

JPC MAGAZINE

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Photography ABCs

Your Guide to Key Terms

Photographer's Profile

Saurabh Sirohiya

Photo Array

Mumbai Design Xpress

THE SOUL OF INDIA

in a Million Frames

Kumbh Photo Story by Umesh Gogna

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Editor's Note

As we welcome 2025, the world of photography opens its arms to new opportunities, stories, and creative explorations. At JPC Magazine, we are excited to embark on this journey with you, celebrating the art that binds us all.

January is a month of vibrant beginnings, and for photography enthusiasts, it offers unparalleled inspiration. Jaipur's famous "Makar Sankranti" Kite Festival transforms the skies into a canvas of colors and patterns, celebrating freedom and festivity. Capturing the interplay of light, movement, and culture during this festival is a testimony to the magic photography can create.

This January also marks the beginning of the Maha Kumbh, a spectacle of spirituality and humanity. Millions converge on the banks of holy rivers, creating a tapestry of rituals, emotions, and traditions - a photographer's paradise for documenting the profound and the timeless. As Ansel Adams once said, "You don't take a photograph, you make it." Let 2025 inspire us all to make photographs that tell stories, evoke emotions, and leave a lasting impact. From cultural celebrations to personal projects, let us embrace every opportunity to push our creative boundaries.

This year, JPC Magazine will continue to bring you expert insights, captivating stories, and a platform to display your talent. Let us make 2025 a year of innovation, collaboration, and artistic triumphs!

Anil Khubani

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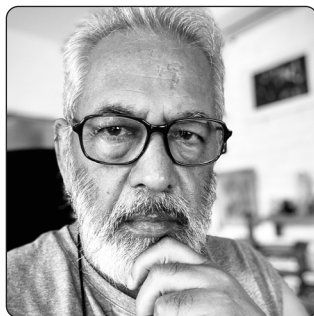
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Contents

6 The Soul of India in a Million Frames Kumbh Photo Story by Umesh Gogna

10 Photography ABCs Your Guide to Key Terms

13 Photographer's Profile

16 Photo Array

20 JPC ADDA & JPC Magazine Subscription

21 Mumbai Design Xpress: A Celebration of Colour and Creativity

22 JPC Magazine Digital Subscription



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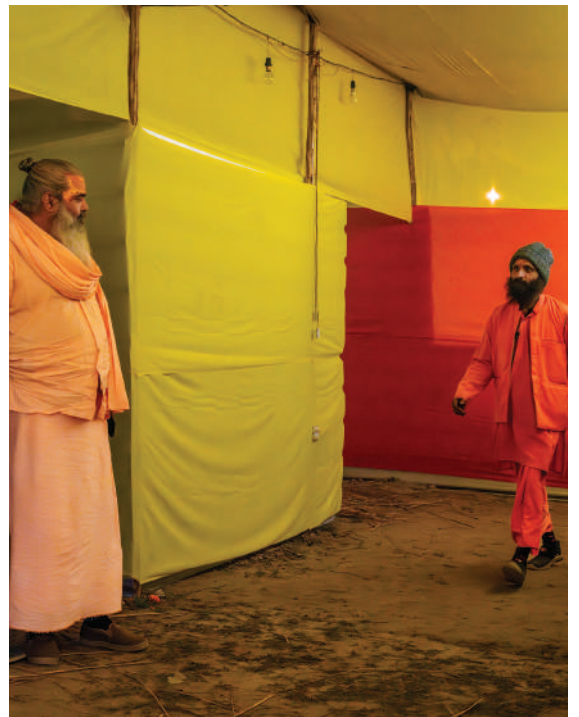
MOTISONS
— JEWELLERS —

