

# JPC MAGAZINE

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Vol 2 . Issue 8. April 2025

## Chitra Tahal

*Faces, Darwaze aur Tharokhe*

How to Make  
*#Trending*  
Instagram Post?

Photo Story  
*Norbulingka*

The Song of Light  
*Photography Exhibition*  
by Sudhir Kasliwal

Mastering Negative Space  
*in Photography*

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## Editor's Note

Dear Readers,

April signals a shift in light and tone. The days grow longer, the skies clearer, and with that comes a renewed energy in our work as photographers. Nature becomes more generous, offering changing colours and soft light. It is a time to observe more closely and shoot with intention.

We take inspiration this month from Henri Cartier-Bresson: "Your first 10,000 photographs are your worst." A reminder that photography is built on persistence. Each frame – even the flawed ones – sharpens our eye.

In this issue of **JPC Magazine**, is a special photo story on the Norbulingka Institute, a visual journey through Tibetan craft and heritage.

For digital creatives, our piece on How to Make #Trending Instagram Posts offers practical tips for standing out on one of photography's most influential platforms.

*Anil Khubani*

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**Purvi Khemani**  
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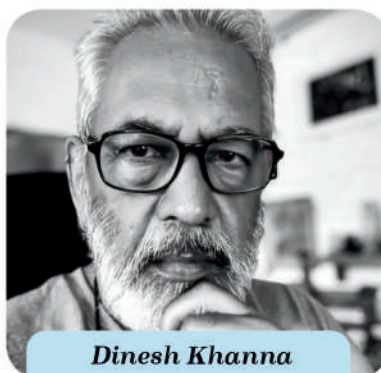
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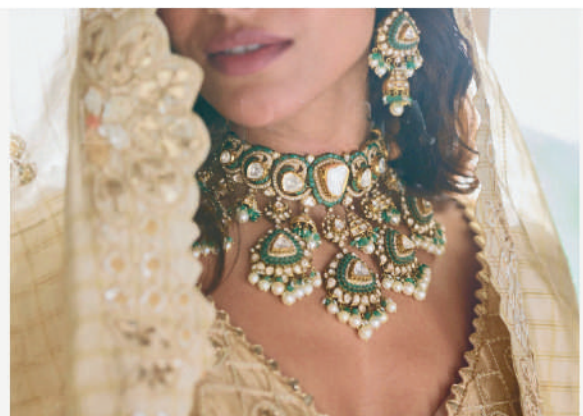
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—JEWELLERS—





## Photo Story: A Walk Through Norbulingka

*Recently, our Editor, Anil Khubani, had the opportunity to visit the Norbulingka Institute in Dharamsala – a place known for its quiet charm, cultural depth, and visual richness. Captivated by its beauty, he documented his journey through photographs that reflect the spirit of this living heritage centre. In this special photo story, Anil shares a few glimpses from his lens. Location Courtesy & Credits: Norbulingka Institute.*

Tucked away in the peaceful foothills of the Dhauladhar range in Himachal Pradesh, Norbulingka stands as a tribute to the art, culture, and tradition of Tibet. With every step inside the institute, one enters a world where creativity and devotion flow together in harmony. It is a place where tradition breathes through stone paths, prayer halls, and the skilled hands of artisans.

The entrance, marked by a grand dragon gate, welcomes visitors into a serene space where Tibetan symbols of wisdom and protection offer the first glimpse of what lies ahead. As you pass through the gate, beautifully maintained Japanese-inspired gardens line your path, with streams and stone bridges offering a sense of calm and connection to the earth.

At the heart of the institute is Deden Tsuglagkhang, the main temple, home to a magnificent gilded Buddha and intricate wall paintings that depict the life and teachings of the Buddha. The temple is a place of quiet prayer, filled with vibrant colour and sacred energy.





One of the most delightful corners is the Losel Doll Museum, where handmade dolls dressed in traditional Tibetan attire act out scenes from daily life. Each doll is crafted with incredible attention to detail, preserving the culture through storytelling.



One of the most delightful corners is the Losel Doll Museum, where handmade dolls dressed in traditional Tibetan attire act out scenes from daily life. Each doll is crafted with incredible attention to detail, preserving the culture through storytelling.

The workshops are the lifeblood of Norbulingka, where artisans keep age-old Tibetan crafts alive. Visitors can witness the precision and devotion involved in Thangka painting, wood carving, metal statue making, and appliqué work. These crafts are passed on to younger generations through hands-on training at the institute.

The Norbulingka Studio brings a modern touch to traditional techniques, producing fine handcrafted items for homes around the world. Everything made here retains the Tibetan essence while being suited to contemporary living.









# MASTERING NEGATIVE SPACE IN PHOTOGRAPHY



## Negative Space in Photography

*Photography is more than just capturing a subject; it is about composing an image that tells a story and evokes emotion. One of the most powerful compositional tools available to photographers is negative space. Used effectively, it can transform an ordinary photograph into a stunning piece of art by enhancing the subject and creating visual harmony.*

Negative space refers to the empty or unoccupied areas around and between the main subjects of an image. Rather than being mere blank areas, these spaces serve a purpose in composition, directing the viewer's attention and creating a sense of balance.

