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Light And Shoot 50 Fashion Photos



Synopsis

Have you ever wondered what it really takes to be a fashion photographer? Want to learn what the pros do in the field on a daily basis to create compelling, artistic, iconic fashion imagery? Then this is the book for you! *Light and Shoot* takes 50 truly amazing fashion photos and tells the budding fashion photographer how each was created. First is the equipment "must-haves." Next are lessons on how to integrate make-up and lighting. From there, you will learn how to shoot for the three main outlets: catalogue, editorial, or advertising. From beautiful photos and lighting diagrams to the photographer's thoughts behind the photos, to a snapshot that shows what camera, ISO, shutter speed etc. were used, this book will give you the tools you need to light and shoot your own fashion photos.

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Customer Reviews

Exclusive: A Letter from Chris Gatum, author of *Light and Shoot 50 Fashion Photos* Chris Gatum Dear Readers, Fashion is one of photography's fastest moving genres, reflecting an industry that by its very nature needs to reinvent itself on a continual basis. As a result, fashion photography is also one of the most exciting and "open" genres, offering a much greater opportunity for creative expression and experimentation than many of the other subjects we are likely to turn our lenses on. However, ideas and inspiration don't necessarily "just happen." It is often the case that looking at other people's work will spark something, whether it's a certain way in which someone has been lit, the overall styling or "mise en scene," or something else altogether. With this

in mind, my aim with this book was simple: to collect and present a selection of stunning fashion images that would be guaranteed to inspire, regardless of whether they came from world-renowned professionals such as Miles Aldridge, Raul Higuera, Perou, or Rankin, or were produced by relatively "unknown" image-makers. This search has taken me around the globe (at least in terms of internet travel), calling in on both established names and relative newcomers. But this is far more than a diverse showcase of exceptional photographs. The photographers involved have also taken the time to explain how they went about creating their image(s). This willingness to share what are in some instances "trade secrets" is what I feel sets this book apart from its peers, and it is something for which I am deeply grateful. So thank you to everyone featured for agreeing to play a part in this project. It wouldn't have happened without you. Thanks also to you, the reader. I hope this book helps you in some way, no matter how small. --Chris Gatum

"This is the inspirational and practical guide to shooting fashion in a wide range of settings and styles, with emphasis on the use of lighting, rather than digital processing, to create a specific feel and look. The fashion genres of photography is arguably the most challenging and competitive. Also, fashion is the subject that most students want to specialize in. Some of the images in this fully illustrated book you will love more, some maybe less, but all these images have a "spark", something inspirational. This book offers you the techniques that you can use to create your shots."--NeoPopRealismJournal.com "This book is an inspirational and practical guide to shooting fashion in a wide range of styles and settings, with emphasis on the use of lighting, rather than digital processing, to create a specific look and feel. Photography is all about light. Of all the genres of photography, fashion is arguably the most challenging and very competitive. And fashion is the subject that most students want to specialize in. The photography constantly evolving and redefining itself, and inherently more open to experimentation and personal expression than many other genres. Some of the images in this book you will love more, some maybe less, but all of them have a "spark", something that inspires you. This title offers the techniques that you can borrow to create your shots."--Wonderpedia.WetPaint.com "This book is an asset to any bookshelf but really should be a table book. There are 50 artsy pictures taken by impeccable photographers. The make-up on these models is fabulous, and the clothing creates scenes from different eras, but lighting is the key enabling us to see the beauty. Light creates mood, and fashion photographers are highly skilled at utilizing it - as these pictures expose. This book is an inspirational and practical guide to shooting fashion in a wide range of styles and settings with the emphasis on the use of lighting, rather than digital processing, to create a specific look or feel. Some of the images tap into

your creativity, while others may not be for you, but one thing for sure: all of these pictures are exciting and dramatic. It is easy to focus on the eyecatching models, but it's hard to imagine these photos without the exceptionally skilled photographers who control the fashion shoot."--City Book Review.com

This is an important book for any photographer.A. It assumes you are familiar with and own studio lights.B. It also assumes you are a pro photographer.It is very well written in terms of lighting, angles, modifiers, camera settings, etc. nothing is left out. You are able to see the finished image as well as the set-ups. The book is short on theory as it is very practical book.Bottom line: If you want to shoot fashion or learn how to achieve "The Look" this book is a necessary start, and worth every penny.

As a professional photographer for over 30 years I find this book very interesting. The book reveals more about how the photographer was thinking about each photo and why more so than how they did it. I like that approach, other readers looking for more details may not. Gatcum tells me just enough about what was used to create the lighting allowing me to verify my own read on what was done and also answer the old how did they do that? Some of the shots are done simply and some have all sorts of lighting going on. The interesting part is getting a read on the why of each image as much as the how. I find myself just enjoying the book and it's images rather than feeling I am reading a textbook.

This book really helped me understand the entire concept of lighting! I've tried multiple setups featured in the book and it hasn't failed me yet! Awesome book to check out to up your photography skills.

Perhaps my expectation was too high. this is just barely ok if you want to glance over. nothing terribly exciting.

The variety of photos in this book was surprising. Although it doesn't always go into the deepest detail for the lighting set-up, the diagrams and resulting photos are enough to get you started, or at least to let you decide if that is a direction you want to consider.If you've ever attempted to replicate photos from a magazine and couldn't quite figure out the lighting differences between their photo and yours, this make let you in on the missing link.

This book does have some good concepts. There is a glossary of photography lighting concepts at the beginning that is fairly detailed. What I learned after reading this book was that this was just filler to make the book bigger and therefore justify the price. The concepts in this book are not outlined well enough to be taken seriously. For that, I would recommend you look at something more comprehensive by someone like Scott Kelby.

Hands down, the best "how to" photography book I've read. Every detail of each (extremely versatile) photo is broken down step by step. From lighting (not only kind of light, but brand) to positioning, aperture, ISO, the works. Guaranteed to teach you something you didn't know or think of no matter how skilled or unskilled you are.

Well written book

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