

Posing And Lighting Techniques For Studio Portrait Photography

Photographers must have a clear understanding of how the human body, from head to toe, should be posed and adjusted in order to look good—and natural—to the camera. Learning effective strategies to flatter the face, arms and legs, torso, and hands and feet will allow us not only to flatter our subjects but also effectively tell the subject's story. Regardless of your photographic style, the tips and techniques outlined in this book will allow you to better control what the camera sees and the mood or message you want to convey. Whether you are a portrait or lifestyle photographer, photojournalist, fashion or commercial photographer, this book is designed to help you learn skills that you can apply to your specific style and method of shooting. Stephenson maintains that you should first identify the intent of your portrait before you begin to analyze the way in which you will pose your subject or subjects. How will the client use the image? Does he or she need a business portrait, which will require an air of authority and confidence, with a traditional vibe? Is the couple who booked the session deeply in love, and would a pose that speaks to their emotional closeness be appropriate? The author then moves into a discussion on body language. The way that an individual holds himself says much about his mind-set, mood, and motivations. Image viewers subconsciously read the cues that the subject's body conveys. It is important to ensure that the body language that is summoned through posing suits the mood/theme /intent of the portrait. There are traditions of posing that have been in play in the visual arts for eons. Many photographers fall into using the same pose for every subject. When this happens, all of the images that leave the studio begin to look the same. This can have dire consequences when it comes to the public perception of the photographer's work—and can squelch the joy photographers feel when creating. Stephenson offers simple approaches to flattering every body part when photographing individual clients and also teaches readers how to create artful images of couples and groups, as in multi-subject portraits, each individual must look great and relate logically and aesthetically to other subjects in the frame. With tips for posing the young and old, males and females, singles, couples, and groups in both indoor and outdoor locations—and in reclining, seated, and standing poses, from full-length to close-up, this book will walk you through all aspects of posing and balance with examples and easy to follow instructions. It's time to stop guessing and learn the art and science of posing.

Focusing solely on the bride, this wedding portraiture book provides methods for pre-wedding shots, on-location photographs, and studio sessions. Included are ways to achieve proper exposure and contrast, tips for orchestrating props, and lighting and posing techniques to minimize and conceal flaws. Accompanied by stunning full-color photographs and accompanying technical tips, this guide also includes a complete listing of all the details and preparation work that will ensure a smooth shoot, including pre-wedding appointments and ways to eliminate distracting background elements.

Models need to get hired, designers need to sell their clothing, magazine editors need to attract readers—and to do this, they all need one thing: attention-grabbing images. Satisfying these savvy and demanding fashion-photography clients requires a photographer with both a strong command of lighting and a dash of ingenuity. In this book, veteran fashion shooter Billy Pegram (whose past clients include Fila, Swatch, Pussycat Dolls, and Tony Hawk) shows you how to attain that goal with cutting-edge techniques that showcase flawless skin, accentuate stunning figures, and highlight gorgeous products. Through careful control of the light, whether in the studio or on location, you'll learn how to manage every nuance of the model's appearance, drawing attention to his or her standout qualities and minimizing any problem areas. Short, to-the-point lessons with ample lighting diagrams and image sequences make learning easy. Armed with these techniques, you'll be ready to approach fashion shoots (or fashion-inspired portrait sessions) with confidence—and deliver memorable images to your clients.

“Boudoir” photographs are intimate images created of a woman in a private (read intimate) space. The term “boudoir,” in translation, means “bedroom,” and images created in the boudoir style—whether they are indeed created in a woman's boudoir or in a makeshift bedroom within the walls of a photographic studio—are strictly feminine. The subjects may be adorned in fine lingerie, or perhaps may be shown in the act of dressing—or undressing. The images are sensual, flirty, and always beautiful. Clients book boudoir sessions to celebrate their sensuality and femininity. For some, the goal is to document a special phase in life or simply to find a new way to see herself. Other women seek to book a boudoir session with the goal of providing a significant other with a highly personal and perhaps playful gift. Regardless of her motivation, her expectation is that her photographer will be able to amplify her assets, minimize any perceived figure flaws, and create a beautiful, evocative work of art. In order to meet—and exceed—her clients' expectations, photographers must have a wealth of technical knowledge (just which camera angles, exposure settings, lens selections, and lighting patterns will create the desired look?) and a facility with coaxing form-flattering poses that lengthen legs, whittle waistlines, enhance the bust, and somehow look and feel natural, not contrived. The expression that is elicited must suit the mood of the image, too. And, of course, there are fragile egos at play. Yes, working with a scantily clad subject under the scrutiny of a lens is a tall order. Sadly, each of those concerns can seem magnified when working with the plus-sized boudoir subject. In this book, Tammy Warnock presents a tangible, easy-to-follow recipe for creating va-va-voom images of plus-size clients that celebrate every sexy curve. She introduces readers to 60 real-life subjects and investigates the intricate details of conceptualizing and crafting a sensational plus-size boudoir session. For each session presented for review, readers will learn about the client's objectives (Why did she book the shoot? What was the mood or feeling or theme she had in mind?). Tammy will share the strategies she used to create rapport with the client, boost her confidence, and ensure a positive, praise- (and referral!) worthy experience. The artistic elements of the shot (backdrops, props, and styling) and corrective posing and lighting strategies are detailed as well, culminating in an inspiring and instructional framework that readers will rely on whenever any boudoir subject calls for services.

