



Fotograffitti Productions Studio and Institute

July - December 2016

PHOTOGRAPHY AT ITS BEST AT FOTOGRAFFITTI

IN THIS ISSUE

Studio and Institute

by Anuja Jain

History of Fotograffitti Productions

Fotograffitti Productions started its journey as a Photography Studio and Institute in Kolkata in 2003 and gradually took a step ahead in the film industry making documentaries and Corporate films.

What do we do?

Photography now is no more for those who want to appear on the big screen or a hoarding or a poster. Photography today has grown from just a memory keeper to a stylish way of living for people. As we see the Indian cinema has grown from unrealistic stories to stories and tales of our own lives, movies have become more personal. Photography also in the same way is getting more personal and a medium to communicate with each other. Expressing emotions like love and care is mostly with the help of photographs clicked in the studio or outdoor. Several people now are engaging Fotograffitti to capture moments for them to share with their near and dear ones.

As the digital technology is advancing the modes of sharing is becoming easier for everyone. People are not restricted anymore from sharing their personal life with others. The upbringing of the internet and web-based telephones and television has gone far ahead to allow Photography to touch the sky and go ahead and share with millions sitting outside our home.

When a child is born each and every family member is excited about that bundle of joy and happiness that has stepped into their home. As the child grows older we ensure that the growth of this angel is captured beautifully year after year. Image making is a never ending tale of a person who visits Fotograffitti. Portraits and People Photography is one of the most popular genre of Photography in this world. Each and every person is a beautiful in their own special way.

Fotograffitti is always in demand by import/export houses, retailers, wholesalers for their product photography for advertising purpose.



Photoshoots

Advertising Photoshoot for cataloguing purpose. People Photography and Art Photography are other genres catered to at Fotograffitti. More on page 4



Courses and Workshops

Fotograffitti Institute conducts various Photography Courses and Workshops for all levels and Professionals. More on page 5

Making of Anuja Jain

by Anuja Jain

Anuja Jain started her career when she was nineteen years old. A high school student from Kolkata. She went under Professional Photographer Mr. Tapan Chandra who enlightened her with knowledge in Photography and all aspects of Studio handling and Light management.

Photography Exhibition under his guidance in the year 2000 "Let's Make Kolkata Better" a compilation of about sixty photographs on pollution affecting the city and lives was an eye-opener for all. West Bengal's Governor Mr. Gandhi inaugurated the Grand Photography Exhibition. Another spray of photographs in the exhibition hall was in the year 2003 "Destination Unknown" story of under privileged children. This exhibition also attracted all the biggies of the city from Governor to the MLAs and Magistrates and the entire Kolkata Police Control Board. After three years of training and assisting Mr. Tapan Chandra, Anuja started to sail on her own.

In the year 2015 on the occasion of Mahaveer Jayanti, she was awarded as one of the Gems in the Jain Community "Jain Ratna" by or

Honorable Governor of West Bengal Shri Kesri Nath Ji Tripathy. Photoshoots in studio and Lecturing on Photography in various parts of the country was on cards for her. To name a few she started off with were National Institute of Technology, Jadavpore University, Calcutta Boys School, Wigan & Leigh College, HEN India (Woman Entrepreneur Group), NSHM, iLEAD, Camarena, Canon India.

Anuja has also authored a book on Photography called "Click" which is expected to release end of this year. It has been a

marvelous journey of fifteen years till now.

GRAND LAUNCH OF ANUJA JAIN

"Jain Ratna" from the Jain community. Awarded by Honorable Governor of West Bengal Shri Kesri Nath Ji Tripathy. Photography Exhibitions launched Anuja as one of the first woman Photographer exposing the truths of the lives on the roads and slums and the pollution affecting many.

MAKING OF ANUJA JAIN
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Anuja made news as a Photographer and Photography Mentor. It wouldn't be surprising for people to know that a documentary has also been made on her life "Behind the Lens" which is yet to be released. She also bagged

News and Media

fame as one of the leading woman cyclist in Kolkata which was featured in Kolkata – The Telegraph, T2. Bengaluru – DNA and Bengaluru Mirror interviewed her when she completed 850km bicycle ride from Bengaluru to Ooty in 2012. She was not only featured in Kolkata but her zest to work hard and quality of work made her one of the prominent figures in Chennai and Pune. The Hindu (Chennai) interviewed her as a Photography Professor. DNA, Sakaal Times and Pudhari from Pune also wrote about her as a leading Photography Lecturer. Her Photography Exhibitions "Let's Make Kolkata Better" and "Destination Unknown" in the years 2000 and 2003 respectively, all newspaper and media had covered both the events. She was fortunate enough to be featured in the leading Bengali News Channel "DD Bangla" and "Zee Bangla"

Fotograffitti and Affiliates

by Anuja Jain



Anuja when she was freelancing for many she launched her own Studio "Fotograffitti Productions" in the year 2003. Designer Photography Studio where she conducts photo-shoots for models and actors for their portfolio and for products for advertising purpose.

