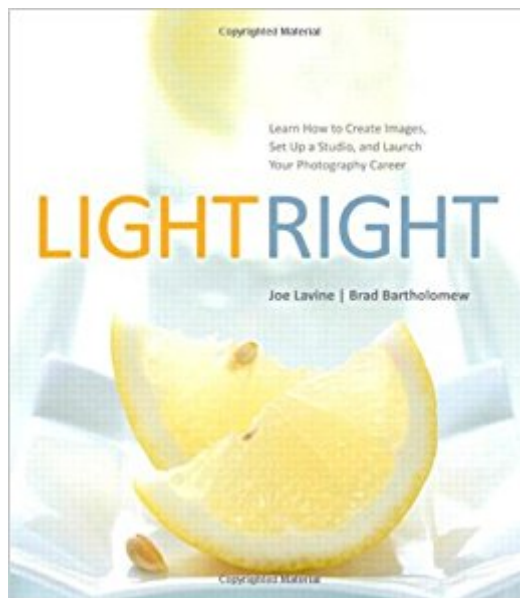




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Light Right: Learn How To Create Images, Set Up A Studio, And Launch Your Photography Career



Synopsis

Lighting is one of the most important creative components of any image. Joe Lavine and Brad Bartholomew, commercial photographers and instructors, offer a unique approach to learning about studio lighting. They start with their philosophy of lighting, tackling the characteristics of light and how to approach building your shots. Then they discuss some basic photographic concepts and equipment needs, and how to use this knowledge to start a successful career in photography. Packed with gorgeous images, this book provides two distinct perspectives from the authors based on their experience as studio photographers and instructors. This is not a recipe book, but instead provides the background and technical knowledge to understand how light works and how to create your own successful images. In this guide you will learn about: Creating dimension, separation, drama, and texture in your images Color temperature, filters, flash duration, metering, and the histogram Setting up and using equipment and making choices based on the needs of your subject Building a studio on a tight budget and how to expand as your business and expertise grows This guide for beginning to intermediate shooters covers all the practical aspects of starting a photography career and setting up your first studio— with insider details to expand your photography skills and turn your passion for images into a professional career.

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Customer Reviews

Joe Lavine is an author, educator, and photographer based in Colorado. As a commercial

photographer, Joe has been fortunate to be able to blend his passion for food with his love of photography. Some of his food clients include, General Mills, Betty Crocker, Coors, Nature Valley, and JBS Swift. Along with his commercial work, Joe has been teaching college for more than 16 years. Education has always been important to him; he holds an undergraduate degree from Cal Poly in San Luis Obispo, California, and a master's degree from Savannah College of Art and Design. Joe is an Adobe® Certified Expert in Photoshop® and An Adobe Community Professional. In 2013, Joe co-authored the book *Light Right: Learn How to Create Images, Set Up a Studio, and Launch Your Career*, and since has co-authored two e-books, and a video on lighting fundamentals. Joe can also be heard lecturing at ASMP, SPE, and PhotoPlus events. Brad Bartholomew has been photographing a wide-range of subjects for 26 years. His specialty is not specializing, treating each subject with enthusiasm, respect, and a sense of wonder. He has photographed people and products for advertising agencies, design firms, and clients, including Celestial Seasonings, JD Edwards, Forest Oil, Head Sports, Pentax, Qwest, Xcel Energy, and Keller Homes. He has been an instructor for over 25 years. See his work at bartholomewphoto.com.

I am in love with this book. I am a student taking photography classes online. Currently, I am taking a still life class. I asked my instructor if he could recommend a book to me that would deepen my study of light and commercial photography. He recommended this book. What was so funny was that I had ordered the book just prior to even asking him to recommend something. I have had the book for two weeks now and I am in love! The book is easy to understand and you are able to put the information into immediate practice. I have seen an improvement in my images in just two weeks. One of the things I was looking for was an improvement in my overall workflow when it comes to approaching a subject and understand how to build a lighting scenario. I have slowed down my process much more and really analyze my subject and the my lighting setup one light at a time before ever tripping the shutter! I would say that this book is for someone who is wanting to pursue a career in photography and wanting to become a professional. The authors make no bones about who the target audience is. Basically, this is a must have if you are looking to turn pro! Highly recommended!

The book talked to beginners when the authors wrote about shutter speeds and apertures in detail, but then went on to discuss (in a different section of the book) the most sophisticated lighting equipment that a beginner would never be able to use. Who is the book geared for? Also, I felt the

book could have been organized better for this price. However I did pick up some good tips about what to ask a new client to ensure their needs are met and I picked up some good tips on lighting.

I got several books on light for a paper I needed to write in my photography class and this one was definitely the best! It is easy to read, aesthetically beautiful with lots of great information. Other books might have had some great info but they were hard to read, small print, lines squished together, etc...The pictures were beautiful in this book and it was broken down so that you understood exactly how they were accomplished! I would recommend this book to anyone who wants to be creative with light, set up a studio and take gorgeous pictures!

Excellent book! Well laid out, easy to read yet full of useful information from beginning to end. If I was a photography instructor, this would be required reading.

A well written, informative book about lighting and how to utilize and control it for whatever photographic purposes you could want. While they tell you that lighting is not necessarily easy it is controllable and with the knowledge in the book can be used to accomplish your photographic vision. A lot of information as well as interviews with working pros and how they employ lighting in their work.

Great item, highly recommend.

Great book, very informative.

Awesome information. Great book

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