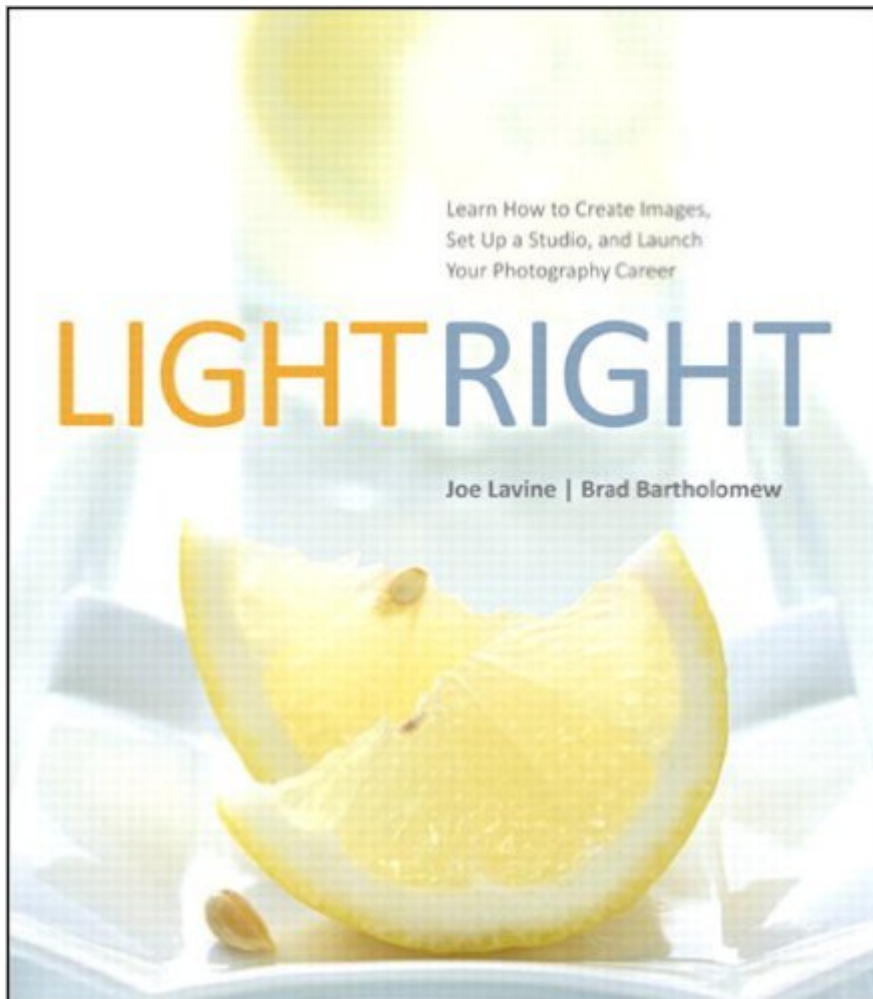


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# Light Right: Learn How To Create Images, Set Up A Studio, And Launch Your Photography Career



## 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.

## Book Information

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## Customer Reviews

Light Right is an exceptional resource and teaching tool, among the best I've seen in the last 15 years. At this time, when roles and expectations are so much in flux, it is often difficult for students of photography to see their way forward. Thankfully, Joe Lavine and Brad Bartholomew have produced a comprehensive guide that, in an easily understandable way, can aid anyone wishing to learn what is most important in building a sustainable photographic life. Covering the business of photography from soup to nuts, this book explains, in simple terms, how to build success in this field; it's all about solving the problem. In creating a photograph, you seek to resolve the problem of expressing an idea to your audience. The photographer does this by first listening to the desired audience, and crafting a visual response intended to send the desired message. That task starts not with an object, but a simple truth; that lighting, and success, is a building process. Light Right isn't simply about how to create a well-lit image, but how to respond to the needs of your audience, be they galleries or ad agencies, buyers of fine art or buyers of art for commerce. As this book lays out, creating the image is only a small fraction of what goes into being a successful photographer. Building an audience is as important as building a successful image, and staying true to yourself is just as important as fulfilling your audiences expectations. To be a true success, one must begin by looking inward, by committing yourself to a code of ethics, and letting that code be your guide as you navigate through the wilderness of expectations and outcomes.

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