Aiming to help portrait photographers yield pleasing results with a variety of body types, this tutorial evaluates the subject's appearance and suggests refining poses, providing tips to make sure each subject ends up with a result they like. Using before-and-after photos—and working through every region of the body from the head to the feet—acclaimed professional instructor Jeff Smith demonstrates simple posing adjustments and explains how various poses can conceal problem areas and maximize positive assets. Also covered are common mistakes that photographers make when posing their subjects and how to best match that pose with the setting, coordinating an overall feeling and style that makes every client look outstanding.

From facial expression and body angles to camera optics and ideal lighting, this invaluable photography reference discusses all the facets of posing. Featuring 10 acclaimed photographers and their exceptional images, this detailed guidebook illustrates how each artist approaches the practice of posing and offers his/her advice on how to achieve more successful and visually appealing portraits. Business-related concerns are also addressed, ensuring that the professional photographer remains relevant and marketable in terms of composition and style.

With easy-to-follow instructions and detailed photo sequences showing how to arrange lights and lighting accessories, this carefully structured course teaches all the fundamentals of portraiture, as well as a host of other creative techniques. It sets out everything the amateur needs to know to create a wide range of styles, from choosing the right equipment to composing the background to placing and positioning the subject for maximum effect. The basics of color and black and white, digital capture and film, and studio and location shooting all receive detailed attention, and helpful tips on mood-enhancing lighting will help raise novices' skills to professional levels.

More and more businesses and potential clients are seeking out great portrait, commercial, and fashion photography featuring men. For working photographers, photographing men may be one of today's greatest new opportunities. But, while there are dozens of books, guides, and workshops on photographing women, there's been practically nothing comparable for men... until now! Photographing Men: Posing,

Lighting, and Shooting Techniques for Portrait and Fashion Photography, 2nd Edition, is an updated version of the bestselling first edition by photographer and author Jeff Rojas. The book remains the definitive full-color guide to every aspect of modern male photography. In this book, Jeff covers posing, styling, lighting, post-production, and more, showing how to achieve outstanding results and maximum creative expression. You'll discover how to: -Make male clients look natural, masculine, and confident -Skillfully document your male clients' best attributes--both physical and emotional -Identify and complement different face shapes, body shapes, and other features -Compensate for "perceived flaws," including acne, baldness, double chins, gray hair, wrinkles, and large features -Overcome the challenges of styling male subjects, including big, skinny, and short men -Understand how a suit should really fit your subject--and what to do if suits are out of the question -Properly light all shapes and sizes of men for portraits, fashion, and commercial images (with complete lighting diagrams, behind-the-scenes images, and gear lists) -Shoot 3/4-length and full-length poses -Photograph entrepreneurs, managers, businessmen, innovators, "classic" and "handsome" men, athletes, underwear models, and celebrities -Complement every man's features with tried-and-true post-production techniques -And much more

TABLE OF CONTENTS PART I: DEFINING FEATURES Chapter 1 - Face Shapes Chapter 2 - Body Types Chapter 3 - Perceived Flaws Chapter 4 - Appealing to Men PART II: POSING AND STYLING Chapter 5 - Posing and Directing Your Subjects Chapter 6 - Understanding Body Language Chapter 7 - Standing Poses Chapter 8 - Sitting Poses Chapter 9 - Laying Poses Chapter 10 - 5 Go-To Poses by Profession Chapter 11 - Styling Chapter 12 - Styling Difficult Features PART III: LIGHTING Chapter 13 - Introduction to Lighting Men Chapter 14 - Portrait Photography Chapter 15 - Commercial Photography Chapter 16 - Fashion Photography