THE SOUL OF INDIA IN A MILLION FRAMES

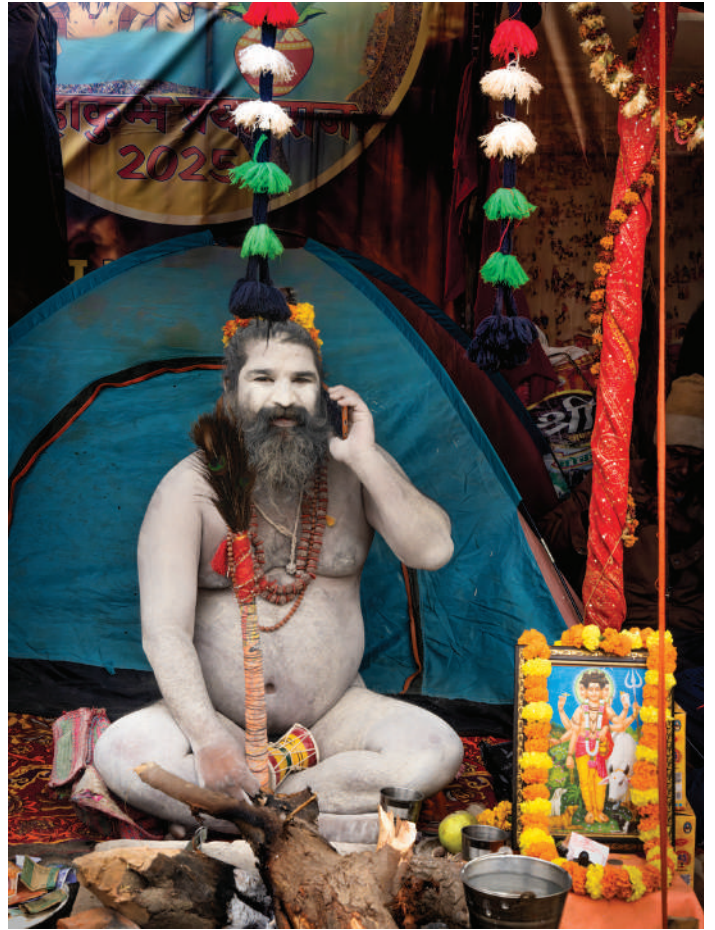


Umesh Gogna takes us on a visual journey through the vibrant Kumbh Mela 2025. His photographs capture the essence of this grand event, where faith and culture come together in remarkable ways. From the serene sadhus and colourful rituals to the lively crowds and sacred rivers, each frame tells a unique story of devotion and unity. Through his lens, Umesh highlights the intricate details and emotions of one of the world's largest gatherings. This photo story beautifully reflects the heart of India, celebrating its spiritual depth and the timeless bond between people and tradition.

