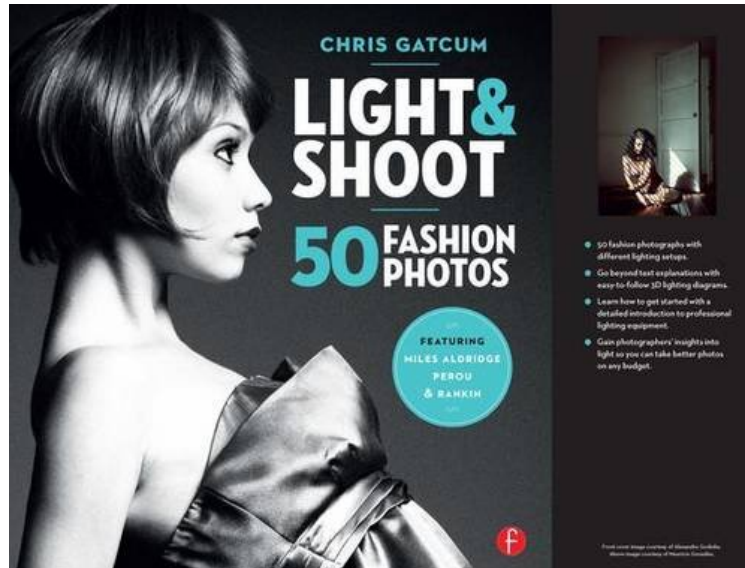


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Have you ever wondered what it really takes to be a fashion photographer? Want to learn what the pros do in the field on a daily basis to create compelling, artistic, iconic fashion imagery? Then this is the book for you! With a focus on lighting, Light and Shoot takes 50 truly amazing fashion photos and tells the budding fashion photographer how each was created. First is the equipment "must-haves." Next are lessons on how to integrate make-up and lighting. From there, you will learn how to shoot for the three main outlets: catalogue, editorial, or advertising. From beautiful photos and lighting diagrams to the photographer's thoughts behind the photos, to a snapshot that shows what camera, ISO, shutter speed etc. were used, this book will give you the tools you need to light and shoot your own fashion photos.