### Importance in Visual Composition

Negative space plays a crucial role in composition by preventing clutter, simplifying the scene, and drawing attention to the focal point. It provides a visual rest, allowing the eye to naturally settle on the subject. It also influences the mood of the photograph, with expansive negative space often evoking feelings of solitude or tranquility.

### Benefits of Incorporating Negative Space

#### Drawing Attention to the Subject

One of the primary advantages of negative space is its ability to emphasize the subject. By surrounding the focal point with empty space, distractions are minimised, guiding the viewer's eye directly to the intended subject. This can make the subject appear more striking and impactful.





## Conveying Emotion through Space

Negative space is not just a compositional technique; it is also a storytelling tool. It can evoke emotions such as loneliness, peace, or even mystery. The vast emptiness can give an image a contemplative or dramatic feel, allowing viewers to interpret and connect with the image on a deeper level.



## Lighting: Utilising Shadows and Highlights

Negative space can be created using light and shadow. Silhouettes, for example, rely on strong contrast, where the dark subject stands out against a bright background. Shadows can also serve as negative space, adding depth and intrigue to an image.



## Minimalist Approaches for Impactful Imagery

Minimalism is a key concept in using negative space effectively. Reducing elements in the frame to only the essentials ensures that the subject remains the primary focus. This approach is particularly effective in modern portrait, product, and fine art photography.



## Applying Negative Space across Photography Genres

### Portraits: Creating Narrative through Space

In portrait photography, negative space can be used to add a storytelling element. Leaving space in the direction the subject is gazing creates a sense of anticipation or curiosity, allowing the viewer to imagine what lies beyond the frame.

## Achieving Compositional Balance

Negative space plays a crucial role in composition by Balance in photography is essential, and negative space contributes to a harmonious composition. It helps to distribute elements within the frame, ensuring that the subject does not feel cramped. A well-balanced photograph, where negative space is strategically used, enhances visual appeal and makes the composition more pleasing to the eye.

## Techniques to Master Negative Space

### Framing and Composition Strategies

When incorporating negative space, careful framing is essential. Position your subject off-centre to create a more dynamic composition. Using the rule of thirds can help achieve a natural balance between subject and space. Additionally, experimenting with central compositions where negative space surrounds the subject can produce striking results.







### **Landscapes: Emphasising Scale and Serenity**

Negative space in landscapes can make vast environments appear even grander. By incorporating open skies, empty roads, or large bodies of water, photographers can create a sense of scale and serenity.

### **Architecture: Highlighting Design through Simplicity**

Architectural photography benefits greatly from negative space, as it allows for a focus on form, symmetry, and structure. Clean, open spaces around a building help highlight its design, making it stand out without distraction.

Mastering negative space is an essential skill that can elevate a photographer's work from ordinary to extraordinary. By understanding how to use empty space effectively, photographers can create images that are visually striking, emotionally engaging, and compositionally balanced. Whether in portraits, landscapes, or architectural photography, negative space remains a powerful tool for storytelling and artistic expression.

By practicing and experimenting with different compositions, photographers can develop a keen eye for negative space, ultimately enhancing the depth and impact of their images. So next time you frame a shot, consider not only what is in it but also what is left out – sometimes, less truly is more.

## **Do's and Don'ts of Using Negative Space in Photography**

### **Do's**

- Use negative space to simplify composition – Keep the background uncluttered to allow the subject to stand out.
- Experiment with different angles and framing – Try various perspectives to see how negative space interacts with the subject.
- Balance space and subject placement – Apply the rule of thirds or central compositions for an aesthetically pleasing result.

### **Don'ts**

- Do not overcrowd the frame – Avoid unnecessary elements that distract from the subject and reduce impact.
- Avoid unintentional negative space – Ensure that the empty space serves a compositional purpose.
- Do not overuse negative space – Too much emptiness can make the image feel unfinished or unbalanced.
- Do not place the subject awkwardly – Positioning too close to the frame's edge can create tension and disrupt flow.