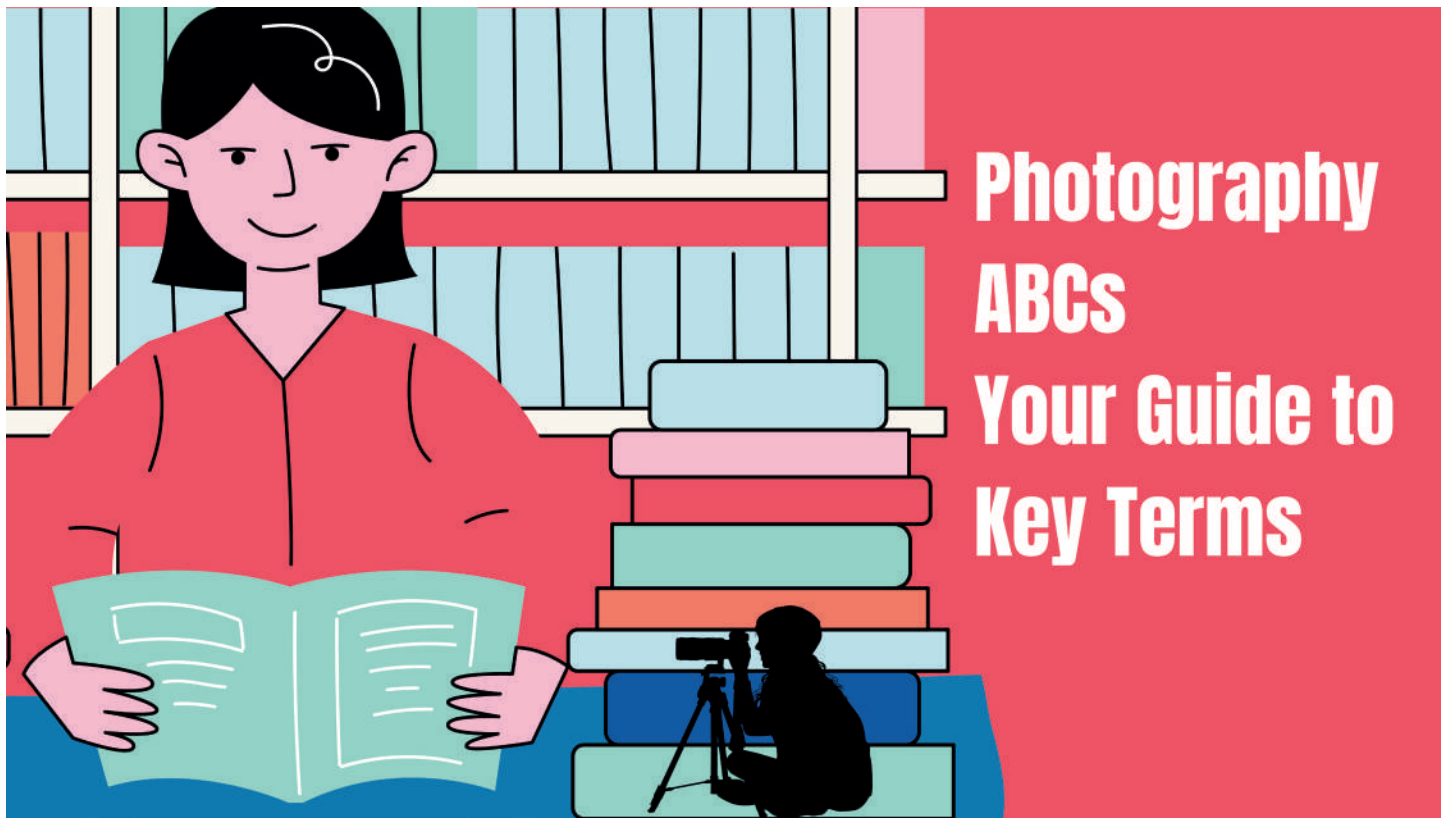








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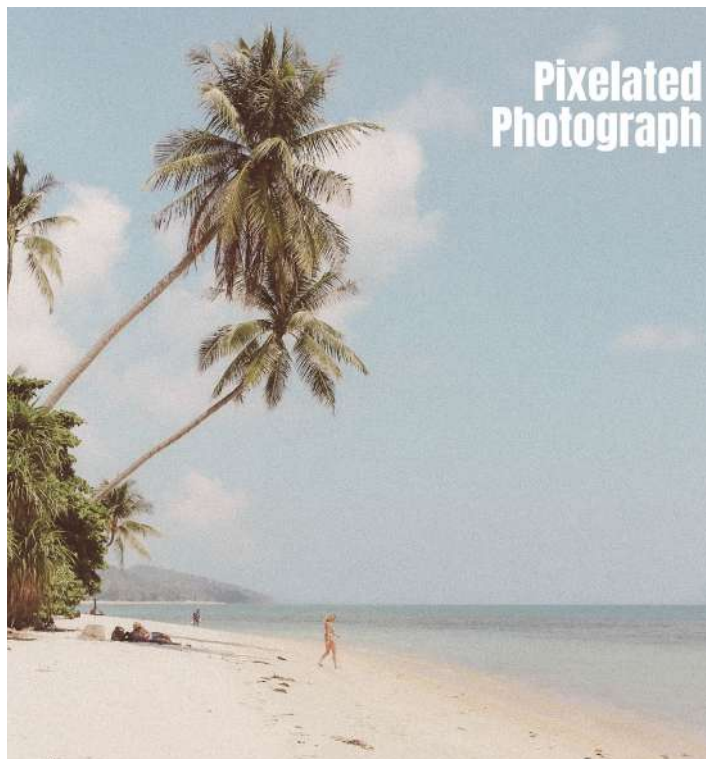
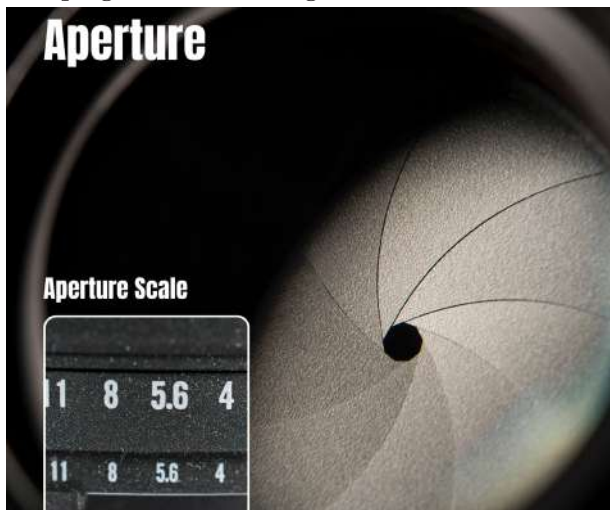


Photography ABCs Your Guide to Key Terms

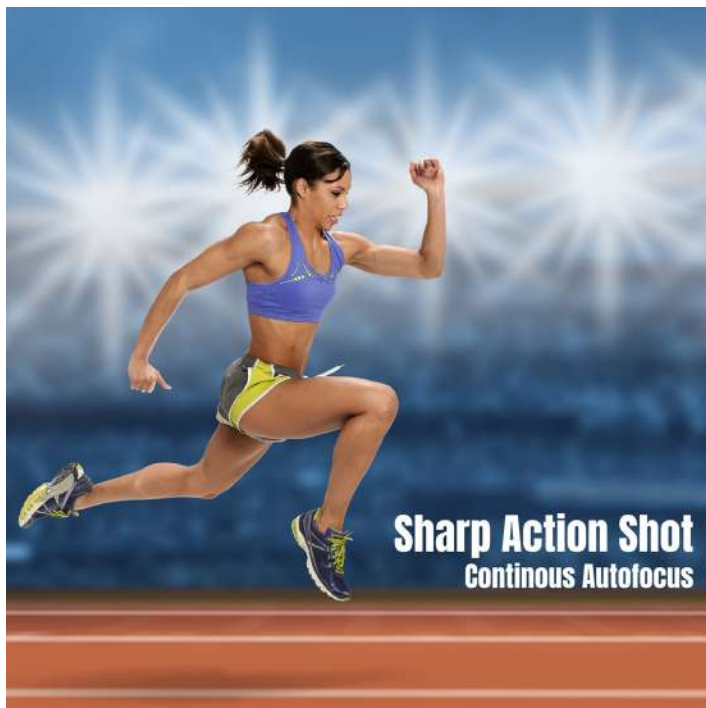
Photography is an art that requires technical understanding, creativity, and constant learning. Whether you are a beginner or a seasoned photographer, understanding photography jargon is crucial to mastering the craft. This glossary covers essential photography terms from A to C, helping you grasp key concepts and improve your photography skills.

A

Aperture Aperture refers to the opening in a lens through which light enters the camera. It is measured in f-stops (e.g., $f/2.8$, $f/16$). A larger aperture (e.g., $f/2.8$) lets in more light, creating a shallow depth of field and a blurred background. Conversely, a smaller aperture (e.g., $f/16$) increases depth of field, keeping more of the image in focus.



