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Lighting for Bold Commercial
Portrait Photography with
the FJ400 Strobe ~~Budapest~~
~~Fashion with the Nikon D850~~
2 Light Glamour Lighting
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LIGHTS. A STUDIO LIGHTING
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lights = better photos?
Using the Ezybox Pro Strip
softboxes outdoors -
Featuring Joe McNally How to
create these SUPER DRAMATIC
Portraits using SLIT

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Lighting | Tutorial How To
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Portrait Look | Canon 5D
Mark 4 \u0026 24-105mm Joe
McNally Uplite (LL LR3497JM)
Examples of 3-light setups
by Karl Taylor Joe McNally -
Garage Guys Joe McNally
Explains Lighting Ratios Joe
McNally: Chasing Light Joe
McNally's Photography Tips:
Natural lighting \u0026
Composition

Joe McNally: Photographic
Lighting Tecniques (NiPHEC
2013) Strip Light Portraits
featuring Joe McNally and
Daniel Norton Soft
Directional Lighting : Photo
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Adorama Photography TV.

NikonTV - Joe McNally

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UnpluggedPIX2015 — Joe
McNally — Lighting for Group
Photography *Sketching Light*
By Joe McNally

Following up on the great success of "The Moment It Clicks "and "The Hot Shoe Diaries: Big Light from Small Flashes, " legendary magazine photographer Joe McNally takes us on another memorable ride with *Sketching Light*, another trip into the land of light--but this time running the gamut from small flash to big flash, and everywhere in between.

*Sketching Light: An
Illustrated Tour of the
Possibilities ...*

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Sketching Light: An Illustrated Tour of the Possibilities ...

Sketching Light: An Illustrated Tour of the Possibilities of Flash - Ebook written by Joe

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Joe McNally - Fotografare la luce / Sketching light - Recensione libro fotografico

And while The Hotshoe Diaries focused on the use of small flashes, specifically Nikon Speedlights, Sketching Light adopts a broader gaze and describes lighting set-ups that range from one small flash to multiple larger units with diffusers and reflectors.

Sketching Light: An Illustrated Tour of the Possibilities ...

Sketching Light, at face value, is a book about both studio and on-location lighting techniques for

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portraits. If those words sound cold and uninteresting, it seemed that way to me as well when I initially picked up the book.

*Book Review: Sketching Light
by Joe McNally – Zdziarski's*

...

Sketching Light Sketching Light by Joe McNally. Download it Sketching Light books also available in PDF, EPUB, and Mobi Format for read it on your Kindle device, PC, phones or tablets. Following up on the great success of The Moment It Clicks and The Hot Shoe Diaries: Big Light from Small Flashes, legendary

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magazine photographer Joe McNally takes us on another memorable ride with Sketching Light, another trip into the

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At 417 pages, Sketching Light: An Illustrated Tour of the Possibilities of Flash is way more of everything than you've seen in Joe's past books. I can assure you that if you liked The Moment It Clicks or Hot Shoe Diaries, you will LOVE Sketching Light!

*PREVIEW: Sketching Light by
Joe McNally - Ron
Martinsen's ...*

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Sketching Light: An Illustrated Tour of the Possibilities ...

Sketching Light examines how architecture as an acupuncture gesture within the site can manipulate light into space. Selected workshop designed for photographer Joe McNally. In favor of Rembrandt lighting condition.

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success of *The Moment It Clicks* and *The Hot Shoe Diaries: Big Light from Small Flashes*, legendary magazine photographer Joe McNally takes us on another memorable ride with *Sketching Light*, another trip into the land of light--but this time running the gamut from small flash to big flash, and everywhere in between. Of course, Joe includes coverage of Nikon Speedlights, but he also covers big flash, as well as "in-between" lights as the Elinchrom Quadra. The exploration of new technology, as well as the explanation of older technology. No matter what

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equipment Joe uses and discusses, the most important element of Joe's instruction is that it is straightforward, complete, and honest. No secrets are held back, and the principles he talks about apply generally to the shaping and quality of light, not just to an individual model or brand of flash. He tells readers what works and what doesn't via his let's-see-what-happens approach, he shows how he sets up his shots with plentiful sketches and behind-the-scenes production shots, and he does it all with the intelligence, clarity, and wisdom that can

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only come from shooting in the field for 30 years for the likes of National Geographic, Time, Life, and Sports Illustrated--not to mention the wit and humor of a clearly warped (if gifted) mind.

