

TUESDAY TIPS LIVE

ONE LIGHT BASICS

with

The logo for Steve Walter Photo features the name 'Steve Walter' in a white, elegant cursive script. Below the script, the words 'STEVE WALTER PHOTO' are written in a clean, white, sans-serif, all-caps font. The entire logo is enclosed within a white rectangular frame that has a slightly irregular, hand-drawn appearance.

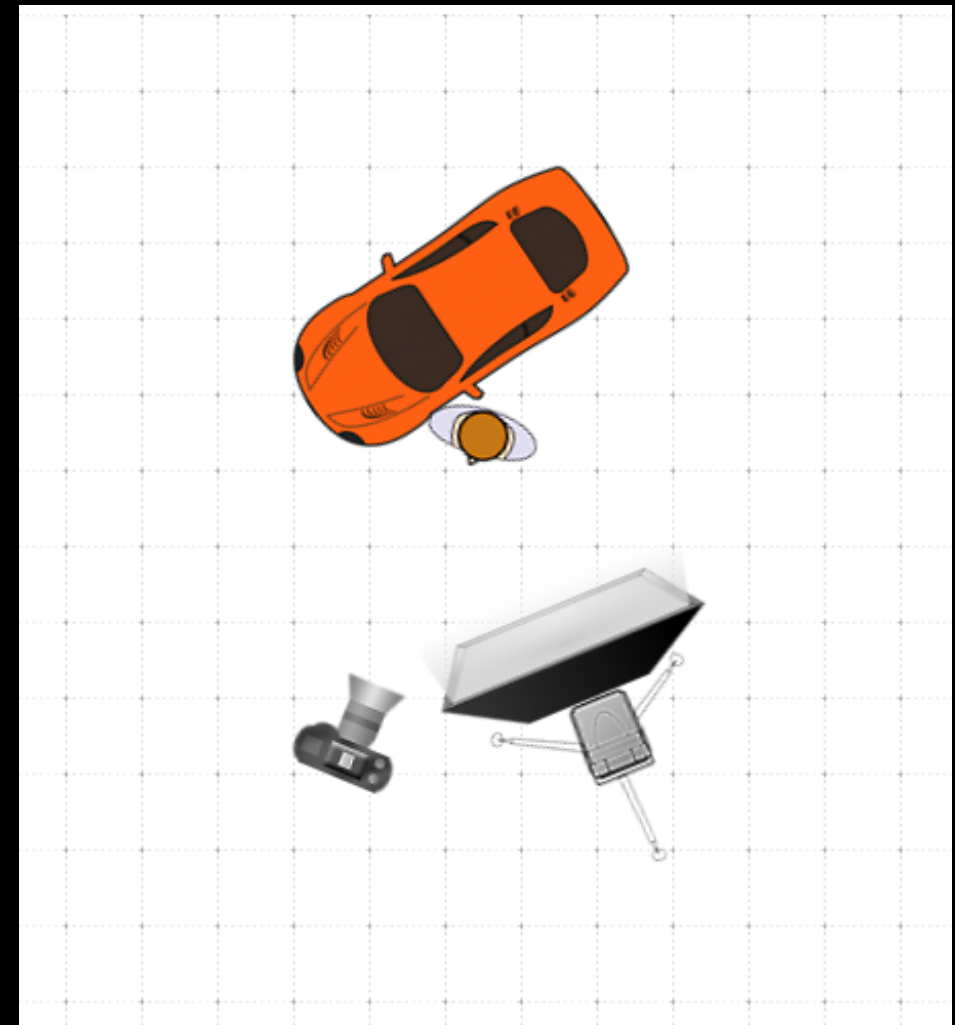
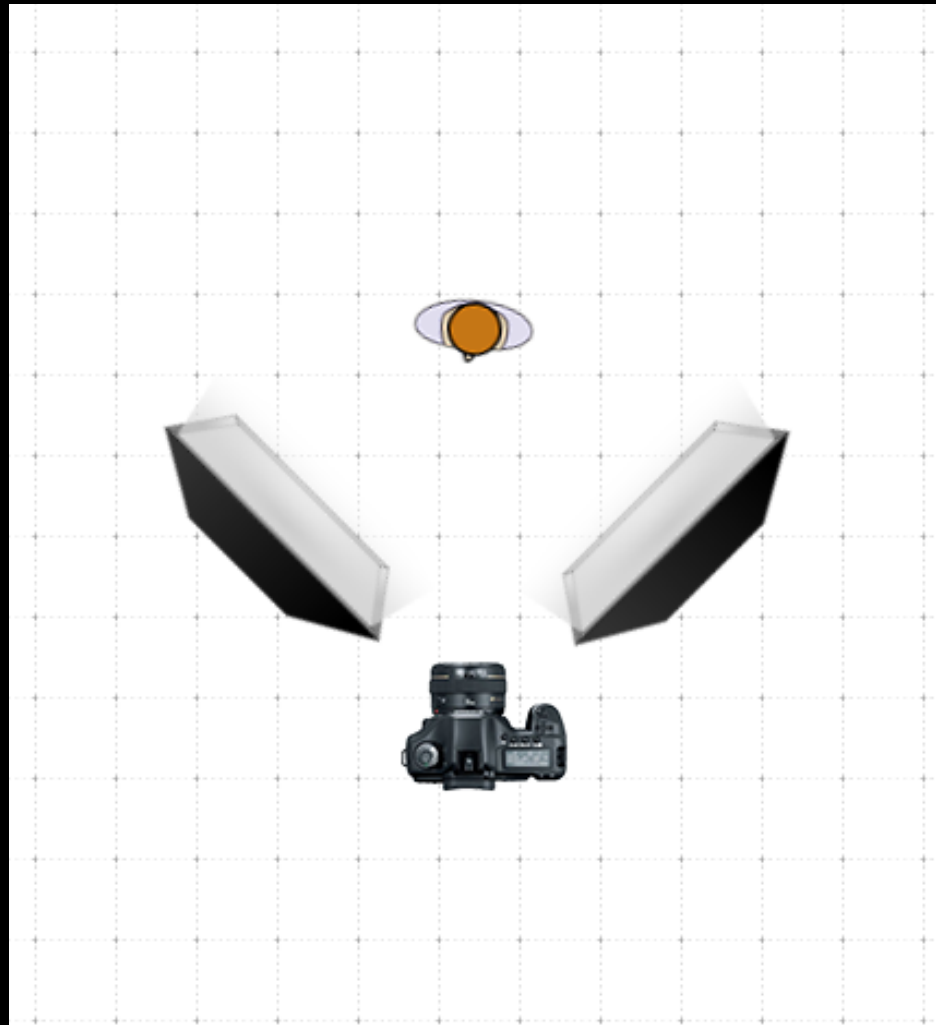
&

