

SCHOOL OF PHOTOGRAPHY AND JOURNALISM

THESIS

Submitted in partial fulfilment of the requirements for the award of
Bachelor of Architecture degree

By

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SCHOOL OF BUILDING AND ENVIRONMENT**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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**DEPARTMENT OF ARCHITECTURE BONAFIDE
CERTIFICATE**

This is to certify that this Project Report is the bonafide work of Victoria Raj V (3521087) who carried out the project entitled “School of Photography and Journalism” under our supervision from January 2021 to June 2021.

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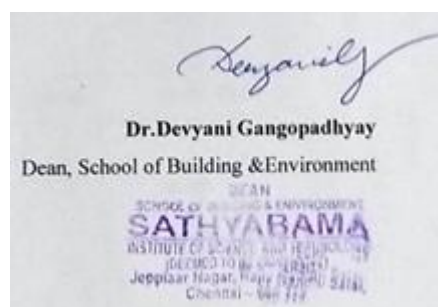
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ACKNOWLEDGEMENT

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SCHOOL OF PHOTOGRAPHY AND JOURNALISM

CHAPTER 1

INTRODUCTION

In the competitive photography and journalism job market, every bit of hard-won knowledge and technique can help you get your foot in the door. And this could be only achieved through a photography and journalism academy which itself is designed in such a creative way that brings out your inner passion and the zeal about this art.

- ✦ We are surrounded by a clutter of visual imagery today the technological advancement of the medium and the appeal of images being the main reasons
- ✦ On one hand we are creating a plethora of imagery and on the other hand we are as much a consumer of the photographic images We indulge in them, dwell in them and patronise them even if only for few seconds after which they are replaced by other set of equally engaging visuals
- ✦ Photography and journalism go hand in hand They both play a vital role in the digital medium of present and future generation through smart networking's and other sources which helps enhancing the social perspectives towards development and issues all around the world.

1.1 PHOTOGRAPHY:

“Photography empowers you to tell a story, invoke an emotion, create a controversy, immortalize moments in time and be a part of history”

“You don’t take a photograph, you make it.”- Ansel Adams

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor or chemically by means of a light sensitive material such as photographic film. Typically, a lens is used to focus the light reflected or emitted from objects into real image on the light sensitive surface inside a camera during a timed exposure

1.1.1 DEFINITION:

The art or process of capturing images, either on light-sensitive film or electronically in digital form, from which viewable pictures can be produced; activity of someone who uses a camera.

1.1.2 ETYMOLOGY:

The word photography comes from two ancient greek words: photo for “light” and graph for “drawing”. “Drawing with light” is a way of describing photography. When a photograph is made, light or some other form of radiant energy, such as X-rays, is used to record a picture of an object or scene on a light – sensitive surface. Early photographs were called sun pictures, because sunlight itself was used to create the image. Mankind has been a maker of images at least since the cave paintings of some 20,000 years ago. With the invention of photography, a realistic image that would have taken a skilled artist hour or even days to draw could be recorded in exact detail within a fraction of a second.

Today, photography has become a powerful means of communication and a mode of visual expression that touches human life in many ways. For example, photography has become popular as a means of crystallizing memories. Most of the billions of photographs taken today are snapshots-casual records to document personal events such as vacations, birthdays and weddings.

Photographs are used extensively by newspapers, magazines, books and television to convey information and advertise products and services. Practical applications are found in nearly every human endeavour from astronomy to medical diagnosis to industrial quality control. Photography extends human vision into the realm of objects that are invisible because they are too small or too distant, or events that occur too rapidly for the naked eye to detect. A camera can be used in locations too dangerous for humans. Photographs can also be objects of art that explore the human condition and provide aesthetic pleasure. For millions of people, photography is a satisfying hobby or a rewarding career.

1.2 PHOTOGRAPHY AS ART

Today photography is widely recognized as a fine art. Photographs are displayed in museums, prized by collectors, discussed by critics, and studied in art history courses. Because of the special nature of photography, however this was not always the case. In the early days of photography some people considered the medium something of a poor relation to the older, established visual arts, such as drawing and painting. The arguments stemmed from the fact that a camera is a mechanical instrument. Because the mechanic procedure of taking a picture is automatic, detractors claimed that photography required no creativity or imagination because the photography subject was “ready-made” and did not require manipulation or control by the photographer.

A camera, no matter how many automatic features it may have, is a lifeless piece of equipment until a person uses it. It then becomes a uniquely responsive tool – an extension of the photographer’s eye and mind. A photographer creates a picture by a process of selection. Photographers looking through the camera’s viewfinder must decide what to include and what to exclude from the scene. They select the distance from which to take the picture and the precise angle that best suits their purpose. They select the instant in which to trip the shutter. This decision may require hours of patient waiting until the light is exactly right or it may be a split-second decision, but the photographer’s sense of timing is always crucial. Photographers can expand or flatten perspective by the use of certain lenses. They can freeze motion or record it as blur, depending on their choice of shutter speed. They can create an infinite number of lighting effects with flashes or floodlights. They can alter the tonal values or colors in a picture by their choice of film and filters. These are only a few of the controls available to a photographer when taking a picture.

1.3 TYPES OF PHOTOGRAPHY

- Aerial - From a plane, helicopter, balloon or other airborne device.
- Adventure, Action – Adventure sports, daring feats, etc.,
- Amateur – Any type of photography practiced by non-professionals

-
- Animal, Pet – Pets and their relationships with humans. Note that the human content is often as important as the animal
- Architecture, Estate – The art of making property appear attractive. Often involves panoramic photography.
- Artistic – Photography in which creative composition is the goal
- Astrophotography – Space photography, through a telescope
- Aura – A controversial type of photography which some claim can photograph a person's aura.
- Black & White – Not simply photography without color, black and white photography explores shapes, tones and textures. Shadows and highlights become much more important.
- Camera phone – “convenience” photography using a mobile phone's built-in camera. While not the best quality, camera phones have opened a new world of spontaneous, on the spot photo opportunities.
- Commercial – Product shots, advertising, etc.
- Dig scoping – Photography through a telescope or binoculars. • Documentary – Journalism, Events, Historical, Political etc
- Event – Concerts, parties, festivals, weddings, etc.
- Forensic – Police and legal photography
- Infrared – Photography in which the recording medium is sensitive to infrared light rather than the normal visible light spectrum
- Large format – For use on posters, billboards, etc.,
- Kirlian – A type of contact print photography in which an object touching a photographic plate is connected to a high voltage source, creating an aura-like image. Often confused with aura photography.
- Macro – The art of photographing very small and/or close-up objects.
- Medical – Specialized photography for clinical purposes, i.e to help reveal and diagnose illness.
- Microscopic – Any technique for photographing objects too small to be visible to humans.
- Modelling – Photographing objects to be converted into 3D Models.
- Nature – Landscapes, animals, plants, sea, etc.,
- Night – Any technique used to capture images at night. Often includes infrared photography
- Panoramic – Views of wide areas, up to 360° panoramas.
- Paranormal – Ghosts, unexplained phenomena, etc.,
- People – Candid, family, fashion, glamour, passports & Visas, portrait , pregnancy , school , sports , wedding
- Pinhole – Uses the most basic type of camera possible – a box with a tiny hole to let light in
- Scenic – Landscapes, Cityscape
- Satellite – Views of Earth from orbit
- Scientific – Any specialized photography used for scientific endeavor, e.g electron microscopy photographs, medical photography, astrophotography, etc
- Sports – The specialized art of shooting people engaged in sports, games and adventure activities.

- Stereoscopic (3-D) – Involves taking two photos simultaneously to simulate 3-D vision

- Stock – Photographs taken for distribution to other people, for use in their projects. These photos tend to be quite generic, e.g. people working, landscapes, places, etc.
- Time-lapse – Photographs with a very long exposure, used to illustrate something happening over time. A popular example is a street at night with car lights blurred into long times.
- Travel – Photography to showcase locations, illustrate travel literature ,etc.
- Ultraviolet – Photography in which the recording medium is sensitive to ultraviolet light rather than the normal visible light spectrum.
- Urban, Industrial – Emphasizing urban environments
- Water, Underwater – Any type of photography taken u der water with watertight camera housing.
- Still Photography – Cameras can be divided into several major types. Although most cameras operate in roughly the same way, there are a few notable differences. It helps to know what type of camera you are using, and what its strengths and weakness are.

Common components:

- Cameras – Firstly, let's look at what cameras have in common. Except for some specialist types of camera, all cameras have the following basic components:
- Body: A light-tight compartment to house the recording medium (film or CCD)
- Lens: A transparent element to focus light rays onto the recording medium.
- Aperture: A method of controlling how much light reaches the recording medium.
- Shutter: A method of controlling how long the recording medium is exposed to the incoming light.
- Viewfinder: A way to see the image that is to be captured.
- Transport: In film cameras, a method of moving the film and holding it in the correct position.
- SLR (Single Lens Reflex): The viewfinder sees the same image as the main lens, i.e. what you see is what you get. SLRs also allow you to change lenses for different purposes. This is a hugely popular type of camera, pretty much the standard for enthusiasts and professionals.
- Viewfinder (or range finder): In this type of camera the viewfinder is separate to the lens. This is common in cheap cameras, although some professional cameras also use this configuration. The main problem with a separate viewfinder is that the image you see may not be quite the same as the image that gets recorded. This limitation is overcome in professional cameras by using viewfinders that compensate for the different positions. Viewfinder cameras do have some advantages; for example, lower noise and higher light levels to the viewfinder.

- Twin reflex: The camera has two lenses – one for the photograph and one for the viewfinder. This type of camera has certain advantages in some professional's situations.
View: A flexible bellows joins two standards – one with the lens and the other with the viewfinder or film. This allows for unusual types of composition.

1.4 USE OF MEDIA IN PHOTOGRAPHY INDUSTRY

Photographs are used extensively by newspapers, magazines, books and television to convey information and advertise products and services. The six main photography types are.

- Landscapes
- Fashion
- Portrait
- Macro
- Advertising
- Photoshop

1.4.1. LANDSCAPE PHOTOGRAPHY

Landscape photography is a genre intended to show the different spaces within the world. It can be used as a powerful way of preserving natural landscapes and a way of capturing the aesthetic value of a landscape.

It also shows little or no human activity; showing different and vast spaces around the world in different light and conditions.

Photographs typically capture the presence of nature and are often free of manmade obstructions. Landscape photographers often attempt to document the space as well as convey an appreciation of the scenery.

1.4.2. FASHION PHOTOGRAPHY

The ever-changing market contributes to strong competition among professionals and business in the industry meaning photographers are constantly trying to 'out shock' others.

Since the 1880's fashion photography has generated criticism. Some photographers consider it too commercial it has sometimes been dismissed as frivolous and criticized for promoting negative stereotypes. Yet it has generated some of the most widely recognizable, provocative, and enduring imagery of our time.

Over the last 10 years Fashion photographers have used Photoshop to improve images being posted over the internet and in magazines; this has been criticized for giving people wrong perceptions of what true beauty is.

1.4.3. PORTRAIT PHOTOGRAPHY

Portrait photography portraiture is a photography of a person or group of people that displays the expression, personality, and mood of the subject. Like other types of portraiture, the focus of the photograph is usually the person's face, although the entire body and the background may be included.

1.4.4. MACRO PHOTOGRAPHY

Macro photography is classed as an extreme close of a small object used to capture detail even the human eye can't capture; usually insects and nature shots but any small image can be used for macro. A good macro photo reveals details and textures in the object that is not visible by a normal photograph or the human eye.

1.4.5. ADVERTISING PHOTOGRAPHY

Advertising photography is used in our everyday lives and is used to sell products to the general public and make us part with our money because we think the product is something we must have not needed.

1.4.6. PHOTOJOURNALISM PHOTOGRAPHY

Photojournalism is a form of journalism that creates images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism.

These are three types of photojournalism that contribute to the news media;

Timeliness – The images have meaning in the context of a recently published record of events.

Objectivity – the situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.

Narrative – the images combine with other news elements to make facts relatable to the viewer or reader on a cultural level.

Drawing ideas from my passion – photography

The aim of my project is to create space as an experience and to spread the knowledge of photography and its nuances to students. Photography is one of the finest tools that are used to express the artist's perceptions and emotions and to share them with others. And that which brings out an artist's emotions is the structure which brings out the photographs that are created in accordance with the creative vision of the photographer as artist.

The goal is to design an inspiring atmosphere that propels learning and teaching of art and science of photography, hone aesthetics and craft techniques and infuse creative knowledge to work and elevating the inner vision of picturing, to reveal an environment, an institute to make professional photographers with a personal vision.

To make a secluded environment and provide a salubrious climate facilitating a singleminded, focused approach to the course, in an atmosphere of continuous interaction, experimentation and learning

1.4.7 How can architecture play role in photography?

Photography is one of the finest tools that is used to express the artist's emotions is the structure which brings out the creative vision of the photography as artist.

And which brings out an artist's emotions is the structure which brings out the photographers that are created in accordance with the creative vision of the photographer as artist.

Architectures and cities are both volumes and images alike. We experience them directly, physically and sensually, as well as through pictures. Pictures speak a language of their own. They offer a discourse that is quite unlike the physical experience of architecture. They transform volumes into surface; distil matter into forms and signs – rarely, if ever, leaving it as it is. That is probably why so many architects try to get involved in determining the image of their buildings. Concrete – photography and Architecture seeks to approach the singular and complex relationship between architecture and photography in light-hearted, narrative and dialectical ways. Photography and Architecture provides visual answers to the question of what is that makes up the intimate 'yet complex relationship between architecture and photography, architect and photographer. A photograph's exposure determines how light or dark an image will appear when it's been captured by your camera. Believe it or not, this is determined by just three camera settings: aperture, ISO and shutter speed (the "exposure triangle"). Mastering their use is an essential part of developing an intuition for photography.

A camera's shutter determines when the camera sensor will be open or closed to incoming light from the camera lens. The shutter speed specifically refers to how long this light is permitted to enter the camera. "shutter speed" and "exposure time" refer to the same concept, where a faster shutter speed means a shorter exposure time.

By the numbers shutter speed's influence on exposure is perhaps the simplest of the three camera settings: it correlates exactly 1:1 with the amount of light entering

The camera. For example, when the exposure time doubles the amount of light entering the camera doubles.

1.5 JOURNALISM:

"Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities"

DEFINITION:

Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices. These elements not only separate journalism from other forms of communication, they are what make it indispensable to democratic societies. History reveals that the more democratic a society, the more news and information it tends to have.

Journalism is a method of inquiry and literary style that aims to provide a service to the public by the dissemination and analysis of news and other information. Journalistic integrity is based on the principles of truth, disclosure, and editorial independence. Journalistic mediums can vary diversely, from print publishing to

electronic broadcasting and from newspaper to television channels, as well as to the web, and to digital technology.

In modern society, the news media is the chief purveyor of information and opinion about public affairs. Journalism, However, is not always confined to the news media or to news itself, as journalistic communication may find its way into border forms of expression, including literature and cinema. In some nations, the news media is still controlled by government intervention, and is not fully an independent body.

In a democratic society, however, access to free information plays a central role in creating a system of checks and balance, and in distributing power equally between governments, businesses, individuals, and other social entities. Access to verifiable information gathered by independent media sources, which adhere to journalistic standards, can also be of service to ordinary citizens, by empowering them with the tools they need in order to participate in the political process.

The role and status of journalism, along with that of the mass media, has undergone profound changes over the last two decades with the advent of digital technology and publication of news on the internet. This has created a shift in the consumption of printmedia channels, as people increasingly consume news through e-readers , smartphones , and other electronic devices, challenging news organizations to fully monetize their digital wing, as well as improvise on the context in which they publish news in print. Notably, in the American media landscape, newsrooms have reduced their staff and coverage as traditional media channels such as television, grapple with declining audiences. For instance, between 2007 and 2012, CNN edited its story packages into nearly half of their original time length.

This compactness in coverage has been linked to broad audience attrition, as a large majority of respondents in recent studies show changing preferences in news consumption. The digital era has also ushered in a new kind of journalism in which ordinary citizens play a greater role in the process of news making, with the rise of citizen journalism being possible through the internet. Using video camera equipped smartphones, active citizens are now enabled to record footage of news events and upload them onto channels like YouTube, which is often discovered and used by mainstream news media outlets. Meanwhile, easy access to news from a variety of online sources, like blogs and other social media, has resulted in readers being able to pick from a wider choice of official and unofficial sources, instead of only from the agenda-driven traditional media organizations.

1.6 JOURNALISM GENRES:

There are several forms of journalism with diverse audiences. Thus, journalism is said to serve the role of a "fourth estate", acting as a watchdog on the workings of the government. A single publication (such as a newspaper) contains many forms of journalism, each of which may be presented in different formats. Each section of a newspaper, magazine, or website may cater to a different audience.

Some forms include:

Access journalism – journalists who self-censor and voluntarily cease speaking about issues that might embarrass their hosts, guests, or powerful politicians or businesspersons.

Advocacy journalism – writing to advocate particular viewpoints or influence the opinions of the audience.

Broadcast journalism – written or spoken journalism for radio or television.

Citizen journalism – participatory journalism.

Data journalism – the practice of finding stories in numbers, and using numbers to tell stories. Data journalists may use data to support their reporting. They may also report about uses and misuses of data. The US news organization ProPublica is known as a pioneer of data journalism.

Drone journalism – use of drones to capture journalistic footage.

Gonzo journalism – first championed by Hunter S. Thompson, gonzo journalism is a "highly personal style of reporting".

Interactive journalism – a type of online journalism that is presented on the web

Investigative journalism – in-depth reporting that uncovers social problems. Often leads to major social problems being resolved.

