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### EDUCATIONAL NEWS

#### ► Two IITs in world's top universities list

New Delhi: The Indian Institute of Technology, Delhi (IITs-D) and Indian Institute of Technology, Bombay (IIT-B) have been ranked amongst the Top 200 Universities of the World this year, the list of which is dominated by educational institutions from the US and UK. The survey, called the 'THE - QS World University Rankings 2008', ranked IIT-Delhi and IIT-Bombay at 154 and 174 positions respectively.

#### ► IGNOU to start certificate programme in community radio

New Delhi: The Indira Gandhi National Open University (IGNOU) on 29<sup>th</sup> September 2008 announced its plans to start a six-month certificate programme in 'community radio' from January next year. IGNOU Vice Chancellor V.N. Rajasekharan Pillai informed that the programme will be launched in partnership with the

*contd. on page 2 ...*

## COMMERCIAL PHOTOGRAPHY

Photography is a medium of creativity, a medium of self expression. A photographer needs to be technically perfect and



should have a creative and aesthetic mind. Many people start photography as a hobby but those having a great talent, later turn their hobby into a rewarding profession that has a good commercial value.

As said earlier photography is a

medium of creation that needs a support of formal technical training and inherent potential. Training in photography boosts the natural instinct for being a successful



professional photographer. A few scholars may opine that photography requires more talent than technical expertise but in my opinion a photographer has to be technically perfect to achieve the goals in his life. The art is based on many

technical aspects and many scientific principles, a photograph has to be technically perfect to show its impact on viewers, and hence one needs to take a formal training to create this impact.



**Mr. Manohar Desai**  
• Director  
National Institute of Photography



*contd. on page 6 ...*

## PHOTOJOURNALISM – AN ADVENTUROUS FORM OF PHOTOGRAPHY

Photojournalism is a documentary style of photography.

The primary duty of the photojournalist is to take pictures. They are responsible for providing clear, easy-to-read, high quality, truthful images, that communicate a meaningful message to the readers of the publication they work for. Photojournalists may work side by side with a reporter to decide which photograph will accompany with the news item.

In order to be a photojournalist, the most important condition is you should be willing to work in extreme

conditions. A photojournalist over a period of time develops nose for news and an eye for details in pictures. There is no substitute for hard work in Photojournalism. E.g. if there is a building crash a reporter can always call & find out the details of the accident from police or from fire brigade, but the photojournalist has to be physically present to document the accident.

Photojournalism is all about passion. As they say 'shooting pictures is easy but making pictures is very difficult'. Thus there has to be an effort in making pictures.

As far as qualification is concerned a photojournalist need not be graduate or postgraduate. The basic requirement is that the photojournalist must be a creative person, but many

newspapers & magazines do take people with higher education. As photojournalism is a documentary

*contd. on page 7 ...*



**Mr. Fawzan Husain**  
• Photojournalist  
Lensimpressions  
Bombay Based.



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## EDUCATIONAL NEWS

Commonwealth Educational Media Centre for Asia (CEMCA).

He also said that over 150 scholarships will be on offer for students opting for the course. The certificate programme will also include a ten-day compulsory internship during which students will get a chance to interact with the councilor.

### ► Int'l civil aviation university to come up in Hyderabad

**Hyderabad :** Concordia University of Canada has decided to set up an aviation-focused university in India's first aerospace special economic zone, coming up in Andhra Pradesh. Officials hope that the university would start offering programmes next year while the campus would come up in 2010. Initial programmes proposed include BSc Mechanical Engineering, MSc Aeronautical Engineering, BSc Aviation Management, MSc Air Transport Management, and Aviation MBA.

### ► Govt. to set up National Metallurgical Institute

**NEW DELHI:** Centre has proposed to set up a national institute of excellence in Metallurgical Sciences with private participation for undertaking training and research activities in the field. A top official of the Steel Ministry said, the proposed 'National Institute of Metallurgical Sciences' would be on the lines of Indian Business School, Hyderabad. "Private steel manufacturers would be involved in setting up of the institute." The committee also decided to go for mass media campaign to increase people's awareness about steel production, demand, and consumption with special focus on rural masses.

### ► University Of Pune Join Forces with Intel India

With the aim to create a specialized work force for the semiconductor industry, the University of Pune (UoP), joined forces with Intel India to achieve the goal. This joint initiative will see introduction of a unique course called the UoP-Intel Higher Education Program, which will be aimed at MSc students. The program has been designed with the idea to bring knowledge, related to industry, to the classrooms, so that the new generation of students could understand and get exposure to the developing newer technologies in semiconductor development and design.

### ► ISRO to set up astronaut training institute

**Bangalore:** Buoyed by the successful launch of the country's maiden unmanned moon mission Chandrayaan-1, the Indian Space Research Organization (ISRO) is all set to start an institute to train astronauts for its planned first manned space mission by 2015, said a top official.

### ► Government to setup Ayurvedic institute on lines of AIIMS

**New Delhi :** The Central Government has approved the establishment of an All India Institute of Ayurveda (AIIA) at Sarita Vihar, New Delhi as a Centre of Excellence focused on fundamental research, drug safety evaluation, standardization, quality control, and scientific validation of Ayurvedic medicine.

The institute would also offer post-graduate and doctoral courses in the above mentioned disciplines.