To stand out in the crowded field of family portrait photography, one's photos must capture feelings and convey heartfelt emotions. Ed Pedi has spent 20+ years in the business, honing his techniques and establishing himself as an award winning photographer. In this book, Pedi presents 60 of his finest images, detailing the setting and the technical aspects of the shoot. Each image is also accompanied by set-up shots and or diagrams. This collection provides a concise overview of the art of family portrait photography. Family portrait photography can mean many different things. From individual portraits of babies and children, to various groupings of family members all the way to 100 people family -reunion group portraits, there are many things a professional shooter needs to be prepared for. In fact, many shoots will include multiple setups with a changing roster of family members in different poses and settings. Being able to deftly maneuver all of this and keep everyone and everything under control and on task can seem quite daunting. Pedi breaks all of this down into simple and easy to enact tips and lessons. While skill and artistry are key to creating memorable portraits, actually selling prints is just as important to running a successful business. Photographing each family member and the children separately increases options for greater sales with multiple pictures to choose from. In a similar vein, larger groups (like the group of 28 that Pedi details in the book) can be photographed in multiple breakdowns. In the book he explains a number of these breakdowns, each which works as a way to increase sales from one session. Another key to long term success as a portrait photographer is the repeat client. Imagine photographing a child every few years, from newborn to high school graduation. Many families will have their family portraits taken every few years as their children grow or more children are born. Repeat clients are more than just clients, they are relationships built between the photographer and the families. These relationships allow families to trust the photographer, not just for the standard family portrait but for special occasions like graduations, family reunions or seasonal portraits. Crafting a portrait that clients will love is more than just simple posing. Lighting plays a huge role. Oftentimes, with large groups it is necessary to shoot outdoors. The author provides a number of creative lighting techniques for dealing with everything from the single child portrait to large outdoor setups. The author provides the metering lighting setups he used for many of his shots, taking special consideration for photographing large groups or shooting outdoors. Also important is composition and many times, the use of props. Pedi always has a number of potted plants and artificial rocks with him to use to spruce up a scene. Flowers can be used to subtly add color to the portrait or fill in dead space, while the rocks can be used as posing or seating objects. In this book Pedi provides examples from his 20+ years in the industry of how to create the emotional portraits that clients want. Not only will they want multiple photos from one shoot, they will want to hire you again and again for their ongoing portrait needs. Creating a relationship with your clients not only makes everyone more comfortable during a shoot but lets them know that they can trust you and expect a certain level of quality each time they need a photographer.

Posing and Lighting Techniques for Studio Portrait Photography Amherst Media, Inc

Portraiture is a complex craft, made exponentially more difficult by the variable lighting, cluttered backgrounds, and equipment limitations of location shoots. This guide leads beginners and professionals alike through all the technical and creative challenges of this increasingly popular art form. Subjects covered include choosing film, picking lightweight and durable equipment, calculating exposures, using the Zone System, and making the best of ambient light. Tips and techniques are reinforced with full-color examples, accompanied by advice on posing and composition.

PHOTOGRAPHIC EQUIPMENT & TECHNIQUES. Rick Ferro opens wide his overflowing bag of tricks to show photographers how to create breath-taking wedding, engagement, portrait, and glamour photographs in any location. Readers will learn to work with natural light to produce beautiful, evocative images. Sophisticated indoor, multi-light setups are detailed and diagrammed too, ensuring readers can readily duplicate the flattering lighting effects that are a hallmark of Ferro's style. He also provides tips for adding to the budding photographer's income through social media, inventive presentations, and more.

Full of outstanding images created on real assignments, this book provides a valuable insight into the creative process of one of today's top portrait photographers. In support of each portrait image is a setup image, an outtake image from the shoot, or both. Rodriguez is a master of lighting, so lighting diagrams are provided for every shot, making it easy for readers to adapt the setups to their own subjects and shooting style. The guide also provides ample description of the effects achieved through the selection of each light modifier and the placement of each light source within the overall setup. Posing techniques are covered in detail, with tips for both refining the appearance of the subject and for communicating the individual's personality through the pose selected. This book is a valuable addition to the library of any professional photographer or advanced student of photography.