Photojournalism – the practice of telling true stories through images

Sensor journalism – the use of sensors to support journalistic inquiry.

Tabloid journalism – writing that is light-hearted and entertaining. Considered less legitimate than mainstream journalism.

Yellow journalism (or sensationalism) – writing which emphasizes exaggerated claims or rumours.

Global journalism - journalism that encompasses a global outlook focusing on intercontinental issues.

CHAPTER 2

LITERATURE/ CASE STUDIES

BUILDINGS ARE STUDIED AND ARE DOCUMENTED ON THE BASIS OF:

- ✦ Site
- ✦ Location
- ✦ Climate
- ✦ Access and Shape
- ✦ Form

- ✦ Physical Attributes
- ✦ Circulation and Movement
- ✦ Orientation
- ✦ Materials
- ✦ Services
- ✦ Area Statement

2.1 CASE STUDY:

2.1.1 Light and Life Academy, Ooty

LOCATION: Lovedale, Ooty

ACCEESS And SHAPE: Challenging Site

Light and Life Academy was established in 2001 by one of India's leading photographers, Iqbal K Mohamed. His passionate desire to provide the right mix of training and inspiration that would ably guide a whole new generation of world class photographers, was the basis of this pioneering venture in the world class professional photography education in India.

Everything in this academy has been deliberately designed, every aspect of the environment; location, architecture and facilities are tailor made to create a completely immersive experience for those keen on making a career in this field. Set in the midst of the Nilgiri mountains, where the light is magical, can be studied just by observing the world around you.

Light and Life Academy is perched on a mountaintop about 7000 ft. above sea level near Ooty, Tamil Nadu, India, with a spectacular view of the Ketti valley. It's a calm, peaceful 60,000 sq. ft theatre with up to three seasons visiting it every day. The quality of light is perfect for students of photography. Custom-designed by one of India's most celebrated architects, Mr. Jaisim any part of the campus is a window to the continuously unfolding drama of the sights and sounds of nature.

Form: The Design follows combination of square form placed angularly according to the site proportion and also climate factors.

Physical attributes:

- **Colour** – Green colour is used in window massing and roofs.
- **Texture** – Hourdi blocks
- **Finishes** – Texture of hourdi blocks
- **Lighting** – Maximum utilization of Natural sunlight

Circulation & Movement

For Vehicles – Parking is restricted at the front area

Pedestrians – they are allowed to circulate throughout

Articulation of spaces and form – Playing with levels designed for the natural countours adds aesthetic feel to the space and the use of natural elements as design element like colour, natural lighting, the texture creates harmony with the surrounding environment and thus merges with nature with the contours.

On site trees are modified and are made as seating spaces for the students which provide a good ambience for the students to gather and interact.

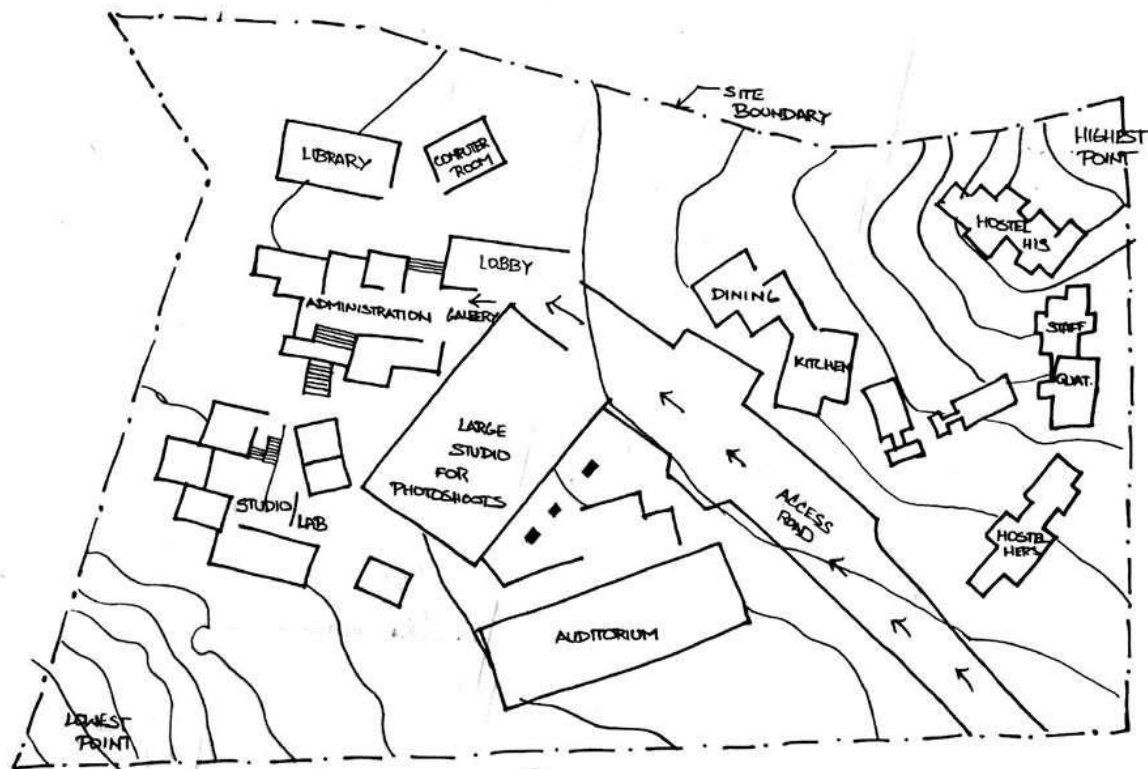


Figure 2.1.1: Site Plan

Orientation – The institution satisfies the climatic factors and designed with function oriented. From the activity lounge and corridor will have beautiful and exotic view of wilderness hills of ooty. Canteen and dining hall are located far away from the academic area.

Zoning:

Site is the challenging one as said by the architect being played with levels natural lighting and materials. Understanding the concept and functions of photography are being applied

- Primary accessible spaces are covered with reception, office and administration area.
- Secondary spaces cover studios, classrooms, equipment room and all other academics area.
- Tertiary spaces include kitchen, dining, canteen, and all other recreational areas

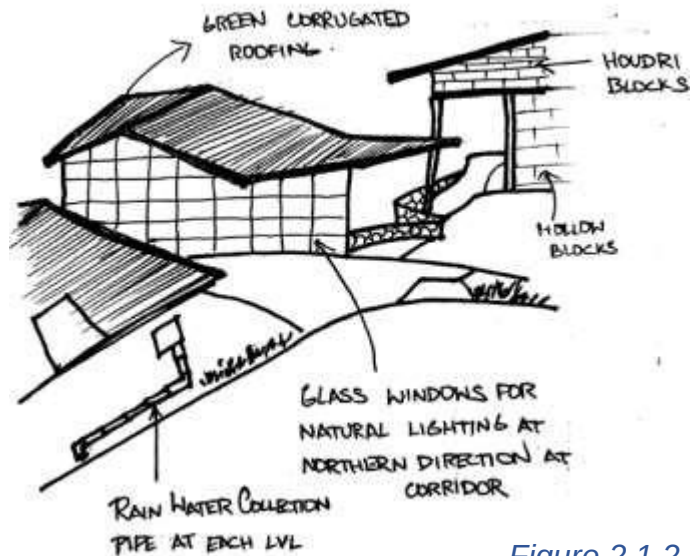


Figure 2.1.2 - Materials

Materials:

- Utilizing locally available materials
- Wall – Hourdi blocks
- Windows – Aluminium + Glass
- Floor - Cement plastering, weathering tiles
- Roof – Steel truss + Aluminium sheet

Services:

HVAC – Not provided due to hill station

Plumbing – Toilet plumbing lines are connected to each floor

- Gutters are provided in roof for collection rain water and pumped into rainwater harvesting.
- maximum utilization of natural lighting in the north direction

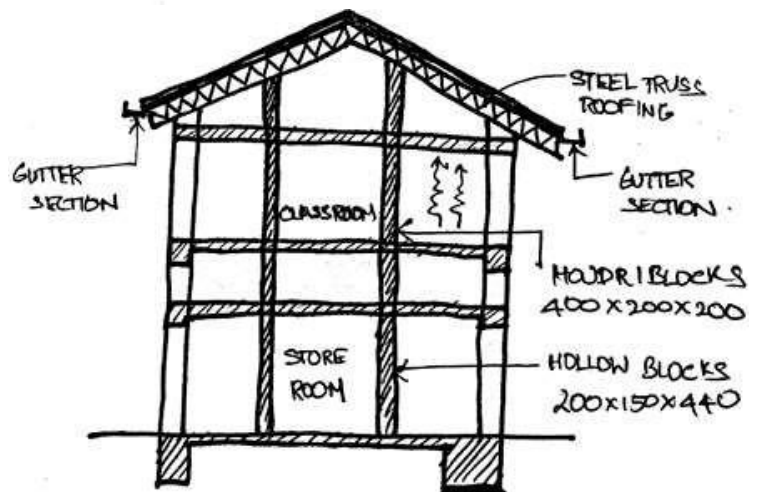


Figure 2.1.3- Studio section

Landscape:

Lot of open spaces and landscape is done inside the building the flow from the beautiful valley outside to the inside of building is the seen in the building which adds to the creativity of the building photographers.

AREA STATEMENT

Lobby	40 sq m		
Office	60 sq m		
Director room	40 sq m		
Studios	1x35 sq.m	–	
	9x25sqm		
Classroom	1x35 sqm	–	
	9x25sqm		

Teacher's assistant	40 sq.m
Faculty area	4x10 sq.m
Conference room	50 sq m
library	100 sq m
property room	25 sq m black and white
room	50 sq m
Recreation	50 sq m
Green room	50 sq m
Store room	40 sq m
Daylight studio	100 sq m
Cafeteria + Kitchen	250 sq m
Staff toilet	10 sq m
Toilets	50 sq m



The nearly **35,000 sq ft** of custom designed facility takes maximum advantage of the spectacular terrain, blends with the environment and provides a gurukul like ambience, where the faculty and students work closely together in pursuit of learning the art of image making

Figure 2.1.4 – Understanding roofing & landscapes

Studio:

Seven modern studios equipped for still/product and portrait photography, with covers, Elinchrom studio flash units and light modifying accessories. An indoor day light studio equipped with sunlight modifying accessories, for people, fashion and product/ still-life photography. A greenroom is attached next to the daylight studio and a digital studio is also provided.

Store | Equipment room

The Inn house photographic store stocks and rents all kinds of photography equipment including tripods, medium and large format cameras, light and light modifying accessories.

Classroom:

For theory classes, slideshows etc the academy has 1 classroom with inspiring view of valley and hillside. The classroom has facilities for projection and watching educational videos. There is an open-air classroom for general discussion.

Library:

The academy's library stocks a good collection of books and magazines. The library has tables and chairs for students to reads books at the institute.

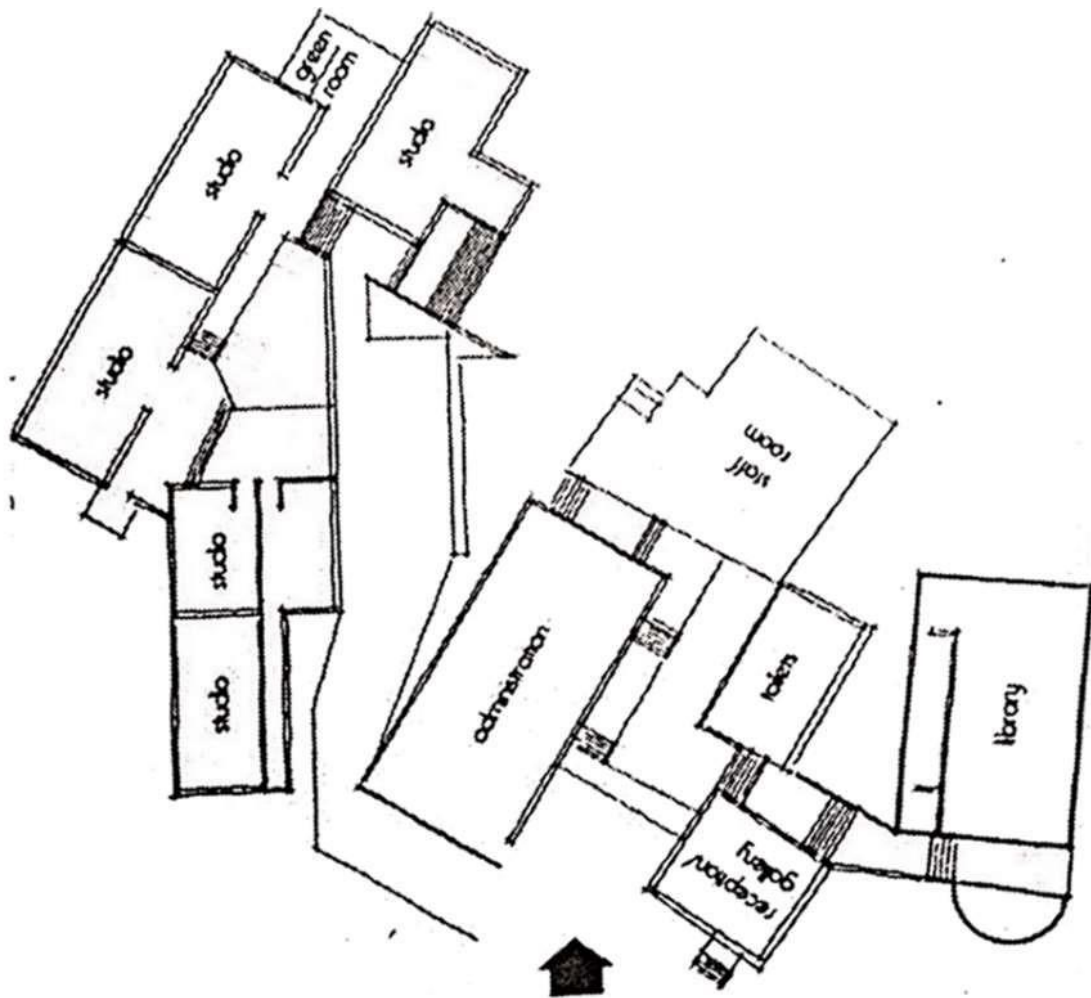


Figure 2.1.5- Floor plan

Cafe:

It is provided with both indoor and outdoor seating and students use the café to relax and to discuss each other works. It is connected with the kitchen and utility

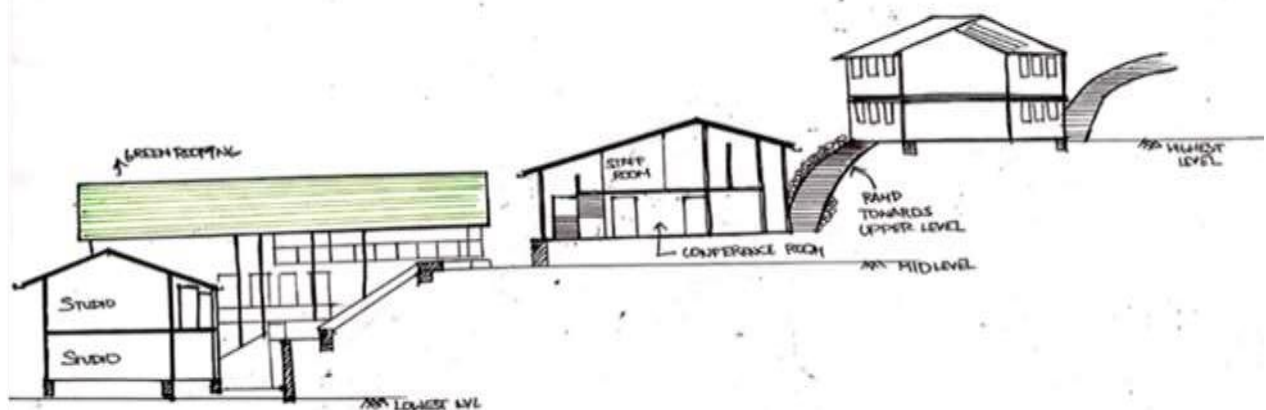


Figure 2.1.6- site section

The academy facilities include in-house processing labs for black and white colour negative and transparency film. Film processing darkroom and wash are with manual processing equipment and accessories to process roll film and sheet film. Black and white enlarges and printing accessories for 10 people to work at a time. But it is rarely



used.

Figure 2.1.7 – Commercial Figure 2.1.8- Interacting pods Studio

2.2 LITERATURE STUDY:

2.2.1 SYMBIOSIS SCHOOL OF PHOTOGRAPHY – PUNE

India's international Professional photography Institute for One year PG Diploma Course in Professional Photography. It is located on the Lavale of symbiosis education

Access and shape – Contour site

FORM

The design follows combination cubic spaces in rectangular linear form oriented with climatic factors and landscape village at Pune.

