



A hands-on guide  
on flash photography  
for camera friendly  
people!

How to  
**Champion**  
the art of  
Flash **Photography**

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How to Champion the art  
Of  
Flash Photography

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## **Chapter 1 - Importance of light and flash in photography**

It is said that any person's feelings can be read easily on the face. However, that photographer is said to be best who captures those feelings exactly they are in the photograph. The lighting effects can be achieved by using both light and flash. Both of them thus hold an equal importance.

### **Importance of light**

Light is considered an important part for the photography. The quality of any snap is judged by the light handled. There is a device called light meter that measures the light. It tells that what amount and how well the light meter can see the light. Settings are to be done of shutter speed, aperture and film speed. All the settings done and accurate exposure of light leads to a beautiful picture. Once the method of measurement of light is known, the settings are done in the aperture. An aperture controls the amount of light to be passed through the lens. By adjusting of speed of shutter one can control the light exposure. The concept is that when the shutter speed is slow it takes much time to close and allow more light to pass through the lens. Fast speed of shutter captures a crisp image by allowing lesser amount of light to pass through. In case when there is not enough light to shoot, one requires to use a flash or other light supplement.

### **Importance of flash**

The need of flash arises in the cases when one clicks picture indoors. There are two main sources of light -

external flash and in-built flash. The external flash bounces the light from wall, ceiling, floor and similar objects to give an excellent lighting effect to the photograph. The in-built flash or on camera flash are the best alternative to get the proper exposure in case of dim light. External flash however gives less red eye-effect than the in-built flashes. The digital cameras have this feature to set the lighting automatically and settings are also asked to be done for indoors, outdoors and night mode. Flash thus is used as a primary light source in case if light is negligible. In case if shoot is to be taken against the sun then it balances the light automatically. By understanding the mechanics of the flash one can leave the dynamic impression on the image.

Thus flash is important to give a lighting effect and light is important to give a natural effect to the picture. In this way both of them, the light and the flash have equal importance in the field of photography.

## **Chapter 2 - Equipment and gear required for flash photography**

Photography is all about allowing adequate exposure of light to the lens and onto the film. In the absence of proper light the external sources of light are used. Flash photography is one of the most simple and modern technique to capture the proper amount of light. Any amateur and professional photographer needs the proper equipment of photography and gear. Every person demands for the camera that captures clear and crisp image. There are several equipments that serve the purpose. The best of all are digital SLR cameras that come with a separable lens. If a person is not having the external flash photography unit then the SLR cameras provide the best support.

Several other equipments that are required for flash photography are tripod and steady cam. Tripod must be used when the speed of shutter is slow so that it does not give a blurred image. Despite this, there are other sources of lights that serve as important equipment for flash photography. However, it depends upon the kind of photography whether it is portrait or landscape. The body of the camera, lenses and digital sensors, telephoto lenses, wide angle lenses and also digital memory are the few equipment that are must during photography. In addition, one should also purchase a camera bag and cleaning goods. Following are the accessories used for flash photography -

- Flash systems,
- Wireless flash trigger system,
- Teleconverter
- Extension tubes,



- Ball head
- Macro-accessory
- Straps
- CF card
- Photography filters

For the beginners of flash photography the gear to be purchased depends upon the budget. There is a computer inside the camera that decides how much exposure of light is to be given to the lens. This varies according to the aperture setting, shutter speed and ISO selected.

Thus during purchasing gear for the flash photography, it involves two general steps that are given below-

- To determine which type of gear is needed
- To make a selection among the best brands and price decided

The first step is little challenging as compared to latter. Many companies provide several products that serve the purpose. It is recommended always to make a choice on the basis of tangible factors. They involve the design, durability, weight and bulk. The second option is simple because of the internet. One can read the reviews of customer online and make the decision. Moreover it is easy to make a price comparison. Do not consult a single person for advice whether it is a sales person, friend or even professional photographer.