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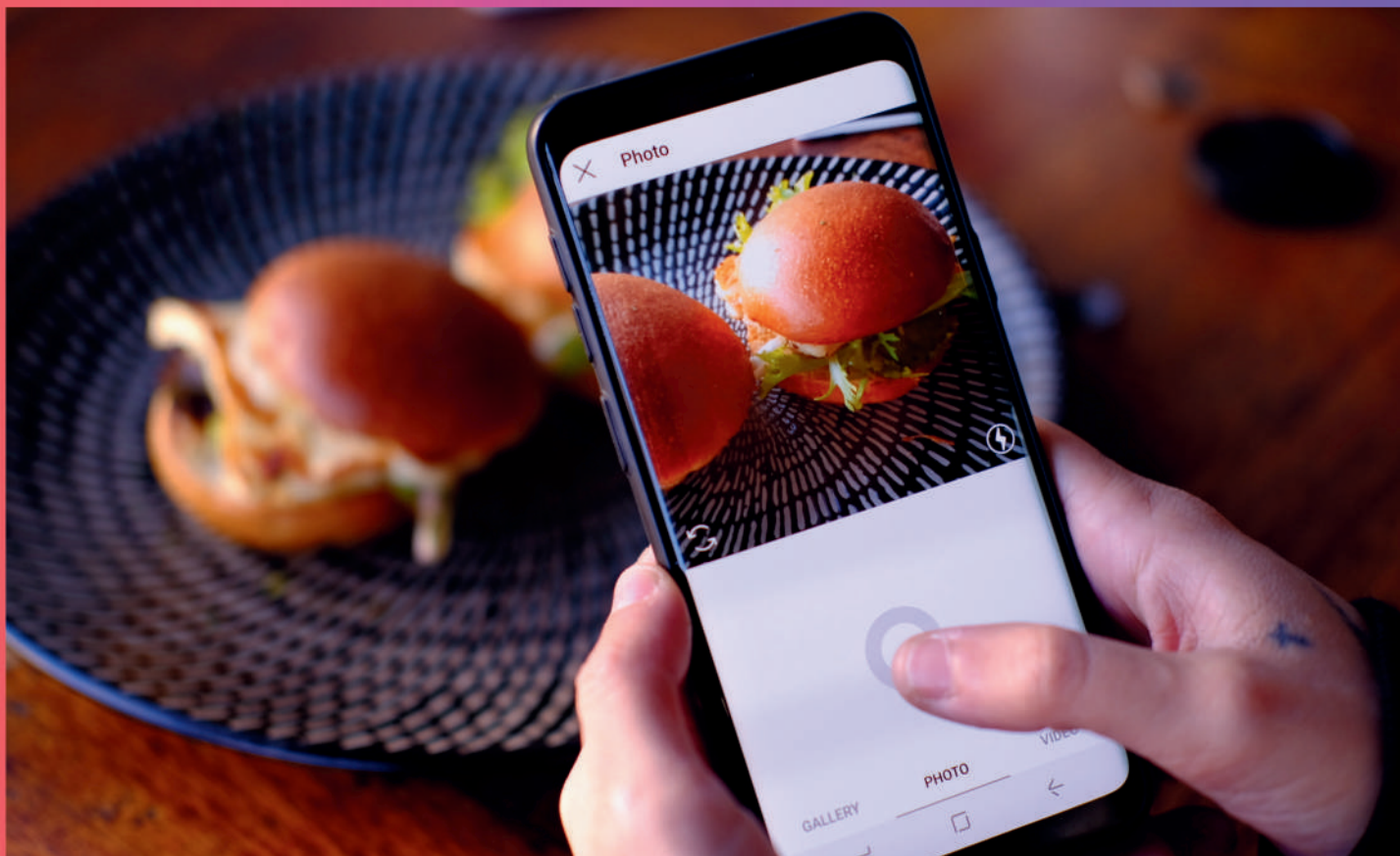
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# How to Make #Trending Instagram Posts?

Article by Purvi Khemani



*Let's face it—if your photo doesn't live on Instagram, does it even exist?*

**In today's world, your camera roll isn't your portfolio. Your Instagram feed is.**

And no, it is no longer just a place to drop your favourite shot with a filter and a heart emoji. It is your visual identity, your online exhibition, your first impression and often, your biggest stage. Before anyone clicks on your website or reaches out for a collaboration, they are scrolling through your feed. That first glance? It matters.

Whether you are capturing street stories in Jaipur's old city or clicking portraits in studio light in a commercial shoot, what matters is *how* you share it. Because Instagram is not just about photos anymore—it is about formats. Carousels. Reels. Dumps. Stories. Seamless Swipes. It is a whole creative ecosystem, and photographers are owning it like never before.

The platform has changed - and so should how to use it.

The good news? You do not need a blue tick or 10k followers to go viral or make an impact.

You just need to be intentional. Post with purpose. Share your work in a way that plays to Instagram's strengths. That means thinking like an editor and a storyteller—not just a photographer. Treat each post like you would a good frame: compose it with balance, emotion, and clarity.

The truth is, if your photo does not live on Instagram, does it even exist in the eyes of your audience?

In the pages ahead, we will walk you through:

- **The six Instagram post styles photographers are using to great effect right now.**
- **What works best for different types of photos—from raw, candid dumps to polished, cinematic reels.**
- **Smart, no-fluff tips to help you cut through the noise and make your posts actually stick.**

It does not matter if you shoot every day or only when inspiration strikes. If you work with clients or just create for yourself. If you are editing on Lightroom presets or building full composites from scratch. What matters is how you present your work once it is ready to be seen.



# 6 Most Effective Instagram Posts

Because at this point, uploading a single photo and hoping for the best is not enough. The scroll is fast. The competition is endless. Attention is short.

That is why curation is everything.

Each post is a chance to express your style, your perspective, your intention. It is more than just showing what you saw- it is showing how you see. Framing your work in a way that speaks loud, feels fresh, and makes someone stop mid-scroll.