Location – Lavale, Pune

Climate – hot semi – arid climate bordering with tropical wet and dry (20-28c)

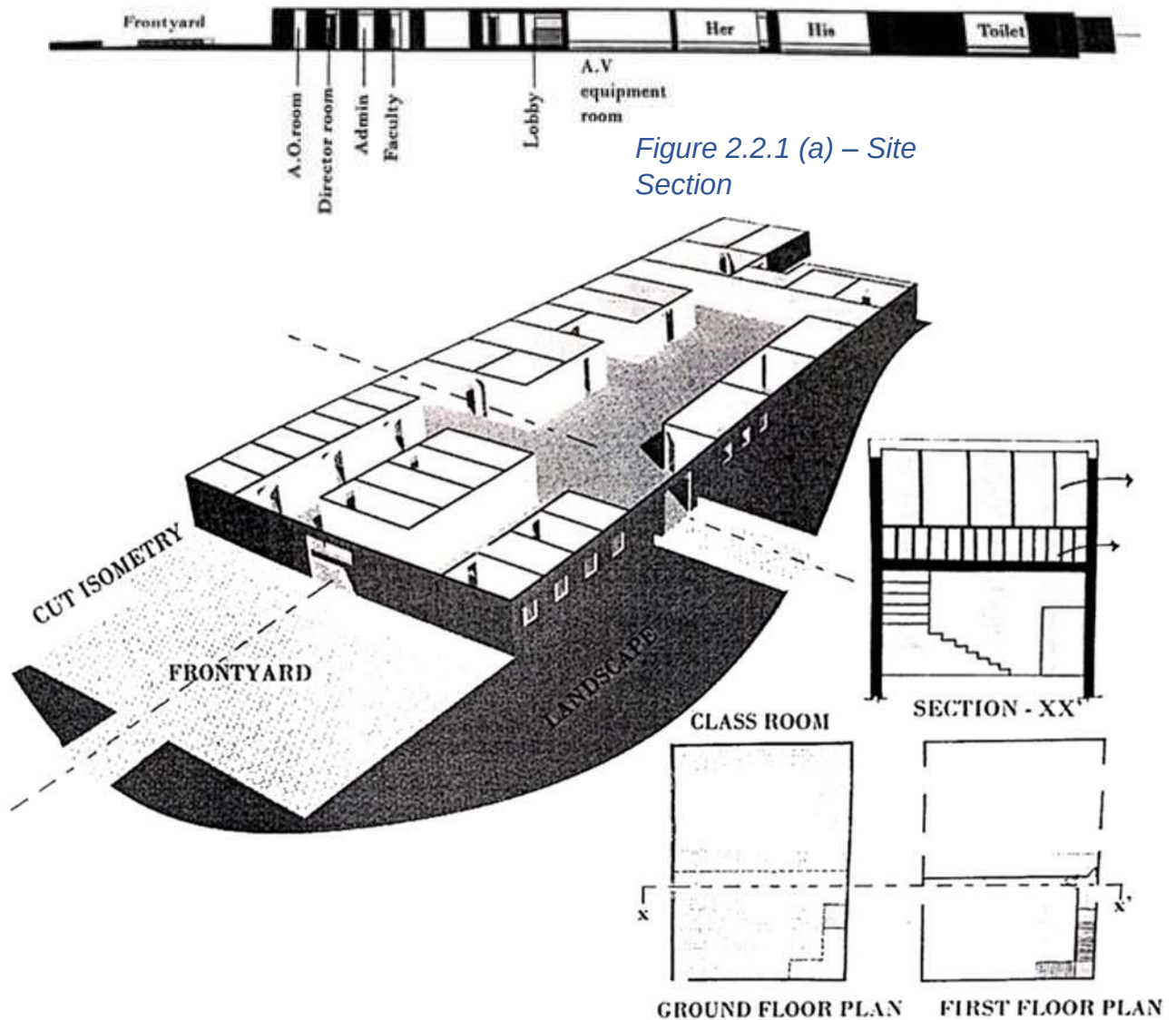


Figure 2.2.1 (a) – Site Section

Figure 2.2.1 (b)- Iso Plan

PHYSICAL ATTRIBUTES

- Colour – White, Exposed brick (fig 2.2.2)
- Texture – Exposed brick wall
- Finishes – Paint finish
- Light – Combination of natural lightning and artificial lightning

ARTICULATION OF SPACES AND FORMS

Understanding the concepts and principle of each space has been applied correctly.

Skylight are provided in lobby space for natural lighting



Figure 2.2.2 – view of

Studio and classroom are arranged far away from other areas

CIRCULATION & MOVEMENT

For vehicles – Parking should be provided outside the classroom

Pedestrians – should enjoy the space throughout

ORIENTATION

The institution statisfies the climatic factors and designed with function oriented. Two entrances are provided in front of the campus and one back entrance leads to other department and landscape space. Classroom are located on other end for students circulation.

AREA STATEMENT	
A.O room	4*6 = 24 sqm
Director room	4*6 = 24 sqm
Admin room	4*6 = 24 sqm
Faculty room	4*6 = 24 sqm
Post production room	4nos – 36*4 = 144 sq m
Printer room	5*6 = 30 sqm
Make up room	5*6 = 30 sqm
Audio lab	5*6 = 30 sqm
I mac lab	5*6 = 30 sqm
Macro lab	5*4 = 20 sqm
Recording studio	5*4 = 20 sqm
A.V.room	6*6 = 36 sqm
Toilets	72 sqm
A.V equipment room	10*8 = 80 sqm
Studio	3nos – 40*3 = 120 sqm
Photo shoot room	6*8 = 46 sqm
Class room	10*8 = 80 sqm

MATERIALS

Utilizing locally available materials

Wall – Brick wall with exposed brick work

Window – Aluminium + glass

Floor – Ceramic tile with different patterns

Roof – Coffer slab

SERVICES

HVAC – Split ac are provided in classrooms edit room and labs.

Plumbing – Toilet plumbing lines are connected to each floor

Lighting – Combination of natural lighting and artificial lighting

2.2.2 ASIAN COLLEGE OF JOURNALISM – CHENNAI

Asian college of journalism (ACJ) located at taramani nearby old Mahabalipuram road in Chennai designed by Ar.tara mohini associated with bharath associates Chennai based architectural firm.

In India the tradition of a pluralistic, relatively independent press dates back more than two hundred years. Enriched by its active involvement in the freedom struggle , the press has developed impressively since Independence. Television has become dominant over the last decade. Ratio and online or 'New Media' have also made significant progress in recent years.

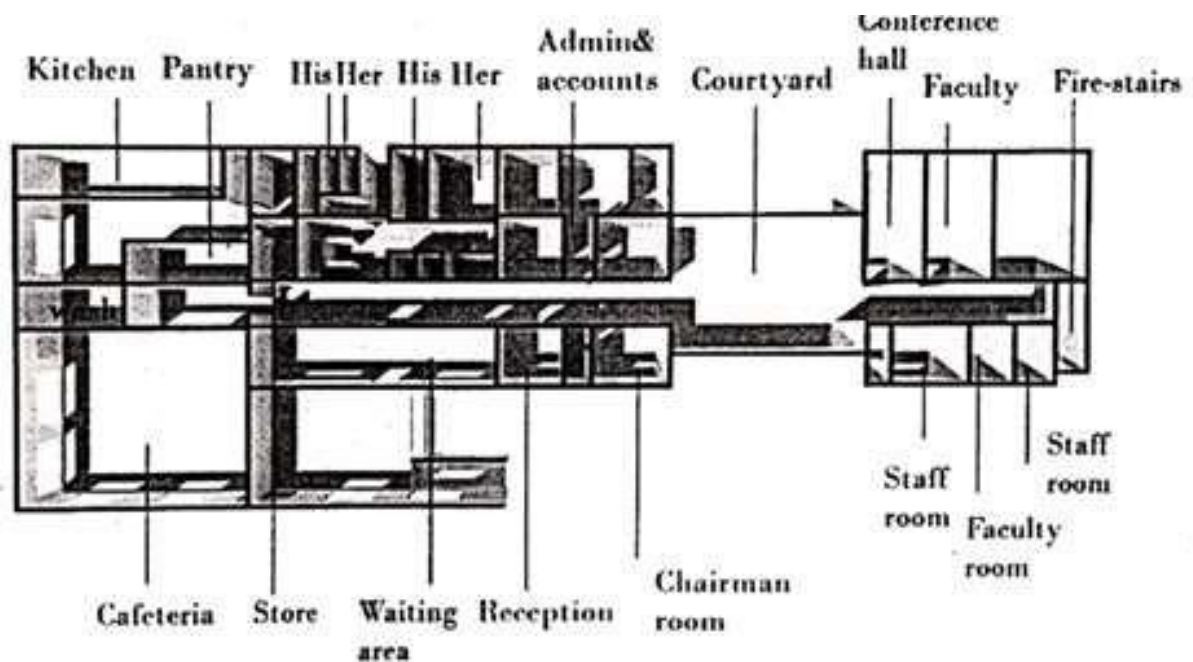


Figure 2.2.3- Plan ACJ Chennai

Location – Tharamani , Chennai

Access and shape – Combination of rectangle and square

FORM

The design follows combination cubic spaces in accordance with old traditional concept of courtyard with climatic factor follows rectangular arrangement



Figure 2.2.4 – View ACJ

PHYSICAL ATTRIBUTES

Colour – White, Exposed brick wall

Texture – No texture

Finishes – Paint finish

Light – Combination of natural lighting and artificial lighting

ARTICULATION OF SPACES AND FORMS

Understanding the concepts and principles of each space has been applied correctly. Maximum windows are provided in north direction natural lighting. Courtyard space breaks the continuity and brings the natural lighting on both north and south direction it makes ambience to the space.

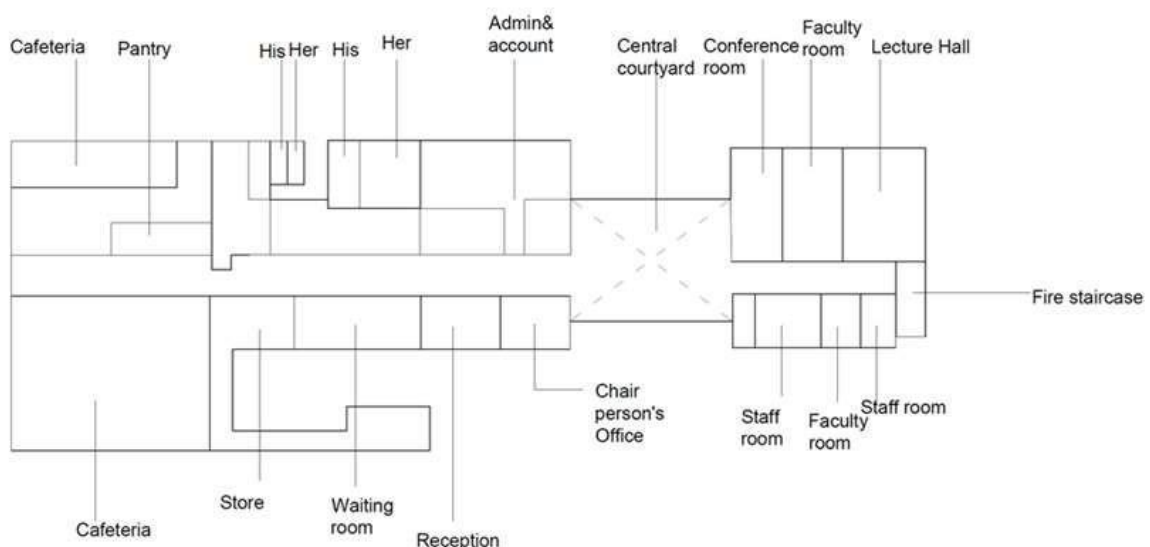


Figure 2.2.5 Plan ACJ

CIRCULATION & MOVEMENT

For vehicles – Parking on the other pavement for official use

Pedestrians – should enjoy the space throughout

ORIENTATION

The institution satisfies the climatic factors and designed with function oriented.

Primary space of the campus leads to academic area secondary space leads to hostel and territory space covers the landscape and pavement. Two entrances are there one is for official members another one is for students and public use.

AREA STATEMENT

GROUND FLOOR

- ✦ Computer lab – 8 nos
- ✦ Faculty room – 2 nos
- ✦ System admin (lab)
- ✦ Class room – 2nos
- ✦ Cafeteria
- ✦ Kitchen
- ✦ Reception
- ✦ Admin & accounts
- ✦ Director Room
- ✦ Conference
- ✦ Toilets

FIRST FLOOR

- ✦ Library
- ✦ Conference room
- ✦ Class room – 2 nos
- ✦ Faculty rooms
- ✦ Lecture halls
- ✦ Toilets

SECOND FLOOR

- ✦ Radio studio
- ✦ Radio edit – 3 nos
- ✦ Class room – 4 nos
- ✦ T.V edit – 10 nos
- ✦ T.V studio – 2 nos
- ✦ Faculty room

HOSTEL BLOCK

- ✦ Rooms – 8 nos in one floor
- ✦ 3 Floor *8 = 24 nos

MATERIALS

- ✦ Utilizing locally available materials
- ✦ Wall – Brick wall with exposed brick work
- ✦ Window – Aluminium + glass
- ✦ Floor – Ceramic tile with different patterns
- ✦ Roof – Flat slab

SERVICES

- ✦ HVAC – Split ac are provided for seminar halls , computer labs.
- ✦ Plumbing – Toilet plumbing lines are connected to each floor
- ✦ Lighting – combination of natural lighting and artificial lighting ✦ Vertical transportation – Two lifts are placed

LANDSCAPE

Pavements towards the academic block and hostel block are neatly done. Landscape is the territory space for the campus it makes ambience look and aesthetic to it.

RADIO EDIT - Acoustics have been used highly inside the edit room

RADIO PER ROOM - Means live edit room in live studio

TV STUDIO -Contains acoustics on both wall and ceiling hanging adjustable lights are fixed.

TT ROOM IN COURTYARD -Courtyard space have been used as table tennis room

CORRIDOR -Lighting is not sufficient to the building

TV STUDIO – 2 -TV per room for live control room in the studio

2.2.3 SYMBIOSIS SCHOOL OF JOURNALISM – PUNE

The symbiosis school of journalism is dedicated to the task of producing journalists. It is a postgraduate college designed to provide students with world – class journalism education adapted to the specific needs of india and other developing countries in Asia. It seeks to prepare its graduates to achieve the highest standards in all branches of the profession, keeping in focus the trend and thrust of convergence and digitization in the media, and the consequent demands for multiple skills made on the contemporary journalist.



Figure 2.2.6 – Arial View

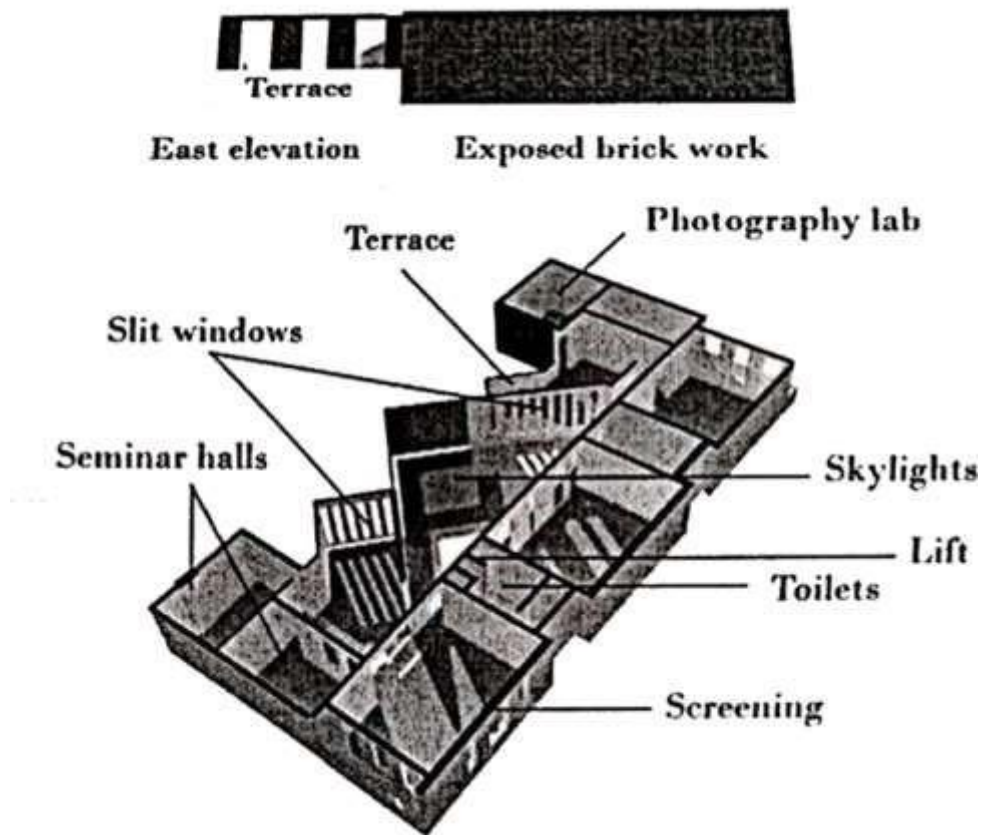


Figure 2.2.7 Iso view

Location – Viman nagar , Pune

Access and shape – Rectangle in shape

FORM

The design follows rectangular in form front façade and staircase are placed angularly for natural lighting and cross ventilation

PHYSICAL ATTRIBUTES

Colour – cream and white

Texture – exposed brick work

Finishes – texture of exposed brick

Light – Maximum utilization of natural lighting

ARTICULATION OF SPACES & FORMS

Form follows function

The site faces south direction, corridor and staircase connects the space unique.

Skylights are placed for an effective natural lighting and also slit windows glass façade are place

Terrace area is being designed for students can come and spent their time with a beautiful view of amphi theatre

ORIENTATION

The institution satisfies the climatic factors and designed with function oriented.

From the activity lounge and corridor will have beautiful view of amphi theatre

Students mostly prefer lift for vertical transportation of fifth and sixth floor

In each floor two seminar halls and two screening halls are placed.

