreams. A story comes to you. It also becomes the purpose of your life, making your eyes to build a connection, remembering and emotional bonding and yes making your mind to sing that song.

CHAPTER FOUR - BECOMING ONE

Photography is one the purest form of communication. Be it with your Friend, Family, Nature or yourself. It reflects your mindset. Exactly what you think and feel. Something that portrays your thought when you run out of words.

If you think about it in a broader fashion. It is as good as meditating. The more you focus; more the details.(considering Macro Photography) More calm you are, the image will reflect steadiness. So if you want Enlightenment in your life, you must learn to control the light.

I was at this place and I couldn't have imagined how beautiful this place would be unless i could have witnessed it myself. I was looking at it "oh my dear God. What is this place!" Such dynamic place, such humangus amount of energy and yet so calm. I just ran out of words.

When you practise photography its about mindfulness and paying attention. Once I went for trekking with my friends. It was 'Kalsubai' - the tallest peak in Maharashtra and as we were going up it was getting heavier. There was water in the air. It was just on the edge of being air; but it was not. Heavy enough to remind me of a memory.

'During my days of learning to operate camera my dad once told me "why don't you go to a good place to get a good picture." And I clearly remember I just got mad at him and said "It not like that and it doesn't work that way" I just moved out. *Obviously I didn't get what he wanted to say back than.*

A right Aperture. A right shutter speed and a right ISO will give you a nice photograph, But its very important that you apply the same process with right compassion, good energy and lots of love and that would give you a nice memory. Image shouldn't be defined by depth of field. I believe there should be depth in what you want to portray. It doesn't bother me if my subject isn't perfect. Photography isn't about capturing things, place or people its not that. Its speaking the truth.

I periodically leave my city and go to nature. I like to communicate. I've learned to express and you need to connect the right way. Looking at it is just a part. All your senses must move feeling, Perception, Intention and consciousness.

Although its just a mere process that happens in a fraction of a second. But if done with good and clear mindset it becomes Enlightenment.

Year 2010 I decided to take Photography as a full time career I was working as a PRESS photographer. I was on an assignment I looked around, many more photographers along with me. One random person asked me

- “Are you a photographer?”
- “Yes” I replied
- “What are you waiting for? get your camera out and start clicking”

If you look into yourself you can see past. Paying attention can help you predict future And living moment you will see that time revolves endlessly. Looking at an image is reliving them. Its not important who, Where or when, What is important is doing it in present. When you choose to become a photographer, learning process more deeply isn't enough. Its about living it. We're at a time where photography seems incomplete without your social media page and sometime its all about the rating. But ART is about experience, Its about the vision. You cannot compare ART, rather its wrong to compare ART. Do not get Influenced or get carried away by the environment you're in. Rather own it capture it, that amazing world around you. They say camera is that object that teaches you how to look at things without the camera.

Its more of a philosophy that influenced me to click and rather than the technicality. Its about respecting, every possible things around you and being in present. Its all of that. I was at this place and I couldn't have imagined how beautiful this place would be unless i could have witnessed it myself. I remembered “*you need to go to a good place, to get a good picture.*” Of course there was no address to it. That place is within ourself, when you're happy and yet observing when your mind and heart sync to the same channel, the same tune, the same thought.

When you become one - You and the Nature.

ABOUT THE AUTHOR



My name is Keyur Mehta, I shoot beautiful people while they're smiling and the camera does the remaining job. What I do is the result of a creative obsession for design. My adventure in photography began in 2010 and became obsessed with the fundamentals that make a great Photographand Filmmaking.

my way of working is simple.... Find Inspiration - Develop Ideas - Produce Concepts - Deliver Creative Outcome. Of course all of that along with a cup of coffee.

The most important thing I've learnt in my phase of learning is that There are no wrong answers, just different ways.

In **“The Psychology of taking a good picture.”** A Comprehensive Guide to Photography and Artistry,” [Author’s Name] explores the core of visual narration, being a renowned nature photographer and instructor. This guide will help you traverse the complexity of photography, from perfecting technical basics to refining an artist’s point-of-view.

Technical Mastery:Gather essential knowledge on the cameras, lenses and composition. Master the mastery of your equipment to create captivating photos with precision and crispness in imagery.

Lighting Techniques Unveiled:Learn how lighting can reinforce transformation in your photographs and videos. Discover the subtlety of daylight, flash, studio strobes, or continuous lighting and learn how you can use these elements for creating stunning pictures anywhere.

Artistry and Mindset:Take your art beyond mechanical success. Build a bedrock knowledge of emotion, composition, and story. Develop practices and approaches that give you the power to manifest your personal artistic brand with as much confidence and authenticity. **Becoming the Artist:** Carry out a dramatic metamorphosis towards becoming the real master of your art. From meaning to presentation, learn how to add a sense of feeling and staying with your work. Let yourself into the creative adventure and release your whole masterpiece.

Each page of this book shall be packed with practical insights, captivating imagery and expertly observed wisdom to make it the most ideal companion for photographers at every point in their creative journey. Whether you are a novice photographer that seeks the secrets of light or someone more experienced striving towards perfect artistry Mastering Light has something for everyone.