Your next post is not just a photo. It is your brand. Your voice. Your impact.

So take the time. Think it through. Plan it out. Make it bold.

Let us make it count.



## Photo Dump

Popular for candid photography, personal projects, or BTS

Feels relatable, unscripted, and emotion-driven.

Perfect for festivals, photowalks, or street series.

**Pro Tip:** Mix colours, moods, and angles to keep it visually dynamic.



## Seamless Carousel

Feels premium, editorial, and cinematic

Great for storytelling, landscape panoramas, or a before-after journey.

Makes the viewer stop, swipe, and stay.

**Pro Tip:** Design in Photoshop at 5400x1350px for 5 slides and crop.



## Reels Slideshow

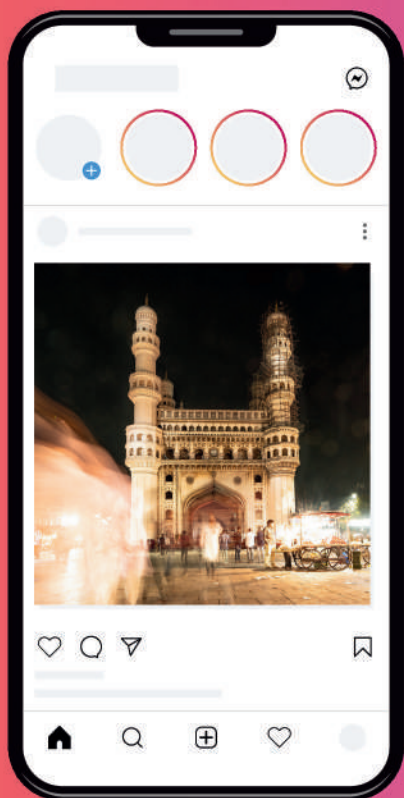
Instagram's algorithm loves Reels

Lets you animate your edits and create mood boards.

Excellent for portraits, event highlights, or travel diaries.

**Pro Tip:** Use smooth pan/zoom and trending audio for extra reach.





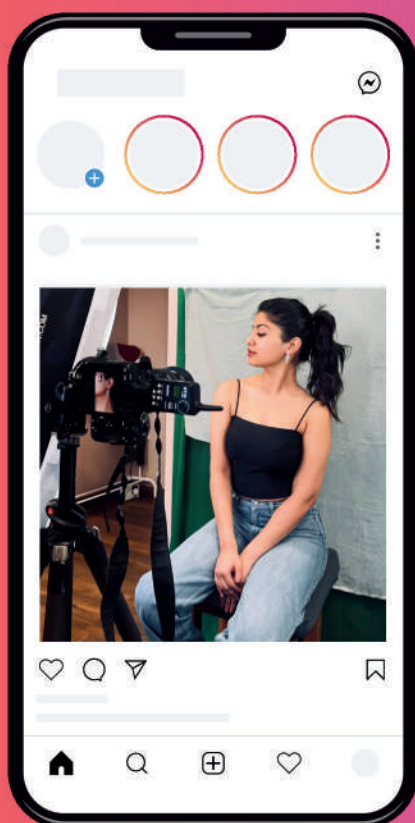
## Cinematic Still

**Best for showcasing your strongest shot**

Works well with minimal captions and neutral background.

More impact when paired with a strong emotional or artistic tone.

**Pro Tip:** Use a high-contrast thumbnail and text overlay if needed.



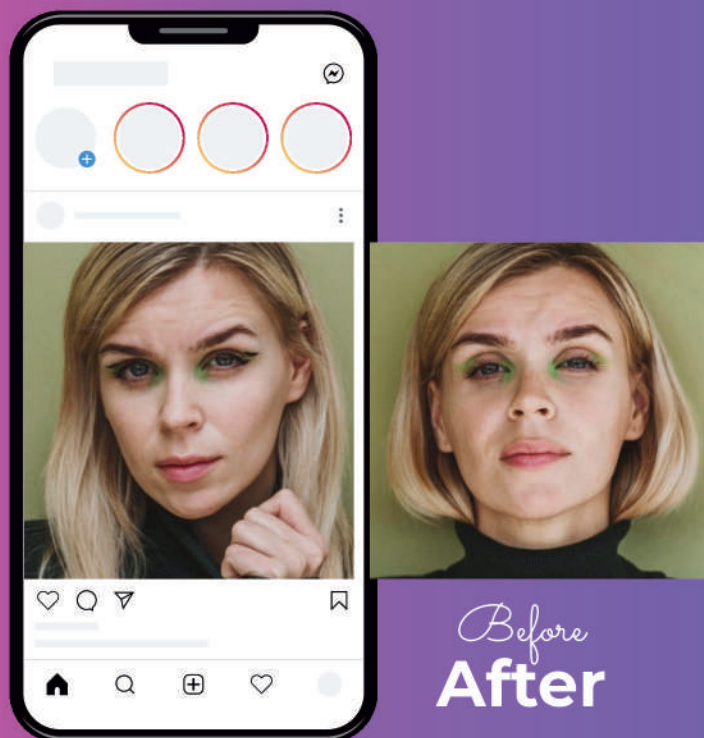
## Bts Post

**Setups, lighting diagrams, gear layouts, goofy moments on set**

Builds connection, authenticity, and relatability.

