

Beginner's Guide to Photographic Lighting: Techniques for Success in the Studio or on Location

By Don Marr

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Teaching beginner photographers how to create good, flattering light, this book discusses topics such as proper equipment, developing an eye for form, and positioning equipment to maximize the appeal of a subject. As studio photographers face a host of lighting challenges not often encountered outdoors-from lighting reflective objects to photographing food-this guide provides unexpected tips and surprising solutions for adding a jolt of creativity to images. Step-by-step guidance on using the ordinary to create the extraordinary is provided. With its dual focus on creating lighting styles that are both technically correct and creative, this book shows photographers how to effectively light everything from portraits to product shots with confidence.

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Editorial Review

About the Author
Don Marr is an advertising and editorial photographer whose photographs have appeared in magazines such as *Individual Investor*, *Men's Health*, *Mothering*, and *Texas Monthly*. He lives in Portland, Oregon.

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