Photography has grown from point and shoot to a well-lit defined shots for professional and self-use. Photo-books and photo wallpapers are in demand and mostly accepted by people who come for Portfolio or Portraiture.

Fotograffitti has not only gained respect as a renowned Photography studio but is also widely known as Photography Institute where Photography Courses are conducted for all levels.

Fotograffitti recently signed a contract with **Canon India** to mentor on Advertising Photography which includes Studio, people and product photography in Eastern India. <http://edge.canon.co.in/photomentors.aspx>

iLEAD, Institute of Leadership Entrepreneurship and Development is one of the leading MBA institutes in India. "Through The Lens" – two months Basic Photography Course at iLEAD has been designed and conducted by Fotograffitti. Several Photography event and completions are also conducted by us. <http://www.ilead.net.in/news/news.php>

HEN India is a Her Entrepreneurial Network is a platform to bring Indian women entrepreneurs together to inspire, inform and support each other with day to day business activities and information. It is a network of 2900+ members across the country. The Kolkata Chapter of HEN had organized Professional Photography Workshop in Kolkata and Bhilai for working woman and homemakers which was a huge success.

Idea Perfect Communication is a visual communication and branding studio on print and web media.

Fotograffitti partnered Idea Perfect Communication and completed projects for clients from Kolkata. The clients have been from the food industry, export houses clothing, retail industries. Idea Perfect Communication and Fotograffitti have been associated for more than six years.

Fotograffitti Productions Photography Studio and Institute in Kolkata, provides superior photography services, serving both the domestic and international sectors. Fotograffitti brings a fresh and innovative approach to photography in advertisement planning, acting as liaison between the buyer and the producer. Our goal is to exceed the expectations of every client by offering outstanding customer service, increased flexibility, and greater value.

Our extensive skills encompass all aspects of Photography - product, fashion. portfolio; Designing - company profile, catalogue, brochure, posters.

Fotograffitti has been conducting Photography Workshops over a decade now to create a band of professionals Photographers in and around Kolkata.

AFFILIATE HERE

Connect with Anuja Jain to partner with Fotograffitti Productions for Photoshoot and Photography courses.

FOTOGRAFFITTI PRODUCTIONS AND AFFILIATES
productions@fotograffitti.com

+91 9748829039 / +91 9830006526





Photoshoots in Studio

by Anuja Jain

Fotograffitti produces images that communicate a specific message to the viewer. The purpose maybe artistic, commercial or editorial and their content can represent anything. We capture spectacular moods and moments of happiness, mouth-watering food in a platter and serene landscape. Product Photography is done with utmost care with proper set design or plain backdrops.

emphasis, crop pictures, move objects, etc.

Fotograffitti with ease and patience listens to the client's demands and take ahead the photography assignment.

Types of Photoshoot

- Portraiture / people photography
- Portfolio for kids
- Portfolio for couple
- Pre-marriage photography
- Baby photoshoot and book
- Maternity Photoshoot
- Advertising Photography
- Portfolio for catalog/brochure
- Product Photography