CIRCULATION & MOVEMENT

For vehicles – Parking should be restricted in outside the campus

Pedestrians – should enjoy the space throughout

SKYLIGHT

It gives more importance in lighting throughout the stairs and lobby

Glass façade and slit windows are placed in south facing on elevation

Seminar hall 40*60 it contains acoustics in wall and ceiling with projector

Slit windows are placed in fifth and sixth floor for lighting and cross ventilation

Glaze façade windows are placed for both natural lighting and aesthetic purpose in elevation

MATERIALS

- Utilizing locally available materials
- Wall – Brick wall with exposed brick work
- Window – Aluminium + glass
- Floor – Ceramic tile with different
- Roof – Coffer slab

AMPHI THEATRE

Amphi theatre gives a ambience look to the campus coffee day is located near to it so students can used effectively

SERVICES

- HVAC – Split are provided for seminar halls , screening and labs.
- Plumbing – Toilet plumbing lines are connected to each floor
- Lighting – maximum utilization of natural lighting (direct light)
- Vertical transportation – Two lifts are placed

AREA STATEMENT

- Director room
- AV library
- Computer lab
- Seminar hall
- Administration
- Photography lab
- Edit suite
- Screening hall
- Activity lounge
- Faculty room
- Shooting floor
- Post production Room

2.2.4 THREE SHADOWS PHOTOGRAPHY ART GALLERY

This is a non-profit art centre in Beijing established in 2007 by photographers RongRong and inri. Three shadows is the first contemporary art space dedicated exclusively to photography and other lens-based art in china. A converted auto repair yard, the 4,600 square meter complex includes 880 square meters of gallery space and was designed by renowned artist and architect Ai Weiwei.

ARCHITECT

Area – 4,600 sqm

Three shadows photography art centre is the first contemporary art space dedicated exclusively to photography and video art in china.

Three shadows focus on three area.

FORM AND CONCEPT

Simple organization of creating a courtyard condition common in Beijing and creating a typical brick construction on exterior surfaces.

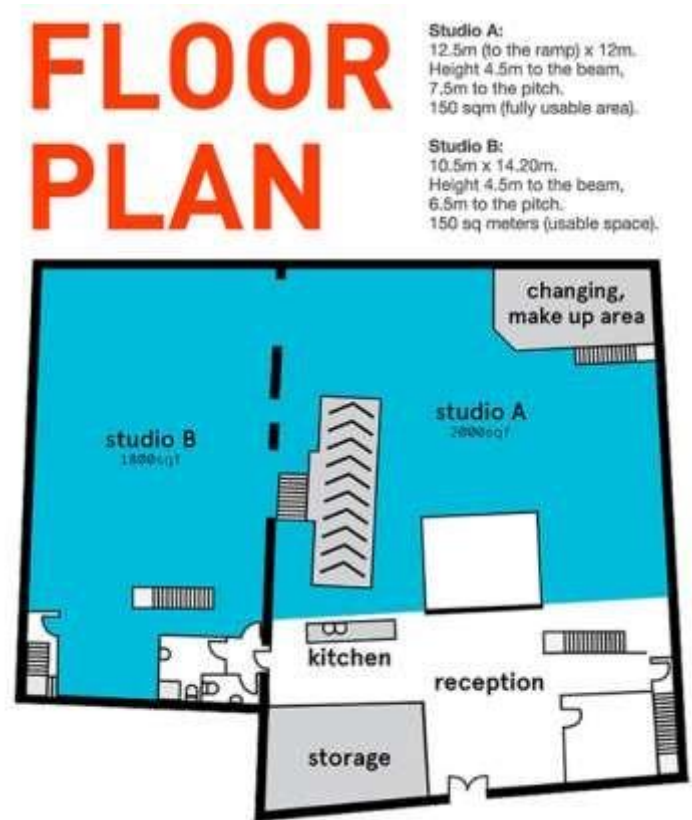


Figure 2.2.7 – Floor plan TSP

2.2.5 D-LIGHT STUDIOS

LOCATION

D-light studio is a multi-media space located in the north inner circle of Dublin. The premises area an extremely rare combination of functionality size easy access, creative atmosphere and character.



(a)



(b)



(c)

Figure 2.2.8 – Studio View

ARCHITECTURAL CHARACTER

Both studios are equipped with their own changing make up rooms and there is vehicular access direct to the floor of both studios

FUNCTIONALITY

The limestone and brick internal walls, cast iron columns and roof trusses set the creative atmosphere

In addition to photo shoots, this Space has hosted yoga classes, television commercials, exhibitions, corporate events, product launches and indoor markets. D-Light Studios is housed in a 200-year-old converted, city centre warehouse. The studio is a large, industrial blank canvas for you to put your creative stamp on. The studio primarily functions as a Photography and Filming location and co-working space. We have limited availability for events but are always open to proposals for creative uses of this huge, unique space.

Cyclorama: 4.86m x 4.04m

- Iron pillars and stone walls provide a unique industrial backdrop
- Lots of natural light through skylights in the pitched roof
- Car ramp access from street level (2.1m high x 2.4m wide)
- Dedicated fuse board with two 3 phase sockets
- 3 standard double sockets with extension leads
- Black/White Reflectors on wheeled stands
- Changing room with make-up bench, stools, mirrors, rails, hangers and full length mirror
- Iron and ironing board
- Free WiFi
- Comfortable furniture handy for mid-shoot production meetings or lunch breaks
- Spacious open-plan layout adjacent to cozy reception and dining area
- Communal Kitchen area - Kettle, Fridge, Microwave
- Two WC's - one with shower facilities • Studio A is not soundproofed



Figure 2.2.9 – Studio plan

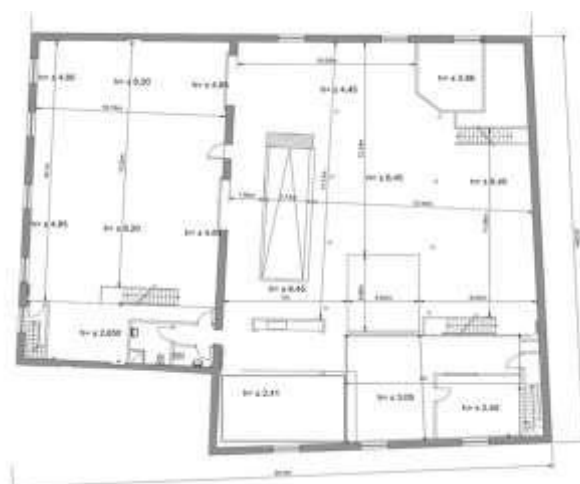


Figure 2.2.10 – Floor Plan

Set under a pitched roof and between the high stone walls of a former factory, D-Light Studios is now a vast and versatile, multi-purpose space dedicated to facilitating creativity and empowering our community.

D-Light Studios offers a large open plan studio that provides a unique industrial blank canvas, ideal for photography and video shoots.

There are pockets of activity within the building, a variety of artists and creative professionals call the studio home and work from their own studios located around the space, say hello if you meet at the coffee machine.

You'll have plenty of space for your team to spread out, the studio has a comfortable seating area for your lunch break as well as a private changing and make up room. Any profit from studio hire bookings goes directly towards the development of our programme of art, culture and community engagement. If your company would like to further sponsor our programme please get in touch.

Loading in/out

When loading in and out props or equipment you can use the ramp entrance which goes from the street level all the way up into the studio. It is possible to drive your car up the ramp and into Studio A, though the dimensions will not allow vans or cars with low chassis to enter.

Creative Community

D-Light Studios is a hub of creativity, we have a small community of artists and businesses working from offices in the building. Due to the open plan layout of the space, Studio A is not soundproofed and is best suited for photo and video shoots that don't heavily rely on audio recording. Our studio members are always as accommodating as possible so if you do need to record sound, chat to us and we can let our members know in advance.

Size

Studio A provides approximately 300sqm of blank canvas space for you to make your own.

Accessibility

The space is located on the first floor of D-Light Studios and is accessed by a narrow stairwell.

Unfortunately, the building is not yet wheelchair accessible.



2.2.6 CROONKITE SCHOOL OF JOURNALISM

Croonkite school of journalism is a dynamic community sustained by a passion for learning and sharing. We offer a stimulating rigorous program in journalism and imaging arts in an environment where creative energy flows, new ideas are developed and talent emerges.

Instructors create learning experiences that foster intellectual curiosity and imagination grounded in disciplined study. Students find their individual voice through open discussion, independent thought, hands on learning, respectful dissent, and the pursuit of continuous challenges.



ARCHITECT

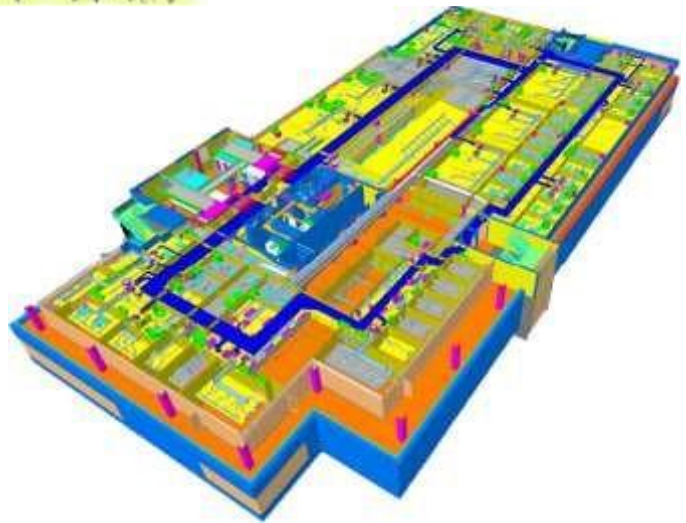
Architects: Ehrlich architects

Location: ASU, Phoenix, Arizona, USA

Executive Architect: HDR Architecture Inc

Design – Builder: Sundt Construction

Project area: 225,000 sqft



FORM AND CONCEPT

As truth and honesty are guiding principles to journalism so are they to the

Figure 2.2.11 Views

design of the building. The architecture is specially expressive of function and materiality.

The composition is kinetic and dynamic symbolic of journalism and media's role in our society.

The airy, multi-tiered first amendment forum is the heart of the school. By day, students gather spontaneously between classes, and in the evenings, the grand hall transforms into a public forum where students and industry leaders discuss the most critical issues facing today's news media.

MATERIAL

The exterior is clad with glass masonry and multi coloured panels the pattern of the panel is inspired by U.S broadcast frequency spectrum allocations

The building massing incorporate appropriate sun screens on each of the four facades their specific architectural treatment reduces the heat load.



Figure 2.2.14 Floor Plans

2.3 STANDARDS: STUDIO

- No need to lot of space required, whether it will be classroom or small activity room
- Choose a space where there is no natural light from windows or where windows have light blocking curtains
- Large flat workspace
- Small step ladder
- Lights
- Reflectors (white paste board)
- An ironed white or grey flat bedsheet are used as backdrop

A.V. room

H is equal to the height of the projection screen, the furthest must be seated not more than a distance equal to $5.3 * H$ from the centre of the screen

- T.V. Studio
- The t.v studio is divide into five areas
- Studio lighting
- Studio sets and props
- Studio cameras
- Audio pillar
- Tv studio control room

RECORDING Studio

The names and functions of the rooms are; Control room, the technical hub of the recording process, Studio, the performance area and it is also used to describe a facility, Booth refers to a smaller performance space.

Control rooms need to be symmetrical, studios do not.

Control rooms need to be predictable and accurate. Studios just need to sound good.

Control room acoustics require shorter reverb times. Longer reverb is often desired in the “live” room.

A good control room should sound the same as you move through the room.

A large uniform “sweet Spot” is desired. A good studio has varying acoustical character throughout the room providing different ambience for recording flexibility. Line of sight, shape in the studio often provides better eye contact. Control rooms are best when the view is stable at the mix position.

CHAPTER 3

THE DESIGN

3.1 AIM:

This design thesis aims to Understand the concept of social enhancement amongst the students by creating interacting focal zones, thus combining the programme of Photography and Journalism through functions depicted architecturally in the design.

To create space as an experience and to spread the knowledge of photography and journalism , and its nuances to students.

3.2 SCOPE:

The goal is to design an inspiring atmosphere that propels learning of the art of science of photography, hone aesthetics and craft techniques and infuse creative knowledge to work on elevating the inner vision of picturing. To reveal an environment with the freedom to experiment, an institute to make a professional photographer with a personal vision.

- ✦ To make a interactive environment facilitating a single-minded, focused approach to the course, in an atmosphere of continuous interaction, experimentation and learning.

- ✦ The academy will teach the art and science of image-making in a holistic fashion with equal emphasis on aesthetics and technique. Hands-on, interactive style of teaching, with demonstrations, practical and critique sessions make the process of learning faster and more effective.
- ✦ The academy provides space for incorporating state of the art facilities that offer photographers access to the best and latest in equipment, technologies and processes, keeping workflow in mind.

3.3 OBJECTIVES

- ✦ Understanding the importance for various sources, intensity and type of light and using it as a parameter that dictates the design. Lucid presentation of light as a rich and evocative part of design.
- ✦ Define spaces in unique ways that allow constantly changing patterns of light, provided reaction of discomfort glare and strong luminous contrasts in the immediate background that can influence preference or dissatisfaction are eliminated.
- ✦ To plan the environment like a harmony of spaces in light. Each space to be defined by its structure and the character of its natural light.
- ✦ Profound focus on light, physical space and form to build and atmosphere powerful, restrained, sensual and reserved.

3.4 SOCIAL INFRASTRUCTURE.

- **Gallery:** A virtual experience through the buildings. Like a exhibition space for the public.
- **Museum:** View great images and a walk through of the history of photography, understand what is photography for the public
- **Newseum:** History of journalism, Important events of journal covered in India, Understand journalism and mass media.
- **Library:** Directory is a unique resource that provides a broad range of visual solutions to enhance the creative process
- **Workshops and competitions:** For a feeling of experience, for the public
- **Recreation:** Like a commercial space.
- **School of photography:** To provide learning professional photography focuses on the following areas of:

Digital, Imaging, Commercial, Advertising,
Industrial/Scientific, Portraiture and
Digital Media, Architectural

- **Visual Journalism:** Concentrates in teaching photo journalism
- **Photo journalism:** a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story.
- **Visual Journalism is further divided into:** Documentary photography, photography, street or celebrity photography.

- Hostel and guest house: accommodation of students.

3.5 COURSE STRUCTURE:

Courses offered (Journalism)

UG (Degree Courses) - 3 years

[Intake – 25]

- ✦ BA Journalism
- ✦ BA Mass Communication
- ✦ BA in Journalism and Mass Communication
- ✦ B.Sc. Visual Communication

UG (DIPLOMA COURSES) – 1 YEAR

[Intake – 35]

- ✦ Diploma in Journalism
- ✦ Diploma in Mass Communication
- ✦ Diploma in Journalism and Mass Communication

PG (DIPLOMA COURSES) – 1 YEAR

[Intake – 25]

- ✦ PG Diploma in Journalism & Mass Communication
- ✦ PG Diploma in Broadcast Journalism
- ✦ PG Diploma in Multimedia Journalism
- ✦ PG Diploma in Business Journalism
- ✦ PG Diploma in Print Journalism
- ✦ PG Diploma in Radio Journalism
- ✦ PG Diploma in TV Journalism

PG (Degree Courses) – 2 Years

[Intake – 25]

- ✦ MA in Journalism and Mass Communication
- ✦ MA in Photo Journalism
- ✦ MA in Media & Communication
- ✦ MA in Advertising and Design
- ✦ M.sc Visual Communication

Audio Console, Tele – Promoter, Lights, Tripod stands, Software Lab, Digital video switcher, Digital Camera, General Equipment's used

Courses Offered (Photography)

Foundation [crash] Course (2months)

Diploma - 1 year [intake 25]

- ✦ Fashion Photography
- ✦ Wedding & Events Photography
- ✦ Photography & Videography
- ✦ Professional Photography
- ✦ Table top Photography
- ✦ Wildlife Photography
- ✦

DEGREE COURSES: [Intake 45 each]

- ✦ B.Sc. in Film & Photography – 1 year
- ✦ BFA/MFA in Photography - 2 years

3.6 THE ARCHITECTURAL PROGRAMME

3.6.1 SPATIAL REQUIREMENTS:

- ✦ Admin block
- ✦ Academic blocks, for the two departments – Journalism and Photography
- ✦ Hostel block for 20 percent of the students
- ✦ Staff accommodation for 10 percent teaching staffs
- ✦ Knowledge hub that would include spaces like library, computer labs, lecture hall auditoriums, Newseum, conference room & lecture halls ✦ Mess hall, canteens, etc.
- ✦ A 'Hall of Light' to depict importance of light in photography & to use it as a tool to express 'justice & wisdom' architecturally.
- ✦ Shadow Gallery for display works academically and for rental
- ✦ Open Gallery to create a platform for students to display their works ✦
- Recreational zones, like plazas, courts, OATs etc, to be given high value. ✦
- Parking

3.6.2 AREA REQUIREMENT:

ADMIN	
Main lobby	300 sq.m
Reception	100 sq.m
General Admin	150 sq.m
Academy Admin	200 sq.m

Accounts section	150 sq.m
Audit Section Executive	150 sq.m
Director's Office	200 sq.m
Other Offices	200 sq.m
Training, Placement cell	300 sq.m
Exam section	250 sq.m
Maintenance	100 sq.m
TOTAL	2100 sq.m

DINING	
Mess halls (2)	1000 sq.m
Kitchen (2)	400 sq.m
Store	100 sq.m
Hand wash	20 sq.m
TOTAL	1520 sq.m

Area statement is given for 2,000 students.