Aspect Ratio The aspect ratio is the proportional relationship between the width and height of an image. Common aspect ratios include 4:3, 3:2, and 16:9. Choosing the right aspect ratio can enhance the composition of your photographs.



Autofocus (AF) Autofocus is a camera feature that automatically adjusts the lens to ensure the subject is sharp. Different AF modes include Single AF (for still subjects) and Continuous AF (for moving subjects).

Available Light Available light refers to the natural or artificial light already present in a scene, without adding flash or external lighting. It is often used in candid and documentary photography.

Artifact Artifacts are distortions or unwanted elements in digital images caused by compression or post-processing. Examples include banding, pixelation, and halos.

B

Bokeh Bokeh describes the aesthetic quality of the out-of-focus areas in a photograph. It is influenced by the lens and aperture shape. Photographers often use bokeh to create visually appealing backgrounds.

Bracketing Bracketing involves taking several shots of the same scene at different settings, such as exposure levels, to ensure the best result. It's commonly used in HDR photography.

Burst Mode Burst mode allows photographers to take multiple photos in rapid succession by holding down the shutter button. It's ideal for capturing fast-moving subjects.

Bulb Mode Bulb mode is a camera setting that keeps the shutter open as long as the shutter button is held down. It is often used for long-exposure photography, such as capturing light trails or astrophotography.



Backlight Backlight occurs when the primary light source is behind the subject, often creating silhouettes or halos. It can add drama and depth to your photos.



C

Composition Composition refers to the arrangement of elements within a photograph. Strong composition uses principles like the rule of thirds, leading lines, and framing to guide the viewer's eye.

Crop Factor Crop factor is the ratio of a camera sensor's size to a full-frame sensor. It affects the effective focal length of lenses. For example, a crop factor of 1.5x makes a 50mm lens behave like a 75mm lens.



Contrast Contrast refers to the difference between the light and dark areas of an image. High contrast creates dramatic, vivid images, while low contrast results in softer, muted tones.



Chromatic Aberration Chromatic aberration is a color fringing effect caused by lenses failing to focus all colors onto the same point. It is more noticeable in high-contrast areas of an image.

Continuous Lighting Continuous lighting refers to constant light sources, such as LED panels, as opposed to strobes or flashes. It is often used in video production and studio photography.

Clipping Overexposed Sky



Photography is much more than pressing a button-it is a harmonious blend of artistic vision and technical mastery. Understanding fundamental concepts such as aperture, bokeh, and composition allows you to unlock your camera's potential and create images that tell compelling stories.

This glossary aimed to simplify the technical jargon often encountered in photography. Terms like aperture, which controls the light and depth in your image, or bokeh, which brings a magical softness to your backgrounds, are not just words but tools to elevate your work. Similarly, understanding composition ensures that every element in your frame serves a purpose, drawing the viewer's eye exactly where you intend.

Finally, photography is a continuous journey of growth. The concepts in this glossary are just the beginning. As you delve deeper into the art form, you will encounter more advanced techniques and terms, each enriching your craft. Remember, every photograph is an opportunity to learn and improve. Armed with knowledge and a curious mind, the possibilities are limitless. Finally, photography is a continuous journey of growth. The concepts in this glossary are just the beginning. As you delve deeper into the art form, you will encounter more advanced techniques and terms, each enriching your craft. Remember, every photograph is an opportunity to learn and improve. Armed with knowledge and a curious mind, the possibilities are limitless.

Photographer's Profile



Saurabh Sirohiya is a qualified graphic designer and professional photographer currently engaged in freelance work and photojournalism. His journey into photography began in 2015 as a hobby, which soon evolved into a passion. Over the years, Saurabh has traveled extensively across India, capturing events, people, travel, streets, and cultures, accompanied by compelling stories to describe his images. Specializing in documentary photography, he considers himself both an artist and a storyteller, reflecting his unique perspective as a photographer.