## Editor speaks

Dear Readers

Thanks a lot for all the support & appreciation that you have shown for MyEducationGuide. Your response has been fabulous until now. This time we have come up with yet another flashing topic that is Photography. Many of us do not look at it as a career, as it is not widely projected from a career point of view. There is a wide spectrum of opportunities available in photography & this is an effort to bring the same before you.

I am pleased by the support of articles that we have been able to gather. I would like to thank all the guest writers for providing us the valuable information from their hectic schedule.

MyEducationGuide serves a social cause. In order to sustain this newspaper we look forward

for advertisements. Hope you will support us.

Advertisements are welcome at [editor@myeducationguide.in](mailto:editor@myeducationguide.in)

The next issue of this newspaper is focused on career options in Hotel Management. I am looking forward for all the related articles at [editor@myeducationguide.in](mailto:editor@myeducationguide.in)

Your feedback is most important for us. It will help us to improve and serve you better. Please send your feedback, queries & valuable suggestions at [feedback@myeducationguide.in](mailto:feedback@myeducationguide.in)



**Jyotsna S. Kadam**  
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## INDUSTRIAL PHOTOGRAPHY A CHALLENGING PROFESSION

In recent years photography has changed its recording media from film to sensor, and chemical processing to digital processing. It is believed that taking a perfect photograph has become easy thus eliminating the need of a professional. This has immediate impact on the profession but some clients realize their limitations and return to their favorite ones. It has always been a neglected career as many think that it is not a dignified profession. The most important factor for this type of thinking is because there are no known degree courses for photography in India. Few, diploma certified courses or private classes take the burden to educate people in photography. Many join the industry as assistant photographer to some reputed professional to make their career. A very small number who can afford a huge amount of money, go abroad and take a degree from there.

To make a career in Industrial photography one should have or should develop some special qualities. If one has not taken education about Industrial photography, then it is very important to work as an assistant with the knowledgeable, well known, experienced Industrial photographer. It is very difficult to convince the photographer that you have thirst for industrial photography. Industrial photography is a branch which generates toughest

photography assignments, work under odd environment and situations and there is no circle of glamour.

The Industrial photographer should be hard working, physically fit, confident, soft spoken and technically very sound. He should possess or hire required equipment as per needs, should have good planning, knowledge about the industry where he will be shooting, the risk factor for himself, assistants, or his equipment. He should have detailed knowledge about the working environment.

Industries can be Heavy Engineering Industry, Chemical Industry, Electronics, Textiles, Garments, Mining, Automobile, Transport, Land movers, Oil and Gas, Construction, Food, Medical, and many more. Most of them need a photographer to take pictures for different purposes. Industrial photography is needed for Catalogue / Brochures, Periodicals, Exhibitions, Displays, Annual reports, Record purposes, Installation of machinery, Audio Visuals, etc. One can start his own profession or join the company as in-house photographer. Many companies require in-house photographers.

Barring some exceptions, Industrial photographer has to work on locations, in the Industry. If he is assigned through Agency, then if required, he has to produce the im-

ages with the angles, view point, required by the director of the agency.



**Mr. Angelo D'Silva**  
● Advertising & Industrial Photographer

The Agency person will manage the requirement demanded by the photographer. But many a times the photographer has to manage and co-ordinate with the marketing managers, work managers and even with the people working on the shop floor. It is a very tricky situation, where the photographer has to pass the test of his caliber of convincing and patience. No matter what happens, he has to be polite, diplomatic, with a smiling face. No room for rudeness and arrogance.

Industrial photographer has great responsibility for taking required good photographs, as large amount and time has to be spent to prepare for photography. Many a time the final production of the photograph is behind schedule. Many people waiting for the final photographs to come, as they have to be re-processed and sent for further applications which have to be completed in short time. There is no time to re-shoot for the Product.

On reaching the location, the concern person should be contacted and decide from where to start with. It

contd. on page 8 ...

## STUDY ABROAD NEWS

- **Indo-Italian institute for maths, IT research on the cards**

Hyderabad: An Indo-Italian Research Institute in the field of mathematics and information sciences will be established in Hyderabad. To be called the International Institute of Applicable Mathematics and Information Sciences (IIAMIS) At the formal MoU signing, Prof. F. Honsell, Vice-Chancellor of the University of Udine, said the IIAMIS will focus on developing joint projects in e-contents and personalized access to information using information filtering, virtual reality and Web 3D technologies, IT for preservation of cultural heritage and human-computer interaction and so on.

- **Australian varsity to offer 50 scholarships to Indian students**

Perth: The University of Western Australia (UWA), one of Australia's leading research-intensive universities, has announced fee-waiver scholarships for Indian students aspiring for an academic experience in Western Australia. Indian applicants who have a guarantee of support for a living allowance from an Indian government department, Indian University, employer or other recognized organization in India may apply for a fee waiver scholarship to undertake a Higher Degree by Research (HDR) at the varsity. The fee waiver scholarship will cover all tuition fees, as well as Overseas Student Health Cover. Faculties and schools may top-up the Indian living allowances if they fall marginally short of the minimum UWA living allowance.

