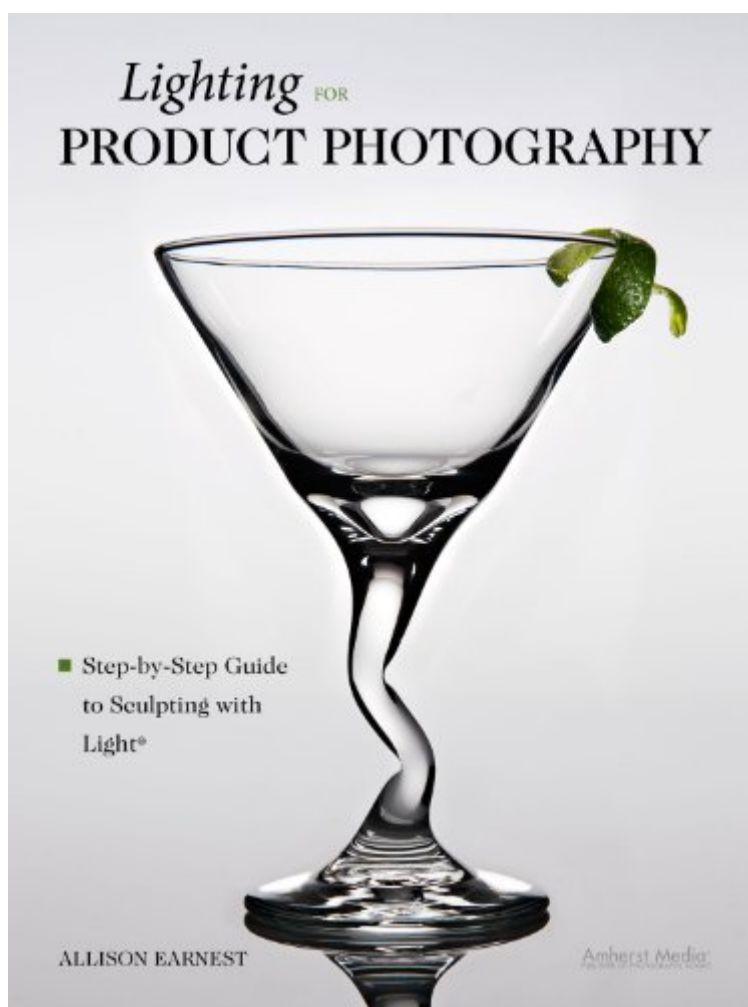The book was found

# Lighting For Product Photography: The Digital Photographer's Step-by-Step Guide To Sculpting With Light

# Synopsis

From magazine ads to web applications, this instructive handbook details the ever-expanding area of product photography and discusses the unique skills required to be successful. Beginning with the basics for creating professional-looking shots, the qualities of light and the rendering of color and texture are covered while the tools to be used for controlling those qualities is explained through a step-by-step lighting setup. The latter half of this guide compiles images created on actual assignments, depicting a variety of products photographed in a range of settings. Each image is accompanied by a discussion of the client's intent and the realization of those objectives. Offering procedural images, diagrams, and set-up shots to illustrate the addition and modification of light sources, problems can be identified and corrected on-set making this an invaluable tool for amateur and professional photographers alike.

# Book Information

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# Customer Reviews

"Lighting for Product Photography" attempts to describe considerations and techniques for lighting products, although what it really delivers is simply examples of good and bad lighting with little real instruction onto the mechanisms to achieve the final result. For the most part I found this book about

as useful as surfing flickr studio/strobist groups which provide a few tidbits about the lighting used in the description, and some EXIF data. You'll be left with the general idea on what was done, but not much of the thought process that led to the use of specific lights and modifiers, nor an understanding of how each light really contributed to the overall result.The first two chapters are basically filler material, which describe the differences between product and portrait photography, and commercial vs. art photography. The information is pretty obvious and don't really add anything to the core subject of the book. Chapter three gives basic information about the qualities of light (hard/soft, colour temperature, metering, etc) that you will find in any novice photography book. The information is accurate, if brief, and will probably be of little interest to anyone that is serious about learning product photography (since this will kind of information would be a very basic pre-requisite).Chapter four discusses lighting tools. Earnest will describe monolights vs. pack lights, as well as triggers, modifiers and accessories. This section is also pretty basic for anyone that already has at least some familiarity with studio lighting. Perhaps the most interesting part was the set of random accessories (many from a hardware store) that can be useful for a variety of reasons (like propping up lighting tools, the product, or other accessories).

Lighting for Product Photography: The Digital Photographer's Step-by-Step Guide to Sculpting with Light Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) Lighting for Digital Photography: From Snapshots to Great Shots (Using Flash and Natural Light for Portrait, Still Life, Action, and Product Photography) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage

Requirements with Scrum ... development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Photography: Photography Lighting: Top 10 Must-Know Photography Lighting Facts to Shoot Like a Pro in Your Home Studio Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography Lighting: Ultimate Guide To Home Studio Photography Lighting! The Portrait Photographer's Lighting Style Guide: Recipes for Lighting and Composing Professional Portraits DSLR PHOTOGRAPHY:(Box Set 2 in 1): The Beginners Guide to Master DSLR CAMERA & Improve Your DSLR PHOTOGRAPHY Skills in 24 Hours or Less! (Step by Step ... Beginners, Digital SLR Photography Skills) Photography: NOW! - The Ultimate Guide to Take STUNNING Photos And Change the Way You See the World - Master The Art of Digital Photography With Your Camera ... Digital Photography, DSLR, Creativity) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development)