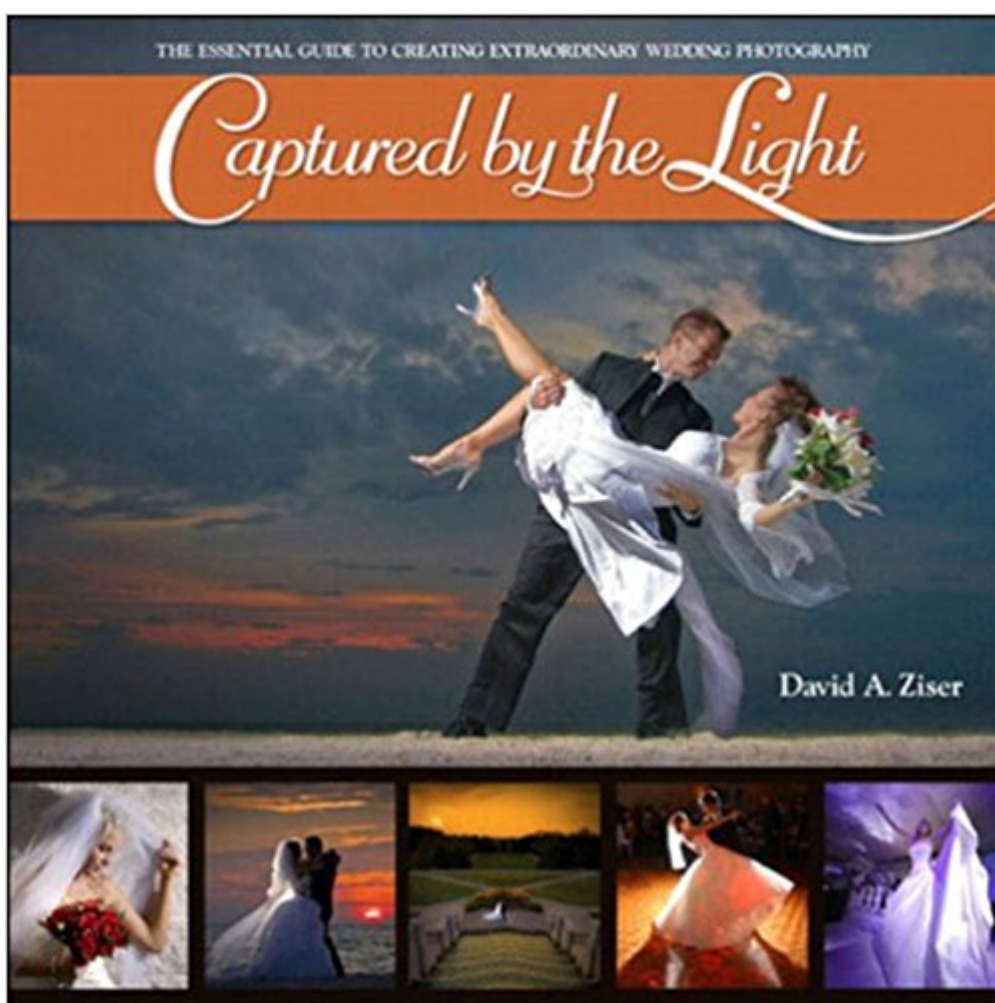


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Captured By The Light: The Essential Guide To Creating Extraordinary Wedding Photography (Voices That Matter)