### **Chapter 3 - More information on the flash bracket and fill flash**

While shooting portraits outdoor it's very necessary to modify or control natural light to obtain the most gratifying result. In very high contrast and in more outdoor lightening situation most of the photographers opt for fill flash so as to reduce the contrast and get high details into the gloom areas. This fill flash automatically balances the output of speed light and the scene's ambient light. Instantly before the main flash the speed light fires a series of pre flashes which monitors and convey the message about the scenes ambient light to the camera.

This information is then analyzed with the Matrix metering system available on the camera and adjusts the main flash to balance the outer scenic ambient light. All of this procedure is completed within fraction of seconds and provide unique levels of flash correctness and performance. The main plan in this method is mainly to create the small flashes that look less artificial with making use of proper light modification equipment. Using the camera flash can broaden the span and enhance the appearance of the photographic portraits.

Flash brackets are unwieldy attachments between the flash and the camera. These flash brackets make the professional photographers to look more impressive with wider technical skills. There is really a need of the flash brackets in professional photography like weddings, birthdays and in several other events where the lightening is very essential in facing situations. Just because of these flash brackets it is now possible to take the vertical images like using on camera flash where there is no trace of the shadows. These brackets

can be used in dark and low light situations to avoid the red eye. Red eye is one of the most infuriating errors which are caused by the low lightening systems.

Flash brackets take better care of the red eye by providing sufficient lightening in the low lightening situations. These lights provide overall light to the crowds. If one shoots with the normal flash lights directly at the crowd of the people in low light, it is possible that the people in the front will be nearly washed out and the people standing in the back will hardly be visible because of the angle of the flash. By putting this flash in the bracket and then extending it upward and tilting downward will make the light to wide spread and will cover maximum people. The flash brackets are not necessary in the day lights, flash fills are used in the day lights.

## **Chapter 4 - What are bounce flash, off-camera flash and power packs in flash photography?**

Flash is a device which is used in the photography and produces a flash of artificial light. There are many types of flashes available today for improving the photography experience. Out of these flashes bounce flash is also known as defused light flash photography and provides outstanding results. Most of the professional photographers in their studio rarely make use of direct flash to enlighten the object and the results are very harsh, unattractive and unnatural. Most of the cameras are designed with built in flash which flashes directly at the object creating same type of harshness on the images.

By making use of bouncing flash one can reduce the harshness from the image and provide professional look. Bounce flash also helps in removal of the red eye. Bounce flash actually means process of tilting flash head up which is towards the ceiling. Lights from flash bounce back from ceiling before they actually reach the object. This type of flash produces soft and natural shadows so this is the opted method for many photographers of using flash. Bounce flash surely is appropriate for providing the natural look to the photographs.

Off camera flashes provide the most creative way of capturing the great and dramatic portraits. It is one of the terrific ways of taking images by making use of these off-camera flashes. The off camera flash is handled by the other member of the group next to the photographer. To have the right kind of lightening this off camera flash is made to hold at the angle from forty five to ninety degrees to the lens axis. Thus it

provides striking light on the subjects that shows depth and the dimensions. This method provides all sorts of helpful lightening techniques that are specially required for perfect portraits.

Most of the on cameras flash power use 4 x AA batteries which together supply almost five to six volts, which the flashes scales to high voltages to the power of the flash circuitry. These flashes need high power batteries to power them. There are also external flash power packs available and are quite expansible. These external power packs allow the flash to recharge very quickly and last for fairly long time. Most of the professionals use alkaline batteries in their flash units. These allow quick recharging and have longer life than other types of batteries. There are also several other types of batteries like nickel metal hydride or nickel cadmium, both of these batteries are rechargeable and are very inexpensive.

## **Chapter 5 - Dealing with red eye**

### **removal - How important is it?**

The images are the best friend of people as they remind of those sweet memories. The most important part of the camera is that it must click clear images in order to remember those memories for long time. It is true that sometimes images are ruined by red eye flash which makes the image ugly. Sometimes, the reddish tinge can be seen in the eyes while clicking images. Also, if someone is clicking a pet, it gives a blue tinge in eyes of pet. However, there are several software available which can prevent this red eye effect but it is better to understand why this happens and what is the right way to correct this problem.

