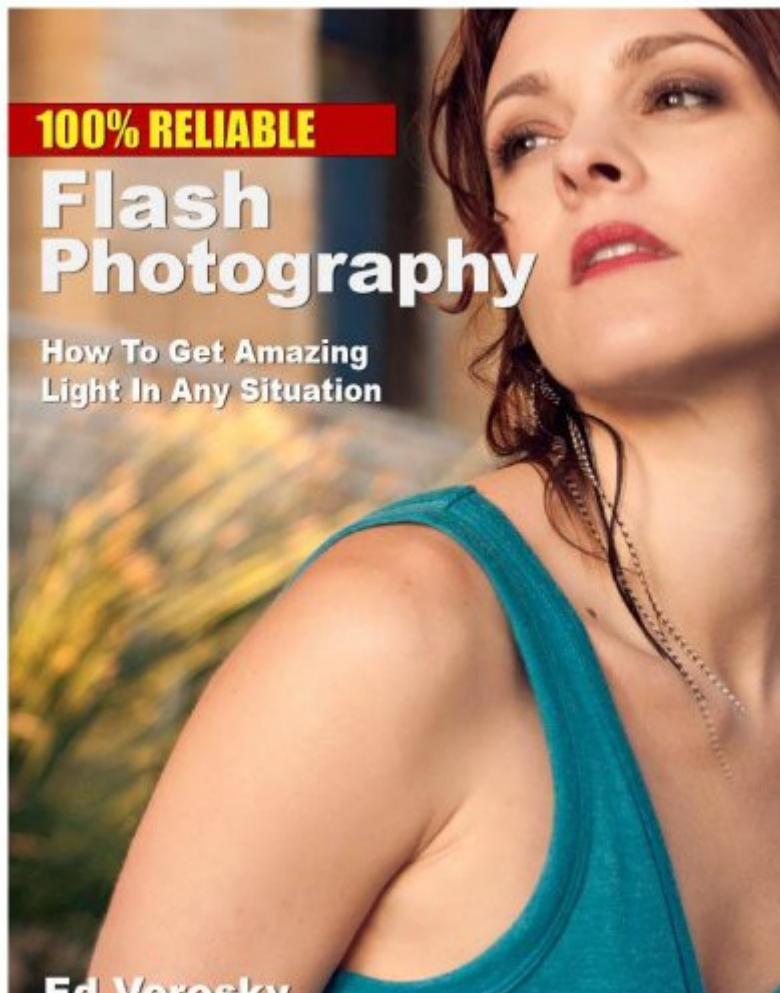


The book was found

# 100% Reliable Flash Photography: How To Get Amazing Light In Any Situation



## **Synopsis**

Photographer and author, Ed Verosky, covers a variety of topics and techniques designed to help photographers consistently create high-quality images with minimal gear. Included are plenty of shooting strategies, diagrammed techniques, and examples which will make getting great photos much easier and more enjoyable. 100% Reliable Flash Photography provides pro and semi-pro photographers with a fast, no-nonsense guide for getting amazing light in any situation. Gain the skill and confidence you need to create great images with the most basic and available lighting sources. The strategies detailed in the book are designed to completely eliminate the stress of not being sure of what to do in a new or fast-moving environment. That makes it a perfect read for wedding, event, editorial, and portrait photographers. 100% Reliable Flash Photography centers on a strategy of standardization. The first part of the book covers relevant lighting and gear knowledge mostly focusing on how to do some really good work with a simple on-camera flash, or even basic household lighting. There are also off-camera flash techniques including detailed instructions for a basic two-light manual setup that serves as Verosky's typical gear for editorial work. This leads into the core chapter, Standardization, which is about making your gear easier to use and eventually master. The book continues with techniques, examples and diagrams for indoor and outdoor lighting, then several "backstories" • quickly detailing shoots with several of the portrait subjects featured in the book.

## **Book Information**

File Size: 2853 KB

Print Length: 118 pages

Simultaneous Device Usage: Unlimited

Publication Date: May 2, 2011

Sold by: Digital Services LLC

Language: English

ISBN-10: 1609846591

ISBN-13: 978-1609846596

ASIN: B004Z20B9E

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #233,391 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #22  
in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Flash Photography #25 in Kindle Store > Kindle eBooks > Arts & Photography > Photography > Lighting #70 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Lighting

## Customer Reviews

I've been playing with photography for about 7 years but have only begun using flash over the past 5 months. I was one of those "natural light only shooters". Yup, I had no clue how to use flash and every time I tried to use it the photo turned out horrible. About 5 months ago I was attempting to take a portrait style photograph of my 11 year old granddaughter. It was a very bright and hazy day and the sun was just past noon. So I knew enough that I wouldn't be able to take a good photograph without seeking overhead cover which we did. I took 2 sets of photo's one using the cameras meter and the other a Sekonic L308S. As it turned out both sets were horrendous while the Sekonic exposed the photos properly the results were flat lighting and those dark shadows in the eye sockets among other problems. It was then I made the decision that I had to learn at least the basics of flash use. I searched youtube for flash photography and practiced to learn the use of flash as a fill and from there to use it with modifiers. It was on youtube that I saw Mr. Verosky's videos. I liked the way he presented himself and that his videos were short and always on point. I assumed this book would be presented in the same way and I wasn't disappointed there is no fluff the book is all business. This book is great for the person who is looking for a starting point to learn flash photography. IMO this book is best used as a supplement to many of the youtube videos regarding flash use. I would think it would be difficult for a total flash newbie to buy this book and put some of the recipes into use and get decent results if you don't understand the terminology and basics.

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