LIBRARY	
Lobby	300 sq.m
Counter space	25 sq.m
Office	25 sq.m
Librarian	35 sq.m
Asst librarian	20 sq.m
Store	50 sq.m
Stack area	800 sq.m
Cubicle space	150 sq.m

Reading area	200 sq.m
Xerox	20 sq.m
Services	60 sq.m
TOTAL	1685 sq.m

:

HOSTEL(x2)	
3 sharing (32)	1280 sq.m
2 sharing (4)	120 sq.m
Laundry	200 sq.m
Faculty rooms (4- 2-sharing)	200 sq.m
MHU	250 sq.m
TOTAL	2050 sq.m

AUDITORIUM	
Lobby	300 sq.m
Seating	750 sq.m
Green rooms (2)	60 sq.m
Electrical room	30 sq.m
Toilets	250 sq.m
Waiting lounge	200 sq.m
VIP room	100 sq.m
TOTAL	1690 sq.m

ACADEMIC	
Lobby (2)	500 sq.m

Lecture room (45)	75 sq.m
Toilets (5)	250 sq.m
Store rooms (4)	300 sq.m
Software lab	400 sq.m
Newsroom (3)	50 sq.m
Edit rooms (15)	25 sq.m
Radio rooms (3)	25 sq.m
Photo studio (3)	50 sq.m
Record studio (5)	50 sq.m
Faculty room	300 sq.m
Board rooms (2)	75 sq.m
Faculty toilets (2)	150 sq.m
Official rooms (5)	75 sq.m
Dean office	100 sq.m
TOTAL	2425 sq.m

3.7 AREA STATEMENT:

S.NO	NAME OF THE SPACE	NO.S	USAGE	AREA/PER ROOM IN SQ.M	TOTAL AREA IN SQM
1			STUDIO		
			STUDIO 14 INDOOR PHOTOGRAPHY	125	1750
	DAYLIGHT STUDIO	3	NATURAL LIGHT PHOTOGRAPHY	145	145
2			GREEN ROOMS MAKE UP & WET AREA		9
3				4	65 260

	IMAGING STUDIO								
	LECTURE								
4	ROOM			4	65	260			
5					STAFF ROOM	1	103		
					103				
6					EQUIPMENT	2	53		
					106				
	ROOM	1		127		127			
	PRINTING								
7	ROOM			1	53	53			
8					POST	5	36		
					180				
	PRODUCTION								
	ROOM								
9					LIBRARY 1	1200			
					1200				
			FOR 600						
10					AUDITORIUM	1	810		
					810				
			PERSONS						
11					MUSEUM 1	615	615		
12					CAFETERIA	1			
					PUBLIC	295	295		
		1	FOR STUDENTS						
			&SEMI PUBLIC		380	380			
			DIRECTOR'S						
13					ADMIN	1	ROOM		
					45	45			
		1	OFFICE SPACE		156	156			
14					745	745			
	RECREATIONAL								
	SPACE								

15	PERSONAL FACILITIES		REST ROOMS	195	195
16	LOBBY			235	235
17	CIRCULATION		GALLERY SPACE	700	700
18	HOSTEL		ACCORDATION plus MESS	3000	3000
19	GALLERYS		SHADOW GALLERY	920	2758
			WATER GALLERY	920	
			LIGHT GALLERY	920	
20	PARKING	6			
21	CLASS ROOM			65	390
22	CONFERENCE ROOM	2		25	50
23	COMPUTER LAB	10		35	350
24	RADIO STUDIO	5		30	150
25	RADIO EDIT			15	150
26	ROOM	10		100	500
27	T.V. STUDIO	5		20	300
28	T.V. EDIT ROOM	15		50	50
29	A.V. LIBRARY	1		40	120
30	PHOTOGRAPHY LAB	3		30	90
31	EDIT ROOM	3		50	250
32	SCREENING	5		20	100
33	HALL SHOOTING			25	125
34	FLOOR	5			

POST
PRODUCTION ROOM
5

RECORDING

	STUDIO	3		20	60
35	FACULTY ROOM 1			100	100
36	PERSONAL FACILITIES	1	RESTROOMS	195	195
37	CIRCULATION	20%		596	596
	TOTAL BUILT UP AREA				18100

3.8 TYPES OF USERS:

- Students
- Teaching staffs
- Admin staffs
- External invitees
- Security crew
- Other staffs
- Public

>>>>>> Admission Inquiries

>>>>>> Gallery – Spectators

>>>>>> Parents of students

3.9 ACTIVITIES:

- 8.30 am – 3.30 pm: Academic activities, Auditorium/ Library / Gallery Visits / Admin Block works
- 12 noon – 1.30 pm: Mess [7.30 am – 8.30 am and 7.30 pm – 8.30 pm as well] • 3.30 pm – 8.30 am – Accommodation Block stay time

CHAPTER 4

THE PROPOSAL

Planning and process:

The Design ideology with respect to the topic School of Photography and Journalism is to plan an open campus where students can actively interact with one another as

photography and journalism go hand in hand. Both the functions rely on digital source of study and experience where one can learn from the other. So the plan was based on combining the pedagogy designed, falls under 5 major aspects, They are Academic Block for Theory, Indoor Studios for Practical Knowledge, Day Light Studio for learning dynamic variations of natural lighting, the Post production block for editing, the public block such as gallery space for display works, auditorium for public gathering event, Museum, Newseum for knowledge and public interests and the rental studio block for campus revenue and experience for the students.

By the principle of axis and focal point the design is zoned under the five major aspects mentioned above and the road pattern which abides the site for the pedestrian movement inside the campus.

Thus, the planning is zoned from the central interacting zone or the focal point of the campus, it diverges to various blocks following the function of the institution yet interlinked withing the blocks to reduce the travel distance withing blocks.

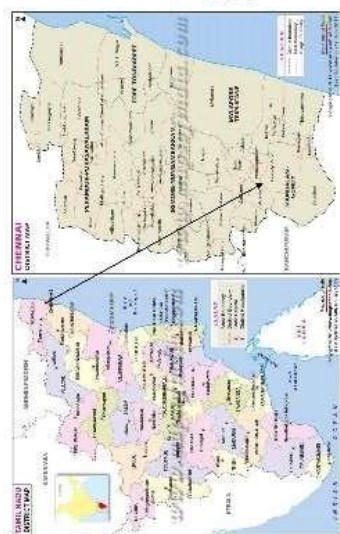
So, the campus is interlinked at various levels by divine transition spaces connected through bridges and corridors. Each space is designed in such a way that the students can perceive it digitally by photography or videography so that the concept of creativity that uses good lighting and setting appropriate background starts from the campus itself. Therefore, each space is designed with and intension of a photograph.

To make this proposal more alive and pedestrian friendly campus more public interactive zones such as gallery and museums are provided where public can intervein in the campus for knowledge or entertainment purpose which also created revenue for the campus.

The site is selected on the basis of the thought of a pedestrian friendly and an open campus which is located at the main point within the city which connects and attracts more opportunity to be a public friendly zone.

4.1 SITE ANALYSIS:

4.1.1 Why Guindy..?



Site Location showing 5KM Radius



Site Location showing 3KM Radius



Site Location showing 2KM Radius

Sr. No.	Particulars	Details
1	Latitude	12°59'28" N
2	Longitude	80°13' E
3	Elevation above MSL	8.0 m
4	Climatic Conditions (As per IMD, Chennai)	Annual Max. Temp: 43.4°C Annual Min. Temp: 16.0°C Annual Total Rainfall: 1214.6 mm SSE Predominant Wind Direction: W, E & SE
5	Land use	Commercial area
6	Nearest Highway	NH-45 (2.0 km, WNW)
7	Nearest Railway Station	Guindy R.S. (1.5 km, North)
8	Nearest Airport	Chennai (7.0 km, WSW)
9	Ecologically sensitive zones like Wild Life Sanctuaries, National Parks and biospheres	- NE Guindy National Park -0.5 km- - Okkiyam Maduval Wetland/Creek-7.67Km-SSE - Perikernal Marsh Land-2.9Km-S
10	Reserve Forests	Nannangalam Reserve Forest-8.06Km-SW
11	Historical / Archaeological places	CWGC Madras War Cemetery 2.25 Km NW
12	River	- Coom River-8.86Km-NE - Adyar River-4.96Km-NW - Velachery Lake-0.21Km-S
13	Defense Establishments	None within 10 km radius
14	Socio-economic factors	No Resettlement and Rehabilitation Issues
15	Nearest Sea Port	Chennai
16	Seismicity Zone	Zone-III as per IS: 1893 (Part-1), 2002



Site Location : Guindy , Chennai

Commercial portfolio

While the residential development and infrastructure development evolved drastically, commercial market also followed suit. Guindy is the second most imperative commercial market of Chennai after Old Mahabalipuram Road (OMR) and houses several IT/ITES clusters. Situated in proximity to Chennai airport, it is also a hub of premium lounges and hotels. Besides, there are several small-scale industries of steel, equipment, metal cutting and manufacture situated.

Infrastructure and connectivity

Physical infrastructure

The locality boasts of sound infrastructure and connectivity. The international airport is only 8.5 km away and can be reached via Nagapattinam-Chennai Highway. To access the rail connectivity, Anna Salai or Tiruchi-Chennai Highway are the nearest connecting points, which further link Guindy to other areas of the city. Metro rail is another big infrastructure project that filled the really landscape here. Besides, it also has a robust road nexus and ensures easy accessibility to public transport.

Social infrastructure

Guindy is a hub of various reputed education institutions and encompasses numerous health care and recreation centers within its geographical purview.

Figure 4.1 Why Guindy

4.1.2 On site factors:

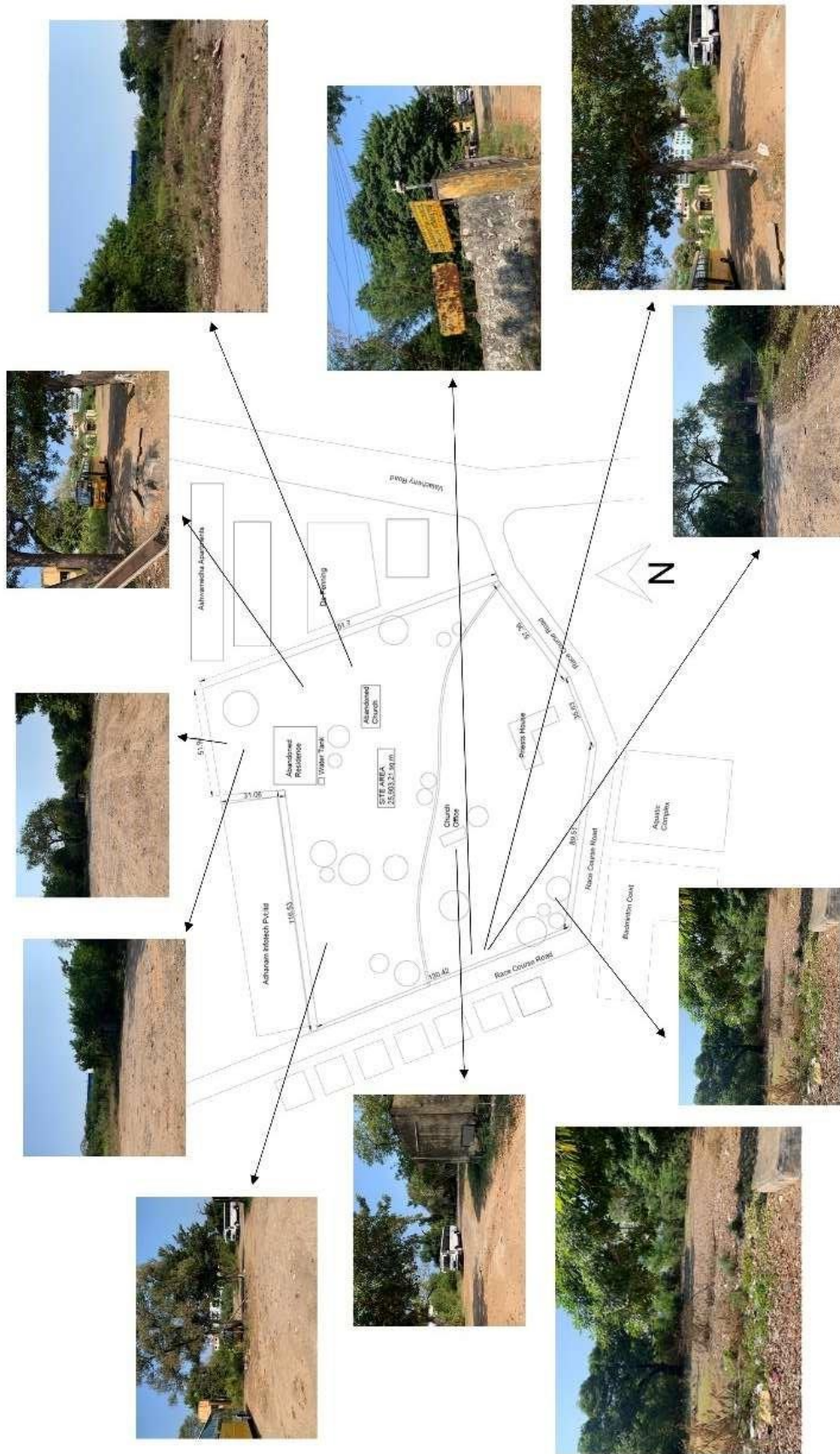


Figure 4.2 – On site factors

4.1.3 Land use Analysis:

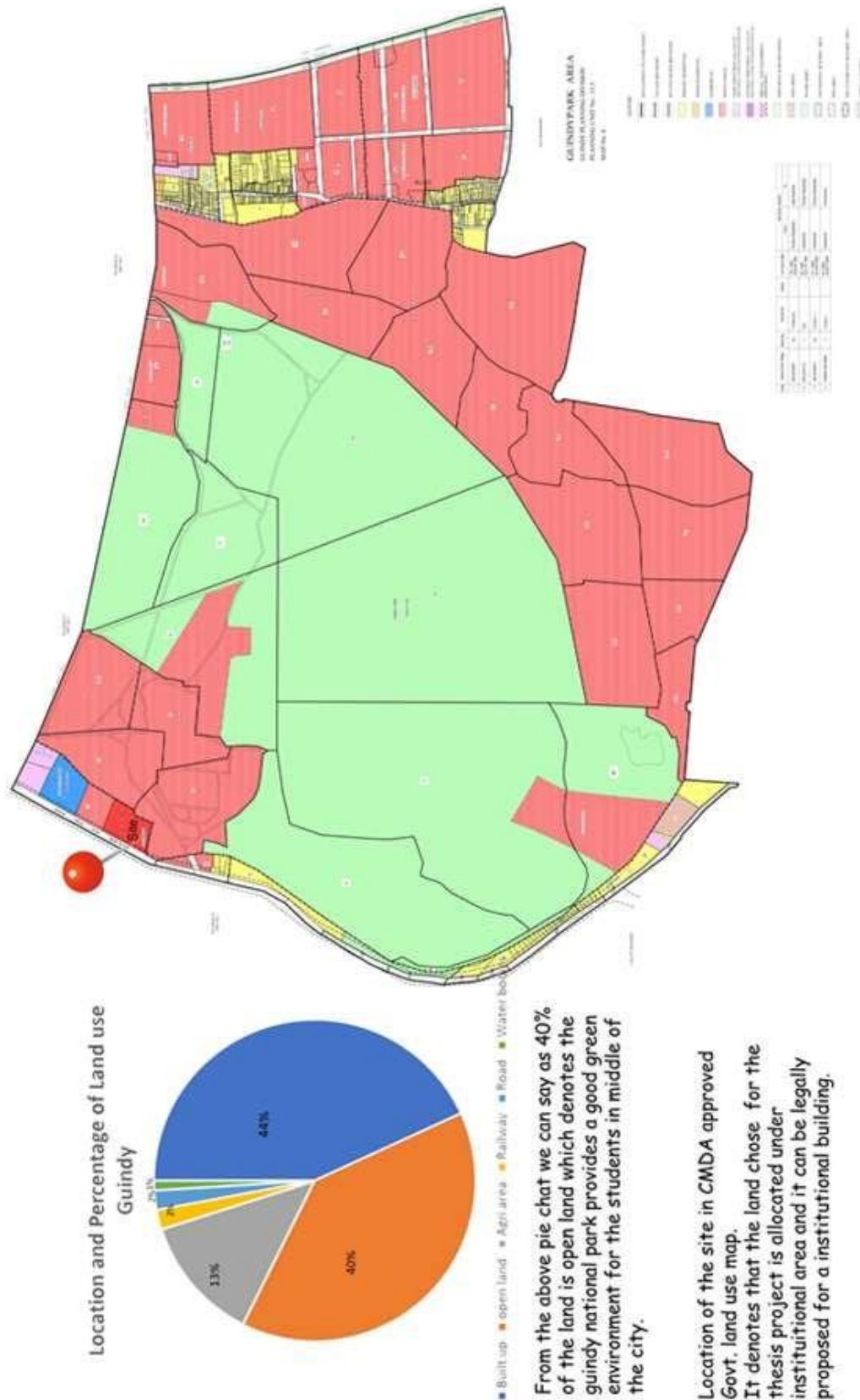
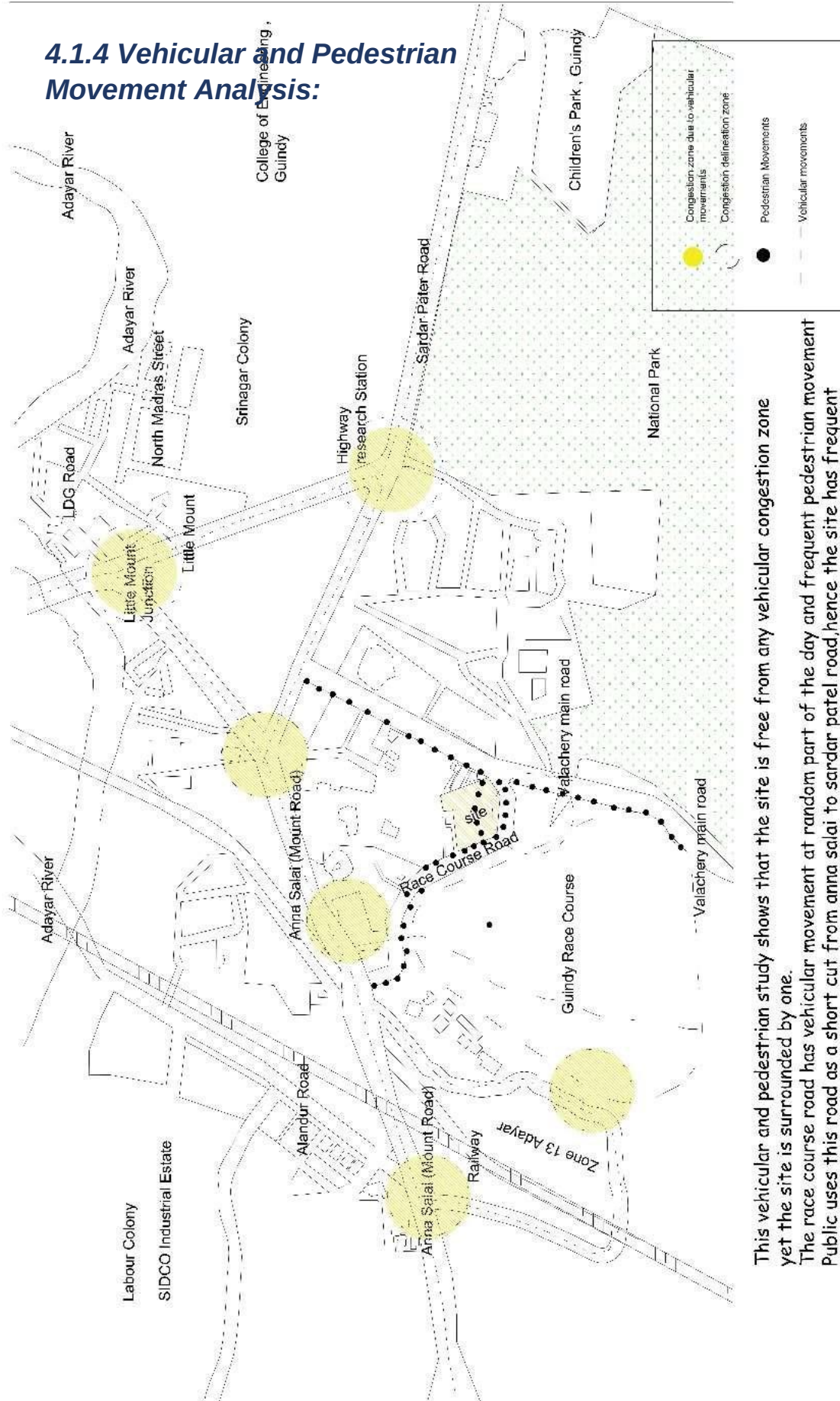


