

## Direction Quality Of Light Your Key To Better Portrait Photography Anywhere

This book is a call to action, providing the tools photographers need to help preserve threatened species and environments around the world or in their own backyards. Author/photographer Boyd Norton has spent over four decades successfully doing just that, and is credited with saving millions of wilderness acres through his photographs and personal activism. In this book, Norton shares his approaches to designing powerful images that communicate the threats facing wilderness areas, wildlife, and people around the world. His expert advice guides you step by step through the process of capturing effective photographs and implementing them to educate and build support for these critically important issues. Also featured are images and techniques from acclaimed conservation photographers Amy Gulick, Alexandra Garcia, Alison M. Jones, Joe Riis, Bob Rozinski, and Wendy Shattil.

Providing readers with a study of learning how to turn poorly lit images into finely crafted, masterfully lit photographs, this guidebook instills photographers with the self-confidence to think on their feet and photograph any portrait subject anywhere. Acclaimed photographer Neil van Niekirk presents seven distinctly different lighting scenarios—available light, exposure metering, a touch of flash, bounced on-camera flash, off-camera flash, video light, and hard sunlight—to show readers how to manipulate the direction and quality of light, the subject's and photographer's position, and numerous other variables so as to turn a bad image into a stunning, professional-level portrait. Packed with dozens of instructional, full-color photos, this work also features 10 sample photo sessions, allowing readers the opportunity to see the seven lighting scenarios put to practice.

Sometimes photographers have to shoot in less than ideal lighting situations. Maybe the wedding is mid-day in the middle of a field, or perhaps the event is in a florescent-lit room. These scenarios can be particularly intimidating for beginning photographers who don't know how to handle the many undesirable lighting situations they may encounter. In *Shooting in Sh\*tty Light*, professional photographers Lindsay Adler and Erik Valind cover the top ten worst lighting situations and provide a variety of solutions for each. They explain which solutions are most practical and why one option might be preferable over another, examining such problems as extremely low lighting when no flash is allowed, strong backlight, and the light on an overcast day. Unlike other books that focus on natural light or lighting in general, this book addresses a very real need of beginning photographers, answering the question, "What do I do when the lighting is terrible?" Lindsay and Erik candidly show you the tools at your disposal, demonstrating the techniques essential to getting the job done with minimal fuss. Shows how to deal with ten of the worst lighting situations, such as harsh midday light, extremely low light, and mixed light. Offers real-life examples and practical solutions for handling poor light, such as identifying natural reflectors, bouncing light off a wall, or utilizing flash gels. Features a fun, conversational style to help you conquer the fear of poor lighting and approach any lighting situation with confidence!

Get the very most out of your Canon PowerShot G11 camera. Now that you've got a new Canon PowerShot G11 10.0 megapixel digital camera, take this handy book along to help you tap all the tricks and features that your cool new camera has to offer. Canon

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PowerShot G11 Digital Field Guide, sized perfectly to fit in your camera bag, includes pages of step-by-step techniques, beautiful full-color examples, and professional tips sure to help you capture exactly the images you want. Understand all the technology your new camera has to offer—such as new face recognition software, a 5x optical zoom, faster electronics, and much more—with this step-by-step guide. It's so handy, you can check for tips while you're shooting! Provides no-fail techniques for getting the most out of your Canon PowerShot G11 digital camera Walks you through the PowerShot G11's new features and functions, including face recognition software, 5x optical zoom, RAW image format capture, a wider aperture than standard PowerShot models, faster electronics, and remote capture Elevates your photography skills to a new level with photography secrets from professional photographer and author Charlotte Lowrie Teaches you photography essentials and offers beautiful, full-color examples to inspire you on your next shoot Move from standard shots to power shots with Canon PowerShot G11 Digital Field Guide.

A reference book on the art and techniques of virtual reality photography by one of the pioneers in the field, Scott Highton. The book includes sections on Photography Basics, Panoramic VR Imaging, Object VR Imaging, and Business Practices. Intended audience includes both professional and amateur photographers, as well as multimedia authors and designers.

Originally written by leading photography writer and lecturer Langford, this authoritative classic has been updated for today's photographers by lecturer and bestselling author Andrews. A new chapter on digital workflow has been included and even more information added regarding digital photography, covering capture, edit, enhance, and print.