Examines how to best work with artificial light when taking photos, covering all types of flash technology, techniques, and lighting styles.

THE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THE CLASSROOM Joe McNally, one of the world's top pro digital photographers, whose

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celebrated work has graced the pages of Sports Illustrated, Time, and National Geographic (to name a few), breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually found only in those rare, best-of-breed educational books. When Joe's not on assignment for the biggest-name magazines and Fortune 500 clients, he's in the classroom teaching location lighting, environmental portraiture,

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and how to “get the shot” at workshops around the world. These on-location workshops are usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joe’s sessions to life. What makes the book so unique is the “triangle of learning” where (1) Joe distills the concept down to one brief sentence. It usually starts with something like, “An editor at National Geographic once told me...” and then he shares one of those hard-earned tricks of the trade that you only get from spending a

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lifetime behind the lens. Then, (2) on the facing page is one of Joe's brilliant images that perfectly illustrates the technique (you'll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, lighting, accessories, etc.), along with the challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand

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photography and the art of making great photos at a level you never thought possible. This book is packed with those “Ah ha!” moments—those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense—that “moment it clicks.”

When it comes to photography, it's all about the light. After spending more than thirty years behind the lens—working for National Geographic, Time, Life, and Sports Illustrated—Joe McNally knows about light. He knows

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how to talk about it, shape it, color it, control it, and direct it. Most importantly, he knows how to create it...using small hot shoe flashes. In *The Hot Shoe Diaries*, Joe brings you behind the scenes to candidly share his lighting solutions for a ton of great images. Using Nikon Speedlights, Joe lets you in on his uncensored thought process—often funny, sometimes serious, always fascinating—to demonstrate how he makes his pictures with these small flashes. Whether he's photographing a gymnast on the Great Wall, an alligator in a swamp, or a fire truck careening

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through Times Square, Joe uses these flashes to create great light that makes his pictures sing.

I've gotten a lot of requests the past few years to make a keepsake, a compilation if you will, of the favorites from the blog. It's easy to miss a blog post—anyone's post—because the rush of day-to-day life intercedes. This book gives me a chance to put some favorite posts together in one place, and to collect a lot of thoughts, feelings, and lessons into something coherent. It's humorous, educational, and most of all, real. Editing for this

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book was like editing pictures. You pick the ones that resonate, have the potential for memory, and possess some sort of emotional or stylistic connection. The following 25 stories are a cross section of the most popular, educational, and madcap posts from the blog. The ones that have struck a chord with readers. The book has two sections—"The Light" and "The Life." The Light section deals with the nuts and bolts of using flash and crafting light. There's a bunch of techniques, strategies, truisms, and gear talk. The Life section is about a photographic

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life, about being a shooter—which is sometimes painful, sometimes humorous, but hopefully, at the end of the day, anecdotally educational. Writing the blog has been different from writing a book because it's less formal, and a little more raw. I have occasionally written about times gone by, and events I've had a chance to reflect on. On other occasions, a blog has spontaneously sprung from the events in the field that day, from the frustration of getting on an airplane with a lot of photo gear to dealing with a difficult subject or client. It's the unedited rushes of

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the photographic experience. It veers from considered commentary, to technical lessons, to quick, funny riffs about the exasperating, goofy stuff of any given day in the field. It's quick off the mark, and an honest account of just how wonderful, amazing, crazy, sad, frustrating, rewarding, disheartening, and ultimately glorious it is to be a visual storyteller. - Joe

In this sexy, bold book, Pulitzer-Prize winning photographer Brian Smith tells the stories behind the photos and lessons learned in 30 years of photographing

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celebrities and people from all walks of life. Smith's long list of famous and infamous subjects includes pro basketball players Dwayne Wade and Shaquille O'Neal; billionaires Bill Gates, Richard Branson, and Donald Trump; tennis stars Serena and Venus Williams; actors Anne Hathaway, Antonio Banderas, Christopher Walken, Taye Diggs, Jane Krakowski, and William H. Macy; and many more. You'll get the inside scoop on what goes on at a celebrity photo shoot in this gorgeous guide to making professional portraits. Smith has mastered how to make a

