Lighting Design for Commercial Portrait Photography (Paperback)

By Jennifer Emery

AMHERST MEDIA, United States, 2015. Paperback. Book Condition: New. 254 x 190 mm. Language: English . Brand New Book. Effective commercial portraiture is heavily reliant on clean, crisp lighting looks that emphasize color, contrast, contours, and texture to allow viewers of magazines, newspapers, television, and movies to view a product or model/celebrity in a precise and predetermined way that suits the overall marketing campaign and leaves viewers with a specific, conscripted feeling about the product /person being shown. Crafting this type of polished lighting requires absolute proficiency with the tools of the trade, from flash, to beauty lights, to softboxes, to gobos and gels. It also requires thinking outside the box to create lighting with a hook a certain quality that binds the look to the brand identity and can be carried out repeatedly across several advertising campaigns. Whether you are producing album cover art, lingerie shoots for an intimates catalog, or production stills for television shows or movies, Jennifer Emery will give you the technical and creative skill set you need to thrive artistically, work efficiently with models and set designers, and win repeat clients. Beginning with essential strategies for finding and casting talent, paying/trading with that talent, and...

READ ONLINE
[8.79 MB]

Reviews

Certainly, this is actually the very best job by any author. It really is rally exciting throgh studying time. You may like how the blogger write this pdf.
-- *Rudolph Jones MD*

Completely essential go through ebook. I was able to comprehended almost everything using this created e pdf. You will not sense monotony at anytime of your time (that's what catalogs are for relating to if you request me).
-- *Timmothy Schulist*