A guide to photographing semi-nude and nude women covers such topics as lighting, posing, location selection, movement, makeup, photography styles, and working with models.

Christopher Grey follows up his successful books on lighting for portrait photographers with this complete guide to professional portraiture. Successful poses are shown to be achieved through a thorough understanding of the client's personality and their objectives for the image's use. Next, the mechanics of positioning the human body are thoroughly explained with special attention given to each part of the physical form to make it look its best. Specialized techniques for different styles of portrait (including head shots for actors, senior portraits, and editorial fashion portraits) are offered, allowing photographers to better tailor the pose. Also covered are different approaches to directing the subject, from very hands-on in which the photographer refines every aspect of

the pose to a more relaxed strategy of general guidance with only occasional instruction for selective posing refinement. Using the techniques presented in this book, photographers will be able to more efficiently and effectively present their subjects in flattering ways--and in eye-catching compositions.

More and more men are seeking out great portrait, commercial, or fashion photography. For working photographers, photographing men may be one of today's greatest new opportunities. But, while there are dozens of books, guides, and workshops on photographing women, there's been practically nothing comparable for men... until now! Jeff Rojas's *Photographing Men* is today's definitive full-color guide to every aspect of modern male photography. Rojas builds on his unique in-person course, which has made him Google's #1 go-to search result for knowledge on photographing males. Rojas covers posing, styling, posing, lighting, post-production, and more, showing how to achieve outstanding results and maximum creative expression. You'll discover how to: Make male clients look natural, masculine, and confident Skillfully document your male clients' best attributes, physical and emotional Define every man's face shapes, body shapes, and other features Compensate for flaws and perceived flaws, including acne, baldness, double chins, gray hair, wrinkles, and large features Overcome the challenges of styling male subjects, including big, skinny, and short men Understand how a suit should really fit your subject - and what to do if suits are out of the question Properly light all shapes and sizes of men for portraits, fashion, and commercial images (with complete lighting diagrams, behind-the-scenes images, and gear lists) Get detailed examples and tips for portraits, 3/4 poses, and full-length poses Photograph entrepreneurs, managers, prosperous men, innovators, "classic" and "handsome" men, athletes, muscle men, underwear models, and even movie stars Complement every man's features in post-production techniques And much more

Wedding photography is one of the biggest markets in professional photography, and one of the most challenging. Detailing every aspect of wedding photography, from the pre-wedding consultations to techniques for nonobtrusive coverage of the ceremony, this book serves as a guide through portraiture of the bride in the studio, the couple, the ceremony, the wedding party, and the newlywed's family. Written for both professionals and amateurs looking for creative ways to set their work apart from others, this book explains how to create a list of special people and shots the bride and groom want, shoot dramatic and flattering images of the bride in the studio, and pose and shoot photos of the couple at the altar. Included are timesaving techniques for shooting a selection of family images before the ceremony, lighting and posing the bride and groom for individual and couple portraits, and formal portraits of the wedding party. It provides advice on selecting the perfect location and taking environmental images of the newly including ring exchanges, silhouettes, and architectural images.

This is a short, basic beginners guide for starting a studio or for new parent's wanting to take beautiful pictures of their newborn. This guide includes information on setting up your studio for newborns, the equipment you will need, camera information and settings, posing examples with pictures, lighting information and diagrams, and a ton of other information for running a newborn portrait studio.

Headshots—images that include the subject's head and shoulders—are big business for photographers. These types of images are needed by individuals from all walks of life—from business tycoons to actors and models. While most clients who book portrait sessions want images that document a moment in time, special event, or aspect of their personality (and file them away or share them with family or friends), headshots are very public. They grace annual reports, appear on business cards and websites, and take up prime real estate in the portfolios of those who seek to appear in fashion magazines, product ads, on stage, and on the screen. In short, clients need tailored images that speak of a business proficiency, appear pleasant, and simply communicate their core characteristics to viewers. In this book, Hughes provides solid lighting and posing techniques that will yield repeatable, polished portrait results that please subjects and get them noticed.

The book is designed to help photographers take a beautiful portrait in natural light. Included are some general tips and tricks that professional photographers use when shooting portraits in natural light. Tips on purchasing gear for those on a budget are also included. The book is loaded with practical tips and techniques related to lighting, posing, and business to help take your natural light portrait images and your portrait photography business to the next level. This book is loaded with portrait images taken with only one light or one light with a reflector. Also included are descriptions of how many of the portraits were made including many setup shots that show where the lighting was placed. The portrait images alone will give you great ideas on posing. Also included are business tips specially designed for the home-based or location photographer on a budget.