A self-taught photographer, Saurabh has mastered the art of street and travel photography, overcoming the challenges posed by a hearing impairment. He effectively communicates through lip reading during video calls and relies on messaging to understand conversations.

Saurabh's talent and dedication have earned him over 550 international and national photography awards. His work has been featured in numerous international and national newspapers and magazines. Among his many accolades, he has been honored with:

Excellence-FIP (India), Excellence-FIAP/Bronze (France), Excellence-APG (Georgia), Excellence-NPS (Cyprus) Grand Master-APS (Bangladesh) and many more.

Saurabh Sirohiya's inspiring journey and exceptional achievements highlight his artistic vision and unwavering dedication to his craft.

Instagram: [saurabh_sirohiya_photography](https://www.instagram.com/saurabh_sirohiya_photography)



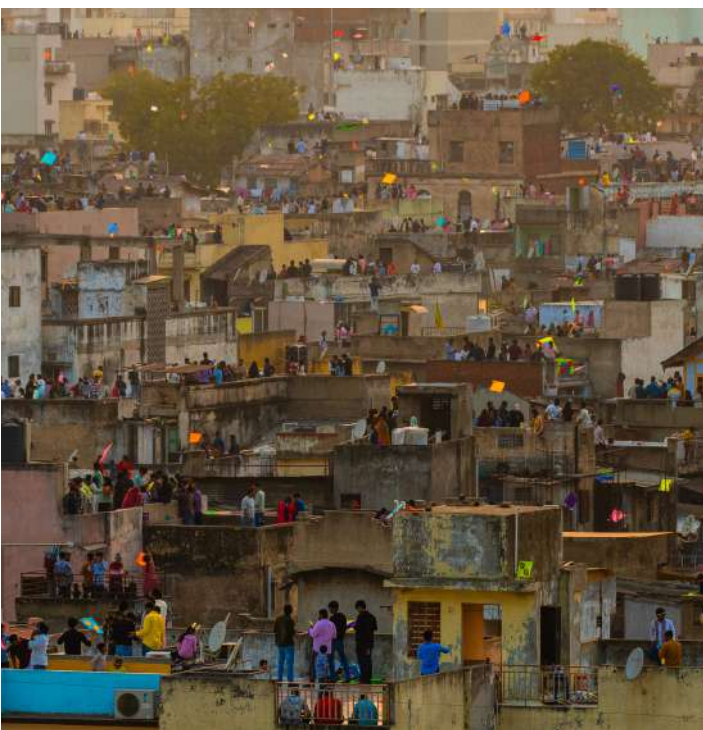
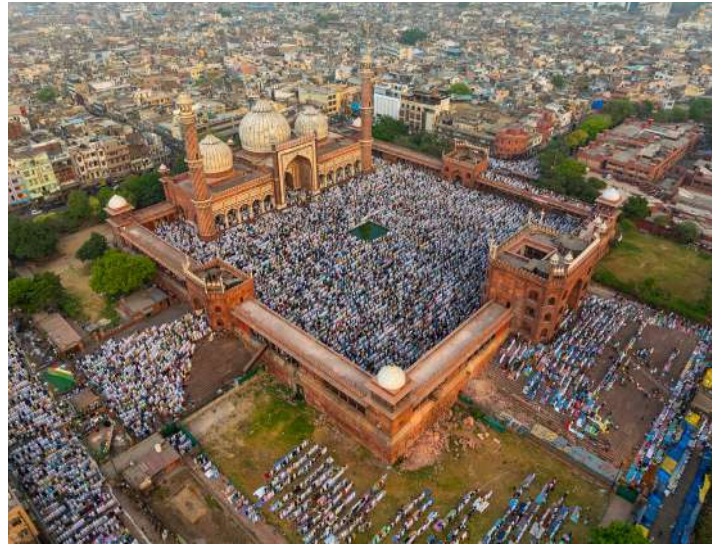




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Mumbai Design Xpress (MDX '24): A Celebration of Colour and Creativity

Pantone's Mocha Mousse debuted in India at the third edition of Mumbai's very own Design Festival - the Mumbai Design Xpress a.k.a MDX '24, where Mumbai's design community celebrated colour's transformative power through panel discussions, workshops, and performances. A report by Vimal Parmar.



