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# This Is Strobist Info: Your Setup Guide To Flash Photography



## Synopsis

In 2009, photographer Dustin Diaz began a 365 project, the goal of which is to shoot and share one picture per day for a year. Not only did Diaz actually complete the project – an achievement in and of itself – he consistently shared both the final image and the behind-the-scenes setup shot for that image, allowing the viewer to see how the shot was arranged. He also included information about exposure, flash power, distance, and light modifiers. The project was a huge hit that attracted thousands of followers. This Is Strobist® Info recreates and expands upon this approach by featuring an image alongside a setup shot that helpfully explains how that image was created. By showing the finished pictures as well as the setup shots for 50 of Diaz's images, you'll gain tons of knowledge about the basics – and beyond – of flash photography, including everything from simple one-light shots to images created with five lights and numerous gels, clamps, umbrellas, softboxes, and grids. Additionally, This Is Strobist® Info includes two chapters that guide you through the basics of starting your own lighting kit and explain the important but often-misunderstood inverse square law.

## Book Information

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## Customer Reviews

A few years ago, I became very interested in Strobist techniques, primarily the use of off camera flash, the importance of lighting and learning on various positioning, the equipment used by other photographers and trying to learn as much as I can from them. There is no denying that among the

best resources out there for those wanting to learn Strobist techniques is through David Hobby's [strobist.com](http://strobist.com) website and also the Strobist community forum on Flickr. But where a lot of people are hardcore and invested in expensive Canon and Nikon cameras, people who spent hundreds on a single flash and other equipment, I knew that for myself... I'm not quite at that level where I am confident of spending as much as these individuals have. As much as I would love to have had the top-of-the line lens, the best off camera flash and strobes, my mindset was not there yet. Yes, I know that may put me in the side of being a budget-conscious, fiscally conservative photographer who tends to buy speedlights from Asia for under a \$100 and is always searching for the best deals on Craigslist for lenses but for now, it works for me and the more I become more confident with my photography and using off camera flash, eventually I will spend the money for a better flash. So, I have spent months looking at Strobist website and Strobist techniques from photographers with similar equipment on Flickr and just trying to soak everything in. But while perusing Flickr and looking at the work of the Strobist community, there was one person whose work caught my attention.

It may be that David Hobby, the creator of the well regarded "Strobist" web site, does not own the name. Or perhaps he doesn't care how it's used (this seems highly unlikely). In any case, no one should confuse "This is Strobist Info" with that source. This book starts out with a small amount of text naming some of the current speedlights of Canon and Nikon and some radio triggers, light stands and light modifiers like umbrellas and softboxes. Next is a very brief explanation of the "inverse square" rule of light fall-off. The majority of the book is devoted to showing photographs captured with flash. On the left side of the gutter is the final picture, and the right side purports to be a photograph of the lighting set-up with annotations, such as the name of the lighting modifier and occasionally the distance between light source and subject. The bottom of the set-up photograph indicates the camera, lens and exposure data. The photographs might be described as "edgy", often showing large areas of darkness and shadow, tilted horizons and hidden faces. Unfortunately there is a sameness to the fifty photographs and the lighting techniques appear to be very similar. There are set-up photographs where the light sources are barely in the picture, and because of the darkness of the images, are hard to distinguish. The data provided in each set-up picture is not standardized. There is nothing that explains any lighting principles, like main light, or fill light. There is no mention of balancing ambient light and flash. One is left to derive these principles from the images, which I found to be so oddball that extracting any rules was extremely difficult. Add to all of this the author's sophomoric sense of humor. It is Scott Kelby squared.

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