Rayment Kirby shows you how to execute complex image concepts with simple tools. Working in a small studio with simple lighting, Kirby uses digital technology to flawlessly transform images of models, props, and small-scale sets into dramatic composites. Building on these transformative processes he also explores how everyday locations can be infused with a fantasy element for more evocative results. For each final image, the author presents a lighting diagram and alternate or procedural images to reveal the process used. Easy-to-follow text detailing the process makes it easy to adapt his inventive approaches to your own images for more exciting and compelling nude images. Packed with DIY solutions for big looks, this book is sure to stoke your creative fires!

Learn how to make simple posing and lighting adjustments that enhance your boudoir portraits-with minimal time and effort Packed with all the latest ideas and techniques,that usually can only be gained from experience or,from keeping up-to-date with all the latest,literature, this guide to studio portrait,photography explains how to get the best results,and the lighting techniques required. Also,included are details of many special techniques,that will show the reader how to select and use,special filters, how to take high-impact,close-ups, how to handle exposure testing and,control and lots more besides. Illustrated with,b & w and colour photographs throughout.

With techniques for achieving a flawless portrait, this manual shows how to create stunning, professional images in any setting. Tips on how to delicately discuss and evaluate a subject's appearance and his or her specific concerns combine with examples on how subtle changes in lighting and posing can flatter subjects—by slimming the waist and hips, enhancing the bust, narrowing the nose, reducing a double chin, and concealing baldness—helping portrait photographers sensitively downplay perceived flaws. Also illustrating how the latest in digital imaging technology can fix problems, this up-to-date resource shows how to digitally eliminate acne, whiten teeth, remove braces, and fix unnoticed clothing problems. Techniques for processing RAW files and for optimizing JPEG files for quick, but consistent, shooting are also included. With hundreds of new images, before-and-after sequences, and informative text, this is the ultimate reference for creating beautiful, flattering portraits.

With detailed, informative instructions for capturing personable and memorable yearbook photos, actor and model portfolios, and business, bridal, and children's portraits, this exhaustive reference covers what photographers need to know to be successful. Emphasizing that the

client is always the center of the photograph, this resource illustrates how to evaluate the customer to determine which features to downplay and which to accent. Tips for creating the perfect image through posing and lighting, handling the post-shot conference, and previewing and retouching the images are supplied, as well as guidance for the technical and emotional challenges of shooting a portrait. Packed with step-by-step images, no-nonsense techniques, and practical advice, this is a must-have book for professional and advanced amateur photographers.

Nylora Bruleigh's presentation of Fine Art Portrait Photography perfectly depicts her creativity and ingenuity. Photographers by their very nature are creative, but Nylora takes it more than a step beyond the norm. Her patience and diligence in creating images such as "Awaiting True Love's Kiss" with Snow White and the Seven Dwarfs, "Elegant Egrets", "Waiting in Suspense", "Queen of Hearts", "Black and White" and "Who's the Fairest of Them All?" are just a few examples of her creativity and perseverance. Not only does she show her before and after images for all of the photographs in this book, she also gives a thorough explanation as to how she took the thought process through from the initial idea to fruition. She tells how, before coming up with a theme for a portrait session, she will scour yard sales or visit antique shops to find just the right prop for a future session. The wheels of her mind are in constant motion, sometimes even awakening her in the middle of the night, giving her new concepts with which to experiment.

A complete step-by-step guide to the techniques of positioning and lighting for the portrait photographer. Starting with the basics, the book takes the reader through the numerous techniques that photographers can use to improve the quality of their pictures and create portraits that will minimise problem areas and produce portraits of outstanding quality. 120 colour and b/w photographs.