Great for Reels or candid photo dumps.

**Pro Tip:** Mix a short clip with stills for maximum storytelling.



## Before After

**Highly engaging and educational**

Perfect for client work or to showcase your style.

Use carousels or reels to highlight transformation.

**Pro Tip:** Mix a short clip with stills for maximum storytelling.

In the end, it is not just about taking good photographs-it is about sharing them in ways that feel fresh, thoughtful, and true to your style. Instagram gives photographers more than one way to show their work, and knowing how to use these tools well can make all the difference.

Whether you are posting a seamless carousel, a behind-the-scenes reel, or a simple single shot, the details matter. The layout, the caption, the timing-it all adds up. These pro tips are not about chasing trends for the sake of it. They are about helping your work speak clearly and confidently in a crowded space.

Make it count, and let your photography do more than just fill a grid-let it leave a mark.



# Pro Tips to Make Every Post Stand Out

1

## First Slide = Hook Slide

Make your first image eye-catching and scroll-stopping. Think bold text, strong colours, dramatic framing, or an unusual angle.

Instagram shows only the first image in grid view and explore-make it count.

2

## Craft Captions Like You Frame Photos

Your caption should either:

- Tell a mini story behind the photo
- Educate (e.g. lighting trick used)
- Or invite interaction (ask a question!)

Example:

"Shot this during a dusty evening in Jodhpur. The man did not even know I was there. What emotion do you see in his eyes?"

3

## Experiment With Covers for Reels

Choose or design your own cover instead of letting Instagram auto-pick. It gives your feed a curated look and sets the tone for your brand.

4

## Post at Peak Times

Weekdays: 8-10 AM and 6-9 PM  
Sundays: Anytime before lunch

Use Insights to track when your audience is most active.



5

## Hashtags Still Matter-but Smarter

Use 10-20 niche hashtags, not 30 generic ones.

Mix location, subject, and creative tags.

Example:

#JaipurPhotographers #PortraitMood  
#IndianStreets #LightAndShadow

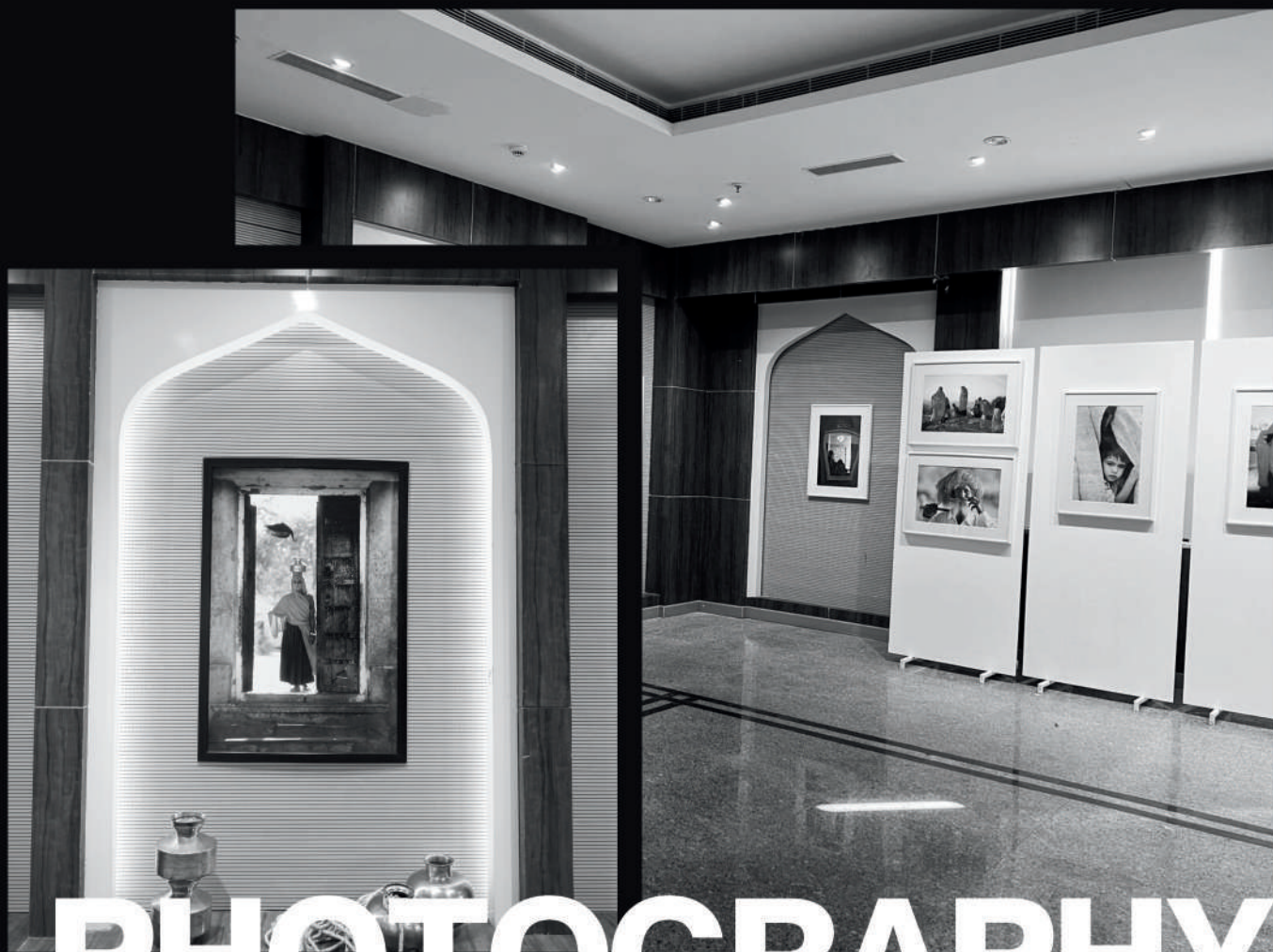
6

## Reuse Your Best Content

Turn your top-performing carousel into a reel. Or make a BTS version of a photo shoot that already did well.

Repackaging boosts reach without starting from scratch.





# PHOTOGRAPHY EXHIBITION



**The Song of Light**  
An Analog Odyssey through Rajasthan  
by **Sudhir Kasliwal**

**17-19 APRIL 2025**  
**RIC, JAIPUR**





## An Analog Photography Exhibition About Culture of Rajasthan at RIC, Jaipur

As part of the Rajasthan International Centre (RIC) Foundation Day Celebrations, a unique analog photography exhibition, **'The Song of Light - An Analog Odyssey through Rajasthan'** by Jaipur-based jeweller and acclaimed photographer Sudhir Kasliwal, was held at the RIC in Jaipur from 17 April to 19 April. The exhibition was inaugurated by the Former Envoy to Germany, Indonesia, and Ethiopia, Ambassador Gurjit Singh; Former Envoy to the UK, Belgium, and the European Union, Ambassador Gaitiri I Kumar; Former Envoy to Kuwait and Former Director General, Indian Council for Cultural Relations (ICCR), Ambassador Satish Mehta and Director of the RIC, Nihal Chand Goel.

The 3-day exhibition offered an experiential tour into the lives of the people and culture of Rajasthan. It showcased over 60 film photographs shot over the past 60 years, including some rare Cibachrome prints.

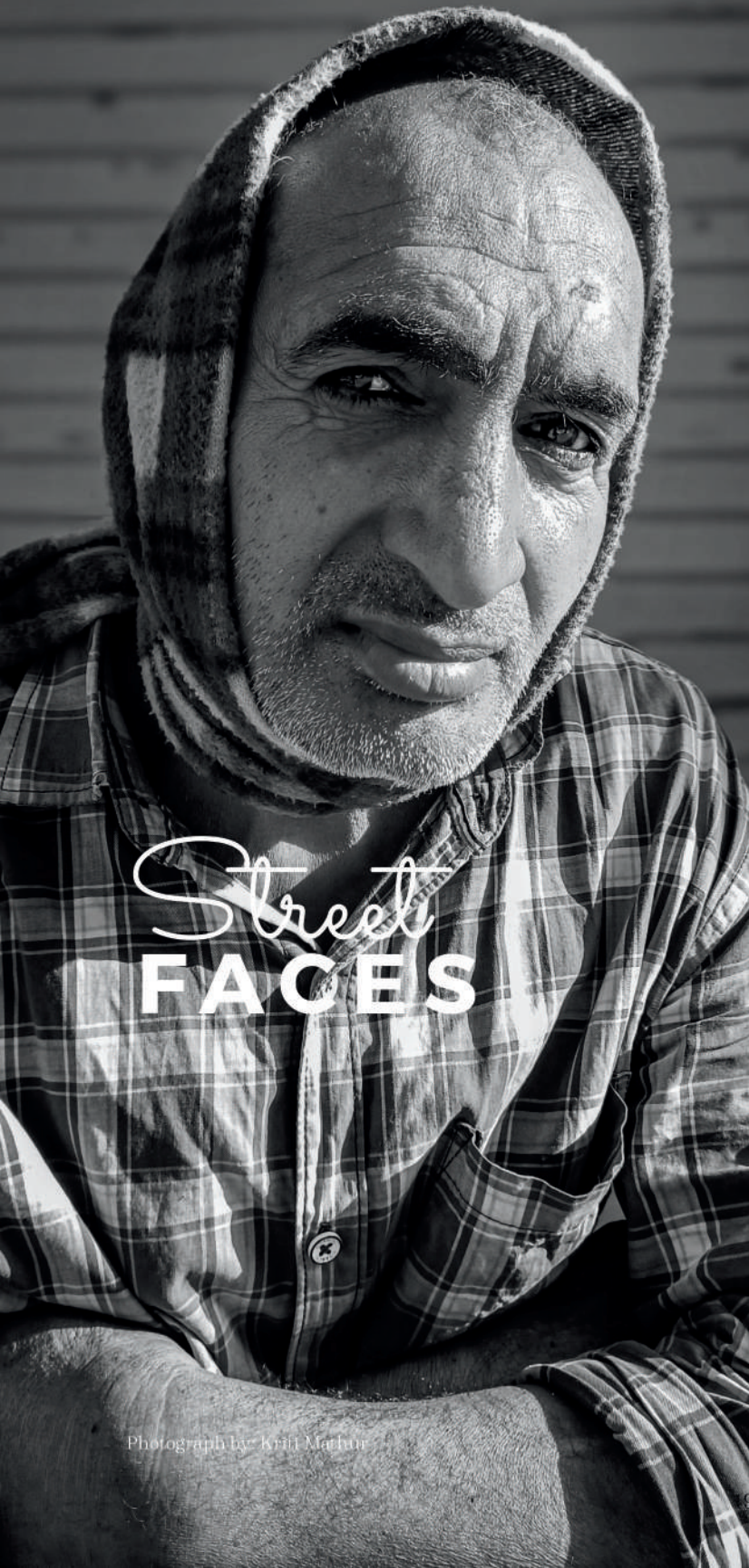
The immersive photo show whisked the viewers to a bygone era to experience the lingering old world charm of Rajasthan, come alive. A master magician behind the camera, Sudhir Kasliwal unearths sights and stories, lost to the sands of time, resurrecting them through these invaluable photographs. The exhibition came just days after internationally acclaimed photographer Steve McCurry inaugurated Sudhir Kasliwal's Darkroom 2.0. The state-of-the-art Darkroom 2.0 will offer experiences and workshops on the processes of analog photography to photographers and photography enthusiasts.