What we offer

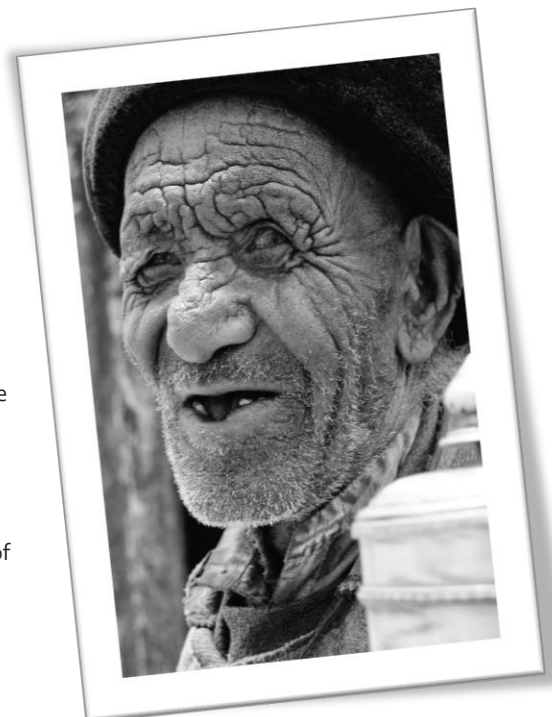
- Work activities will vary according to specialization. However, common activities for most photography assignment include:
- Working with clients to discuss what sort of images they require and how they want to use them.
- Seeking out appropriate photographic subjects and opportunities.
- Carrying out research and preparation for a shoot.
- Working in different locations, and in different circumstances, to get the right image.
- Using an extensive range of technical equipment, including cameras, lenses, lighting and IT software.
- Communicating with their subjects: putting them at ease, encouraging them and directing them.
- Arranging still life objects, products, scenes, props and backgrounds.
- Liaising with other professionals within their specialist area of work, e.g. graphic designers, writers, gallery managers or art directors.
- Following up the processing and use of images, discussing technical problems, checking for quality and dealing with clients concerns.
- Understanding traditional digital photography and keeping abreast of industry trends, developments and new techniques.
- Developing expertise with software to enhance images, change

FOR MORE INFORMATION

To book the studio for Portraits or Product photography

PHOTOSHOOT IN STUDIO
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Portrait: This image was shot in Leh-Laddakh in 2010. He was then about 103 years old serving at a Buddhist Monastery.



Fotograffitti Institute

by Anuja Jain

Photography – Communication has been a very important skill for all social interactions. And Photography means Writing with the agency of Light (Greek). With more and more of the new generations becoming internet savvy, the photographs are also adding to the color of communication. It is just not for memories any more. It is also a means of communication.

The opportunities – Human Expressions, Products, Outdoor Shoots, events, graffiti are all being posted on the net for personal interactions as well as for commercial reasons. With the speed of the net becoming passé, downloads are easier and hence the commercial side of the same is also becoming an opportunity for e-auctions of photographs for corporates, ad agencies and e-exhibitions. A hobby can be converted into a commercial transaction.

There are courses for all level and interest.

- PHASE I – Basic Photography Course at Fotograffitti Institute.
- PHASE II – Advance Photography course: Portraiture and Product Photography.
- Canon India – Photography Workshop conducted by Anuja Jain/Fotograffitti in Calcutta and other East and North East cities (list available at <http://edge.canon.co.in/photo-walks.aspx>)



FOR MORE INFORMATION

Enroll for coming up Photography Courses and Workshops

FOTOGRAFFITTI INSTITUTE
+91 9748939483 institute@fotograffitti.com

Photo mentor at Canon at Bhuwaneshwar



PHASE – I conducted at Fotograffitti Institute



The Technique of Picture Making – Photography Workshop at Hindusthan Club,



Photo mentor at Canon India.



Photography Course conducted at iLEAD.



News and Updates

by Anuja Jain

JULY

- **Technique of Picture Making**
Hindusthan Club
July 2nd to July 17th (Sat & Sun)
9:30am to 10:30am
- **PHASE – I Basic Photography Course.**
July 9th to Aug 21st (Sat & Sun)
2pm to 3:30pm
- **PHASE – II Advanced Photography Course.** People Photography
July 23rd to Sep 10th (Sat)
10am to 1pm

AUGUST

- **CLICK – Photography Crash Course**
Aug 8th to Aug 12th
① 11am to 12:30pm
② 2pm to 3:30pm
- **Portraiture and Dance Posture Photography Workshop**
Aug 15th
11am to 5pm
- **Flower and Food Photography**
Aug 28th
11am to 5pm

SEPTEMBER

- **PHASE – I Basic Photography Course.**
Sep 17th to Oct 30th (Sat & Sun)
11am to 12:30pm
① 11am to 12:30pm
② 2pm to 3:30pm
- **CLICK – Photography Crash Course**
Sep 26th to Sep 30th
① 11am to 12:30pm
② 2pm to 3:30pm

OCTOBER

- **Travel Photography Workshop**
Snowcapped *Kanchenjunga*
Six days of hands on experience on travel photography.
Fotograffitti Institute takes you to Sikkim to learn new techniques on clicking Landscape and cityscape.
Oct 6st to Oct 12th

