

Positive Image

Fashion Photography Workshop by Ron Ranere

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Setting up a studio what you need.

- Space with enough electrical power
- Lighting: flash, hot lights, studio strobes and modifiers
- Stands
- Backgrounds and mounting method
- Changing area
- Makeup area with adequate lighting

NOTES:

Working with clients and art directors:

- Shoot concept
- Scope of shoot
- Fee
- Reimbursable
- How much are they involved: design and casting
- Layout
- Casting the models, model release
- Location, property release

What's in your book and the interview.

- Your target market
- Style of portfolio: box, binder etc
- Getting the interview/drop off
- During the interview: sell that you are not just a shooter but a manager of the shoot.

Strobe lighting, the modeling light advantage wireless discharge

- Flash stops action
- Your style: rapid fire or slow paced. The flash needs to keep up.
- Mono lights vs pack
- Cable vs wireless
- Camera flash to strobe slave
- How many heads for a shoot and where to place them

Strobe modifiers, listed in order of hard to soft

- Reflector
- Bare bulb
- Ring light

- Beauty dish: softer but with a nice detail edge
- Umbrella: catchlight
- Soft box
- Accessories to modifiers: grids, black alum foil, gobos, white reflectors, black absorbers.

Digital workflow

- Raw or jpg?
- Set your camera: white bal, manual, shutter, aperture, file size.
- Shoot to card or to computer
- Shoot a color reference (gratag mcbeth)
- Make a new folder and don't touch those pics
- After shoot or at break copy files to another drive
- Batch process files to jpg or keep raw: photo shop vs camera software
- Select images for client
- Clean up images burn disk and deliver or upload to ftp site.

Clear up the mysteries surrounding color balance

- Calibrate equipment
- Use adobe rgb both in camera and in photoshop
- Shoot color card at each light change
- Process images using adjustments from color card

Using a histogram while you are shooting

- In camera. Do not judge color with lcd
- In computer (option of face histogram)
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Shooting tethered to a computer for the ultimate preview

- Make adjustments to makeup
- Adjust model
- Adjust set
- Show client

Management of your image files

- Backup
- Keep separate set off site
- Organize by keywords
- Edit and trash bad stuff

1:00 -4:00 Live shoot with a model on the set :

Once you are booked as the photographer you become the team leader/project manager.

The shoot

Casting

What should the model wear, styling the shoot

Directing the model

Managing the makeup artist/stylist

Comps (layout)

Bibliography:

Pro lighting series published by RotoView. You can get these at Hunts in Melrose

Magazines: Nylon, Twill, Surface, Vellum, Vogue W. etc. at Trident or in nyc

Making Faces by Kevin Aucoin: great book for learning makeup.