Combining two disciplines—posing and wedding portraiture—this professional resource helps photographers create flattering poses to build the best possible portraits and highest possible sales. Photographers are taught how to position the head, shoulders, torso, arms, hands, legs, and feet to correct figure flaws, make a client feel relaxed, and evoke a dynamic image that tells a story or defines a relationship. The challenges of shooting on location are addressed with tips for adjusting poses in any situation. A discussion of body language and how small Nude photography can be divided into numerous subgenres, including artistic, commercial, glamour, and nude portraits. Within each subgenre there are variations in the way various subjects are presented—the lighting, posing, location, and even the expression must suit the unique parameters of the specific specialty. In this book, Peter Bilous investigates the techniques required to create artistic nudes. Artistic nudes are images in which the human body is used to create art; these photographs are not intended to be a representation of the person; they are not portraits. Many times the subject does not make eye contact, and though it is not a hard-and-fast rule, there is typically no portrayal of emotion on the face and no emotional expression in the pose. So, how do you orchestrate all of the aspects of creating such an image? As Bilous details in this book, creating an effective artistic nude photograph is aided by cultivating an understanding of the work of the pioneers of the art form and even modern-day practitioners. It also requires the proper equipment—from zoom and prime lenses, to studio strobes and continuous lights to modifiers of every shape and size and the associated lighting accessories (light meter, remote triggers). Finally, you'll need the means to process your images and output them, whether via digital transfer and sharing or via print. After detailing gear requirements for successful artistic nude photography, Bilous addresses finding suitable models for the project you have in mind. He points out which body types—from fit and athletic to tall and slim to curvy—work best for various artistic objectives, from bodyscapes to detail or feature-specific works. He also provides tactics for finding models, covering your bases with model releases, and even creating rapport. Posing and composition are important components of every artistic nude. The right pose will accentuate the features and, combined with artful composition, will lead the viewer's eye through the scene. Bilous provides tips for finessing the position of every body part, from head to toe, for a controlled artistic expression. Next, he delivers strategies for creating a mood in the image that furthers the artistic merit of the shot. Bilous then moves on to explore the challenges and benefits of shooting in the studio (whether a home studio or commercial space) versus working on location and provides insight into creating or finding/modifying effective and flattering light. Readers will learn how to produce key lighting styles and patterns and will get specific ideas for capturing a variety of image looks using creative camera angles, highlighting the scene, or even downplaying location elements. Finally, Bilous takes the artistic nude a step farther: readers will investigate the artistic potential of using long shutter speeds, unusual compositions, shadows, silhouettes, creative lighting, and post-processing effects. Following up on the success of his first book, *Photographing Men*, photographer and author Jeff Rojas has created a companion book that covers everything you need to know about photographing women. Unlike so many other books on the market that focus on photographing women which are often just a collection of images that show different posing and lighting setups in *Photographing Women: Posing, Lighting, and Shooting Techniques for Portrait and Fashion*, Jeff actually teaches you what you need to know in order to create great images. In the book, Jeff first discusses the variety of face shapes and body types you'll work with when photographing women. He then dives deeply into teaching you the posing, styling, and lighting techniques that will flatter your subjects and convey your intended message. In *Photographing Women*, you'll learn: How to identify different face shapes, and how to decide on makeup and lighting choices based on those shapes The different body types that most women have diamond, hourglass, rectangle, apple, etc. and how best to flatter them All about perceived flaws such as love handles and double chins and what to do about them The difference between posing and directing your subjects How to style your subject appropriately, depending on the type of shoot (portrait, boudoir, commercial, etc.) How to pose your subject for standing, sitting, and lying poses The lighting techniques you need to know in order to create beautiful, flattering light in your photos And much more! In the final section of the book, covering lighting, Jeff brings it all together and provides 21 unique lighting setups, working through a series of shoots that cover portrait, commercial, and fashion photography."

A COMPLETE PHOTOGRAPHER'S TECHNIQUES, POSING GUIDE & REFERENCE Lighting People is an art every photographer - and every photography student - must master, and this single volume is both a complete course and the most useful reference book you can find. **SECTION 1: UNDERSTANDING LIGHT** Chapter 1: Lighting Equipment - Get to grips with light every artificial light-source: Continuous Light, Flash, Studio Strobes & Speedlights, as well as modifiers. Chapter 2: Setting The Mood - Understand the effect you can have with your lighting; hard & soft, low & high key, bounce, feathering, fall-off and more. Chapter 3: Standard Lighting Techniques - How to pull off techniques including: Loop, Rembrandt, Butterfly, Split, Clamshell and Accent. Chapter 4: Camera Settings - Using your camera's exposure settings to get the best from any lighting equipment. **SECTION 2: WORKING WITH LIGHT** Chapter 5: Preparation - How to evaluate your client and their brief and plan a shoot. Chapter 6: Lighting Scenarios - Tips and tricks for doing the best whether you're shooting portraits, fashion, beauty, events or more. Chapter 7: Getting Started - Choosing your lights and setting up your shoot. Chapter 8: Getting Creative - Use gels, projections, blur and other effects for more unusual images. **SECTION 3: RESOURCES** Lighting Setups: Hands-on examples of studio shoots Lighting Reference Gallery: Hundreds featuring the same four models lit against a white and a dark background from a number of different angles; the most complete lighting reference available.