Content Courtesy: Spark PR, Jaipur





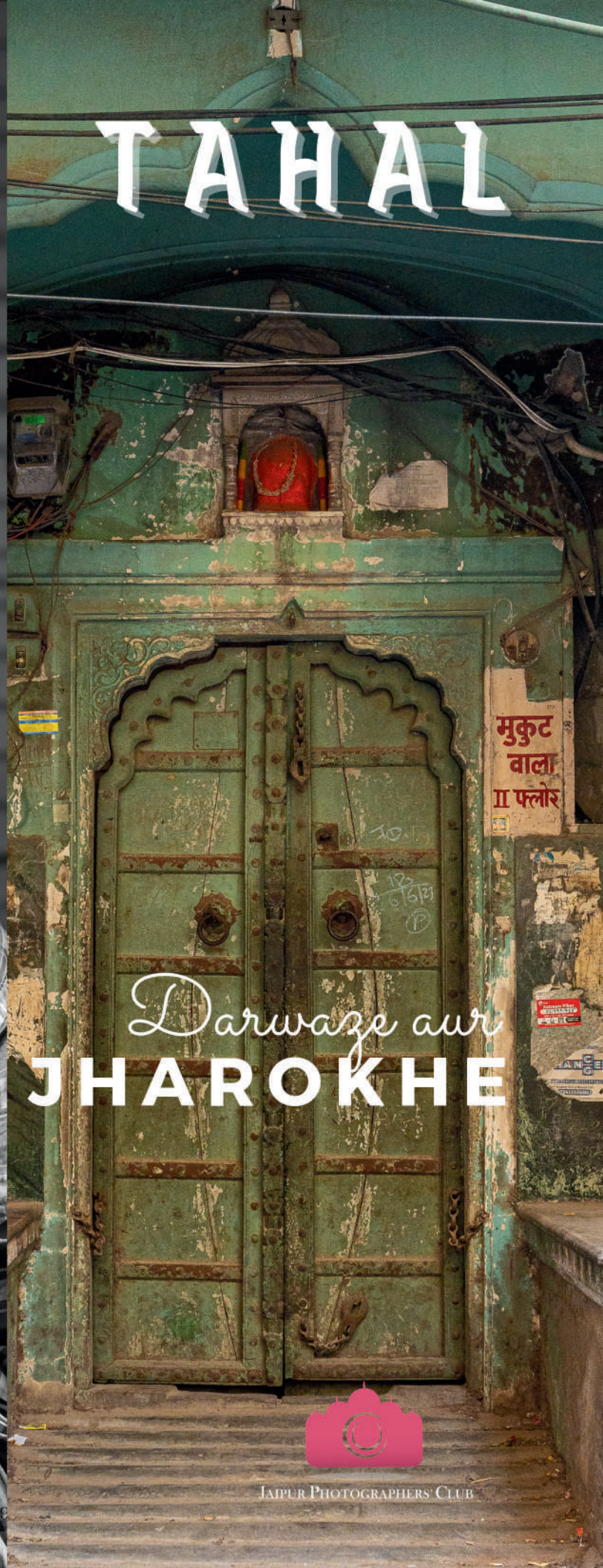
# CHITRA



Street  
**FACES**

Photograph by Kirti Mariani

# TAHAL



Darwaze aur  
**JHAROKHE**



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## Chitra Tahal: Street Faces

On 16 March 2025, Jaipur Photographers' Club organised **"Chitra Tahal"** (Photo Walk) titled **"Street Faces"**. The walk began at 7:15 AM from LMB, Johri Bazaar, and brought together photography enthusiasts of all levels.

