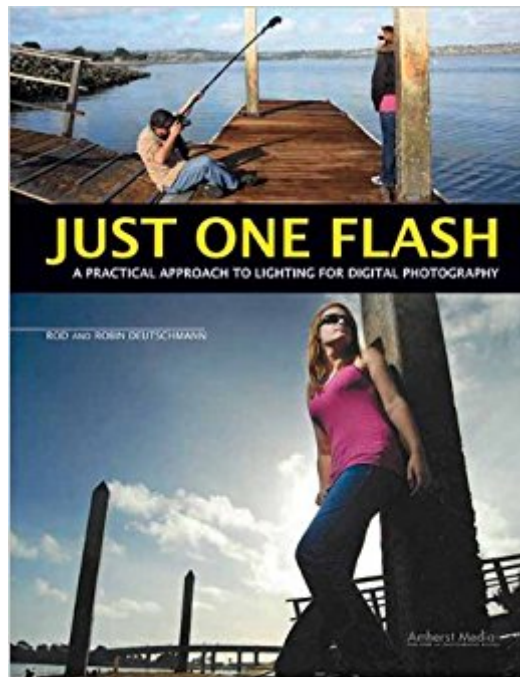The book was found

Just One Flash: A Practical Approach To Lighting For Digital Photography

Synopsis

Filled with tips for producing paramount effects using a single flash, this guide shows amateur and professional photographers how to lighten their gear load and free up their budget. With an in-depth look at equipment and special features, this manual covers essential topics such as shooting in RAW format, manualÂ versus automatic, selecting the right ISO setting, the effect of aperture, using the flashâ ™s zoom feature, changing the angle of the flash, and wireless triggering. Also including creativity-enhancing exercises and approaches, this guide gives examples of creative lighting applications for still life, editorial images, wedding shots, and landscape photos.

Book Information

Paperback: 123 pages

Publisher: Amherst Media (January 1, 2011)

Language: English

ISBN-10: 1608952509

ISBN-13: 978-1608952502

Product Dimensions: 8.5 x 0.5 x 10.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars   33 customer reviews

Best Sellers Rank: #2,015,271 in Books (See Top 100 in Books)   #89 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Flash Photography #470 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Lighting   #959 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Digital Editing

Customer Reviews

"[This book] aims to teach people to be artists with their cameras." —www.BookNews.com

Rod Deutschmann is a photographer and a photography instructor in the San Diego public school system. He is an award-winning marine-combat correspondent and the managing editor for the "Camp Pendelton Scout," the award-winning Marine Corps newspaper. Robin Deutschmann is a photographer. They are the cofounders of the San Diego in Focus Learning Center, a photography training center. They live in San Diego, California.

This is written by a couple who teach flash photography to classes of students. The book is generic,

i.e., it is not brand specific. Rob and Robin insist on manual camera and manual flash techniques which challenge the photographer to start afresh, fall on his or her face, and figure out the ambient and flash exposure process by trial and error. This is not as helpful as the Zettl book and the van Niekerk books, published by the same publisher.

It's a few kernels of real information on flash mixed in with a bit over a hundred pages of fluff and woo about growing your inner artist. The one thing I did like was the juxtaposition of "the shot" with a wider view of how the shot was set up.If you're looking for in depth information on flash photography techniques, look elsewhere. If you're looking for pat on the back encouragement about how you can be an artist too, you might like it.The multiple flash book by the same authors has the same problem.

This is one of the worst photography books I've ever seen. If it were titled "Flash Buyer's Guide" it would maybe deserve 2 stars.I kept reading about all of these accessories and couldn't wait to get to the part where instruction was given and examples were shown, those parts never came.Incredibly though, 11 pages are devoted to making a "light scatterer", and 10 pages are devoted to putting your flash on a homemade stick.A whole page shows 4 pictures on how to hold your flash at the 12,3,6, and 9 o'clock positions, so I guess you could in some way call that instruction.The photography is terrible for the most part, I'd be ashamed to show shots like this to my friends let alone publish them in a book. Even worse the photos don't make sense in the context of teaching anything. 4 photos shot with a diffuser just show 4 shots taken with a diffuser, exactly alike. I would think you'd have one shot without one, then 3 at varying distances if you were actually trying to illustrate a point.You'd not only save some money but learn a lot more from just downloading manufacturer's brochures and looking at the pretty pictures in them, at least then you'd be looking at pretty pictures.

I purchased three books related to flash light photography at the same time, and was bored reading the other two when Just One Flush arrived through mail. I was hooked with it and finished reading it very quickly. It felt like when I was in college and thinking myself not interested in certain subject, but a different professor made all difference to let me believe that I could actually being very good at it. Just One Flash is informative, with plenty "know how and Know why" instructions, plus alternative options. And the most importantly, for a person who had relied on shooting with available light, this book made me confident to experiment with flash light.

VERY GOOD

This is a great Guide.

I was rather disappointed with this book. The content is for the most part very basic and general. If you've been following the Strobist site & have read David Hobby's Lighting 101 then you won't find much new in the book. Beyond a few technical specs and setup shots, this book does not provide much discussion of the intent and technique used in the example pictures.

I Love this book and the way it is presened in a very user friendly manner.this book grips you from the start to the finish. If you are a Photographer this is a nust buy book for you. Tons of Information and in a pick and do way. I wousld defnitely give this book a 10 stars raqting an plan to buy more books from this wrter

Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Just One Flash: A Practical Approach to Lighting for Digital Photography Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography: Photography Lighting: Top 10 Must-Know Photography Lighting Facts to Shoot Like a Pro in Your Home Studio Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Lighting for Digital Photography: From Snapshots to Great Shots (Using Flash and Natural Light for Portrait, Still Life, Action, and Product Photography) Digital: Photography: For Beginners 2ND EDITION: Pictures: Simple Digital Photography Tips And Tricks To Help You Take Amazing Photographs (Canon, Nikon, ... Flash, Frame) (DSLR Cameras Book 1) Photography Lighting: Ultimate Guide To Home Studio Photography Lighting! Creative Flash Photography: Great Lighting with Small Flashes: 40 Flash Workshops Disenar La Luz / Designing Light: Preparacion De La Iluminacion En La Fotografia Mediante El Flash / Preparation Of Lighting In Photography with The Flash (Photoclub) (Spanish Edition) DSLR Photography for Beginners: Take 10 Times Better Pictures in 48 Hours or Less! Best Way to Learn Digital Photography, Master Your DSLR Camera & Improve Your Digital SLR Photography Skills

Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Flash and Ambient Lighting for Digital Wedding Photography: Creating Memorable Images in Challenging Environments One Flash!: Great Photography with Just One Light One Light Flash: Professional-Quality Lighting on a Budget (Lark Photography Book (Paperback)) David Busch's Flash Photography Compact Field Guide (David Busch's Digital Photography Guides) David Buschâ ™s Guide to Canon Flash Photography (David Busch's Digital Photography Guides) David Busch's Guide to Canon Flash Photography, 1st ed. (David Busch's Digital Photography Guides) Mastering Digital Flash Photography: The Complete Reference Guide (A Lark Photography Book) Media Servers for Lighting Programmers: A Comprehensive Guide to Working with Digital Lighting