Figure 4.3 – Land use

4.1.4 Vehicular and Pedestrian Movement Analysis:



This vehicular and pedestrian study shows that the site is free from any vehicular congestion zone yet the site is surrounded by one. The race course road has vehicular movement at random part of the day and frequent pedestrian movement. Public uses this road as a short cut from Anna Salai to Sardar Patel Road, hence the site has frequent public population crossing by.

*Figure 4.4- Vehicular and pedestrian
movement analysis*

**4.1.5 Important Transits
and Nodes:**



Figure 4.5- Important Nodes and Transits

4.1.6 Noise Pattern

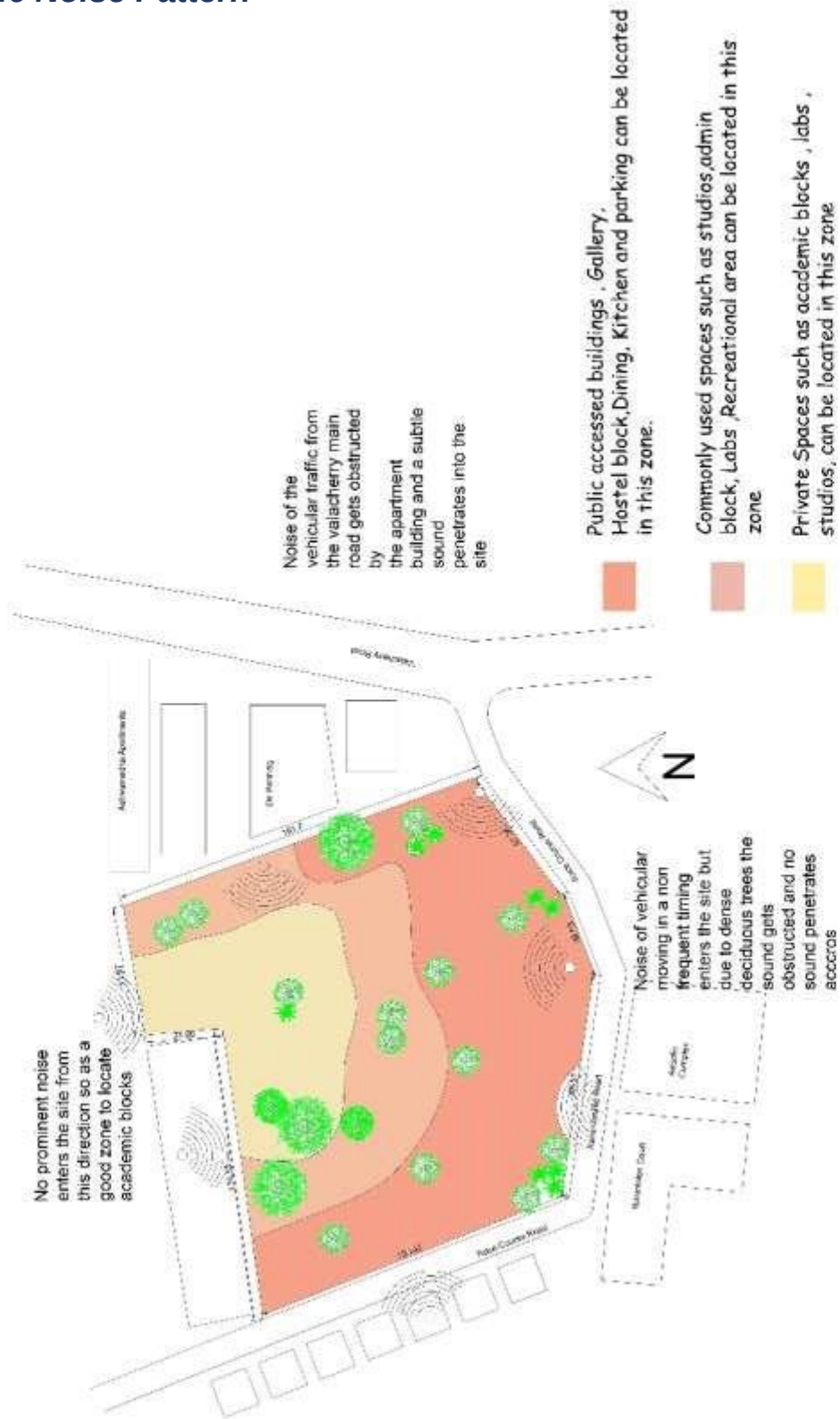


Figure 4.6- Noise Pattern

4.1.7 Climate Analysis:

52

4.1.8 SWOT Analysis:

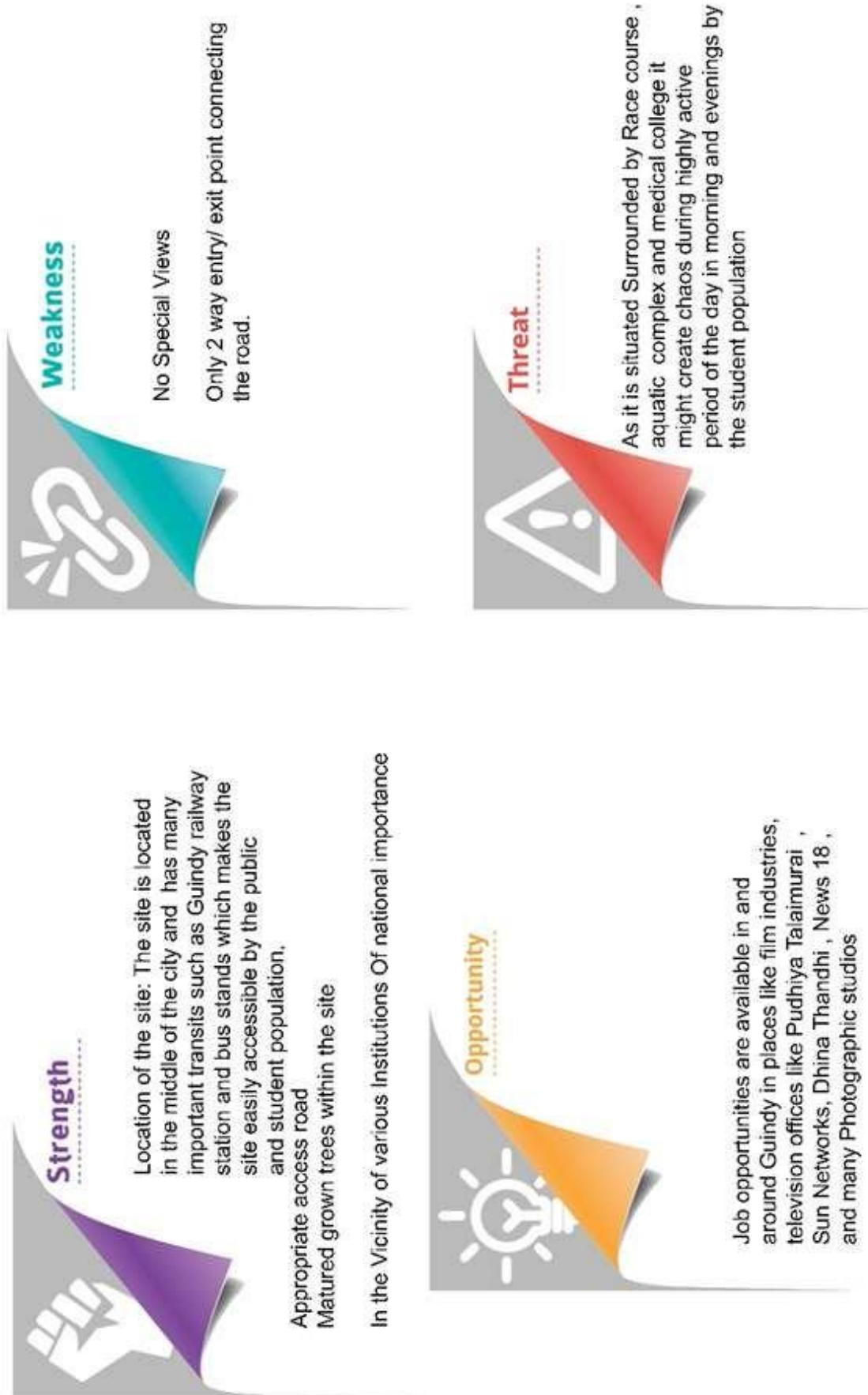


Figure 4.8 – SWOT Analysis

4.1.9 Vegetation On Site:



Neem Tree



2 poova maram



Mango tree

Soil type:

Clay soil

Hard rock earth



Bushy Plants



Arasa Maram



There are so many great reasons to plant a native tree. They don't just benefit the wildlife we share space with, but native trees can actually help us, humans, too. Here's how:

- Many insects, birds, and animals depend on native trees for food and shelter. They'll thank you for planting them!
- Living somewhere with blisteringly cold or awfully hot seasons? Native trees are well-adapted to the local climate, which means they'll have the best chance at survival.
- While non-native trees might not do well up against local pests, native trees often don't have as many pest problems.

Figure 4.9 - Vegetation

4.2 ZONING



Figure 4.5 - Zoning

4.3 CONCEPT:

Axis:

The site is majorly divided on the basis of axis which alternately zones the 5 major categories of the institution i. e., Theory-Classroom, Indoor Studios-Workshops&Practical works, Post Production-Editing Block, Rental Studios- For Revenue, Gallery- Display works/Revenue.

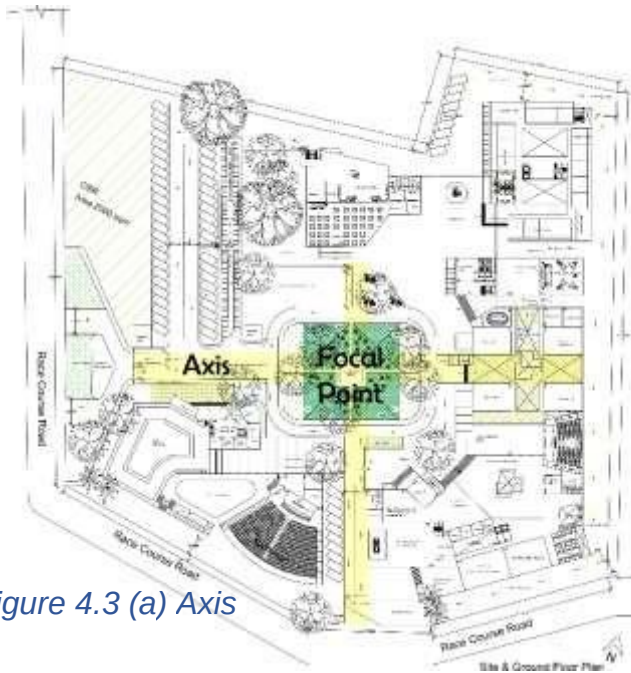


Figure 4.3 (a) Axis

Transition Spaces:

Since Photography Journalism go hand in hand, the design follows the zoning pattern of the axis yet connected functionally by Creating transition spaces such as Patterned courtyards, Pergola Pathways, Open galleries, etc.

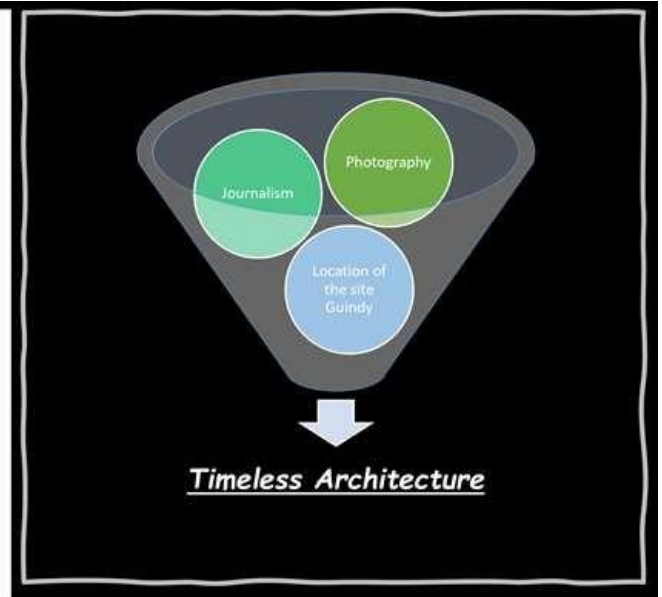
Connectivity of the functions are satisfied by linking the spaces internally thus creating a continuous design.



Figure 4.3 (b)- Transition spaces

Though the spaces are interconnected but vary by category the students should feel the transition from one spatial function to another. Thus, divine pergolas and courtyards with ETFE covered transparent panels he lp achieve the required action.