The streets of Jaipur became a canvas where expressions told silent stories. Photographers captured everyday faces—street vendors, children, and elders—each holding a moment of real, human connection. The focus was not only on framing subjects but on noticing the details often overlooked.

The walk encouraged participants to explore both colour and black and white styles, bringing out the emotion, texture, and mood in each image. Street Faces was about understanding people and telling their stories through the lens. It was a simple yet powerful reminder that every face has a voice—and every voice deserves to be seen.



Photograph by: Kriti Mathur



Photograph by: Kriti Mathur



# Darwaze aur Jharokhe – A Tale of Two Walks

By Jaipur Photographers' Club | 30 March & 13 April 2025

*In the old streets of Jaipur, behind layers of cracked plaster and pastel-coloured facades, there lies a quiet beauty that speaks louder than any guidebook ever could. That beauty was the focus of 'Darwaze aur Jharokhe' – two immersive photo walks organised by the Jaipur Photographers' Club (JPC) in March and April 2025. These walks were not just about photography—they were about reconnecting with the character and charm of the Pink City's lesser-noticed corners, where every window, doorway and texture tells a story.*

## Part I – Finding Frames in the Forgotten 30 March 2025

The first part of the walk saw photographers gather early on quiet Sunday morning, armed with cameras and an eagerness to rediscover Jaipur. The city, bathed in a soft golden light, opened up like a living museum. As shutters clicked, so did conversations about colour theory, light, composition, and the slow vanishing of architectural heritage.

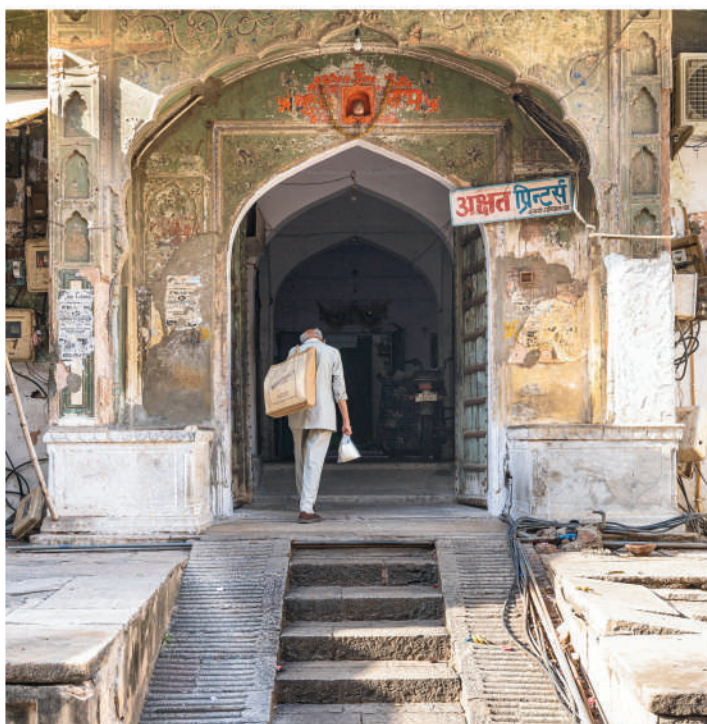


Photograph by: Chandraveer S. Chauhan

Participants explored lanes where **blue wooden windows sat silently under layers of dust**, rusted knockers remained untouched, and timeworn arches still stood proud. Even the peeling paint seemed to speak. The event drew amateur shutterbugs, seasoned photographers, and storytellers alike—each interpreting the city in their own visual language.



Photograph by: Anup Chanchani





## Part II

13 April 2025

Part II of Chitra Tahal, started sharp at 7:15 AM, the walk began at Chaura Rasta, a space where tradition and urban life overlap like textures in an old mural.

This walk moved at a slower, more reflective pace. With Chitra offering insight into how to see beyond the obvious, photographers tuned into the finer details: **faded signage, uneven steps, worn thresholds, fractured symmetry.**

And then there was chai. A short break for tea became a moment of connection between strangers, lenses, and life.



The idea behind Darwaze aur Jharokhe was never just about creating “Instagrammable” content. It was about slowing down in a fast city, paying attention to the **unintentional beauty of neglect**, and celebrating what still stands despite time, weather, and modernity.

Images from the walks like the **leaning green door** against a cracked lime wall capture more than just architecture. They reflect the **soul of Jaipur**, still lingering in its decaying surfaces and crooked lines.

For Jaipur Photographers' Club, these events serve as living archives. Every image captured is a memory saved, a fragment of history documented before it is gone.



Photograph by: Anup Chanchani

With two successful editions, the club now plans to extend the series into other thematic walks-Baithaks and Balconies, Temples and Textures, and more.

You do not need a high-end camera to join just curiosity, respect for the space, and a willingness to see beauty where others might not.







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