On 19 December 2024, Mumbai's design community gathered for the Mumbai Design Xpress (MDX '24), an event that celebrated innovation, creativity, and the transformative power of colour in design. The event was organised by the Mumbai chapter of the Association of Designers of India (ADI).

A highlight of the event was the exclusive launch celebration of Pantone's Colour of the Year, marking the first time this global announcement had been celebrated in India. Elley Cheng, President of Pantone, unveiled the chosen hue, PANTONE 17-1230 Mocha Mousse, a warm brown hue.

The event featured thought-provoking sessions with industry leaders:

Animation in Colour: India and the West

Suresh Eriyat, founder of Studio Eksaurus, explored the role of colour in Indian animation and its contrasts with

Western styles. He was joined by Gerald Conn, a UK-based animator and BAFTA winner, known for his innovative sand animation. The session was moderated by Suresh Venkat, a seasoned editorial consultant and media trainer.

Nuances of Colour in Design and Culture

A panel discussion, led by Pritha Thadani, founder of Please See, included:

Ashwini Deshpande, co-founder of Elephant Design Studio, who discussed colour's cultural significance in Indian design.

Navdeep Kaur, founder of The Colour Workshop, who spoke about the application of colour research in modern design.

Ayesha Parikh, founder of Art and Charlie, who discussed colour's influence on urban aesthetics.

Elley Cheng, who highlighted colour's role across design mediums.



performance and a poetry recital inspired by Mocha Mousse. The entire programme was brilliantly compered by Krishan Jagota, President of the Mumbai chapter of the Association of Designers of India (ADI).

MDX '24 was made possible through the support of Pantone, venue partner Please See, gifting partners Gaatha and Kanchise, dedicated efforts of ADI's Mumbai chapter team and volunteers.

As the evening concluded, there was a palpable sense of anticipation for the creative possibilities that 2025 held. One of the largest active networks of Designers, ADI's MDX '24 was an eventful celebration of colour, creativity, design and designers, setting the stage for changing the design landscape in 2025 and beyond.

The Power of Colour to Build Identity

Elley Cheng shared insights into Pantone's selected Colour of the Year - its selection process, anticipated impact across various design disciplines and influence on identity and trends.

The event also featured an experiential workshop by Anuj Sharma, founder of Button Masala, along with a sitar

(Vimal Parmar is an independent marketing consultant and digital print evangelist)

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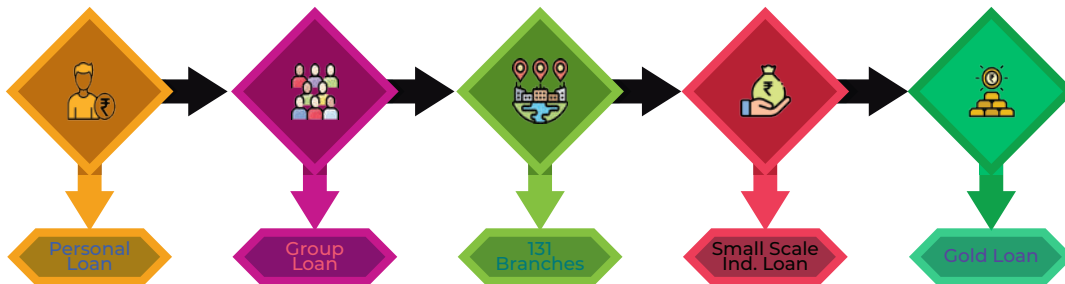


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