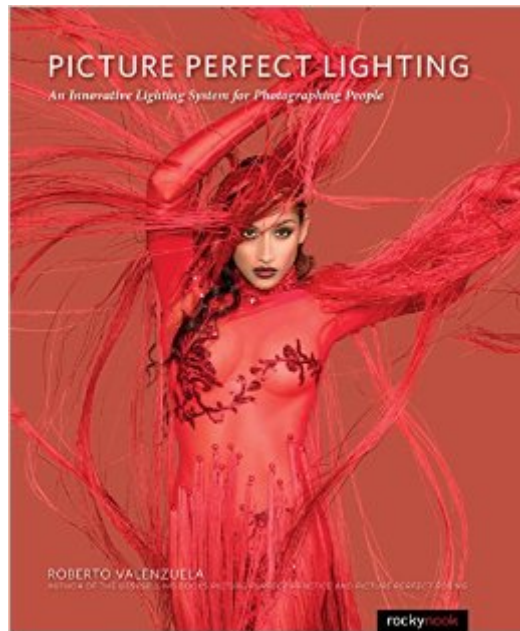


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# Picture Perfect Lighting: An Innovative Lighting System For Photographing People



## Synopsis

Roberto Valenzuela is a photographer and educator who has a talent for identifying areas where photographers regularly hit roadblocks and a passion for developing clear and concise systems that allow photographers to break through those barriers and become better, more confident practitioners of their craft. His two previous books, *Picture Perfect Practice* and *Picture Perfect Posing*, shattered the mold of instructional photography books as they empowered readers to advance their composition and posing skills. *Picture Perfect Lighting*, the third book in the *Picture Perfect* series, brings that same spirit and approach to teaching lighting. With it, Roberto empowers photographers to embrace lighting as a source of creativity and expression in service of their vision for the image. In *Picture Perfect Lighting*, Roberto has created a truly original system for understanding and controlling light in photography. After discussing the universal nature of light, Roberto introduces the five key behaviors of light, which are essential to understand in order to improve your knowledge of light. With those behaviors established, Roberto introduces his concept of "circumstantial light" – an ingenious way of examining and breaking down the light around you in any given situation. Providing a detailed analysis of circumstantial light, Roberto develops the top ten circumstantial light elements you need to know in order to fully harness the power of the light around you to create an image that is true to your vision. But how will you know if the circumstantial light is enough? The final piece of the *Picture Perfect Lighting* system is Roberto's "lighting benchmark test" – a brilliant method for determining the quality of the light in any given situation. It is with the lighting benchmark test that you will determine if and when you need to use "helper light" – the light that is needed or manipulated in order to "help" the circumstantial light so that your vision comes to life. Helper light is created with diffusers, reflectors, flashes, strobes, and light modifiers. *Picture Perfect Lighting* covers all of this in depth. Don't limit yourself to using only one kind of light, and don't depend on Photoshop actions and plug-ins to create the "wow" factor in your images. That is the job of light. With *Picture Perfect Lighting* by your side, you will learn to master light. With that mastery, you will finally have the ability to create that true "wow" factor in camera – and in your photographs.

## Book Information

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## Customer Reviews

When first learning about photography it's easy to get overwhelmed with all the terminology and ideas about lighting - On Camera Flash, Off Camera Flash, Natural Lighting, Strobes, Flashes, Reflectors, Diffusers, etc. Knowing what kind of lighting equipment to choose, when to use it, and how to use it, to get the desired result can seem almost impossible to figure out, to the point that most photographers just give up and call themselves "Natural Light Photographers". The mindset being that trying to use things like flashes produces sub-optimal results and just makes the photos look "flashy". I know, because that was me a one point. Even someone that's been a photographer for years can have a hard time knowing exactly how to use their lighting equipment/modifiers to obtain optimal results in different scenarios. I just finished reading this book, wow! This is a book on lighting that I wish would have existed years ago. How to see, understand, and use light to create beautiful images is put into easy to understand terms. Things like how to use a flash to produce images that look light they were taken with sunlight, are demonstrated and easily explained. I don't say this lightly, but I think that this book could be a real game changer for our industry. With the sheer amount of photographers in the market, and with the amount of sales this book is getting, if all those people actually read it and apply what they learn, then the overall quality and creativity of photography that we're seeing in our industry should take a big step forward. And that means learn, or get left behind.

This book is packed with excellent guidance and examples of world class pro results and how to achieve them. Well written and fun to read. Kudos to all who were involved in the making of this book. Roberto is one of my favorite photographers in the world today and if you read this book, you will see why. His hard work and thought processes are impeccable. He will make you change the way you look at circumstantial light elements and your photography will benefit from his

teachings.Thanks for such an excellent learning tool.....g.

At last! Here's the missing lighting bible.Most books on lighting provide an introductory chapter on the science and behavior of light and then provide nothing more than a set of recipes that the reader can follow by rote, thereby producing yet more "pro-photographers" who have no, or only a superficial understanding of what they are doing. This book is very different. It provides a treasure trove of information that if studied will allow you to really grasp the mastery of light you need to become a serious photographer. Filled with practical examples of the thinking and planning that the author employs when deciding where to place his portrait subject in a scene, this book provides a rare insight into the intricacies of judgement that produce great portraits. To get the best out of this book you will need to study and practice the suggested steps over an extended period of time. If you are prepared to put in the effort this is the best book available for giving you an in depth understanding of mastering light. If all you are looking for is a casual read, you may certainly gain some superficial insight into the complexities of working with light but will miss out on the in- depth understanding you can gain by really working through this material.As a photographer and educator I can highly recommend this book!

Roberto Valenzeula is a renowned expert on wedding and portrait photography. This is his third book on the subject of portrait photography. His first two books: Picture Perfect Practice.and Picture Perfect Posing mostly concentrate on posing subjects. In his latest book, produced by Rocky Nook, Picture Perfect Lighting Roberto shares his detailed lighting methodology.Roberto is a master of the art of portrait with his meticulous attention to details. His work is often stunning.Part One is titled the Building Blocks of Light and covers how light works and the five key behaviors of light.Part Two is titled Circumstantial Light. He offers 10 circumstantial light elements and teaches you how to analyze each location using the 10 elements. This is the part of the book that helps me look at every scene with a different perspective, identifying the sources and qualities of the light.Part Three is titled The Lighting Benchmark Test and Helper Light. Useful information on the use of reflectors.Part Four is Helper Light: Flash Techniques where he covers the use of various flash modes, the use of slaves, groups, channels, commander mode and compensation factors, etc..Part Five is Executing Your Lighting Vision. This chapter is filled with a series of case studies using advanced techniques to create your vision.By the end of the book you may better know the characteristics of light and based on an improved understanding of light elements you may be able to carefully analyze a scene and optimize the lighting in the scene. One may also better understand what

enhancements may be provided by the use of lighting modifiers, flash and studio lighting. This book is an important book for most serious and professional photographers who regularly shoot portraits and weddings.

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