The logo for MAX is a stylized, white, handwritten-style wordmark. The letters are bold and expressive, with a dynamic, slanted orientation. A long, sweeping stroke extends from the end of the word, adding a sense of movement and energy.



PEOPLE

Expose for the background first then introduce flash. HSS shutter set high, F/1.8, ISO as low as possible, same 45 degree angle, softbox about 4-5 feet away from the subject



Light source should be at a 45 degree angle between you & the subject. Slightly above them so the light rains on them for dramatic shadows

The smaller the light source the easier to control





DETAILS

*Use HSS set high to kill ambient light, F/1.8, ISO 100
1/16 - 1/8 flash power and softbox 1-2 feet from subject.
The closer the light source the softer the light will be.*

No backdrop? No problem



*KILL all the ambient light by maxing out the shutter speed,
set flash to full power, ISO around 400-640, F/1.8*

Techniques

- ◆ Shoot low to show dominance OR make your subject(s) appear larger
- ◆ Incorporate motion. When the subject(s) are moving it gives the shot more of that “boom shakalaka” effect.
- ◆ If you don’t know where to shoot, look up. Your surroundings include more than what you see in front of you. Don’t be afraid to play with different angles.
- ◆ Be creative. Not everything needs to be an H&M ad. Have fun with it & play with what’s around you.