- **Australia opens exam centres in India to recruit doctors**

Sydney: Australia is set to open five examination centres in India to recruit overseas trained doctors, desperately needed to

*contd. on page 4 ...*

## USA VISA QUESTIONS

**USA VISA QUESTIONS IS A THREE PART SERIES  
THIS IS THE LAST PART (TEST SCORE SERIES)**

**Q. My TOEFL scores are low and the university has told me to take ESL from the university. It has also mentioned in my I 20 that the student is not proficient in English and university would offer ESL classes. Will this affect my visa chance?**

**A. Yes as well as No. Yes, because the visa officer expects you to have a good English proficiency if you plan to study in USA**

*No, because you need to justify why you wish to do ESL from university and not retake TOEFL in India.*

**Q. I have not taken my TOEFL; will this affect my visa chance?**

**A. The visa officer expects you to take TOEFL if you are a genuine student and wish to apply to good university.**

**Q. The university that I have applied does not need GMAT for MBA program will the visa officer still insists on GMAT scores?**

**A. You need to explain to the visa officer why you wish to apply to such university that does not need GMAT scores. Your reason has to be genuine in such case you have a chance of visa.**

**Q. I have completed my education from English medium, I have an I 20 but I have not taken TOEFL. Will the visa officer issue me visa?**

**A. You need to convince the visa officer that you have score well in English in your 10<sup>th</sup> and 12<sup>th</sup> grade, on the basis of which the university has offered you I 20.**

*Besides getting a letter from USA*

*university would also be helpful.*

**Q. I have very low GRE scores, should I not show my GRE score and pretend of not taking it as university does not demand the same?**

**A. It is always better to be genuine and let the visa officer know that you have taken GRE but you were unable to score. You taking GRE itself shows your good intention but it is possible that due to certain circumstances you might have not been able to score or you find GRE test difficult to score but overall you have a good profile to do your MS program in USA**

**Q The TOEFL score sheet that I have does not include the university name where the scores have been forwarded. Will I be asked a question on it?**

**A. It should not affect much if you could explain your case to the visa officer.**

**Q. I have taken my TOEFL from USA when I visited last time on B1/B2 visa. Will this affect my visa chance or will they ask me more questions on the same.**

**A. As long as you have not overstayed or not violated any law, it should not matter from where you have taken TOEFL. Even if you have taken TOEFL. From**

*USA, you should be able to explain the same and I do not think you would be asked lot of questions on it.*

**Q. I have been able to score 2120/2400 in SAT 1 and 120/120 in TOEFL IBT. I have received 80% scholarship on tuition fee. I am still not able to arrange**

**the balance amount as my father is expired and my mother is making her living on the pension of my father. Will my good SAT and TOEFL score be a reason for visa officer granting me visa?**

**A. Yes as well as No. It all depends on the visa officer how he views your case. You are genuine student but could be rejected due to financial capability to sustain yourself in**

*USA. I hope that does not be the case with you and would advise you to apply. I hope you are able to give right answers that the visa officer needs to know.*

- **Carry Rs. 7,500 to be paid to US Consulate approved HDFC Bank alongwith passport.**
- **Fill DS156, 157 & 158 online at <http://www.vfs-usa.co.in>**
- **Pay USD 200 SEVIS Fee**
- **Submit the above forms at VFS centre alongwith visa appointment letter & SEVIS fee receipt.**



**Mr. Richard Lasrado**

- **Director, Education Abroad Counselling Centre.**
- **MBA with more than 9 years of counseling experience.**
- **Counseled more than 2000 plus students.**
- **Has met foreign universities from USA, UK, Canada, Australia, New Zealand, Singapore, Malaysia, etc during the international workshop to understand the parameters for admission and scholarship.**

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## STUDY ABROAD NEWS

meet the acute shortage of medical professional's country. Indian doctors, who have applied for migration to Australia, will be able to sit for a multiple-choice exam that will test their medical knowledge at one of the five centres in New Delhi, Mumbai, Bangalore, Hyderabad and Chennai. The first exams are scheduled to be held as early as Nov 17-19, 2008. India is perhaps the biggest single source of overseas trained doctors migrating to Australia. Almost 15 percent of overseas trained doctors in Australia are Indians.

- **Ratan Tata gives USD 50 million to Cornell University** Ithaca (NY): The Cornell University has received an endowment of \$50 million from the Tata Education and Development Trust, a philanthropic entity of the Tata Group led by Ratan Tata.

The endowment consists of \$25 million to establish the Tata-Cornell Initiative in Agriculture and Nutrition, which will contribute to advances in nutrition and agriculture for India; and \$25 million for the Tata Scholarship Fund for Students from India, to help attract more of the best and brightest students to the varsity from India. The goal of the new agriculture initiative is to improve the productivity, sustainability and profitability of India's food system, with the aim of reducing poverty and malnutrition, said Alice Pell, Cornell vice provost for international relations.

- **100 IIM-A students visits international B-schools**

Ahmedabad: With the signing of Memorandums of Understanding (MoUs) with several foreign Business Schools for student exchange programmes, the Indian Institute of Management, Ahmedabad (IIM-A) is rapidly expanding itself as an international B-school. According to institute officials, around 100 students have visited 19 different international business schools under exchange programmes in September this year.

Students opt for international B-schools based on their interest in the particular courses being offered by the institute. The number of students showing interest in the international exchange programmes has gone up over the years and this year, as many as 100 students have applied for the same", said an official at IIM Ahmedabad.

Before one decides to take photography as a full time career, he /she should find out the positive and negative points, think, and decide about selecting this field, from his / her perspective.

Again there are two possibilities—  
a) Doing a job as a photographer  
b) Working as a freelancer.

Following fields offer possibilities of a job.