Synopsis

IMAGINE THE ADVANTAGE YOU'LL HAVE IF ONE OF THE WORLD'S TOP WEDDING SHOOTERS SHARED HIS SECRETS WITH YOU World-renowned wedding photographer, and one of the most widely acclaimed instructors in the industry today, David Ziser brings his no-nonsense, straight-to-the-point teaching style to a book that totally rewrites the rules for how wedding photography is taught. This groundbreaking new book is the first of its kind to focus on the exact areas that wedding photographers have been begging a top pro like David to cover, including how to create professional quality light and beautiful images in every situation, how to compose wedding images that sell, and how to create amazing images in the limited time and at the fast pace of a wedding. But David doesn't just stop there. He covers every aspect of what today's brides and wedding couples want from a wedding photographer, including poses that work every time and can't-miss lighting setups you can use again and again, and everything is laid out in a brilliant step-by-step method that makes learning these techniques so easy, you'll be able to pull off these same looks yourself (without spending thousands on expensive equipment). Plus, the book is packed with David's tricks of the trade that he's picked up in a career shooting all over the world. LEARN HOW THE PROS REALLY DO IT Each year David trains thousands of photographers on how to shoot weddings like a pro. He knows the problems and challenges today's wedding photographers face, and that's exactly what he covers in this book. You'll learn everything on the list here and much more: Professional posing and composition tips Simple on-location lighting setups that are specially designed for the wedding photographer How to get gorgeous images using a minimal amount of time and equipment Creative lighting techniques that anyone can use to create dramatic wedding portraits that will set you apart David's own camera settings and lens selections (which lenses to use when, and why), and how to get the best results with your existing gear How pros use on- and off-camera flash, and a host of tricks of the trade that will make you more profitable and have you delivering the type of wedding shots you've always dreamed of! Plus, the book includes the complete cover-to-cover layout from one of David's wedding album designs to help spark your creative juices and give you ideas to take your own layouts to the next level. The wedding photography industry has been waiting for a landmark book that would become "the book" that finally changes everything, and that's exactly what you'll be getting with the purchase of this book.

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Customer Reviews

At a first glimpse through the book I was sure I wouldn't learn anything new. Being a wedding photographer who shoots without an assistant, I wasn't sure what I could learn from Ziser. In addition, the fact that he shoots in jpeg kind of lowered my expectations. But I must say I did learn quite a few things that really enhanced my shooting experience and helps me get great exposures in camera, which is very important to me. I still think shooting in raw is very important to get the best quality images and I still wouldn't shoot with an assistant. But there were other things I learnt from reading the book that were equally important to me and a great help to getting the image right in camera which makes it immensely easier to edit the photos.

I've scoured .com for wedding photography books that encompass the perfect blend of inspiration, technique and overall workflow. And finally, this book arrives. The layout is excellent, with logical

chapter breaks, informative call-out boxes, and full sections devoted to natural light, on camera ETTL flash, off camera flash, ceremony workflow, reception workflow, and a few more. Also, some books are pretty dated as far as equipment, but the author refreshingly describes using his Canon 5D Mark II AND 7D. That might not seem like a big deal at first, but in many places he talks about leveraging the amazing high-ISO capabilities of cameras like this with your other settings. For example, in the off camera flash sections, he talks about the use of these high ISO settings to cut flash power by half, thus conserving battery life. There's not a lot in here about pricing/contracts, but that's not what I was looking for. If you know what you want to charge, but want to take your wedding photography to the next level, this is the book. Buy it.

I have been shooting weddings for a long time. I always feel like I could learn something new and love reading books related to this type of work. This book is one of the few books that I have found very helpful on the topic. The book is well written and starts out on the basics of lighting. It covers what kind of lighting to use during your portrait shoots and how to achieve flattering lighting including:-Exposure techniques and how to get it right without using a light meter.-Using options such as bounce flash vs umbrellas and all the points between.-Creative lighting methods including backlighting your subjects.-Natural lighting without a flash. Composition:-Rule of quadrants and thirds-Horizon Lines-Repeat elements and framing a scene. Equipment:The author covers what kind of equipment he uses including why he uses a 17-85 4-5.6 (canon) lens and even non f2.8 premium glass. This is an important section because while he is using good gear, he is not trying to tell you to buy premium gear. In fact he recommends a lot of common sense glass that is within reach of even a starving artist. The idea here is that he is not trying to shove 2.8 glass down your throat and tell you that is what you "must have". He has great sample of work using a 7D (not that it is a point and shoot) and some basic f4 or 5.6 glass. He covers why he would rather use the high iso of the new cameras and stick to 5.6 when he can. You also learn about why he uses a wide lens at times and the proper way to do it. You learn about his lighting kit which is quantum flash and monolights at times mixed with on camera direct flash or bounce flash. Next you follow the photographer from start to finish on a full day shoot to learn some great planning methods and how to capture the images along the way. We are talking a large portion of the book dedicated to the full day from start to finish. So for the beginner: This book will teach you what you will need to do the job. Why you need it and techniques to get you going. It will not teach you about marketing or anything legal. It will teach you methods that are absolutely vital to doing the job right. For the working existing pro's: This book is a great read and may give you some ideas to refresh why you are doing this job to start with and

