

WhatAClick : The Photography and Film Society of MAIMS

OVERVIEW

Photography is much more than just having a camera and taking pictures. Members of WAC have opportunities to hone their skills by understanding and learning about what makes a good photograph, from composition to artistic expression. In addition, members of this society will learn how to use various photo and video editing softwares to edit and enhance photographic images for their own use, as well as for publication. All the members are encouraged to practice their skills while photographing college related activities and events. All levels of experience are welcome and encouraged to explore this exciting side of visual arts.

PURPOSE

The Purpose of WhatAClick is to provide a supportive environment for interested photography students to share their creativity, knowledge and passion for photography. The society will hold regular meetings and discussions and organize events such as: Photo-walks, Field Trips, and Workshops by visiting artists. Members will also explore the possible opportunities for photography projects in collaboration with various renowned organizations (some of our recent collaborations include Fujifilm India, Canon India and Unacademy), organize peer to peer portfolio reviews and explore the possibilities of exhibitions on and off campus.

AIMS AND OBJECTIVES

- Coverage of various events within the institute & participation in external competitions.
- Arrange outdoor sessions so students can gain the practical knowledge of photography under the guidance of senior members.
- The society organises its annual fest "Chhayankan" every year. It's one of the biggest photography fests in North India.
- Photographs of maximum events in our college are captured and shared by the society.
- Conduct frequent inter/intra college photography contests.
- Make maximum members participate in photography contests conducted by other colleges.
- Share details of photography related opportunities with the club members.

ACTIVITIES

Photo-walks: Visits to various sites for covering eccentric genres like street, architecture, wildlife, portraits, etc.

Sessions on:

- Photography Concepts (Light, Composition, Exposure Triangle etc)
- Mobile Photography
- Camera Photography
- Photo post processing (Snapseed, Lightroom)
- Using DSLR, types of Lenses
- Photography themes (abstract, food, nature, people, etc)

Contests:

- Theme based, occasion based, etc.
- Upload best quality content on our Instagram Page - <https://instagram.com/whataclickmains?igshid=YmMyMTA2M2Y=>

Organising Chhayankan: The annual fest of WhatAClick.

Frequency:

Photo-walk: twice every month

Session: twice every month

Contest: once every month

Organising Chhayankan: once every year

Dates of some of the past activities: -

WAC PHOTOWAR - February 20, 2022

WAC PHOTOHUNT - March 5, 2022

Chhayankan 3.0 - February 15, 2018

Chhayankan 4.0 - January 29, 2019

Chhayankan 5.0 - February 3, 2020

Chhayankan 6.0 - April 27, 2022

TEACHER COORDINATORS:

Dr. Umesh C Pathak

Mrs. Shifali Ahuja

CONTACT DETAILS:

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