- 1] Various publications, including press and periodicals.
- 2] Many multinational or government industries.
- 3] Government organizations like Research institutes, Forensic laboratories, Railway, LIC etc.
- 4] Studios catering to the common man for passport, visa and identity cards etc.

Working as a **FREELANCER**, one can specialize in any of the following -

- (1) **AERIAL PHOTOGRAPHY:**

The most difficult part in this is to arrange a helicopter. Mostly this type of photography is required for top views of Industries, Land mapping, Tourism, Promotion for news purpose in case of huge natural disasters like earthquakes, floods etc. Normally all the necessary permissions & arrangements are done by the client and /or the agency.

- (2) **ARCHITECTURAL PHOTOGRAPHY :**

The photographer is expected to show the beauty, hugeness, strength, details of the structure, many times from outside and inside also. Here the photographer can use the light, shadow, colour, and pattern etc. to show the talent and skill of the designer, with maximum impact. Job possibility only in big organizations.

- (3) **ART PHOTOGRAPHY :**

Every photographer has his unique style of representing a theme or an idea with his lens. It is the way of presenting a particular object, theme, concept or story in most unusual, dramatic and stunning way that impresses a viewer or makes him think about it. Normally a set of photograph is displayed in an exhibition and buyers [collectors of art] are expected to buy the work of art. It can be a one man show or a group show. It is very difficult to survive on art photography in India.

- (4) **FASHION AND GLAMOUR PHOTOGRAPHY :**

The photographer is expected to shoot models and celebrities in most attractive, glamorous, modern, and dramatic way so that the final result is eye catching for every one. It is teamwork. The model / celebrity, make up artist, hair stylist, dress designer and the photographer with the art director work hard to give the great result. The shoot can be

indoors or outdoors. Photographer starting as a portfolio photographer normally specializes to become a fashion photographer. He is expected to be creative, ahead of time, know the latest trends, also should always experiment something new in style composition and lighting.

- (5) **INDUSTRIAL PHOTOGRAPHY :**

Very tough work. Lot of energy is consumed in just arranging all the things properly. The photographer has to in 15°C to 45°C, depending on the industry. The photographer may have to go to extreme locations with challenging climate and conditions. Good chance of employment in big industries.

- (6) **PHOTOJOURNALISM :**

A photographer can have a lot of options in this branch of photography. He can become specialist in Sports, Social issues, Photo features, Books, News, Disasters, Page 3 celebrities etc. If a photographer is working for a particular publication, he gets support from the organization, for various activities like exhibitions, projects, expeditions etc. which otherwise is very difficult. Also name, fame, and publicity is good in this field. Photographers are expected to cover wide range of topics like sports, strikes, demonstrations, and political rallies, riots, natural calamities like famine, floods, and earthquake. Also portraits of Industrialists and celebrities etc. Maximum possibilities of getting job.

- (7) **PORTFOLIO PHOTOGRAPHY:**

Due to fast growth of entertainment and advertising industry, there are thousands of new comers in modeling and acting world. To get some work, every single model / actor of all age groups has to start with his / her portfolio. Hence there is a good amount of work in this field. The photographer is expected to shoot the person, in front of the camera, in best possible angles and ways. Again it is a team work in this branch also. In addition to the input of the model / actor, other experts like make up artist, hair dresser do play an important role. A photographer can specialize as a fashion photographer from here.

- (8) **PRODUCT / TABLE-TOP / STILL LIFE PHOTOGRAPHY:**

Photographer is expected to shoot a given product in a most attractive way and normally without any distortion. The product can be as small as a diamond or as big as a bus. It can be a watch, pen, shoes, jewellery, glassware, stainless steel utensils, food dishes, or big machines. This is time consuming and brain teasing work sometimes. A photographer is tested for his

knowledge of science and art at the same time, especially when shooting highly reflective things like stainless steel, glassware, diamonds etc.

- (9) **STOCK PHOTOGRAPHY :**

This is like offering ready images to the end user. The photographer is expected to shoot general images that can be used by many clients, for their calendars, annual reports, advertisements, leaflets etc. One can shoot as per his or her liking and limitations. Any thing and everything from landscapes, monuments, festivals, seasons, human relations, conceptual, still life, wild life, sports etc. can shot. No binding of subject or topic. It is a type of self-assignment. The photographer gets royalty, every time his image is commercially used. One can join an image bank.

- (10) **STUDIO PHOTOGRAPHY FOR PASSPORT:**

Very common and found at smallest town and biggest city. The photographer is expected to cater to the basic need of identity card, visa and passport photos of common man. One can earn enough for his bread & butter but can not have big achievements.

- (11) **WEDDING PHOTOGRAPHY :**

A very common requirement of all, in each and every country, in the world. Almost every celebration needs to be recorded on film or digitally as a still photograph. The poor & rich, all wish to record the joyful moments in their life. Most commonly taken up for additional income to the existing job, by many in India.

- (12) **WILD LIFE PHOTOGRAPHY :**

There are very few specialized photographers in this field, doing it as a full time profession, in India. Mostly taken up as a hobby. Normally good images find place in books and calendars. Lot of patience in addition to luck is required to get good images. Mostly all type of technical difficulties is faced by the photographer. He has no control over the subject, lighting, location etc. Here one has to shoot against many odds.

- (13) **SCIENTIFIC / FORENSIC PHOTOGRAPHY :**

Many times, photography to record some objects, in various scientific studies in research laboratories and institutes is essential. It can be through microscope or using macro lens. Forensic photography is also a specialized branch.