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meaningful portrait on a magazine's budget and on a celebrity's schedule, which can sometimes be 15 minutes or less. Smith reveals his tips on connecting with people, finding the perfect location, telling a great story through portraiture, getting the ideal pose, capturing emotion and gestures, arranging unique group shots, and lighting the scene just right. You might not be photographing the rich and famous, but after reading Smith's tell-all guide, you'll know how to give everyone who makes their way in front of your camera the star treatment.

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A behind-the-lens guide by an acclaimed master instructs readers on professional lighting and portrait techniques while sharing informative anecdotes, technical notes, and lighting diagrams.

A beacon of creativity with boundless energy, Chase Jarvis is well known as a visionary photographer, director, and social artist. In *The Best Camera Is The One That's With You*, Chase reimagines, examines, and redefines the intersection of art and popular culture through images shot with his iPhone. The pictures in the book, all taken with Chase's

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iPhone, make up a visual notebook—a photographic journal—from the past year of his life. The book is full of visually-rich iPhone photos and peppered with inspiring anecdotes. Two megapixels at a time, these images have been gathered and bound into a book that represents a stake in the ground. With it, Chase underscores the idea that an image can come from any camera, even a mobile phone. As Chase writes, “Inherently, we all know that an image isn’t measured by its resolution, dynamic range, or anything technical. It’s measured by the simple—sometimes

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profound, other times absurd or humorous or whimsical—effect that it can have upon us. If you can see it, it can move you.” This book is geared to inspire everyone, regardless of their level of photography knowledge, that you can capture moments and share them with our friends, families, loved ones, or the world at the press of a button. Readers of *The Best Camera Is The One That’s With You* will also enjoy the iPhone application Chase Jarvis created in conjunction with this book, appropriately named *Best Camera*. *Best Camera* has a unique set of filters and

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effects that can be applied at the touch of a button. Stack them. Mix them. Remix them. Best Camera also allows you to share directly to a host of social marketing sites via www.thebestcamera.com, a new online community that allows you to contribution to a living, breathing gallery of the best iPhone photography from around the globe. Together, the book, app, and website, represent a first-of-its-kind ecosystem dedicated to encouraging creativity through picture taking with the camera that you already have. The Best Camera Is The One That's With You—shoot!

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Foreword by Skip Cohen
Translating the chaos of the real world into a breathtakingly simple, beautiful photograph can often seem like an impossible task. With busy, cluttered backgrounds and subjects who don't know how to pose, how can you take control and get a great shot no matter the situation? In *Picture Perfect Practice*, photographer Roberto Valenzuela breaks down the craft of photography into three key elements—locations, poses, and execution—that you can

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use to unlock the photographic opportunities lying beneath every challenging situation. Valenzuela stresses the need for photographers to actively practice their craft every day—just like you would practice a musical instrument—in order to master the art of making great images. With chapters that offer practice exercises to strengthen your photographic abilities, you'll learn how to approach a scene, break it down, and see your way to a great photograph. The Location section features chapters that cover symmetry, balance, framing, color

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elements, textures, and much more. The Posing section includes the Five Key Posing Techniques that Valenzuela uses every time he's shooting people, as well as a complete list of poses and how to achieve, customize, and perfect them. The Execution portion, with sections like "Lighting through Direction" and "Simplicity through Subtraction," reveals Valenzuela's overall approach to getting the shot. The book also includes an inspiring and helpful chapter on deliberate practice techniques, where Valenzuela describes his system for practicing and

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analyzing his work, which leads to constant improvement as a photographer. If you've been frustrated and overwhelmed by the challenges of real-world locations, posing your subjects, or executing a great image—or if you simply want to become a better shooter but don't know where to start—Picture Perfect Practice gives you the tools and information you need to finally become the kind of photographer you've always wanted to be: the kind who can confidently walk into any location, under any lighting condition, with any subject, and know that you can create astonishing

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photographs that have a
timeless impact.

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