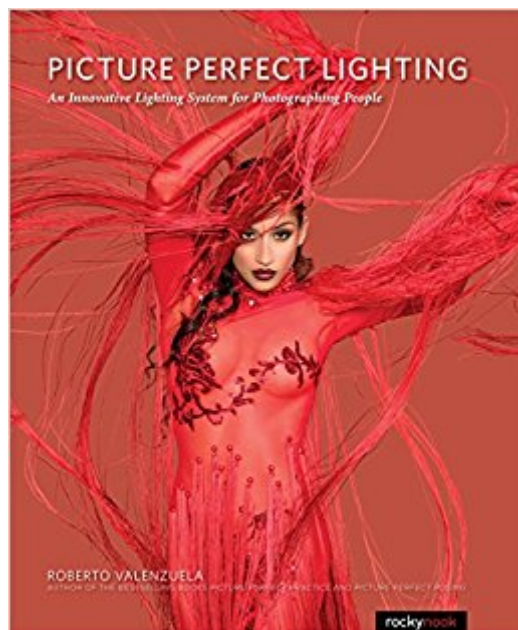




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Picture Perfect Lighting: An Innovative Lighting System For Photographing People



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

Paperback: 360 pages

Publisher: Rocky Nook; 1 edition (March 15, 2016)

Language: English

ISBN-10: 1937538753

ISBN-13: 978-1937538750

Product Dimensions: 9.9 x 8 x 0.7 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 97 customer reviews

Best Sellers Rank: #84,043 in Books (See Top 100 in Books) #10 in Books > Arts &

Photography > Photography & Video > Equipment, Techniques & Reference > Lighting #40

in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference

> Digital Editing #55 in Books > Arts & Photography > Photography & Video > Portraits

Customer Reviews

Roberto Valenzuela is a photographer based in Beverly Hills, CA. He has been honored by Canon USA to be one of the few chosen photographers to be part of their prestigious Canon Explorers of Light program. Roberto believes that it is not talent but deliberate practice that is at the core of skill and achievement. He has traveled to every corner of the world motivating photographers to practice and break down the various elements of photography in order to master them through goal-setting, self-training, and constant dedication. He is the author of the best-selling books Picture Perfect Practice and Picture Perfect Posing.

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.

Roberto Valenzuela is to photography what the Masked Magician is to illusion. When in the presence of a stage magician performing tricks, it can be very mind boggling when attempting to comprehend exactly how what one has seen materialize could actually occur in spite of one's understanding of the laws of physics. So too is the case when viewing photographs created by today's top photographers of which Mr. Valenzuela is no exception. "How did he do that?" or "How big was the crew?" or even "How much did the lights for that shot

cost? *Picture Perfect Lighting: An Innovative Lighting System for Photographing People* is any cloud of mystery that may have existed is lifted, and the "secrets" are revealed. Over the course of 333+ pages, Mr. Valenzuela reveals several core truths. Not only does he prove that a large crew is NOT needed, nor the most expensive DSLR on the market, or even the most high end lighting equipment, he shows that anyone with a passion for practicing their photographic skills coupled with knowledge of the behavior of light can create professional quality photographs. Early on, he takes the reader through the five behaviors of light with an intuitive explanation of each and easily understood examples. He moves on to explain the process he uses to scout locations with nothing more than a camera and knowledge of light through a system called the "circumstantial light elements." Through the many behind-the-scenes examples shown in the book and the insistence of the author, it becomes very clear that the quality of the light, not the aesthetics of the location are what make a photograph beautiful. About halfway through the book, he starts to introduce light modifiers and different techniques readers can use to boost the light in their photos. Objects such as reflectors and speed lights are introduced in light of what he calls the "lighting benchmark test." The basic idea of this philosophy is, in the paraphrased words of the author, "adjusting the light to your camera's settings, not the other way around." He first takes the reader through multiple examples of locations that either pass or fail this test with detailed explanations as to why. However, when the natural light is too weak, something more is needed to help boost the light as opposed to raising the camera's ISO in order to maintain the cleanest possible files. Mr. Valenzuela offers many tips and tricks beyond the conventional for introducing each modifier into the scene. There is even an entire chapter devoted to becoming familiar with one's flash unit(s) through hands on exercises that readers can practice over and over again. The book concludes with several examples of photographs and why each one is successful. By the time the reader gets to this chapter, all of the previous principles taught in the book will have become so ingrained that he or she will be able to recognize why each location has elicited such beautiful light, hence a successful photograph. Such as in the case of the Masked Magician revealing the secrets of his illusions with relatively simple explanations, the reader of this book will no longer be left asking themselves "how?" but rather, "why didn't I think of that?"

This is simply THE best book I've read about lighting in photography. Ever. Not only is it filled with solid ideas to follow under specific conditions ('when the light does this, then place your subject there') but it's stacked with examples of how to apply and manipulate your lighting, angles etc. etc. And everything explained in simple terms so you can go and try it on your own. A must-have for anyone who has not done an in-depth study of lighting in photography before!

This book changed how I look at light, locations and backgrounds. I've been photographing people for 25 years in natural and studio lighting conditions, my approach has now changed. If you want an insightful look into all that is light, I recommend this book. As a side note, this was the first book I bought from this author, I now have all three and am enjoying Roberto's way of seeing things.

I am the editor/publisher/chief cook and bottle washer at [...]. Being such I have read thousands of articles and, watched hundreds of videos on photography. Roberto is in my opinion one of the best of the best teachers around when it comes to photography. When he starts getting into advanced sections of this book like strobes I feel like I already knew a lot of this. However when he breaks down what he calls "10 Common CLE's" this teaching on implementing natural light was the absolute best I have ever seen. Kudos to you Roberto!

A fantastic book to round out Roberto's Picture Perfect series. Great in-depth explanations and examples. I've only had a few minutes to glance through his book, and can hardly wait to really dig into the material. Lighting is some that can always be improved upon and there is always something new to learn! I first discovered Roberto's series as required reading material in college as a photography major, and have been hooked on him ever since. He is a great teacher! And even better as a live speaker...he was my favorite speaker at Imaging USA this year. Highly recommend the purchase of not just Picture Perfect Lighting, but also his other two in the series on practice and posing.

I like his comprehensive process and how he explained his reasons for each technique. I'm someone likes to ask how and why all at once and Valenzuela does a wonderful job of encompassing both of those answers into each subject that he covers in this book. It is the perfect compliment to his other books or just a great read even if it's the only one you pick up. You will definitely gain some knowledge from this book and I'm happy to say his concepts have already begun to be applied to my work.

I must admit, I have become a lighting geek after purchasing and reading this book. I am now constantly looking for the elements of natural light that make a portrait sing, and I can no longer go for a run or walk my dog without constantly stopping and evaluating the conditions, and sometimes just using my cell phone to photograph willing strangers in the gorgeous light. Yes, I've become that much of a light geek. Thanks Roberto. I will never look at a shadow line or shade the same ever again.

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