Mr. Milind A. Ketkar  
• Freelance  
Photographer



# GMAT TUTORIAL

THIS IS A TWELVE PART SERIES COVERING MAJOR TOPICS OF CET (MBA), CAT & GMAT MATHEMATICS. THIS IS THE THIRD PART.

## Ratio and Proportion

A **ratio** is a fraction that compares two similar quantities that are measured in the same units. The first quantity is the *numerator* and the second quantity is the *denominator*. For example, if there are 4 boys and 16 girls on the debate team, we say that the ratio of the number of boys to the number of girls on the team is 4 to 16, or  $\frac{4}{16}$ . This is often written 4:16. Since a ratio is just a fraction, it can be reduced or converted to a decimal or a percent. The following are all different ways to express the same ratio:

If a set of objects is divided into two groups in the ratio  $a:b$ , then the first group contains  $\frac{a}{a+b}$  of the objects and the second group contains  $\frac{b}{a+b}$  of the objects.

If two numbers are in the ratio of  $a:b$ , then for some number  $x$ , the first number is  $ax$  and the second number is  $bx$ .

### Proportion:

A **proportion** is a statement that two ratios are equal; for example,  $\frac{2}{3} = \frac{8}{12}$  is a proportion. One way to solve a proportion involving an unknown is to cross multiply, obtaining a new equality. For example, to solve for  $n$  in the proportion  $\frac{2}{3} = \frac{n}{12}$ , cross multiply, obtaining  $24 = 3n$ ; then divide both sides by 3, to get  $n = 8$ .

Let us look at some examples:

1. If the ratio of men to women in a particular dormitory is 5:3, which of the following could not be the number of residents in the dormitory?

a] 24 b] 40 c] 96 d] 150 e] 224

Now in this example, the ratio of men and women is given to us as 5: 3, which means if there are 5 men there would be 3 women, the number of men and women could be any multiple of 5 and 3 respectively.

That means if there are  $5x$  men there would be  $3x$  women. So total number of residents should be  $8x$ , a multiple of 8.

Lets look at the options which are not multiple of 8. Option choice [d].

2. The concession stand at Cinema City sells popcorn in three sizes: large, super and jumbo. One day, Cinema City sold 240 bags of popcorn, and the ratio of large to super to jumbo was 8: 17: 15. How many super bags of popcorn were sold that day?

a] 48 b] 90 c] 102

d] 108 e] 120

Now in this example, the super accounts for 17 out of  $(8 + 17 + 15)$ . That is  $17/40$  out of the total of 240.

So number of super bags sold =  $17/40 * 240 = 102$ .

Hence option choice [c].

Let us look at a world problem on Percentage:

3. In 1966, the operative mortality rate in open heart surgery at a certain hospital was 8.1 per 100 cases. By 1974, the operative mortality rate had declined to 4.8 per 100 cases. If the rate declined by 20 percent from 1973 to 1974, by approximately what percent did it decline from 1966 to 1973?

a] 6% b] 21% c] 26%

d] 41% e] 49%

To determine the percent decrease in the rate from 1966 to 1973 you need to find the rate for 1973. You know the actual rate for 1974, and since you also know the percent decrease from 1973 to 1974, you can find the 1973 rate. The rate dropped 20% from 1973 to 1974, so the 1974 rate represents  $100\% - 20\% = 80\%$  of the 1973 rate. Let the 1973 rate be represented by  $x$ , and plug into the percent formula : Percent Whole = Part, so  $0.8x = 4.8$ ,  $x = \frac{48}{8} = 6$ . So the rate decreased by  $8.1 - 6 = 2.1$  from 1966 to 1973.

Percent decrease =

$\frac{\text{Percent decrease}}{\text{Whole}} \times 100\%$ ,  
so  $\frac{2.1}{8.1} \times 100\%$ , is approximately 25%.

Hence the correct answer choice is [c].

4. In State X, 15 percent of the

construction workers are unionized, while in State Y, 20 percent of the construction workers are unionized. If State Y has 20 percent more construction workers than

State X, then the number of unionized construction workers in State Y is what percent of the number of unionized construction workers in State X?

a]  $133\frac{1}{3}\%$  b] 145% c] 160%

d] 175% e] 180%

Read carefully, making sure to distinguish between construction workers and unionized construction workers. In percent problems without any real numbers, plug in 100.

Say State X has 100 construction workers. Then the number of unionized construction workers in State X is 15% of  $100 = 15$ . State Y has 20% more construction workers than State X, so state Y has 120 construction workers. 20% of these 120 are unionized, that is  $0.2 * 120 = 24$ . So, "24 is what percent of 15?" requires finding the percent that 24 is of 15, that is,

$\frac{24}{15} \times 100\% = 160\%$ .

Hence correct answer is [c].

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## EXPERIENCE THE GLAMOUR AND TREND IN FASHION PHOTOGRAPHY

Fashion photography is a genre of photography devoted to displaying clothing and other fashion items. It's a combination of two art forms, fashion, and photography. It is the area of photography that concentrates on taking pictures of clothing or accessories (on models or alone) Fashion photography is most often conducted for advertisements or fashion magazines. Opportunities include working for fashion magazines, advertisements, or catalogues circulated among designers and many more.