will maybe help get you excited again and give you some ideas. I found this book to be helpful and a joy to read. A side note: This was mentioned before in another review I read about this book, the book has a lot of good samples and almost all the images shown are with the help of an assistant. I agree with this. It is not to say that you can't do the task if you work alone, but it will just mean more stress and some missed shots. It is not to say you can't do it but it is just not realistic to be able to capture everything on the day when you can't be in two places at once. I feel the majority of the lighting can be done using speedlights and lights on stands but you can't haul around monolights and be in two places at the same time. You will need to read the book and work with your bride to prioritize what you need to capture and where you need to be on the wedding day. I understand that not every photographer has an assistant or 2-3 assistants (as written in this book in some places) but that should not stop you from doing a good job. It means traveling with less gear and using it correctly and also working with your bride to get a timeline that can provide them with the photos they want. Most brides know what they are paying for and it is your job to educate them on what you can and can't do for a specific budget they have. In the end I feel this book is great and a good read. I would buy the paperback version as I imagine the E book version would be hard to follow because of all the images. This book was written in a way that I feel the author is not holding back info or trying to show how great he is but rather in a way that is simple and clean. It can improve you as a photographer or teach you some new ways of thinking. Great job to the writer and happy shooting guys/gals.

Having done three weddings as a second photographer, I got my first solo assignment and wanted to do a first rate job. Looking for a guide to help me prepare, this book looked like the one I needed to do it right. What I learned from this book enabled me to focus on the essentials for the big day from what lenses were most important to what lighting equipment and how to use it for maximum effect. The basic challenges I faced were a large wedding party (seven each maids and men), large families and special requests for family portraits, a very large attendance, and a less than glamorous space in which to photograph it all. And of course, a very lengthy and hectic schedule, running from before 8:00 am until almost 11:00 that night. Although I had the fast glass, David encouraged me to be more practical and use my F4 lenses with image stabilization. Next, he encouraged me to use more power than on camera strobes would provide and to rely upon off camera, bare bulb, battery powered flash heads (the one I used was very similar to the Quantum TD5R David uses) shooting through an umbrella. I also used a large parabolic white shoot through for the group photos. In all, David's careful tutoring on what angles to shoot, how to master and rely

upon manual mode camera settings and lighting power enabled me to achieve a very successful shoot, pleasing not only the bride, but both mother and mother in law! I don't suppose you can ask for more. If you are prepared to go beyond the basic equipment list and camera settings writeup, David Ziser has a whole lot to offer here on establishing a winning strategy for your wedding assignment. He taught me the fundamentals I needed to give me confidence and also enabled me to go beyond the lesson and experiment on my own. A serious study of this book will let you put to work much of the skills that David acquired over many years of experience. I recommend this book as one that you will look at many times. My lessons learned were invaluable and I still marvel at the results. Its chock full of tips and expert advice on how to plan and shoot your next wedding. My favorite points were what lenses to use for best effects, what lighting to use and how to use it, such as capturing the wedding dress and bridesmaid's gowns, and how to shoot the glamor and fashion formals, including how to get some texture into very dark menswear. For the price of this book, I easily saved a substantial amount over what workshops and travel might have cost to gain this knowledge. My hat is off to David for a wonderful report of his best tips and techniques.

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