

Marketing Note 5.10.20

Learn the subtle art of dramatic monochrome photography with an engrossing live session conducted by Himanshu Sheth

OR

Channel your inner Ansel Adams! Tune in to the next AVID live session on monochrome photography with Himanshu Sheth

“Color photography is like a novel that spells everything out in detail, whereas black-and-white photography is like poetry—its strength isn’t in what’s said; it’s in what’s left out.” – Photographer, Heinrich van den Berg

For Immediate Release

The depth of the shadow, the illumination of the light and the contrasting juxtaposition between the two – black and white photography is an aesthetic phenomenon that has captivated photographers and viewers alike for generations. It allows us to see the subject in its purest form – free from the visual noise and chromatic distortion of colours – depicted in a subtle and nuanced, yet evocative light (pun intended). It allows viewers to focus on the finer details of the composition and brings out the mood and emotions associated through a dramatic interplay between light and dark.

Before the invention of Kodachrome, black and white was the only available medium – yet, with the arrival of colour photography, its popularity has not dwindled but instead flourished. Modern black and white photography at its best is an art – a starkly beautiful way to depict artistic vision through the lens, and many photographers regard it as the purest form of photography.

Himanshu Sheth Photosafaaris and Avid Learning present Art and Aesthetics of Black and White Photography – an illuminating live masterclass with *Photographer Himanshu Chandrakant Sheth*.

Please read on for more details:

In this session, Himanshu will delve into the various techniques and creative approaches specific to black and white photography. Drawing on his vast experience in the field – across portraiture, lifestyle and fashion photography – he will examine the fundamentals, as well as the finer creative and artistic nuances involved in capturing that perfect monochrome shot.

Finally, he will examine the mutable nature of black and white photography – how it can be adapted for variable lighting conditions and for a wide range of photographic genres – from landscape and portraits to architecture, street and still life. He will examine the aesthetic significance of such photographs and probe the many artistic elements involved from composition to post-production and share some useful tips and tricks for aspiring photographers in this realm.

Masterclass Highlights Include:

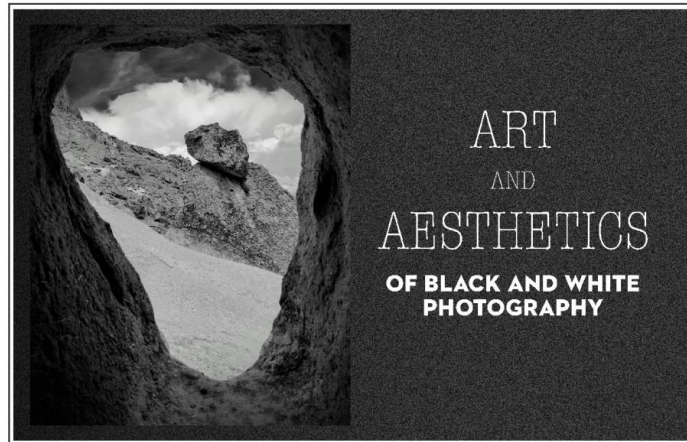
- Fundamentals of Black and White Photography – Learning to see in Mono + Identifying subjects
- Tips for Composition, Framing and Lighting
- Developing monochromatic artistic vision
- Understanding technicalities such as texture and tonal contrast
- Understanding the visual elements of shape and form
- Examining the mutable nature of black and white photography

Join us as we learn how to capture our vibrant world in monochrome!

When: Saturday, 19th December 2020 | 5:00 PM – 6:30 PM

RSVP: www.avidlearning.in

Press Email: Ayeshah Dadachanji on ayeshah.avid@gmail.com



Himanshuu Sheth Photosafaaris and Avid Learning present an illuminating live masterclass that will delve into the various techniques and creative approaches specific to black and white photography. Drawing on his vast experience in the field – across portraiture, lifestyle and fashion photography – Himanshuu will examine the fundamentals, as well as the finer creative and artistic nuances involved in capturing that perfect monochrome shot. This session will also look at the mutable nature of black and white photography - how it can be adapted for variable lighting conditions and for a wide range of photographic genres - from landscape and portraits to architecture, street and still life. Himanshuu will also examine the aesthetic significance of such photographs and probe the many artistic elements involved from composition to post-production and share some useful tips and tricks for aspiring photographers in this realm.

#AVIDONLINE **LIVE**



with
Photographer
**Himanshuu
Chandrakant Sheth**

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About the Speaker

Himanshuu Sheth has been working as a professional commercial photographer for a decade now. He graduated majoring in Scientific Photography from TAFE Australia, in 1997. After finishing his studies, he backpacked around Australia, Indonesia, Canada, America, Mexico, UK, & Africa before finally coming back to Mumbai in 1998 & starting his professional career. His extensive travel helped him understand & absorb various, cultures, places & people, & that has been instrumental in his unique style of work. He has been conducting workshops with AVID Learning for over 3 years now and continues to bring new perspectives and directions to our photography workshops.

Partner Information

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Avid Learning

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#LearningNeverStops!

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