### Beginning/ Journey of a fashion photographer

Some colleges and universities offer courses that specialize in fashion photography and employ established photographers as visiting lecturers. These courses provide a sound photographic grounding, and should give the potential fashion photographer an idea of what is

involved. However working as an Assistant would also help one prepare for the reality of the fashion world.

### Portfolio & its importance

A photographer's most important tool is his/her portfolio, and this is particularly true for beginners who don't have an established reputation. The images you choose to showcase in your portfolio should be thematically linked to the job you're trying to get. But also throw in one or two other images to demonstrate your range. Fashion photographers portfolio is vital as it displays the photography style and creativity.

### Establishing as a fashion photographer

Working as an assistant, gives new entrant the opportunity to meet clients, art directors, models, stylists and make-up artists, to hear their discussions with photographers, and to understand the details of the

preparation, execution and presentation necessary to the job. Showcasing your work at exhibitions and getting in touch with people from the fashion industry should help one establish in this field. Like other fields, even this field has challenges, so get the "best" in your portfolio.

### Remuneration

Monthly earning varies from photographer to photographer, and the kind of work he/she picks up on time to time basis. The average monthly salary for photographers in India would be from Rs. 7,500/- to Rs. 45,000/- and the average professional fee charged by a self employed professional is Rs. 10,000/- to Rs. 50,000/- plus per day.

### My Experience

My experience has been really good shooting for fashion magazines, designers, and fashion house. Passion and vision have always inspired me to do more and more in this field.

My guru Mr. Girish Mistry has always said "To be a great Photographer, you need to have the spark, an ankur- a seed, the fire of imagination in the field of



**Mr. Sandesh Jayakar**  
● Fashion Photographer

fashion photography." I would suggest the same to the coming generation. It's a career that combines creativity with the challenge of business.

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*contd. from page 1 ...*

### COMMERCIAL PHOTOGRAPHY

A photographer can specialize in a few of the many areas in photography namely fashion, glamour and portraiture, commercial and advertising, industrial photography, architectural photography, medical and forensic, photo-journalism, event photography etc. Photographers can choose options of either joining a company or organization or advertising agencies or can do freelancing. One of the most exiting aspects of commercial applications of photography is that it has very high potentials of earning money.

Commercial photography may be subdivided in many branches. Advertising photography includes photography of many still products such as food, jewelers, electronic and electrical appliances, apparels, architectural interiors and exteriors etc. It is also known as still-life photography. The jobs are assigned mainly by the advertising agencies

to the free lancers though some organizations employ their own in-house photographers. The photographs shot by a commercial photographer are used for making advertisements to be published in magazines, news papers, websites, making catalogues of products etc. Commercial photographers generally work under the instructions of art directors of the advertising agencies though they can also suggest their own creative views. This is one of the best paid and most competitive branches of photography and the success in this area depends upon the ability, creativity, and hard work along with highly sophisticated equipments. The technical quality of a photograph has to be of high standards as it has to attract the viewers to fulfill the objective of advertisement. Creative ideas supported by good technical work ensure success in this field.

A good commercial photographer requires skills in photographic lighting. The products vary in their shapes, size, forms, textures and transparency hence the lighting set

up is unique for each product. There may not be fixed patterns of lighting for all products though the basic principles in lighting are usually followed by the photographers in setting the lights. One may sometimes use multiple lightings if the subject demands for varying effects. The use of reflectors, cutters is also vital. It also requires a lot of experience to shoot a product to fulfill the expectations of the client. To become a successful commercial photographer one has to experiment with lighting techniques to achieve what the clients want. For instance a successful shot of a recipe must come alive to induce a viewer to feel like eating it. Technical perfection is a prime factor here to create a powerful shot. This entire means still life is a challenging genre of photography. Starting a career as a commercial photographer may not be that tough as it seems to be since the established guys are always busy and the newcomers are always given a chance to do assignments.

An upcoming photographer therefore needs to take a formal

training in photography to learn many technical aspects and later should assist senior photographer to know some finer points in commercial photography and build confidence. One no doubt needs to work hard to come up in the profession besides being talented. To start with, a newcomer may look for assignments in various fields such as shooting people, models, glamour, fashion, product, industrial, architecture etc but later needs to fix his area of interest and specialization.

After the invent of digital imaging the matters have simplified for the photographers, now they can work with less stress than before. They can see the results instantly and make improvements either in lighting or composition or the entire set up if they feel so. They may change the props or the shooting angle or whatever they may like to. With image editing software such as Photoshop, photographers can enhance their images more efficiently and easily than what they could do before.

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*contd. from page 1 ...*

## PHOTOJOURNALISM – AN ADVENTUROUS FORM OF PHOTOGRAPHY

style, it cannot be taught it has to be learned through experience and the best way is to join any publication and learn on the job.

Job of photojournalist varies from publication to publication if you are appointed for news than your job is to cover news item.

Most newspapers also give the photographer other duties such as developing their film, editing film, scanning their pictures in the computer, adjusting the tone and colour of the pictures If you are working for magazine, than the requirement is different. Then its more feature based and story based pictures. A large newspaper or magazine may have a managing editor of photography and graphics

that supervises a team of photo editors who work with the photographers, page designers, and lab technicians.

As a photo journalist you require a minimum of five years of toil to be recognized in the field. You could join as a trainee or with little experience join as a photographer with a publication.

