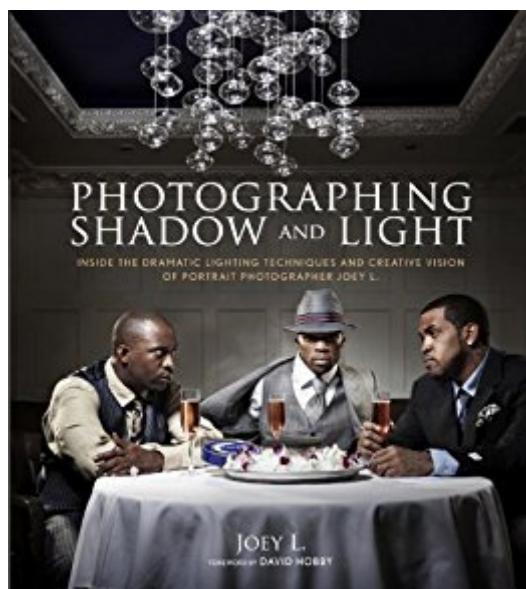


The book was found

# Photographing Shadow And Light: Inside The Dramatic Lighting Techniques And Creative Vision Of Portrait Photographer Joey L.



## Synopsis

Aspiring photographers are always looking for that edge, that fresh point of view to add drama to their images. Photographer Joey L. found his vision early, drawing critical acclaim as a brilliant commercial photographer with a distinctive technical expertise for lighting.

In *Photographing Shadow and Light*, Joey lifts the curtain on his dramatic, creatively fearless approach to portraiture, sharing his personal philosophy and a behind-the-scenes look at 15 striking photo sessions—from personal projects shot in Africa, India, and Brooklyn to commercial shoots for 50 Cent, the Jonas Brothers, and Project Runway All Stars. Joey provides readers with a step-by-step description of how he visualized each shoot, formed meaningful connections with his subjects, and “built” his signature dramatic lighting effects—one light at a time.

Featuring more than 85 stunning portraits, detailed lighting diagrams, and a foreword from industry icon David Hobby (aka Strobist), *Photographing Shadow and Light* shares the creative process behind one of today’s most exciting photography talents, providing serious amateurs and professionals a fresh perspective on creating compelling, professional quality portraits. Joey Lawrence is . . . the future of photography. Get used to it.

•••David Hobby (Strobist) Get inside the images of commercial and fine art portrait photographer Joey L. with this behind-the-lens guide to his fearless approach, creative vision, and signature lighting techniques. Also available as an ebookFrom the Trade Paperback edition.

## Book Information

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## **Customer Reviews**

I had a hard time deciding how to rate this book. While I'm not sure who the book's target audience was, it is fitting for all photographers who want expand their horizons or pros to relook at how they shoot. The more experienced will probably underrate the book while beginners might overate the book. Overall, the book is a good source for learning and provides a lot of insight. Joey L.'s book is a concise documentary of some of his work. The best of the book is the many photos you get of Joey L.'s work (5 stars). His description of styles and techniques (2 stars) are reminiscent of many photographers learning to light and photograph people. But he does get into some advanced lighting. His understanding of building rapport with his subjects is unusual for young photographers - he gets it! And the book could almost be a marketing tool for Profoto Pro 7b battery pack , Profoto flash heads, and Elinchrome's Rotalux Softbox Octa but does demonstrate the flexibly of this equipment. The book is not the type of book that is a compelling read but one you can read and come back to later. I had to take a second look at much of the book before I really deciphered that there was really large amount information is in the book.

Coffee table book. I was expecting more of a how to book. It is a good enough idea book for poses but if you're looking for nuts and bolts, go elsewhere.

One of Joey's secrets is revealed. I like Joey's portrait look and was happy to hear how he accomplished it. Other information is certainly available, but you may have to be in tune to absorb it. Joey makes a good discussion of how and why and IF you want to dig it all out it is there. He really lets you know what you need to create a moving studio. Joey is a profoto light product user. Obviously all of this can be created using Elinchrom or other high power battery strobe units. I recommend this as a good read. It took two days cover to cover, even taking time out for copious notes.

Book lacks depth, but the setups are interesting. The depth means that it doesn't really discuss why each light is on the scene or help you get into Joey L's mind, so that one can innovate on his technique. There are a few quick tips, but nothing that will help cure photography woes.

I got more out of the book from reading between the lines on Joey's attitude to photography and life too I guess. There are lots of "you can do it" books out in the world and this certainly had how to light, why he did one thing over the other but his drive to make things happen for himself is what I found most helpful. Good read, great photos what more can you ask for?

Joel L in this book explains in detail his craft and unique approach to portrait lighting, creating shadows rather than resolving them. He does not go into sufficient detail to explain his post processing but his commentary is very sufficient for the reader to decode his approach, at least insofar as the lighting aspect is concerned. You will be satisfied with this book if you think about his diagrams.

Joey L. is a young photographer, but he sounds twice his age. He's got a very interesting style and approach to commercial photography. Really useful tips and behind the scenes in this book, and all of them very well illustrated in the Kindle edition. Really worth it's price.

I really enjoyed the book. Its filled with beautiful photos as well as great behind the scenes information that will help me to become a better photographer. I enjoyed the lighting diagrams immensely and wish there were even more of them in the book. Definitely worth the money for me.

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