Concept:



- **Photography – Time** plays an important role in photography.
- “The decisive moment” is all about timing– clicking your shutter at a specific moment in time which has personal significance to you. As photographers, we are always battling against time.
- On one hand, we are trying to immortalize certain moments/places/people in our photos by capturing them. On another hand, everyone is afraid of death, and many of us think that through photography, we can immortalize ourselves as artists through making immortal and timeless photos.
- **Journalism** - This important element can ultimately make or break the coverage your media release gains. ... From the development of a story idea through to the day and **time** you choose to send a release to a journalist – **timing** is at the heart of good media relations.
- **Location Of the Site- Guindy** – The site is surrounded with many historical buildings such as the Guindy race course, MGR Medical college, Madras Engineering College – Main Building – Anna University, Sardar Patel Road, Guindy, King’s Institute of Preventive Medicine, Anna Salai, Traffic Engineering Building – Anna University, Sardar Patel Road, Gandhi Mandapam, Sardar Patel Road, which marks the significance importance of **time** and lasting long enough in time so that it creates a remarkable heritage sites to visit

QUALITIES OF TIMELESS DESIGN:



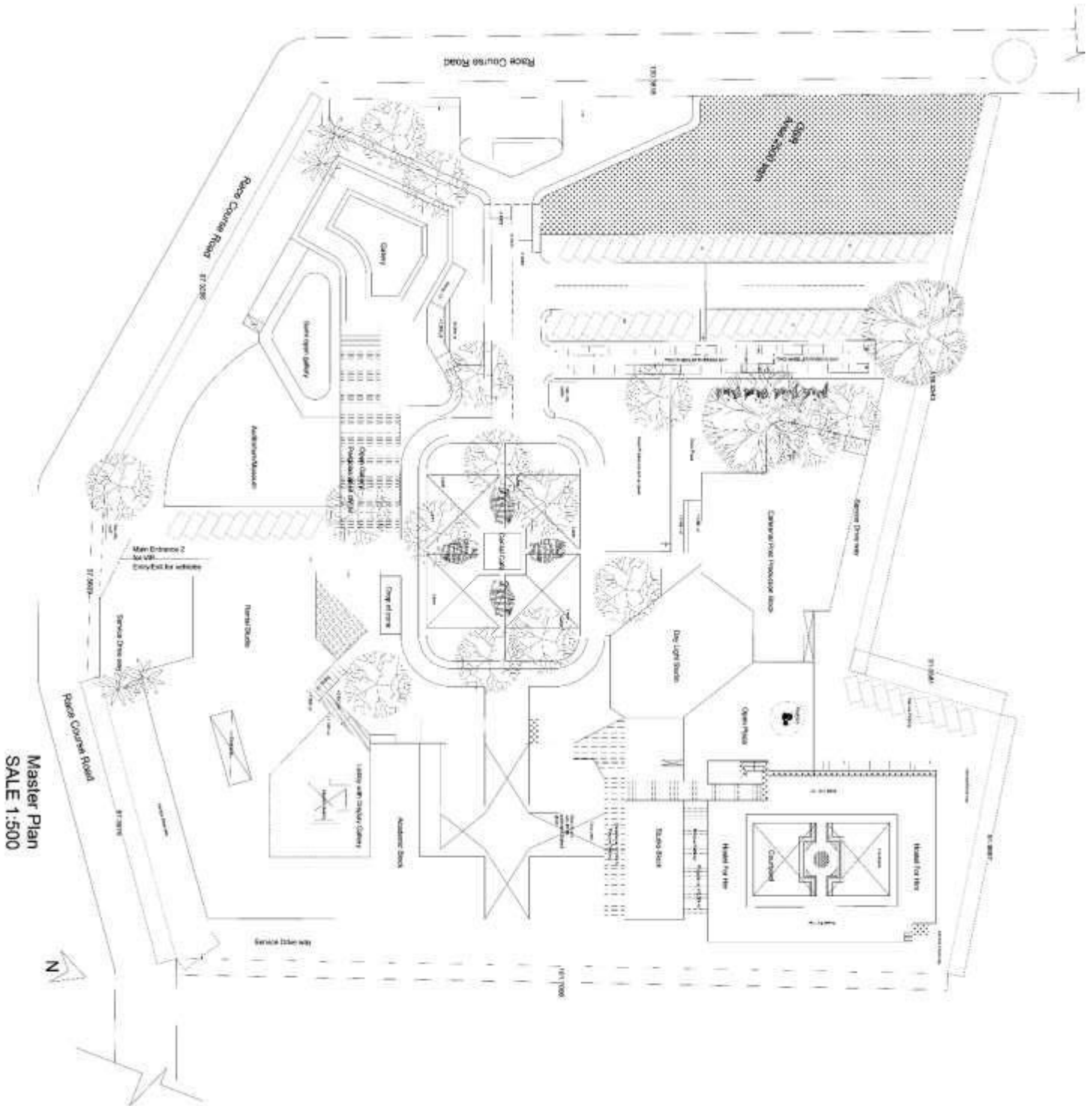
Figure 4.4 – Qualities of Timeless Design

- Architects are always using the term “timeless”—it’s easy to throw around. It’s easy to say that a building is revered because it’s so timeless.
- But what does “timeless” actually mean in terms of all of the design decisions and physical results involved with a building?
- Timeless design is something designed with intention and to endure time.
- Today, the emotional charge we get from the quick development of strip malls, urban sprawl, and spec housing is a very negative one. But the emotional charge we get from buildings that are made out of something – that are thoughtful – is a good one.
- A building with a timeless design has a strong sense of place which is reflected in its geometry, material usage, historical context, and connection to its surrounding landscape. Meaning, the home seems to belong right where it is and you can’t imagine it anywhere else. It’s thoughtful, intentional, and functionally works now and into the future. Over time, its materials transform and weather, becoming part of the character of the home. It has a sense of permanence and honesty that makes it feel authentic – deepening our appreciation and connection to it time and time again.



Figure 4.5 Master Plan

Master Plan
SALE 1:500



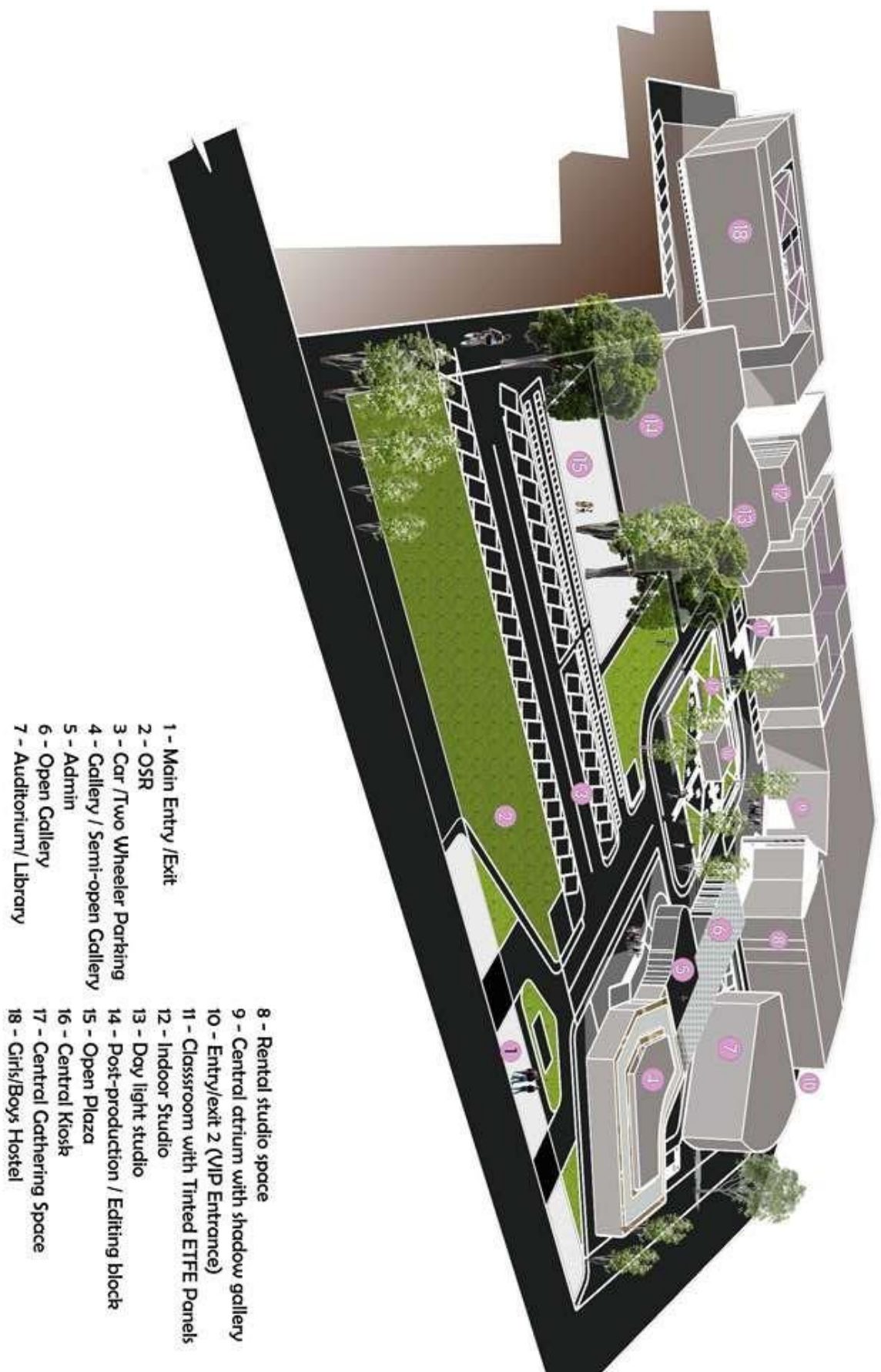
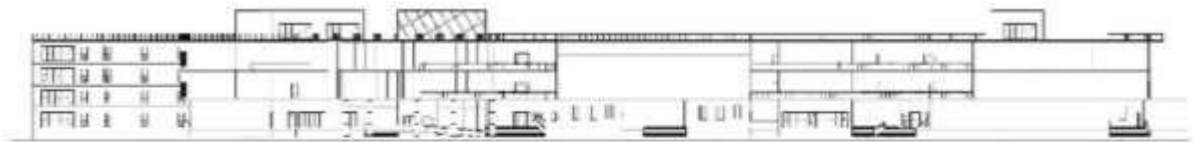
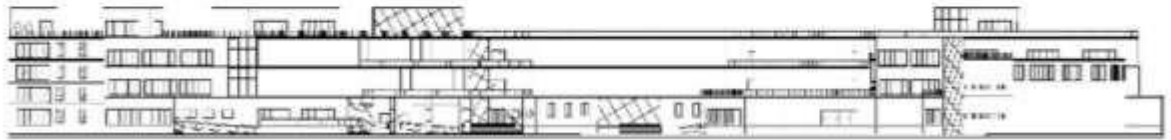


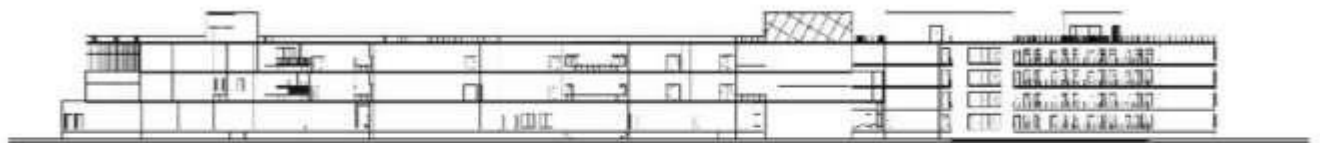
Figure 4.6 – Isometric view of the master plan



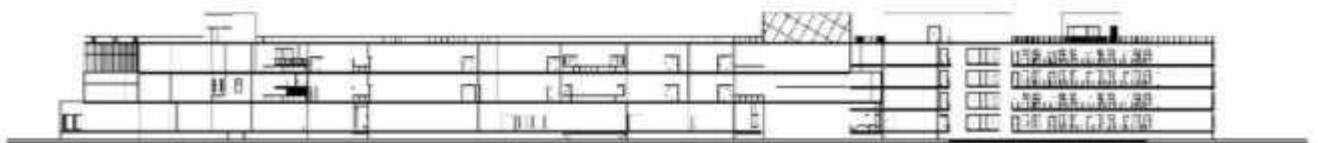
Hostel-Academic Block
Elevation



West Elevation



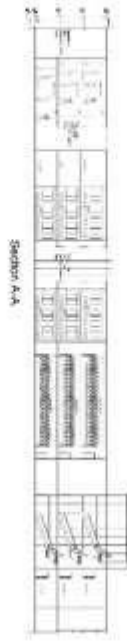
East Elevation



North Elevation



South Elevation



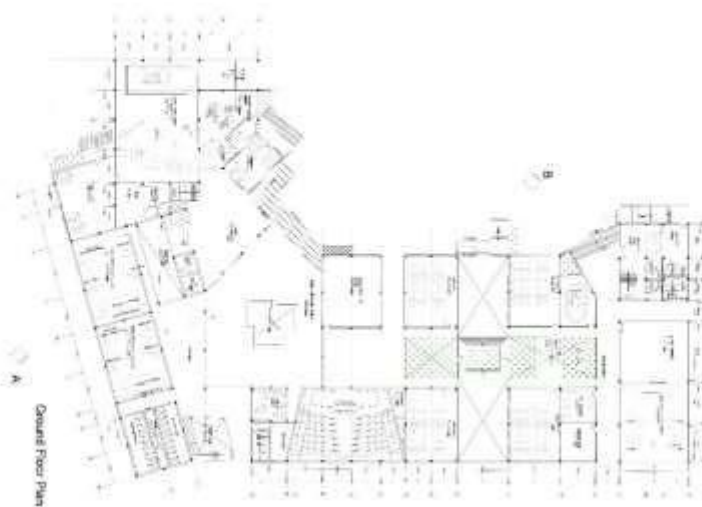
Section A-A



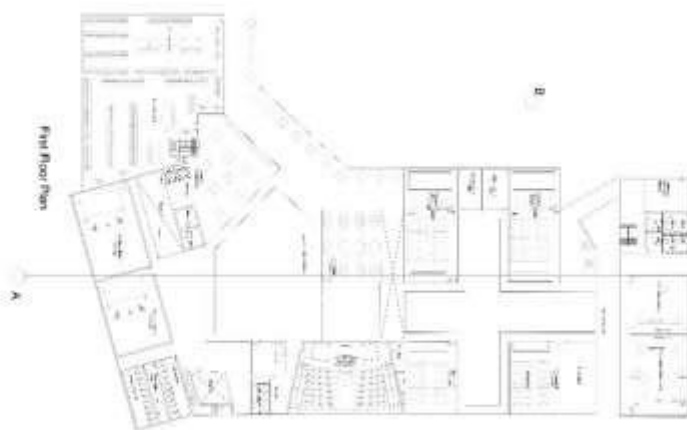
Section B-B



Elevation Academic Block



Ground Floor Plan

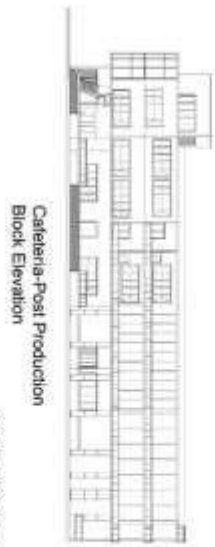
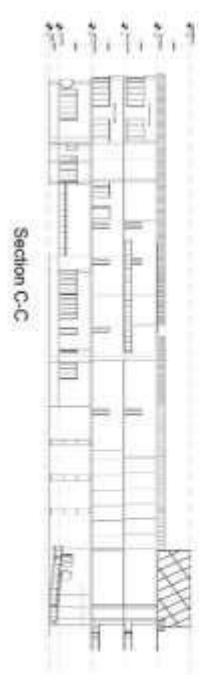
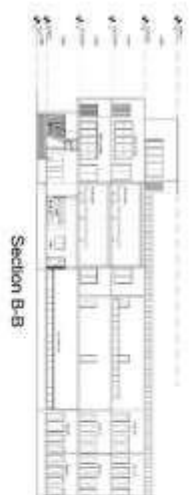
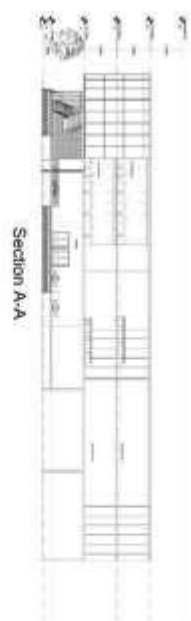
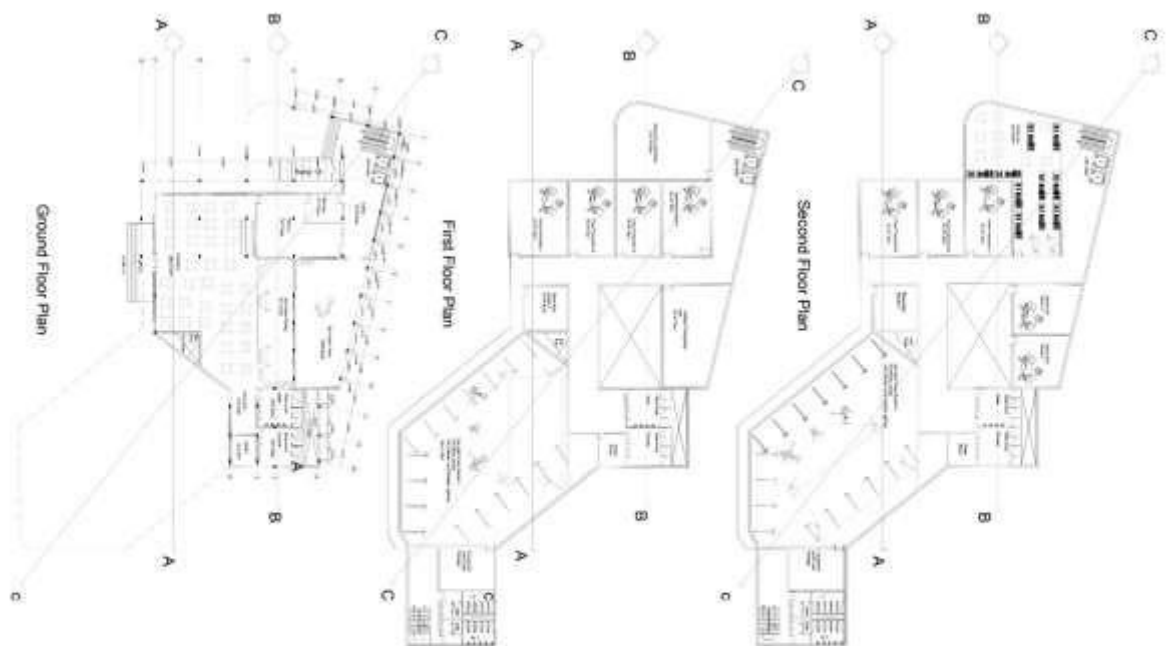