Photojournalism is different from other fields of photography. It requires you to have ability for man management as one has to deal with all kind of people while on the job. Also most of the time the environment may not be cordial. E.g. floods, riots etc. Recently Bihar was hit by severe floods in such conditions a photojournalist has to be prepare himself for situations like unavailability of hygienic food & water, bath etc. Hence a photojournalist has to stay mentally & physically tough enough to overcome the hurdles.

In all other photography, photographer can recreate but in photojournalism if you miss it once, you miss it forever. Thus it is all about freezing a moment. For e.g. in case of Fashion photography, if a model remains absent for the shoot you can complete it next day. But in photojournalism there is no second chance. You cannot re-create an event. If there is event like Ganesh Visarjan happening today then you have to shoot it today or at the most wait for another year but you will still miss out on the same situation. Studio photography is all comfort in AC, glamour, money etc. but for those looking for adventure in life then there is nothing to compare with documentary.

Salary of the photojournalist varies from 15,000 & can go up to 2 lakhs per month as in case of senior journalist.

Photojournalism is the most challenging field in photography it

ultimately trains you to be a very tough person. It teaches you to become harden as emotions do not work.

### My experience

Though photojournalism is a tough job, but at the end of the day I am satisfied with the work. My passion for adventure in a job is fulfilled by photojournalism. It is through photojournalism, I have travelled abroad and extensively in India. I have experienced adventure at its best. Thus a vast country like India with such a diverse culture, serves as a paradise for photojournalist.

Many photographers are not geared for tough situations. They get in and get out quickly. Its only passion that can keep you going. On the positive note if you have a strong liking for adventure, interacting & meeting people from different walks of life only then you should get into photojournalism.

## PHOTOGRAPHY CAREERS ONBOARD LUXURY CRUISE SHIPS

A photography career onboard cruise lines is a great opportunity to use your photographic skills while earning, traveling and meeting people from all over the world. Working onboard, you can gain a tremendous amount of knowledge about photography, sales, and customer service.

Most photographers are employed by concessionaires that have contracts with the cruise line companies to operate the photography functions onboard their ships. The photo team is responsible for the entire onboard photo business, from photography through processing and finally the sales of the finished photographs.

On some ships a Videographer works alongside the photographers. The Videographer is responsible for video taping events, editing all the elements into a final production, making copies of the production for sale, and then selling the video to the guests onboard.

Photo companies operate with different numbers of team members on each ship, from one person per ship to 13 people per ship. The most senior photographer is the Photo Manager. Team positions include Junior Photographer, Senior Photographer, Assistant Manager, Sales and Assistant Manager, Production, among others. You will most likely embark as a Junior Photographer or Trainee and undergo training and assessment to move up the ranks.

Typical onboard events photographed include meeting the Captain at his cocktail party, in the Dining Room during dinner, costume shoots where typically a Junior

Photographer dresses up, on the gangway as passengers proceed ashore and even in port on the shore excursions. Portrait photography is a major part of onboard service.

All photographs are processed the same day in the onboard photo lab and the finished prints are displayed for sale in a purpose-designed gallery. The more senior photographers take care of the printing and processing. Selling the finished prints and ancillary products is a major part of the Junior photographer's duties.

### Prerequisites:

Cruise line photography companies require entry level applicants to have two years professional photography experience. Excellent English communication skills, sales skills, and customer service skills are also crucial to success onboard. You must be sociable and enjoy working with people.

Those interested in the video department should have good digital editing skills, be conversant with Mini DV cameras and have experience working with Apple Macintosh computers. As each ship only has one Videographer onboard, you should be able to work with minimal supervision, have strong social skills and be capable of producing a video, from start to finish, each and every cruise. Videographers earn their salary from sales of the final production and other retail items onboard. Thus, you will need to be sales oriented to succeed in this position.

### Hours & Earnings:

Cruise ship photographers work long hours, and on a very busy ship have

little time off. On all ships you are required to be available for duty seven days a week. It is definitely not a 9-5 job!

As a Cruise Line photographers, part of your earnings are based on commission, so strong sales skills are very important. Junior Photographers earn approximately \$1000 per month with dynamic career progression. Most photo concessionaires require you to sign at least a six to eight month contract, with six weeks vacation after completion of the contract.

### Life Onboard

There are many advantages working in the cruise line industry, however working onboard a cruise ship is not for everyone and it is important that you understand what it is like before making a commitment. For many people it is a very rewarding experience working in a tightly integrated team, working in exotic locations and earning a rewarding salary. However working onboard as a ship's photographer is more than just a job - it's a lifestyle.

The ship will be your home and work place for six to eight months. Cruise ships are often described as large floating hotels.

As a photographer you will have what is normally termed "Cruise Staff" status, which means you are allowed to mix with the passengers and use most of the passenger facilities. All crewmembers including Cruise Staff and Officers must strictly comply with the Captain's Rules and Regulations.

Regardless of rank, all ship-board personnel must attend the safety drills. It is part and parcel of Life

at Sea. Onboard grooming standards are comparable to those of a five star hotel. As a photographer, it is part of your contractual obligation to be correctly attired in the company uniform at all times when in passenger areas.

Harmony within the crew is vital in the successful running of a ship and it is important that you can get on well with your cabin mate, the team, and fellow crewmembers. Most ships' crew represents a large cross section of different nationalities, a bit like the United Nations. This in itself makes life at sea interesting - somewhat like working in a small international village.

### Benefits:

As a reward for your hard work, there are many benefits available to those who choose to work onboard. Earn tax-free, commission-based wages while living onboard rent-free Learn new skills like the latest innovations in digital photography Enjoy higher earning potentials than with salary-based positions.