This book brings forward an extraordinary refreshing point of view of the first teaching of the reality beyond duality into the trinity of your true essence. The Diamond Geometry of Light activates the full DNA and accelerates the ascension process. This book offers specific exercises and practices that help you use these tools to breath the Diamond Light back into your Awareness. The female Merkaba is an important component to the Diamond Light. It is a message for everyone and specifically useful for those people that are ready to take the next step in their own personal evolution. Broadening your Awareness is the key.

There are countless important events and stages to document in a child's life. "Photographing Childhood" will give readers the know-how and the inspiration that they are looking for to create the perfect image. Rich with emotion and creativity, this guide delivers tips from a master photographer, going way beyond the photography basics.

The Art of Theatrical Design: Elements of Visual Composition, Methods, and Practice addresses the core principles that develop the student designer into a true artist, providing a foundation that ensures success with each production design. This text concentrates on the skills necessary to create effective, evocative, and engaging theatrical designs that support the play contextually, thematically, and visually. It gives students the grounding in core design principles they need to approach design challenges and make design decisions in both assigned class projects and realized productions. This book features: In-depth discussions of design elements and principles for costume, set, lighting, sound, and projection designs Coverage of key concepts such as content, context, genre, style, play structure and format, and the demands and limitations of various theatrical spaces Essential principles, including collaboration, inspiration, conceptualization, script analysis, conducting effective research, building a visual library, developing an individual design process, and the role of the critique in collaboration Information on recent digital drawing tool technology, such as the Wacom® Inkling pen, Wacom® Intuos digitizing tablets and digital

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sketching, and rendering programs such as Autodesk® Sketchbook Pro and Adobe® Photoshop® Chapter exercises and key terms designed to provide an engaging experience with the material and to facilitate student understanding

In an interview, author Neil Van Niekerk was asked this question: "Is there one simple thing you can tell us that would improve our flash photography instantly if we were to do it?" His answer came from a simple realization that he says took years to really grasp: it is all about the direction and the quality of the light. Recognizing this fundamental truth of photography and lighting is what opens the door for you to be able to comfortably use any light source--flash, natural light, video lights, and more. The extension of that idea led to this book, which explores problem-solving for difficult lighting scenarios and ways to improve a scenario that is perhaps a touch too bland. The approach here is not to dazzle with a mastery of complicated lighting setups, but rather to help serious photographers develop a skill-set that will translate to every scenario they encounter when photographing weddings, portraits, and more.

**DISCOVER HOW TO COMPOSE THE PERFECT SHOT.** How to compose a photograph can determine what your image communicates. Blue Fier is a master of composition technique, and the advice he shares in this essential book teaches you to bring together subjects, lighting, color, depth of field, and design elements to produce photos that make powerful statements. Study the techniques, complete the assignments, gather feedback at [photoworkshop.com](http://photoworkshop.com), and watch what develops. Understand how we see and how composition impacts the eye Learn how shutter speed, lighting, and depth of field affect composition Control colors and understand their symbolism Master the elements of design Discover special techniques for people, travel, and still lifes

Natural light can be the right light—indoors and out, all day long. Working with children, families, and couples, Krista Smith covers the entire process of designing natural-light portraits that are as vibrant and colorful as the personalities and relationships they depict. From early morning, through the tricky midday hours, to the end-of-day sunset shots, Smith shows you where to find the best natural light and how to use it most effectively for flattering results. She also explores the impact of weather on the quality of the natural light and demonstrates how it can be turned to your advantage for stand-out results. For indoor shoots, Smith demonstrates how one simple window can produce classic portrait looks and demonstrates simple background and lighting refinements that put you on the path to studio-quality results. From marketing and scheduling, to location selection and shooting, to product design and branding, this book presents a road-map to professional success in natural-light portrait photography.

Adventure Sports Photography, by renowned photographer and workshop leader Tom Bol, combines personal stories from field experience with expert photo technique. Aspiring outdoor photographers, both adventure sports shooters and outdoor photography enthusiasts, will find this book to be a valuable reference and guide. It covers everything an adventure sports shooter needs to know to get the shot—from packing and organizing gear for an afternoon shoot of rock climbing at the local crag to a month-long sea kayaking expedition. You'll explore composition and creative angles for stunning adventure sports images, and learn in-depth techniques for using speedlights and strobes for creative lighting when you're shooting in the field. This book also shows you how to create a sequence shot and set up an effective digital workflow. In addition to creating environmental portraits, you'll find out how to produce quality video of adventure sports. Tom Bol has been photographing adventure sports for more than 25 years, documenting adventures on every continent, and his work has been published worldwide. He is a regular contributor to Digital Photo magazine, and he's been recognized as one of National Geographic Adventure's "50 of America's Top Visionaries" for his photography. Tom's work has been featured by Elinchrom, LowePro, Manfrotto, and Nikon, and he is a Sandisk Extreme Team member. PDN readers voted Tom one of the photography world's best workshop leaders. He is also an instructor at

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Kelby Training, Maine Photo Workshops, Photo Quest Adventures, and Strabo Photo Tours.