The most essential factor in creating a successful, salable portrait is properly lighting the face. But, every face is different, and, each face type requires a different style of lighting. It is imperative that the photographer realizes this. From the subjects' complexion and facial size, to their clothing, hair color and setting, there are many aspects to consider when lighting a client. The photographer must also take into consideration what type of product the client wants: senior portrait, bridal portrait, glamour or professional. Each one of these requires something different. Properly and efficiently addressing all of these factors will set you and your business apart from the competition. In this book, Smith focuses on teaching photographers how to conceptualize and produce portraits that will please the client. He emphasizes that he is not creating his own artistic vision, but that he is crafting what the client wants. That is not to say the results aren't artful and creative. Both of those things

are very important, as Smith shows, but the main goal as a successful professional photographer is to create portraits that the subject wants to buy. Smith advises photographers to be aware of a subject's self-image when creating the portrait, being sure not to light them in a manner that is unflattering or distorted. Success in creating salable portraits relies as much on understanding people and the way our self image functions as it does understanding the proper techniques of lighting. First, Smith discusses the differences between face types and what to be aware of when setting up the lighting for each. Proper metering and placement of light source are essential to controlling your highlights, your shadowing and the transition area in between. Establishing a system for modifying your lighting setup for each subject is emphasized. The concept of Camera Sight, or visualizing the finished photo ahead of time to look for potential problem areas, is very important. As Smith admits, this skill comes with experience. Where he once had to take many test shots to pick out these issues, he is now able to see them before he shoots a single frame. This is a skill that develops over time with training and practice. The author then explains the differences between shooting in a studio and shooting on location, both indoors and outdoors. Different equipment is required for each scenario, but the equipment used for shooting outdoors can even differ depending on the time of day. While the most ideal natural light occurs just after sunrise or just before sunset, most customers do not want to have their portraits taken at 5am or late in the day. So, the photographer needs to be prepared to shoot in the harsh midday sun. In addition to lighting the face, the photographer must find usable light to illuminate the background properly. Smith details the lighting system he uses for outdoor portraiture and presents it in the context of his shooting experiences. While studio shoots provide greater levels of comfort and consistency compared to a location shoot, there are still many things required to get that perfect shot. Properly applying fill, accent light and shadowing are just as important in the studio as they are on location. Understanding the concepts of traditional lighting allows the photographer to consistently create studio portraits that will please any customer. The most important part of the face to light properly is the eyes. Smith explains in detail what factors a successful photographer must consider to get the final portrait every client wants. Whether it is a difference in the size of the client's eyes or ears, asymmetrical lips, or a crooked nose, there are ways to light these to correct the differences. Using artistry and creative vision to adapt from the comfort of studio shoots to the complicated and diverse demands of location shoots, Smith provides the reader with the tools to capture what the client wants every time.

Examining a style of photography that has become increasingly popular with families, this in-depth analysis explores the most important aspects of mother and child portraiture. Summarizing advice from seasoned professionals, this helpful reference demonstrates how to create the right environment for the shoot as well as carefully select the best props, backgrounds, and lighting for mother and child while allowing them to interact naturally. Starting with mothers and newborns, this survey works its way up through toddlers to elementary and middle schoolers and concludes with teenagers. A vastly diverse collection of images that express each photographer's concept of what mother and child represent is also included. Filled with inspiring examples and no-nonsense techniques, this extensive overview also covers photographing moms with groups of children and extended sessions that offer potentially greater sales volume.

Most photographers love photographing people—but they will also readily admit that there are a lot of challenges to making great portraits. In this book, professional portrait photographer Bill Israelson explores the skills that lie at the heart of a successful approach to portrait photography. First, he helps you set your overall objectives for the image and your depiction of the subject, which will determine the equipment you'll need. Then, he lays out a simple six-step process designed to help you achieve your objectives (from location selection through lighting and posing) and create a great-looking portrait of any subject in any situation. Delving further into the process, he presents individual chapters dedicated to meeting the unique challenges of creating portraits outdoors, in the studio, and at indoor locations. Concluding with tips for editing your images, Israelson charts a simple course to more appealing, more flattering portraits!

