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75 Portraits By Hernan Rodriguez: Lighting And Posing Techniques For Portrait Photographers



Synopsis

Full of outstanding images created on real assignments, this book provides a valuable insight into the creative process of one of today's top portrait photographers. In support of each portrait image is a setup image, an outtake image from the shoot, or both. Rodriguez is a master of lighting, so lighting diagrams are provided for every shot, making it easy for readers to adapt the setups to their own subjects and shooting style. The guide also provides ample description of the effects achieved through the selection of each light modifier and the placement of each light source within the overall setup. Posing techniques are covered in detail, with tips for both refining the appearance of the subject and for communicating the individual's personality through the pose selected. This book is a valuable addition to the library of any professional photographer or advanced student of photography.

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Customer Reviews

"We are lucky to have the talents of Hernan Rodriguez to show off our products. His photography makes us look smart as well as beautiful. We also rely on Hernan's intelligence in our product design." — Jeff Butterworth, founder, CEO, Alien Skin Software

"Mastering the technical aspects of photography, lighting, and processing gets photographers only so far; the rest lies in their ability to interact and connect with their subjects. Hernan has a way of capturing his subjects' essence in cinematic, fantastic moments and creating memorable portraits." — Mike Mackenzie, senior

editor, Photoshop User "Hernan Rodriguez magically captures the inner spirit of his subjects, making it pure joy to review his work. Combine that with his bag full of lighting techniques that are just so perfect for every subject, you can't help wanting to see more and more of his edgy to serene portraiture. Any portrait photographer can learn a trick or two from this unique artist." "Stacie Errera, chief marketing officer, Tamron USA, Inc.

Hernan Rodriguez is a professional photographer who has received multiple international awards, including the 2008 Black & White Spider award. His work has appeared in many publications, including "Photoshop User," "Punto," "Rangefinder," and "Studio Photography" magazines. He teaches Photoshop and lighting at trade shows and seminars, is accredited with Wescott's Top 100 endorsed professional photographers, and receives sponsorship from Tamron. He lives in Los Angeles.

This book is very visually stimulating. It's not for a newbie, or novice photographer though. There are no explanations as to where to find the lights mentioned and no details on the types of lights he mentioned and a few of the light types I had to google even though I know quite about about photography and lighting. The back cover says you will learn how to design effective portrait lighting in the studio or on location, pose men, women, children, or groups, coordinate the background, clothing and props for a cohesive look, use gels and light modifiers more effectively, combine flash and ambient light, tailor your setup for black and white imagery, and design portraits that reflect your subjects' personalities and includes digrams, outtakes, setup shots and alternative looks from the same session but this information is not entirely true. This book has no introduction or conclusion and is simply exactly what the title says....75 portraits with an explanation of how they were lit and a diagram to provide a visual of the lighting. In short, while this book offers good explanations on how he created the shots he's showing, it is lacking a lot of the "technique" information included in some of my other books. I'm keeping it though, simply because the images are remarkable and I'm hoping it will come in handy down the road. That and I'm too lazy to go through the hassle of a return. The 75 images in this book are astounding though. Very visually stimulating and pleasing to the eye.

First let me say that I think it's sad that most of the memories being captured today are on camera phones. I know they are easy and readily available but just wait a few years and you will look back and see the low quality of photographs you have. I have loved photography my entire adult life. I am an amateur and have only used a digital SLR camera for the last 10 years or so. I am fairly well

versed on the technical side but what this book achieves is bringing the heart into taking portrait photographs. I believe in capturing singular moments in the subjects life (for me it's my family). I read an article not too long ago in Photoshop Magazine where Hernan Rodriguez talked about taking high school senior portraits. His thought was to capture the students passion at that point in their life. Dancing, horseback riding, whatever. So simple, yet when you open any yearbook or look in a graduate's home there you'll find mounted in a frame the shot of the student in the same cap and gown that was passed from one kid to the other during the photo shoot day. In 75 Portraits by Hernan Rodriguez: Lighting and Posing Techniques for Portrait Photographers, Hernan tells you the story of each portrait shot by shot and how he achieved the look. I love each page. I bought several to give as gifts this past holiday. I still have a lot to learn in photography but know with the help of this book and Hernan I'm learning from a master! Good reading and shooting to you....Mark Wallengren

This is a great book on lighting. RodrÃ- guez knows his stuff and it shows. You can learn a lot and get ideas just by looking at the pictures. On the other hand, he also talks about the planning behind them. Some of these pictures took a lot of planning and work, which may be the most valuable lesson in the book.

Hernan Rodriguez's book, 75 Portraits, takes my breath away. His writing style is clear as he explains not only the how but the why of what he does. If you want to enhance your work, this is a good place to start. His work will motivate you to take the next step to improving your work. Just browse through the book and you will see the breadth of his expertise. An excellent book! Well worth buying!

I am a pro myself but love to see how others use the light and what they do to improve on their photos. I am learning every day too. This book is super for someone like me who already knows what photography is all about, just wants to get a few extra pointers here and there. The photos are gorgeous too. Good investment; glad I bought it.

This book is filled with style and creativity. It's a fun easy read and has as the title states 75 super creative ideas for portraits. If you are looking for new and interesting ways to light your models this is a terrific place to begin. If you are a photographer of people and want to take your shots to the next level I def recommend this book.

Very helpful, very clear explanations and diagrams. Hernan is a terrific photographer and I learned quite a bit from reading the set ups.

His ideas were creative and well thought out. His flare of taking the next step made the difference between a great photo and creative art.

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