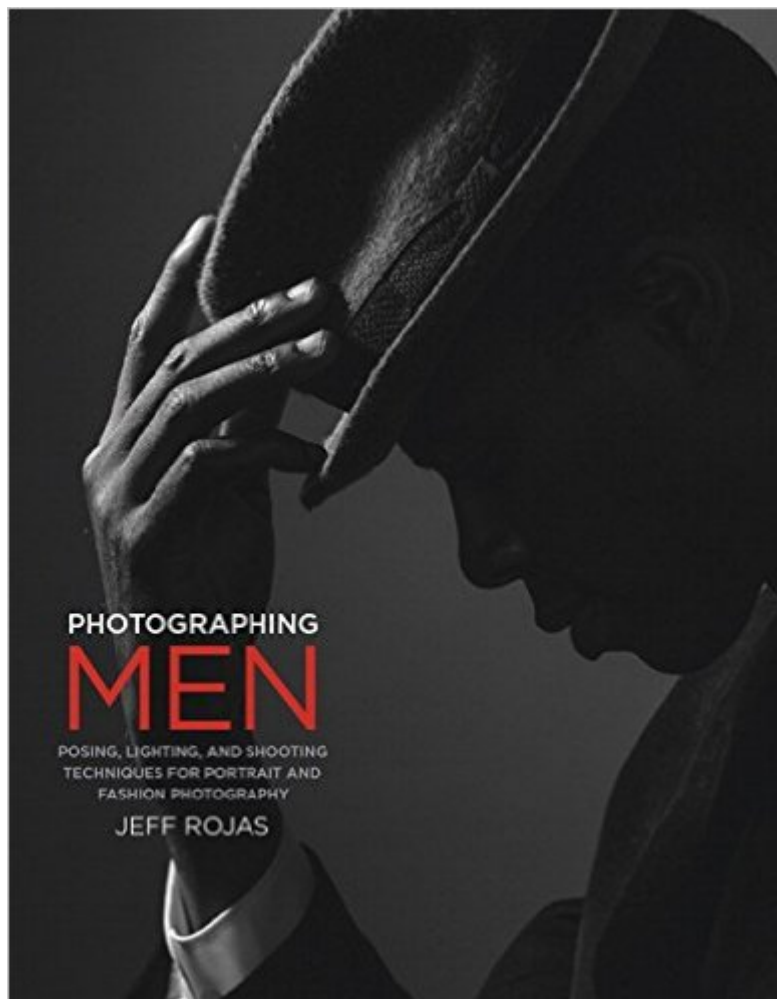# Photographing Men: Posing, Lighting, And Shooting Techniques For Portrait And Fashion Photography

Synopsis

More and more men are seeking out great portrait, commercial, or fashion photography. For working photographers, photographing men may be one of today's greatest new opportunities. But, while there are dozens of books, guides, and workshops on photographing women, there's been practically nothing comparable for menâ | until now! Â Jeff Rojas's Photographing Men is today's definitive full-color guide to every aspect of modern male photography. Rojas builds on his unique in-person course, which has made him Google's #1 go-to search result for knowledge on photographing males. Rojas covers posing, styling, posing, lighting, post-production, and more, showing how to achieve outstanding results and maximum creative expression. You'll discover how to: Make male clients look natural, masculine, and confident   Skillfully document your male clients' best attributes, physical and emotional   Define every man's face shapes, body shapes, and other features   Compensate for flaws and perceived flaws, including acne, baldness, double chins, gray hair, wrinkles, and large features   Overcome the challenges of styling male subjects, including big, skinny, and short men   Understand how a suit should really fit your subject - and what to do if suits are out of the question   Properly light all shapes and sizes of men for portraits, fashion, and commercial images (with complete lighting diagrams, behind-the-scenes images, and gear lists)   Get detailed examples and tips for portraits, 3/4 poses, and full-length poses   Photograph entrepreneurs, managers, prosperous men, innovators, "classic" and "handsome" men, athletes, muscle men, underwear models, and even movie stars   Complement every man's features in post-production techniques   And much more

Book Information

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Customer Reviews

There are numerous books that cover photographing women but not many options for one describing how to photograph men. Jeff Rojas provides an excellent book on this subject. He divides the topic into three parts. The first, and in my option his strongest section, is analyzing the subject. Rojas uses the classical body types of ectomorph, mesomorph, and endomorph (skinny, athletic, and heavy) combined with facial shape to describe each client. He seems to assume that most men want to look like the athletic type (probably correctly) so describes how to hide the flaws that keep the bulk of us from looking that way.His second sections covers styling and posing. He provides information on how men's clothing should fits and some ways to compensate for ill-fitting outfits. Next are sections on standing, sitting and lying poses. His poses give a good starting point for building the best look for an individual subject. These have less emphasis on corrective posing to hide the flaws he describe in section one and more emphasis on fashion/commercial type shots. It would have been helpful to continue the discussion he began in the first part of the book on how to hide flaws.Rojas finish with examples of lighting setups. He includes a basic description of equipment and light before tackling the lighting diagrams. These are divided into examples of those useful for portrait, commercial, or fashion purposes. He does say that the styles can be mixed as needed. I think the diagrams are presented in a way that can be duplicated by a photography reasonable familiar with studio lighting.The title only promises information on portrait and fashion photography, and I think he delivers well on that. For the average photographer, more information on how to do simple, basic headshots would be useful.

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