First Floor Plan

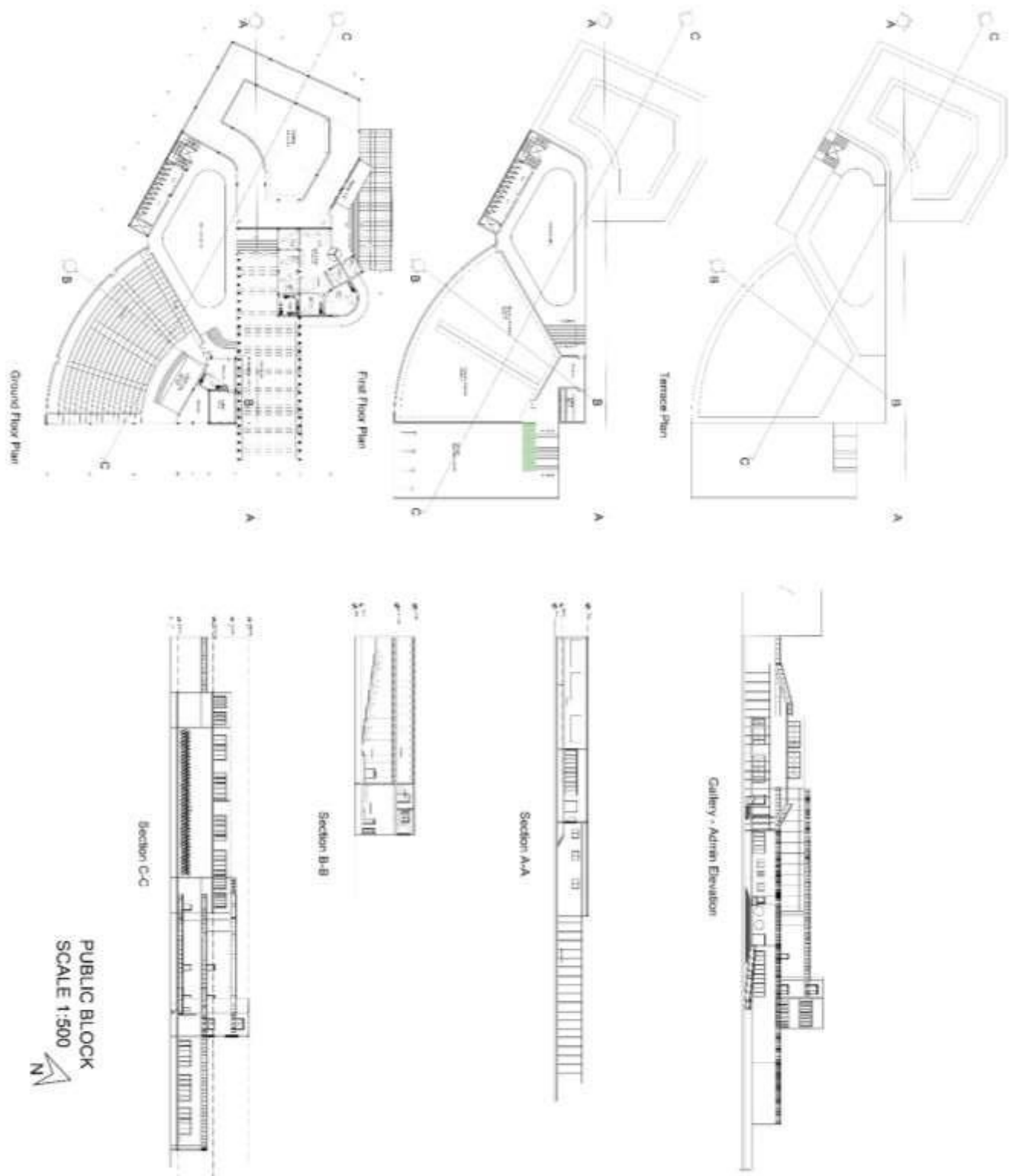


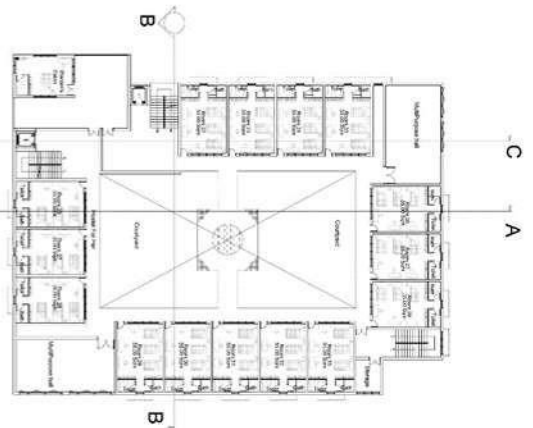
Second Floor Plan

ACADEMIC BLOCK
SCALE 1:500
N

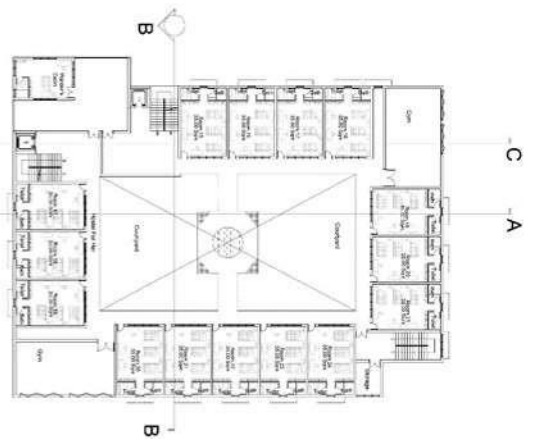


POST PRODUCTION BLOCK
SCALE 1:500
N

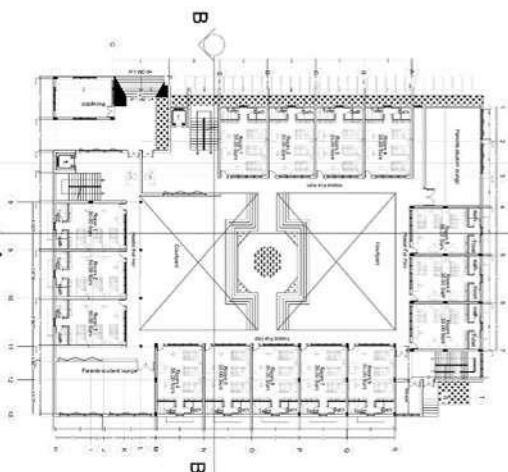




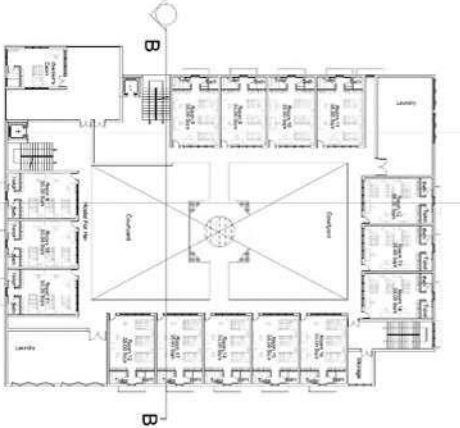
Second Floor Plan



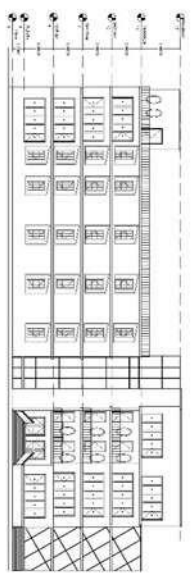
Third Floor Plan



Ground Floor Plan



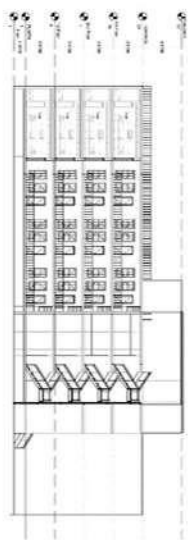
First Floor Plan



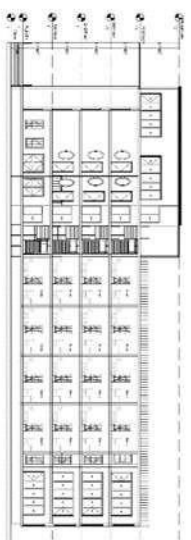
Hostel Elevation



Section A-A



Section B-B

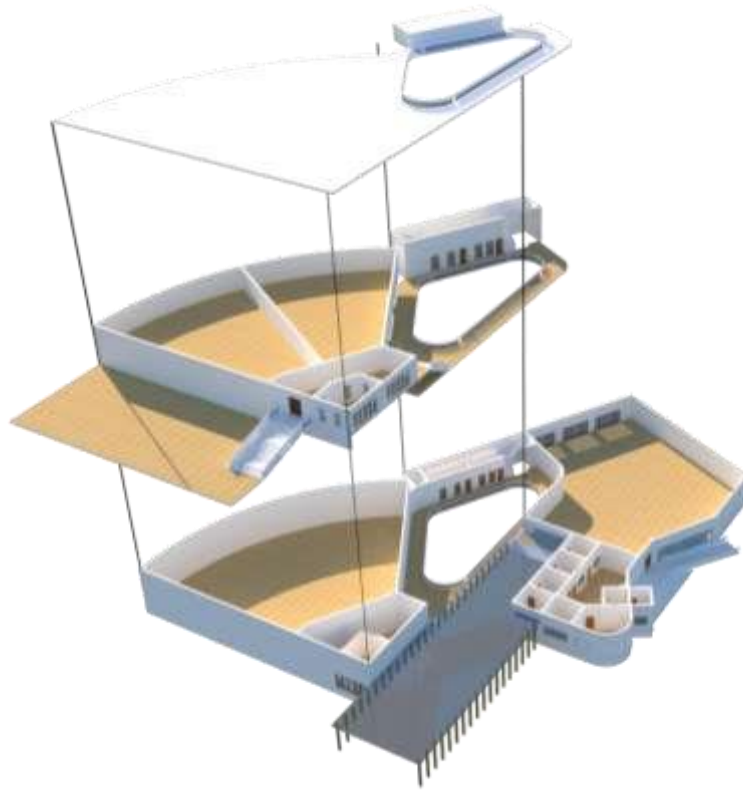


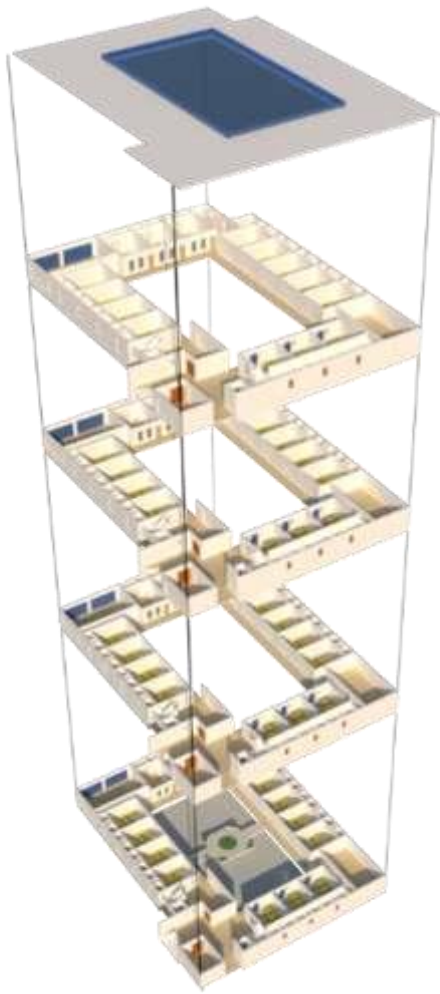
Section C-C

HOSTEL BLOCK
SCALE 1:500
N

**GALLERY
BLOCK**

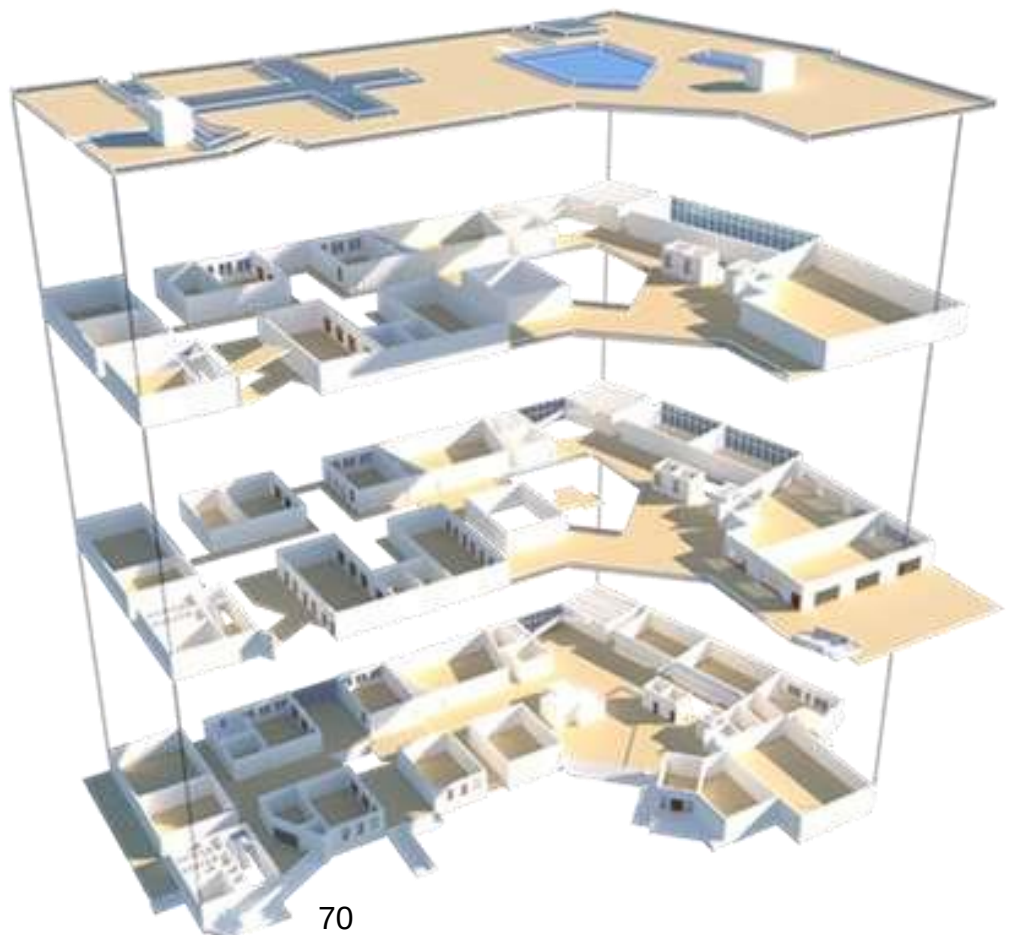
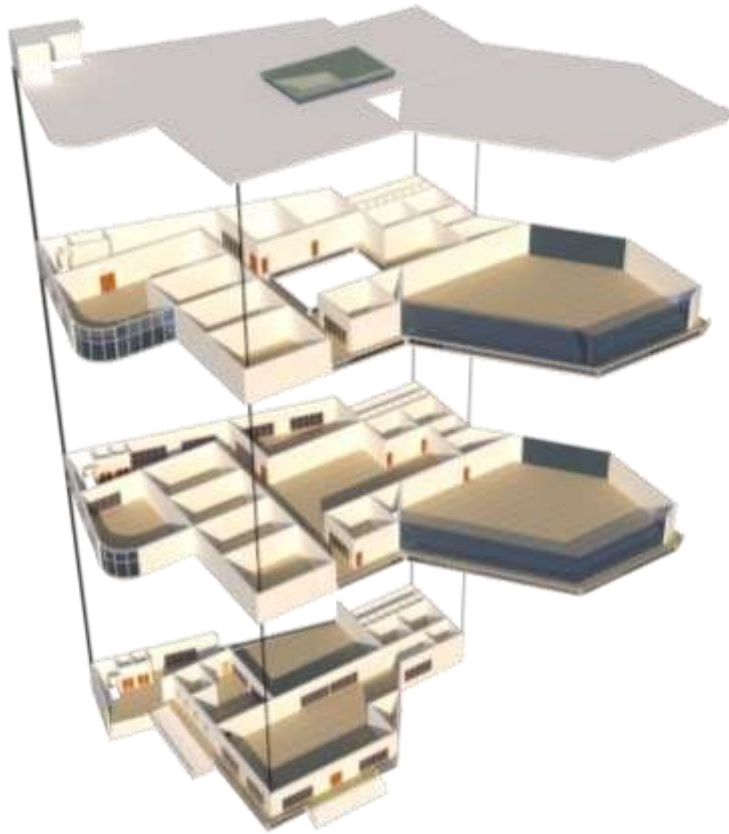
BLOCK HOSTEL





POST

PRODUCTION BLOCK



ACADEMIC BLOCK

5.0 CONCLUSION:

The spatial zoning needs to be achieved by a series of trials and error to finally find out of the wisest of all, that suits best for the purpose it is meant for.

The shading needs to be done accordingly based on the time of activities mentioned above.

And the zoning needs to satisfy the user pattern analysis since it is designed to be an open campus and also providing privacy for the students.

Hence an axial method of principle is used dividing the site into appropriate zones with a central café with lawn acting as the focal point which says,

Digitalization of media with photography requires a focal point for taking photos or a news which is to be focused for journalism.

Deriving the theory of the logic and applying it to the design brings us to a functionally active zoning which in turn connects each usage.

And also when considering to design an institution for photography and journalism which goes hand in hand by Pedagogy 5 major aspects connect them both by spaces,

They are

1. Theory classrooms
2. Studio spaces
3. Rental studios for revenue and exposure
4. The post production department
5. Display gallery

These spaces form the basis zoning which connects the user by its function yet the spaces are separated by blocks but are interconnected through transition spaces.

Thus, solving the design requirement and zoning and also the spatial perception of lighting inside the structure through divine transition spaces which acts as courtyards.