Over 50,000 photographers can't be wrong! John and Barbara Gerlach finally write the book their workshop attendees have been asking for! Digital Nature Photography is a how-to guide for photographers who want to take their work to the next level. Written by professionals with over 20 years experience, the Gerlachs reveal enlightening techniques for shooting nature images in the field. The combination of artistic approach and impeccable technique will help you capture your next great image. ·Learn what equipment works best in the field, and why, as well as tips for superb shots ·Create sharp images at capture with detailed instructions for digital exposure ·Master the three factors that lead to excellent images: technique, subject and situation

Aimed at beginners, Foundation Course: Landscape Photography is part of a series of tutorials that explain the basic skills and techniques of photography in relation to a specific subject area. Each book is divided into six main sections: Basics, Lessons, Revision, Project, Analysis and Progress. The concept of photography is presented in a concise, easy-to-follow manner. There's information on the types of camera, lenses, tripods, filters and other useful accessories; the basics of exposure, metering, aperture and shutter speed, ISO, dynamic range and using filters. There is also information on colour and composition, including the effects of light, the effects of colour on the perception of a photograph, and the basic 'rules' of composition.

In Portrait Photography: From Snapshots to Great Shots, author and photographer Erik Valind shows you how to get the best shots of your subjects—whether you're in a studio or outdoors, at a family get-together, or at a formal event. Starting with the fundamentals of portrait photography, including how to select the right camera settings and lenses and how to compose your shots, Erik covers building a rapport with your subject, and offers suggestions for poses that flatter your subject to achieve great shots. He then addresses the problems and opportunities of both natural and indoor light, offering ways to resolve lighting challenges of both, showing when and how to use a flash and how to add and modify light to improve the quality of your images. Finally, he walks through several portrait scenarios, including creating single-person shots such as headshots and environmental shots, and group shots such as family and wedding photos. Follow along with Erik and you will: Learn the basics of capturing great portraits, such as focusing on the eyes, stepping back and zooming in, and turning your subject into the light Evaluate focal length, compression, and working distance to select the best lens for any given shoot Establish trust with your subject and provide helpful direction and feedback so they feel at ease and look their best Address challenges associated with natural light such as shade and direct light—and tame or redirect the light for improved photographs Improve the light with modifiers and other helpful tools such as strobes, umbrellas, and reflectors Go “behind the scenes” and walk through the process of creating great portraits with two chapters of start-to-finish examples Beautifully illustrated with large, vibrant photos, this book teaches you how to take control of your photography to get the portraits you want every time you pick up your camera.



photography to help you get the most out of your images. Beautiful and authoritative, this guide to photographing flowers is a must-read for every photographer interested in flower photography. Photographing Flowers will also win a place in the hearts of those who simply love striking floral imagery.

A guide to lighting and exposure with digital photography covers such topics as with with aperture and depth of field, selecting shutter speed, shooting in available and artificial light, and using ISO and noise.

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Scott Kelby, the world's #1 best-selling photography technique books author, is here with a new concept in photography and flash books—one that's designed from the ground up to get you straight to whatever it is you need to do with a flash right now, get your answer fast, and get you back to shooting with your flash. Thanks to inexpensive flashes that are compatible with all major camera manufacturers (such as Yongnuo), owning and using a flash is now easily within reach for nearly all shooters, whether you're a hobbyist or aspiring professional. Once you own a flash, though, you'll have a lot of questions about how to get it to create the light you need—questions about camera and flash settings, questions about direction, quality, and quantity of light. And in addition to knowing how to use your flash, you need to know which modifiers and triggers you might need, and you need to learn use them quickly. That's why this book was created: to quickly get you to the technique, the setting, or exactly the right thing you need to do right now to improve your work. Here's how it works: When you need to know how to do a particular thing, you turn to the chapter where it would be found, find the thing you need to do (it's easy, each page covers just one single topic), and Scott tells you exactly how to do it just like he was sitting there beside you, using the same casual style as if he were telling a friend. That way, you get back to shooting fast. This isn't a book of theory, full of confusing jargon and detailed multi-step concepts. This is a book on which button to click, which setting to use, and exactly how and when to use it, so you're never “stuck” wondering how to use your flash again. This will be your “go to” book that sits within reach any time you're shooting with flash, and you are going to love having this type of help right at your fingertips.

