



Freelancer - Visual Communications, Photography

Pune

Organisation

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to promote transport solutions that reduce traffic congestion, air pollution and greenhouse emissions while improving urban livability and economic opportunity. ITDP is a not-for-profit organization with its headquarters in New York City with offices in Africa, China, Indonesia, Brazil, Mexico, and the United States.

The UrbanWorks Institute is a not-for-profit organisation registered under the Charitable Trusts Act in India. UrbanWorks is ITDP's network partner in India. UrbanWorks, through its ITDP India programme, provides in-depth support to Indian government agencies to implement sustainable transport initiatives and develop progressive state and national level policies to scale-up the sustainable transport paradigm. UrbanWorks also engages extensively with other stakeholders to promote sustainable and equitable transport ideas. More information can be found at www.itdp.in.

About the position

We are seeking a freelance candidate with excellent photography skills to document our projects, and take stock pictures of streets and public transport systems across the city of Pune. The photographs will be used for ITDP India's communications materials (brochures, blogs, website etc) and for the promotional content for the organisations upcoming international event-MOBILIZE .

The position will be based in Pune at a freelance capacity.

Scope of work

The candidate is required to take high quality pictures of the project mentioned below, showcasing the design intervention created and its impact on the people and streetscape. Detailed below are individual project design specifics that need to be documented. It needs to be kept in mind that in addition to these specifics, the overall impact needs to be documented as well which includes people's experience with the design, it's usage and its aesthetics in context to the overall streetscape.

1. Street Design Program:

- At least 3 street sections showing the property boundary, footpaths with shop frontages, pedestrians using street furniture, on-street parking (if any) and the main road.
- Document good and bad examples of footpath re-design with a special focus on :
 - Continuous clear width of pedestrian movement
 - Street furniture (e.g., light poles, community dustbins, utility boxes, trees, and other street furniture positioned on the footpath)
 - Footpath surface: smooth, even
 - Property entrances
 - Off and on street parking
 - Bus stops on footpaths
 - Utility boxes on both footpaths and the main road
 - Showcase the quality of artificial street lighting along a particular stretch
 - Street vending
 - Storm water drains
 - Activities like jogging, shopping, walking along the street

The streets to be photographed for the above scope of work are:

- JM road (walking & cycling)
- FC road (walking & cycling)
- ITI road (walking)
- Satara road (walking, cycling & BRT)
- Streets in the old city:
 - Laxmi road (walking)
 - Tulshi Baug (walking)

2. Cycling

- Bicycle tracks/bicycle lanes
- Cyclists using such tracks/lanes
- Cycling infrastructure such as docking lanes, signages, etc.

The streets to be photographed for the above scope of work are:

- JM road
- FC road
- Satara road
- DP road (Aundh) Parihar chowk to Bremen Chowk

3. Parking management

- Parking infrastructure such as signage, parking bays, etc.
- Parking enforcement in action

4. Pune BRT corridors:

- Street sections
- BRT stations
- Commuters using BRT - especially children, women, differently abled
- Pedestrian crossings
- BRT going past the congested mixed traffic lanes

Corridors that need to be photographed for the above scope of work are:

- Sangamwadi - Vishrantwadi BRT Corridor
- Satara road BRT corridor
- Swargate - Hadapsar BRTS corridor

General guidelines for capturing streets and people:

- *While street photography is about capturing street infrastructure such as footpaths and cycle tracks, it is meaningless if the pictures don't show people (of all ages, gender, physical-ability) actually using it. A street is the most public and accessible of places, thus, photographs should capture not only the public using the infrastructure but their emotions too. Pune's streets are one of the most celebrated streets in the country because they prioritise people rather than cars, and thus photographs should do justice to this.*
- *Capture people's emotions*
- *Capture moments - Spontaneity is what is celebrated in street photography, to add the realness of the moment.*
- *However, it is important to ensure that the pictures and people's interaction and experience with the project should NOT look staged.*
- *Photographs must be inclusive of all genders, age groups and the differently abled.*
- *The candidate is required to document each project at different times of the day*
- *Some pictures can only focus on infrastructure details (eg. tree pits), and that is fine. In such shots, it is important that the photographer frames the element well, with technical accuracy and attention to detail such as shadows, lighting etc.*

Deliverables and Timeline

- The photographer is expected to produce high quality and high resolution, edited, well organised (with the date and location) photos (RAW and JPEG files).
- The project will need to be completed within 2-3 weeks from the date of commencement.

How to apply

- The candidate should submit a sample of their photographs (especially focussing on street photography), and resume to jobs.india@itdp.org.