Maximize the results of your every boudoir session by incorporating these tips for easy, effective lighting and flattering poses. In this book, Jodi Lynn Maxwell proves that you can create a wide range of lighting effects using a single strobe, modifiers, and window light. She shows you how to create a starting setup and make minor changes to produce a host of lighting looks, in minimal time and with little effort. Coaching a client into a flattering pose is key to making her feel good about herself—particularly when it comes to boudoir portraits. Maxwell provides before-and-after poses, showing simple refinements that take a portrait from marginal to magnificent. She also provides step-by-step instructions on flow posing. You'll start with a strong basic pose, then ask a client to move a foot, tilt their head, turn a shoulder, etc., to produce myriad flattering portrait options in a short span of time. This comprehensive guide to location portraits teaches the basics of good head-to-toe posing, indoors and out, and shows the classical approaches used throughout photographic history to create a pleasing rendition of the human form. Additional introductory chapters detail the four main posing styles and reveal how to determine which will work best with a subject, their clothing, the location, and the purpose of the portrait. Chapters for advanced photographers highlight the creation of a wide variety of individual and group poses—including ground, seated, head-and-shoulders, and standing—to be utilized in tandem with stairs, rocks, and other architectural and natural elements. A chapter devoted to the essential business skills needed to professionally schedule appointments, work through consultations, manage sessions, and present and deliver final prints is also included. This thoroughly revised edition of *Using the View Camera* shows how to achieve the best results with any large-format camera. New and updated information on films, Polaroid transfer images, and yaw is included, along with an expanded discussion of lens design, the Scheimpflug Rule, obtaining perspective control, and working with unusual formats. A stunning collection of architectural, still life, and portrait photographs taken by 24 view-camera artists highlights the camera's creative applications. There are many aspects to professional photography: composition, camera angles, exposure, color balance, posing, and lighting—just to name a few. However, while each of these aspects of photography is important in the creation of a professional portrait, lighting presents a special challenge that is part art and part science. When the two come together effectively, the results are stunning; when any one aspect of the recipe falls short, the result is a poor exposure or a downright unflattering look. On the artistic side of the scale, lighting is one of the primary tools for setting the mood of the portrait. It can communicate a sense of bright, airy ease or sharp, dramatic tension—or anything in between. Determining what look is right for the client (and for their intended use of the resulting portraits) is a key decision. From there, the photographer can begin to use light to sculpt the subject's features, minimizing problem areas or accentuating the subject's best features through the selection of light modifiers and the positioning of the lights themselves. Moving to the technical side, outdoor lighting present particular challenges—but also some significant advantages. Outdoors, photographers shoot at least partially with natural light. While this is (most of the day) an abundant light source, it is largely out of the control of the photographer. The light can change from moment to moment as clouds pass between the earth and sun. It also changes continually throughout the day as the sun moves across the sky. Since he can't completely control the light, the photographer must be prepared to adapt his subject's pose and position to create flattering results

with the light as-is. Alternately, the photographer can “tweak” the lighting by augmenting the sunlight with flash or reflectors—or even softening it, using scrim or other diffusers. (Of course, this leaves another major concern: the background. Even if the light on the subject can be perfected, rarely can the photographer also control the light on an area as large as the background—making it a major concern in the process of posing and lighting.) So, given all this, why would any photographer choose to make portraits outside? One advantage is that the lighting and scenes are free—making outdoor photography a great starting point for those entering the field. Even established studios, however, have found that clients simply like the natural, timeless look of outdoor portraits. This makes them strong sellers. Additionally, most portrait subjects are more at ease in natural light than when seated in front of bright, noisy studio-flash units—and relaxed subjects translate into better expressions, and better overall portraits. In this book, Smith takes you through the process of lighting outdoor portraits from start to finish, covering both the artistic and technical aspects of achieving success. Short one- or two-page lessons are amply illustrated to guide the reader through each phase. In many cases, before and after images—or image sequences showing variations and alternative approaches—are presented to facilitate learning. Readers are encouraged to have this book with them during practice sessions and work on replicating or refining the provided examples, creating a self-study course in the art of lighting for outdoor portrait photography.

[Copyright: a0d7e1727faf3e1f45c989644b60b47f](#)