DIGITAL MEDIA, CONCEPTS AND APPLICATIONS, 4E prepares students for the multimedia-rich workplace by teaching them multimedia concepts as well as business-standard software applications to complete projects and solve problems. The non-software-specific text approach gives students a strong foundation in the concepts and practices of digital multimedia and allows the text to focus on the more creative end of business technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Small-flash photography has become widely popular because of its portability and affordability, and this book offers insights on mastering the use of small-unit, hot shoe-mounted flashes called flashguns. Demonstrating the various light modifiers, techniques, and setups designed for these small powerhouses of light, the book explores how to achieve creative results from working with a single flashgun, multiple flashguns, and colored filters, as well as making adjustments with the camera's white-balance settings. The guide lists the tools required for location-portrait photography and discusses different lighting setups—from shooting in direct sunlight to night and low-light photos—for various location-portrait situations, giving photographers the confidence to make lighting decisions to produce professional results.

Light & Lens: Photography in the Digital Age is a groundbreaking introductory book that clearly and concisely provides the instruction and

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building blocks necessary to create thought-provoking digitally based photographs. It is an adventurous idea book that features numerous classroom-tested assignments and exercises from leading photographic educators to encourage you to critically explore and make images from the photographers' eye, an aesthetic point of view. Acquire a basic foundation for digital photography. Light and Lens covers the fundamental concepts of image-making; how to use today's digital technology to create compelling images; and how to output and preserve images in the digital world. Explore the history, theory and methods of digital image-making. Light and Lens translates the enduring aesthetics of art photography into the digital realm. You'll view, capture and think about images from a new perspective. Increase your ability to analyze, discuss and write about your own work and the images of others. Learn with exercises and assignments by leading digital educators. Innovative techniques will train your eye to make the strongest visual statement. Solve visual problems and overcome image challenges. Whether you use a digital SLR or a point-and-shoot camera, you'll get new strategies to master composition, design and light. View the full range of the digital terrain with stunning images and commentary by over 190 international artists. Robert Hirsch is a renowned photographer, educator, historian and writer. His book credits include Photographic Possibilities: The Expressive Use of Ideas, Materials and Processes; Exploring Color Photography: From the Darkroom to the Digital Studio; and Seizing the Light: A History of Photography. He has had many one-person shows and curated numerous exhibitions. Hirsch has also conducted many workshops and interviewed eminent photographers of our time. The former executive director of CEPA Gallery, he is now the director of Light Research in Buffalo, New York, and on the Visual Studies faculty of University of Buffalo/The State University of New York.

The key to being a successful portrait photographer is choosing a style of photography you are passionate about. While many photographers work in multiple areas to fill the off season or offer a variety of options, most photographers focus on one style of photography. Oftentimes, the photographers' location will dictate their style. For author Krista Smith, the sunny beaches of Florida are her inspiration to shoot primarily natural light portraits, and she applies that to capturing authentic and joyful family portraits. Whether photographing entire families, kids, babies or all of the above, Smith brings an ease and comfort to the shoots that is immediately evident in her pictures. And shows you how to create the same look in your environment or clients' homes. While passion plays a key role in creating memorable portraits, employing the right techniques is essential for consistently getting those perfect shots. Smith begins by detailing what equipment you'll need to get started and gives some insight on how and what to use. She emphasizes taking the time to figure out and hone a personal style of shooting. The book lists a number of tips for finding a style that fits, including taking inspiration from other photographers you admire, and deciding what kind of feeling you want to present. Once you start to find your style it's important to build your portfolio. Organizing shoots with friends and family and offering free shoots to aspiring models is a great place to start. Outdoor shoots are the most ideal settings when using natural light as your primary light source. The author lays out the shoot requirements and gives tips for scouting the best locations. To create a photo that stands out, it's important to be versatile. While a sweeping vista covered in flowers or grand mansion may be preferred as backdrops, these are often not an option for many. A city street with multiple building textures or a small field can be used from a variety of angles to create the feel of something grander. From there the author moves onto the basics of lighting in an outdoor setting. By explaining the fundamentals of the direction and quality of light and the use of reflectors, it allows the reader to prepare for any outdoor scenario. An entire chapter of the book dedicated to shooting strategies over the course of twelve hours. There are different requirements for shooting at different times of the day. The reader will learn how to make the most of the "golden hour" and adjust for problematic midday lighting. Adapting your approach for morning, evening and sunset sessions is also covered. Sometimes weather does not cooperate for an outdoor shoot. Luckily, there are plenty