Receive ongoing training during your career.

Build your portfolio with photographs from the four corners of the world.

Gain professional experience in the social photography business.

Broaden your mind by working with a diverse team of people from different cultures.

Experience fantastic travel opportunities - USA, Caribbean, Mexico, South America, Mediterranean, Alaska, The Far East and even Antarctica!!!!

**Joydeep Singapuri**  
Director, Airborne Recruiting Pvt. Ltd.

contd. from page 2 ...

## INDUSTRIAL PHOTOGRAPHY A CHALLENGING PROFESSION

is always better and time-saving to complete one location and then move to other. One should have the knowledge about the Industry, before starting the assignment. Knowledge of location, area, type of industry, permission to take pictures, availability of facilities required for shooting, available helping manpower, weekly holidays, shifts, stay, conveyance, available light, etc. Wherever possible, advance visit to the location is important to instruct the concern person about the preparation to be made for photography.

It is very important to check the voltage of the power supply before connecting the lighting equipment. If the Voltage is higher, all the lighting equipment will be blown off.

Sometimes the photographer has to stop working due to Tea time, Lunch time, Shift change, changing the job (product) on the machine, completion of the cycle, unavailability of power, and many unimaginable situations. One has to be prepared for change in schedule for different reasons.

To photograph top management people is again a tricky job. First one has to listen what the top boss says, judge how he wants to be photographed, and then explain to him how you would like to photograph him. It is always a mixed experience about the top bosses, some of them are very friendly and relaxed, and some even do not look at the photographer. It is also very important in these types of situations that the photographer is in a proper dress code. Photographing people while operating machines is also time consuming. Photographer has to explain and instruct every person about his position, action etc. People

working in the factory should wear clean dresses, and observe safety norms. Specially wherever necessary he should wear a helmet, eye protecting glasses, masks, hand gloves, safety shoes and whatever necessary for the situation. This has to be brought to the notice of the person in-charge in the factory.

Salary of the Photographer working in a Company may be from Rs.15,000/- and more depending upon his experience. Professional Industrial photographer work on assignment basis. Experienced photographer may charge Rs.10,000/- to 30,000/- or more, per day per 8 hour shift. It is not necessary that he works only on per day basis, but some times on table top basis. Table top is product photography. Table tops or product photography is charged according to layout, type and size of product, number of table tops, where the images are going to be used, and time consumed. A busy Industrial photographer can be busy

for 8 to 15 days in a month.

Equipment investment depends on types of camera and lenses, lighting equipment, accessories etc. Some photographers carry their equipment in 10 to 15 full size suitcases or other boxes on an assignment. These equipments can be purchased or hired.

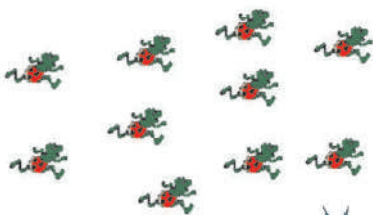
There are always challenging situations to face while on Industrial Photography. The work keeps on adding to the experience of handling most difficult assignments. After successful completion of the assignment, there is a great experience of relaxation, job satisfaction. After every assignment, the Industrial photographer gains one higher step in his career.

Finally, it depends on a photographer, how much he wants to expand his business capabilities. I can say that, to choose a career in Industrial photography can be a challenging but rewarding profession.



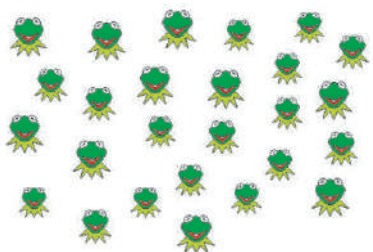
There once was a bunch of tiny frogs,...

... who arranged a running competition.



The goal was to reach the top of a very high tower.

A big crowd had gathered around the tower to see the race and cheer on the contestants...



The race began...



Honestly  
No one in crowd really believed that, the tiny frogs would reach the top of the tower...

You heard statements such as:

“Oh, WAY too difficult!!

They will NEVER make it to the top.”

or

“Not a chance that they will succeed. The tower is too high!”



The tiny frogs began collapsing. One by one...

... Except for those who in a fresh tempo were climbing higher and higher...



Except for the one tiny frog who after a big effort was the only one who reached the top!

The crowd continued to yell

“It is too difficult!!! No one will make it!”



More tiny frogs got tired and gave up...

But ONE continued higher and higher and higher...



This one wouldn't give up!



## MANAGEMENT GYAN *The story about the tiny frogs....*

At the end everyone else had given up climbing the tower.

THEN all of the other tiny frogs naturally wanted to know how this one frog managed to do it?



A contestant asked the tiny frog how the one who succeeded had found the strength to reach the goal?



It turned out...  
That the winner was

DEAF!!!!



The wisdom of this story is:



Never listen to other people's tendencies to be

negative or pessimistic...

...cause, they take your most wonderful dreams and wishes away from you. The ones you have in your heart !

Always think of the power which words have.

Because everything you hear and read will affect your actions!

Therefore...

ALWAYS be...



POSITIVE!



And above all:



Be DEAF when people tell YOU that YOU Cannot fulfil YOUR dreams!

Always think:

**I CAN DO THIS!**

Pass this message on to 5 “tiny frogs” you care about.

Give them some **MOTIVATION !!!**

Thanks.....