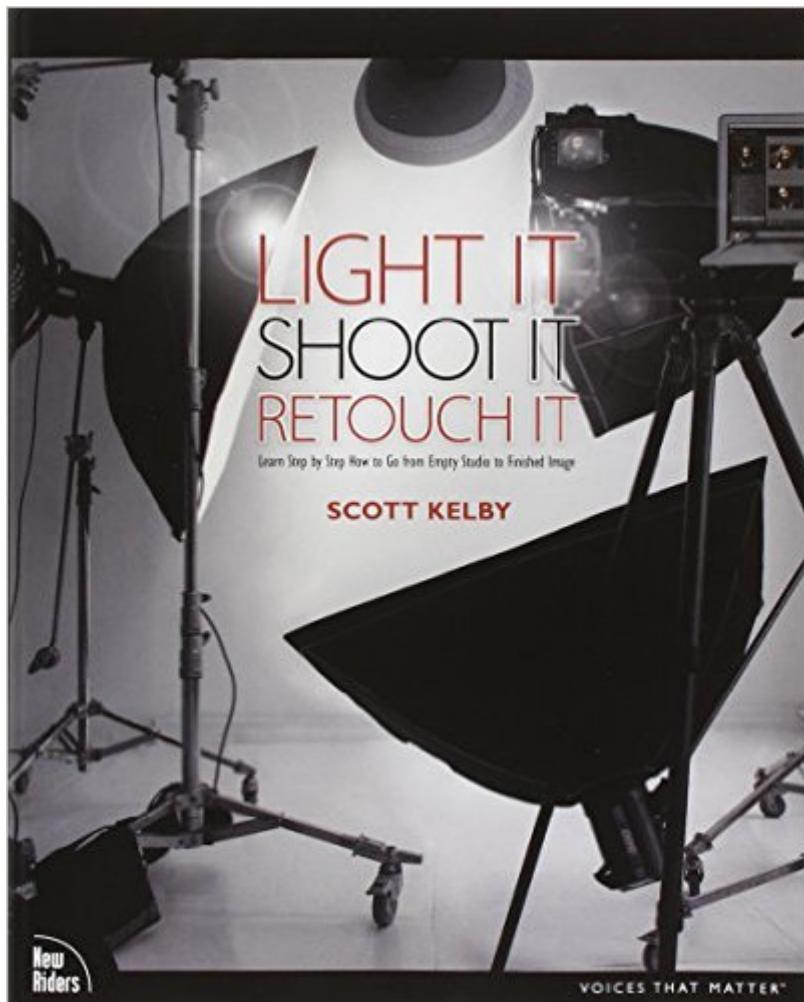


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# Light It, Shoot It, Retouch It: Learn Step By Step How To Go From Empty Studio To Finished Image (Voices That Matter)



## Synopsis

FOR THE FIRST TIME EVER, YOUâ™LL LEARN ALL THREE ASPECTS OF WHAT IT TAKES TO CREATE STUNNING PORTRAITS (HINT: ITâ™S NOT JUST THE LIGHTING) Scott Kelby, the worldâ™s #1 best-selling author of photography books, Editor-in-Chief and Publisher of Photoshop User magazine, and Publisher of the just-released Light It magazine, has reinvented how lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books donâ™t dare includeâ™ “the post-processing and retouching in Photoshop. This book also breaks new ground in the visual way it teaches you the lighting setup. There arenâ™t any sketches or 3D modelsâ™ “you see the lighting layout in a full-page photo, taken from above during the live shoot, so you can see exactly where everythingâ™s positioned (the subject, the photographer, the lighting, the backgroundâ™ “you name itâ™ “you see it all). Plus, youâ™ll see side, over-the-shoulder, and more behind-the-scenes views, so you can absolutely nail the lighting every time. LEARN THE LIGHTING SETUPS THE PROS USE Each year, Scott trains thousands of professional photographers during his Light It. Shoot It. Retouch It. LIVE! seminar tour and now, for the first time ever, heâ™s taken that incredibly popular style of learning and put it into book form. Now everyone can have a real-world reference for getting the same looks todayâ™s clients are clamoring for. Youâ™ll learn: The step-by-step layouts for creating the most-requested and sought-after lighting looks How to get more out of one light than you ever thought you could (this is worth it alone!) How to control and shape your light without breaking the bank The camera settings, gear, and power settings for every shot The retouching techniques the pros really use to make their subjects look their very best How to retouch hair, eyes, lips, skin, and lots of other little retouching tricks that make a really big difference How to create high-contrast portrait effects without buying expensive plug-ins A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition Plus, Scott includes a special bonus chapter that shows how to create these same studio looks using off-camera hot shoe flashes and the modifiers made for them. Thereâ™s never been a book like it.