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of options for using natural and available light indoors. Shooting in a client's house provides a comfortable setting for the family and this ease can come across in the photos. Window light is a powerful tool to have an understanding of for these shoots. It is possible to get a variety of shots from one window. Being able to see beautiful light in all kinds of locations opens up countless shooting opportunities. While lighting is essential, thoughtful posing plays many important roles. In a well-done family portrait, the models look relaxed and natural. Some people look this way naturally, others need assistance. And posing isn't always a static thing; it can be more like orchestrating, grouping people together and getting them to move around in just the right way. It can also be used to help distract from physical problem areas, and bring added style to a photo. In addition, pointers are given on how to relax anxious children, organize families for group shots and encourage spontaneous moments. Finally, Smith discusses the business side of portrait photography. As she states in the closing chapter, there is more to the business than taking amazing photos. Without a stable financial and marketing plan it is difficult to stay competitive and possibly, stay in business. Realistic pricing packages are key. Pricing competitively is good, but it's important to consider all of your expenses when deciding how much to charge. Marketing is imperative to the success of any business and social media can play a large role in that. Tips for using Facebook, Twitter, Instagram and blogging are given to help keep a business current and their clientele updated. An equally important part of marketing is branding. Establishing a brand helps you stand out from all of the other portrait photographers out there. Putting your style and passion out front helps clients know who to choose for their portrait needs. And pointers are given for customer interaction both over the phone and in person. This book provides a comprehensive overview of each aspect of professional family portrait photography. Smith takes the passion she has for creating beautiful, natural light portraits and lays out the steps for the reader to capture memorable shots on their own. Readers are also guided through what is involved with establishing a successful and vibrant portrait business. Drawing from her own experiences starting a portrait business from the ground up and providing indispensable tips for almost any shooting scenario, Smith has created an essential guide for natural light portraiture.

Your personal photographs have a worth that can't be measured in dollars and cents. They're likely the one thing you would grab on the way out of a burning house – an irreplaceable record of the life you lead, of friends and family, and of the occasions with which you mark passing years. The funny thing is, most people aren't entirely happy with their photographs. And that's where *Photography For Dummies* comes in. You don't need a fancy camera with multiple, removable lenses to get good pictures. The problem is, nearly every book on photography assumes that you're using one. But this book assumes that you're using a point-and-shoot camera for all your pictures. In fact, this may be the most complete guide available for taking pictures with a modern point-and-shoot camera. This revised edition of *Photography For Dummies* helps you choose film (much simpler than you'd think), load film into the camera (no big sweat), and understand how to hold the camera (yes, there are right and wrong ways). You'll also discover tips about dealing with your photofinisher – a far more important factor in getting good results than most people realize, especially in the digital age. What's more, you'll gain insight into Working with your camera, and how different settings make your camera do different things Understanding the importance of light in a photograph, and applying design strategies that make your subjects stand out Getting shots that both flatter people and capture their personalities Shooting landscapes, and the special considerations of travel photography Taking pictures filmlessly, and the pleasures and pitfalls of digital photography Troubleshooting your camera, and discovering what do try if it won't shoot Today's point-and-shoot cameras are remarkably reliable devices. So why aren't your pictures better? The main secret to better photographs is knowing what to shoot, when to shoot it, and how to shoot it. You need *Photography For Dummies*, because it lets you in on this secret.



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With more than 20 years' experience in wildlife photography, Moose Peterson is America's most accomplished documenter of endangered species. He reveals his professional secrets and techniques in his most comprehensive and spectacularly photographed guide to date. Peterson explains exactly how to make the most of your equipment and how to use animals' habits to optimize your results. Find the right tools for the job, including every type of lens; learn techniques such as panning, shooting from blinds, and remote triggering of the flash; and take expert advice on how to make the subject really come to life in your images. Understand how to use animals' habits to optimize your results, see how to frame the animal within a background for that perfect shot, and explore techniques for modifying the natural light to really highlight your subject. Of course, Peterson has fascinating stories to tell about his own experiences, and his fabulous photos provide real enjoyment even as they teach valuable lessons.

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