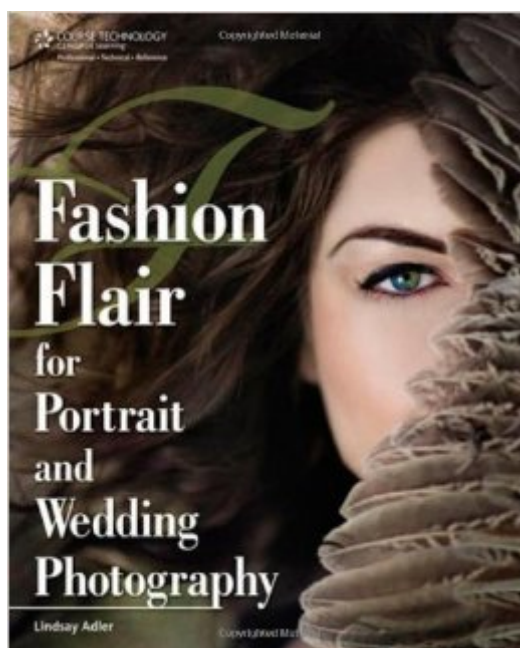# Fashion Flair For Portrait And Wedding Photography

## Synopsis

Fashion Flair for Portrait and Wedding Photography teaches photographers how to take the concepts of fashion photography (including preparation, styling, props, lighting, posing and post-processing) and apply these techniques to their portrait and wedding photography. By adding fashion flair to their work, photographers can distinguish themselves from their competition and demand a higher price for their images and creativity. Fashion photographers use preparation, styling, props, lighting, posing and post-processing techniques to achieve the desired visual effects in their high-end shoots. Yet these very same techniques can be applied to the images of portrait and wedding photography to create outstanding work that will differentiate a photographer from the competition. Clients want to feel like they are models, and live in a fantasy and this book will help them feel edgy, striking and high-end through a unique approach to their portraits. This book is not about becoming a fashion photographer - it is about using fashion photography techniques for successful portrait and wedding photography.    Bonus Photographs (Click for larger image)

## Book Information

Paperback: 320 pages

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Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review:  4.6 out of 5 starsÂ Â See all reviewsÂ (32 customer reviews)

Best Sellers Rank: #639,266 in Books (See Top 100 in Books)   #37 inÂ Books > Arts & Photography > Photography & Video > Lifestyle & Events > Weddings   #60 inÂ Books > Arts & Photography > Photography & Video > Lifestyle & Events > Celebrations & Events   #331 inÂ Books > Arts & Photography > Fashion > Fashion Photography

## Customer Reviews

I am best classified as a part-time professional location based shooter who shoots without use of assistants. I shoot all Nikon gear and typically do event, portrait, intimate, and children's sporting events. I do not do weddings due to the complexity of the event (that is a confession by the way). I love photography and would do what I do for free but I happen to get paid most of the time.For this book to have any value to you, you must have the fundamental basics of photography mastered.

Well, maybe not "mastered." But you must have the fundamental knowledge to apply those basics to various situations before you can apply the lessons in this book. So, if you are just starting out or just a hobbyist, focus on books that cover the basics such as exposure, metering, gear, natural lighting, aperture,etc... If you are still using the scene settings (program mode) on your camera, don't even think about this book. You should know how to shoot manually first.That being said, this book, despite the constant use of the word "flair" is extremely valuable for portrait shooters leaning toward the fashion/glamour side of photography. It has some of the best visual examples (I like to deconstruct shots)from which to work. Adler presents the information so coherently that if you have a at least the fundamentals of photography down, you will easily benefit from even just browsing this book (the shots are inspiring).Although the book has the word "wedding" in the title, the lessons and samples are easily applied to any portrait shoot (in studio or on location), especially with women. Adler does a great job of explaining gear and lighting so that even a hobbyist moving up should be able to use many of the techniques on their next shoot.

This book is targeted to the hobbyist or professional portraitist, and will not teach you how to shoot for Vogue Italia. But once you've got the basics of photography down, this is a great resource for adding to your photographic repertoire. It covers how to incorporate elements of fashion photography into portrait shoots (nothing in the book is wedding-specific, though the suggestions can be implemented by wedding photographers as well). The author covers "fashion flair" (she can't seem to just use the word "fashion" without its cheesy counterpart) from a variety of angles: the best gear (lenses, lights and modifiers), shooting techniques, pre-shoot preparation (getting ideas/props/locations, finding and working with MUA's, stylists, models, etc), posing, lighting techniques, post-processing in Photoshop, photography business tips, and more. All in all, a nice compilation. I wouldn't recommend it to someone new to photography, as it would be wise to be grounded in the basics before getting too much to think about (so if you're still shooting on "P" mode, learn your gear first!). But for anyone a little further along the learning curve and wanting to lean towards fashion photography, this makes a nice resource, and contains plenty of tips to help you get started.Another book worth considering would be Siegel's Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide, which is a bit different: it's more brief, more "professional" (if you actually want to *BE* a fashion photographer), and a bit less directly applicable to generic portrait shoots.

Affordable and Practical Wedding Guide for Planning The Best Wedding Celebration: Weddings:

Creative Wedding Ideas - Wedding Decorations - Wedding Dress - Wedding Planning - Wedding Accessories Fashion Flair for Portrait and Wedding Photography PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Photography: Portrait Photography: 9 Tips Your Camera Manual Never Told You About Portrait Photography DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) The Design Aglow Posing Guide for Wedding Photography: 100 Modern Ideas for Photographing Engagements, Brides, Wedding Couples, and Wedding Parties Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) 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) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography & Photoshop Box Set: Includes Photography for Beginners, Stupid. Simple. Photoshop, Photoshop, Portrait Photography & Photography Business Photography for Beginners & Photoshop Lightroom Box Set: Master Photography & Photoshop Lightroom Tips in 24 Hours or Less! (Photography Tips - Wedding ... - Adobe Photoshop - Digital Photography) Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more. Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) 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) Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Wedding Speeches: Father Of The Groom: Sample Speeches to Help the Father of the Groom Give the Perfect Wedding Speech (Wedding Speeches Books By Sam Siv) (Volume 5)