## Book Information

Series: Voices That Matter

Paperback: 264 pages

Publisher: New Riders; 1st edition (September 11, 2011)

Language: English

ISBN-10: 0321786610

ISBN-13: 978-0321786616

Product Dimensions: 8 x 0.6 x 9.9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (186 customer reviews)

Best Sellers Rank: #171,948 in Books (See Top 100 in Books) #32 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Lighting #109 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Digital Editing #225 inÂ Books > Textbooks > Humanities > Visual Arts > Photography

## Customer Reviews

I'll start by saying I'm a big fan of Kelby's books - they're very easy to read (mostly because they're filled with photos and minimal writing opposed to the opposite!) and you usually get some new information in a non-technical way that's easy to understand. Unfortunately, I'm kind of disappointed by this one -- while called "Light it, Shoot it, Retouch it", the majority of the book revolves around how to fix the images in photoshop (not too big of a surprise, since Kelby is a 'photoshop guy' before a 'photographer'). I bought the Kindle version (for use on the iPad) and it looks great - images are clear, large and easy to see. I will say that I'd only use it on a Kindle Fire or iPad (the black-and-white kindles will lose a lot from the book, since it's so image-heavy). If you have one of the above though, this is a great way to save a little money and have a portable version "on the go" wherever you're at. So the premise for the book is great - they show you a final image, then the lighting setup/camera info and finally the editing to get it there. If you read the free sample chapter here you'll only see the final image, lighting setup and camera information.. this is a bit misleading as about 80% of the content is actually in the editing of each image. For each "look" you get a handful of views of the lighting setup, which is a great idea! An overhead shot showing the model, background, lights, camera, etc.. (plus some side-shots to see more detail and positioning). For each lighting setup/style, you get 1 image which that chapter will focus on (creating it from the lighting to camera settings to photoshop work).

As an experienced studio portrait photographer I like to think I know my way round most lighting setups or at least have a pretty educated guess - This book however takes it one step further.

People may show you a lighting setup or a finished "polished" shot, but not many take you through

the complete step by step process. For me seeing the contact sheet and Scott's out of camera RAW, lets me relate to how I see my images out of the camera and the potential of the finished shot. Hang in there, it sounds obvious! but Scott's style of writing is as if he is standing next to you guiding you through the stages and why. This is a key thing that a lot of narrators don't get. I looked at a couple of the RAW's and thought hmm, lets see where we go with this. I love seeing the lighting setup shots from every aspect - front, side, back (and top) showing proximity, angle etc - it takes away the guess work you get from some follow along books I have previously read. The camera settings are there for all to see as are the power settings on the lights. For me venturing out of the studio in to the real world without expensive strobes, this is a godsend. This book tells you what to edit in what scenario - would I spend half an hour do skin retouching on a full length fashion shot...? no, look at what the focus is on and polish that. Again sounds obvious, but I have been caught up doing things my way, burning up value time. I have a short attention span and read the manual when something breaks - This book lets you jump in to whatever style you want, when its applicable to you - there is no having to read 15 chapters on things you will never do - if you want portrait, beauty, composite etc just go look it up.

This is a very well done, visual, and detailed, book. He shows and tells everything. There are photos for every aspect of the shot, from every angle, including from the ceiling looking down, so you can really envision how the set was constructed, how close the lights were to the model and each other. He shows you the back of the camera, his exact settings including: aperture priority, ISO, f-stop, shutter speed, lens and focal length. He explains, and shows you where he focused his lights, what light modifiers he used, his power settings, and how to adapt that to your lights. On the retouching, he takes you step-by-step through the camera raw and photo process. Each step is accompanied by a supporting photo of the screen, I would say screen grab, but it looks to be higher quality. He includes keyboard shortcuts and explains why he is making a particular adjustment. For instance, he takes the recovery slider to the point where the model's face is properly exposed, but doesn't worry about the reflection on metal, or the light bulbs being blown out. He demonstrates many different photographic/ lighting looks, and they are all very different:  
\* A classic high key beauty shot  
\* An edgy rock-n-roll shot, this one had some cool photoshop techniques I hadn't seen, and am looking forward to trying  
\* A dramatic beauty shot, with lots of contrast and shadows  
\* Three light lens flare. I would call this one a slightly over-exposed with cool image in sunglasses shot.

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