NOVEMBER

- **CLICK – Photography Crash Course**
Nov 21st to Nov 25th
① 11am to 12:30pm
② 2pm to 3:30pm

DECEMBER

- **Portraiture**
Location Shoot and Outdoor lighting
Dec 3rd (Sat)
11am to 5pm
- **Tabletop Photography**
Art and Food
Dec 10th (Sat)
11am to 5pm
- **Flower Photography and Photoshop**
Dec 17th (Sat)
11am to 5pm
- **Christmas and New Year – Celebration Photography – Street Photography.**
Dec 23rd
5pm to 8pm

FOR MORE INFORMATION

For detailed information regarding courses please visit www.fotograffitti.com

NEWS AND UPDATES

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IN AND AROUND FOTOGRAFFITTI

Coming up at Studio and Institute

Six months schedule at Fotograffitti Productions. Please connect at the contact mentioned below for more details.



Technique of Picture Making

Objective: Create awareness on Photography, this involves the camera, light and lenses. Types of Photography and how can they reflect our inner self.



Photoshoot for a restaurant

Food photography is one of the challenging subjects. The food should look more than tempting in a photograph so that the viewer go ahead and places the order.



Kids' Photoshoot

Testimonial

Mrs. Punam Dugar - Institute of Leadership Entrepreneurship & Development, iLEAD, Kolkata.

Anuja is a prolific photographer whose passion for the art is reflected in the photography sessions she is conducting at iLEAD. The students like her style of teaching and find the classes very interesting. The scope of practical application is high and almost all the various facets of Photography is covered extensively. I think she is doing a great job!



Mr. Bharat Singh - Canon India

Anuja is an amazing Photo professional who can work around with simple concepts and camera equipment as tools. Her images are technically superb and visually appealing. She has a wonderful way of putting details into pieces; she knows what all it takes to create a picture which can amaze anyone.

Mrs. Ruche Agarwal - HEN India and Idea Perfect, Bengaluru.

I have known Anuja for almost 7 – 8 years now and have done quite a few projects with her. She has been super effective and profession for portraits, food photography to capturing events, fashion etc. I also did a workshop on Professional Photography for our members on HEN India and it was a great success in Kolkata and Bhilai. I love working with Anuja not only because she knows her job well but also because she is someone with integrity.

Thanks for being there Anuja.



Miss. PreeyamBudhia - Caring Minds, Kolkata.

Anuja Jain did a profile photoshoot for me at the YFLO event. It was a sheer delight. I had a lot of fun! I loved her sense of direction, patience to perfection and precise skill in capturing. She shot me in different angles and the magic she does with her camera made me look as beautiful as I really am- not more, not less - loved the natural element. Though I have only done one shoot with her, it's been great and I would definitely recommend Anuja's work. Wishing her lots of success going forward!

Miss. Sheryl Dcunha - Aviation Industry, Mumbai.

I have known Anuja Jain for some time now and what I can say about her cannot be addressed in a few words; what I would like to share about her is that her beautiful photography captures the families in moments of tenderness, warmth, and joy.

Patience and creativity are her best assets during her photo shoots especially with children and infants too. Only a true professional would take the time as Anuja does to cheerfully snap away. She is always able to capture the energy with the camera for some fun photos. She spends her time on every tiny detail and absolutely meets up with the client's expectations all the time. I would always recommend her to anyone. I appreciate her patience and enthusiasm for her work!

You are such a positive example to work with.

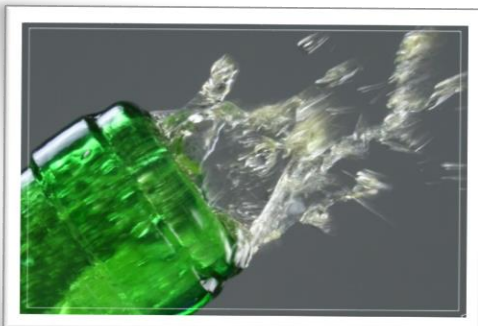


Mr. Venkat Ramesh - Pepsi Co. India (actor in Tamil/Hindi cinema).

Anuja is a perfectionist and takes a thorough look and check everything before she starts clicking. She did my portfolio sometime back when she had travelled to Chennai. It is an experience to be in front of the camera when she is clicking. Her strong sense of composition and unique lighting setup in the studio and outdoor make a handsome portfolio. I wish her luck and success in everything she does.

Picture Gallery

by Anuja Jain



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