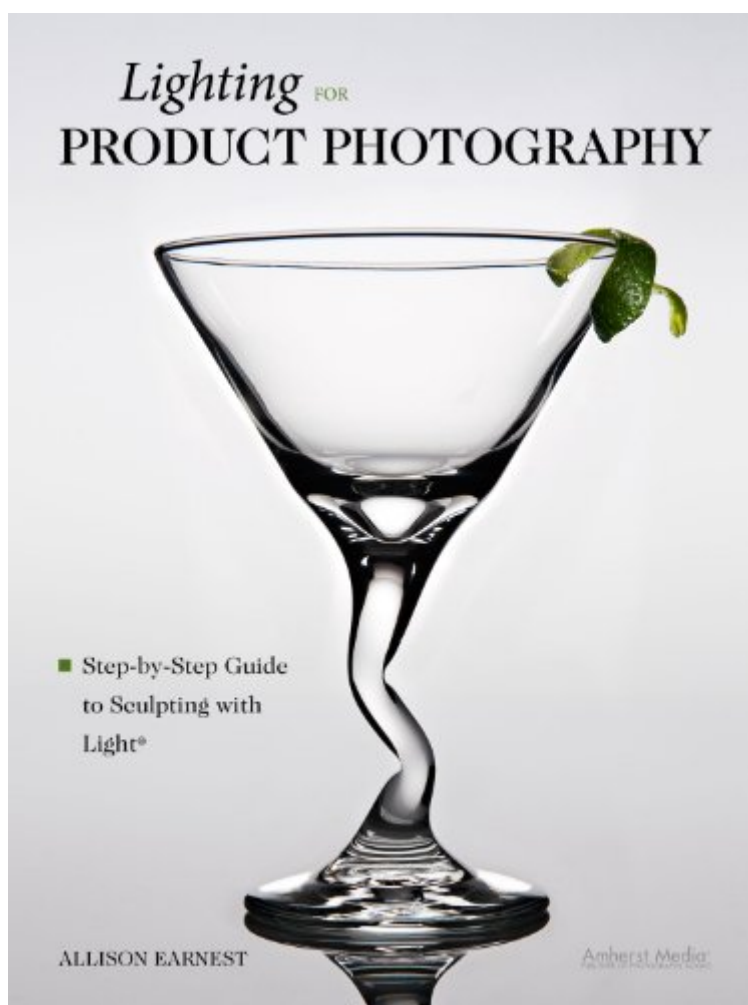


The book was found

Lighting For Product Photography: The Digital Photographer's Step-by-Step Guide To Sculpting With Light



Synopsis

From magazine ads to web applications, this instructive handbook details the ever-expanding area of product photography and discusses the unique skills required to be successful. Beginning with the basics for creating professional-looking shots, the qualities of light and the rendering of color and texture are covered while the tools to be used for controlling those qualities is explained through a step-by-step lighting setup. The latter half of this guide compiles images created on actual assignments, depicting a variety of products photographed in a range of settings. Each image is accompanied by a discussion of the client's intent and the realization of those objectives. Offering procedural images, diagrams, and set-up shots to illustrate the addition and modification of light sources, problems can be identified and corrected on-set making this an invaluable tool for amateur and professional photographers alike.

Book Information

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Customer Reviews

"Lighting for Product Photography" attempts to describe considerations and techniques for lighting products, although what it really delivers is simply examples of good and bad lighting with little real instruction onto the mechanisms to achieve the final result. For the most part I found this book about

as useful as surfing flickr studio/strobist groups which provide a few tidbits about the lighting used in the description, and some EXIF data. You'll be left with the general idea on what was done, but not much of the thought process that led to the use of specific lights and modifiers, nor an understanding of how each light really contributed to the overall result. The first two chapters are basically filler material, which describe the differences between product and portrait photography, and commercial vs. art photography. The information is pretty obvious and don't really add anything to the core subject of the book. Chapter three gives basic information about the qualities of light (hard/soft, colour temperature, metering, etc) that you will find in any novice photography book. The information is accurate, if brief, and will probably be of little interest to anyone that is serious about learning product photography (since this kind of information would be a very basic pre-requisite). Chapter four discusses lighting tools. Earnest will describe monolights vs. pack lights, as well as triggers, modifiers and accessories. This section is also pretty basic for anyone that already has at least some familiarity with studio lighting. Perhaps the most interesting part was the set of random accessories (many from a hardware store) that can be useful for a variety of reasons (like propping up lighting tools, the product, or other accessories).

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