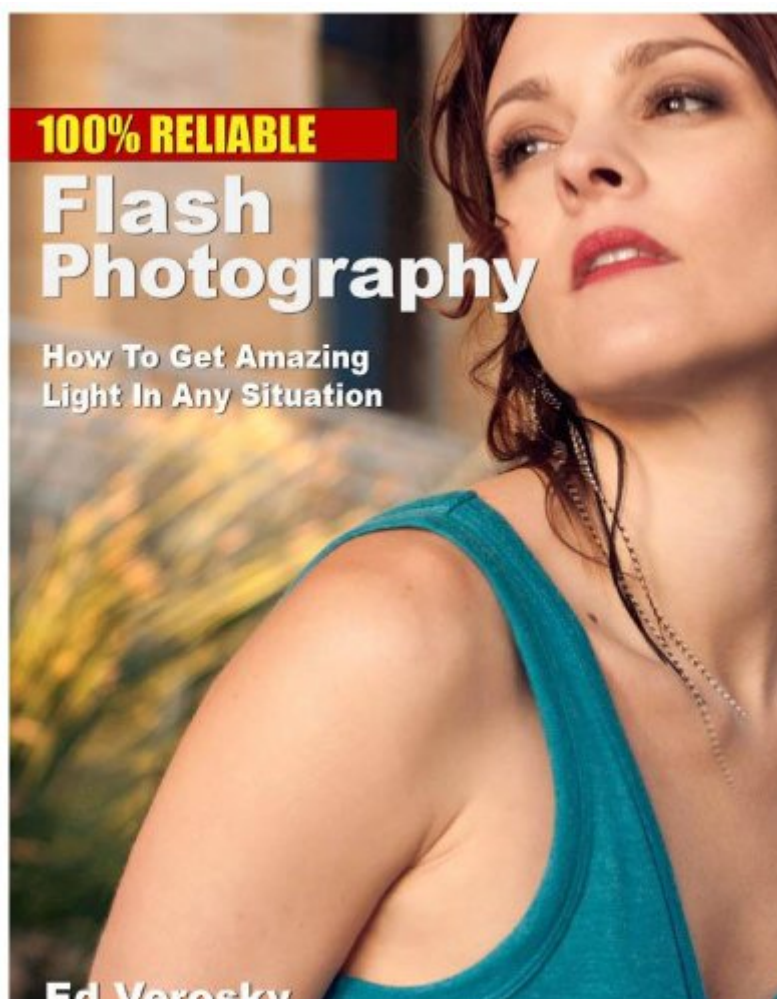




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# 100% Reliable Flash Photography: How To Get Amazing Light In Any Situation



## 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

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## 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 photograpy 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. Watching one or two flash videos on youtube will make this book and its recipes easier to understand and to put them into practice. Just like Mr Verosky I too have a (recipe) starting point for flash use, my settings are different but so is my equipment I'm so anal about those settings that I've created cheat sheets for both both inside and outside, bare flash and for all my modifiers. I can attest that having starting points makes creating the image you want easy and fast. If you're like I was a "natural light photographer" and thinking of learning flash then this book in combination with a few youtube videos and practice will make learning flash a snap

I've always been intimidated by electronic flash since TTL results seem hit or miss. Verosky's techniques are darn near fool-proof and his explanations are crystal clear. He make a great case for shooting all-manual and provides "100% reliable" set-up suggestions that then can be creatively tweaked. Each one is accompanied by an illustration that precisely locates each light, the subject and the camera. For my money, this is one of the best flash photography books I've run across. Highly recommended.

(Photo Enthusiasts to Pro reading Level) This is an excellent book for those looking to take the speed-light off the camera, and venture off into creative portrait lighting with confidence. It provides a turn-key foundation (Standardization) that will help in portraits in any situation. Taking the complex and often confusing interaction between camera & strobe and making it easy as A,B,C! Giving insight to bouncing light, continuous light, and daylight use with portrait photography using minimal gear! If you're serious about your portrait photography this is a must have for your arsenal of photography knowledge! Get book already!! Free your mind to focus on your subject, and not on every function of each button on your DSLR camera! GET PICTURES YOU CREATIVELY WANT!! 5 STARS! Excellent gift for that photography friend! (They will give you a bear hug after they read it!!!! LOL! :)

Nicely pattered book, well thought-out, well-organized chapters. Better than the sarcastic humor of Kelby books which "humor" gets in the way of real learning, Verosky tells it like it is and does not assume you have access to pro equipment. The data on reflectors, bounce flash and what to do in the darker moments of a portrait hobbyist's life are extensively covered. I have this on Kindle, but I'm sure the print version would be cool too. Recommended.

This is a very well written and to the point book. It has made portrait photography easier and successful!

I was backed off doing flash photography in the past. I justified it by saying that I preferred natural light. This book gave me understanding of how to get the effect I want using flash.

This is an excellent book for understanding flag photography. Well written and gives logical explanations on how to set up off camera flash.

Quick read with a ton of info.

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