Yes, it is true that almost all the cameras come with red eye reduction option but may be some people are not aware of it. Actually, it is a source of light which is placed very near to lens. This tool fires several light flashes when someone clicks for taking an image. This option is, mostly turned out by default but if someone is clicking image in sunlight or where there is adequate sunlight, it is better to turn off this option to prevent red eye effect. The camera savvy people have good knowledge of using the flash intelligently which in turn reduces red eye.

It is also suggested that one should not throw flash light directly on subject. If someone is clicking image directly by using flash light, chances are more to get red eye. Also, while clicking an image it is good to make an appropriate distance from the subject. One can also change the flash position which is beneficial in removing red eye. Just switch on all the lights and click image without flash. In the daylight there is no

need to switch the flash on as in this condition it is already a lot of light to make the image immaculate. Apart from everything, there are different kinds of software available in the market which helps in removing red eye effect.

These days the cameras available in the market have the option of red eye reduction. With the help of this facility, one can adjust the flash strength depending upon the choice and preference. By increasing the light in a room red eye effect can be eliminated. So, one can try the above methods in order to acquire best images and to make those memorable forever.

## **Chapter 6 - The advantages of zoom flash**

Almost all the cameras are equipped with built in flash which is controlled by camera. The flash is a must have feature because with its help one can easily click images even during night time. The automatic red eye reduction is also available in the cameras which are available in the market these days. In the camera, flash is available either externally or internally. The flash which is very close to the lens often results in red eye effect. However, it is always recommended to opt for a camera which has external flash because internal flash do not acquire creative control options.

The external zoom flash has lots of advantages and directionality is one of the best advantages of external flash. One can adjust the flash zoom with the help of those customized buttons. If the light in the room is appropriate, there is no need to switch the flash on. However, by using flash one can easily get a high quality image that cannot be obtained from direct sunlight. It depends upon the person who is clicking image. It is an exceptional talent for one who knows how to use zoom flash, it becomes very easy to click best images.

The main advantage of zoom flash which is external is that it reduces red eye effect. There are several people who face troubles related to red eye effect. The only way to get rid from this problem is by adjusting the flash in such a way that it eliminates the red eye effect. It is always better to purchase a gadget in which flash option is placed externally. The main advantage of external zoom flash is that it easily illuminates the entire room. The external flash has always greater power and therefore can illuminate a room easily. The external zoom flash works with the



help of its own batteries and it is better to purchase a model in which the batteries charge automatically without any hassles.

The heavy flash is always a better option to choose as it covers larger area and thus can illuminate a room effectively. This is the reason most photographers in the studio use external flash or light to acquire high quality images. Using flash intelligently can also eliminate the problem of red eye effect. Amazingly, there are several models available in which the external flash can be removed easily from the camera to make it light weight. So, it can be said that there are numerous advantages of zoom flash if used appropriately.

## **Chapter 7 - When should flash photography not be used?**

Photography is an art and a photographer must have a talent to click quality images by adding some exceptionally charming effects. It is the responsibility of a photographer to make images clear. Most photographers suggest that flash in the camera plays vital role in making a handsome image, is it true? Well, it is true and larger is the flash it means clearer will be image. These days almost all cameras are equipped with flash lights but one can also get good quality images without using flash. It depends upon the amount of light entering in the room or where one is clicking images.

It is true and several photographers have realized that some images can be acquired that are of best quality if clicked without flash. It is important that one should have clear understanding about where to use photography exactly. The direct flash or over lighting effect can reduce the quality of image. These days, most cameras are equipped with auto flash sensor which control the flash and thus balance the lighting effect. In fact these days several cameras are well equipped with red eye reduction effect which is one of the best features. If someone is clicking images outside under sunlight, there is no need to use flash.

Thus flash is really severe white light which can corrupt the picture if not used perfectly. It is always advised not to use flash during daytime or outside in the sunlight. Using flash light in sunlight can remove the special effect of sunlight and thus may corrupt the image. If someone wants to take golden radiance of leaves during sunset, try clicking without using flash. It will give an original mind blowing shot of nature. If the subject is very weak source of light, for

instance hot coals or fire there is no need to use flash in this case.

If there is enough light in front of a subject while clicking, it is better not to use flash. In this case, using flash can destroy the natural colors of image. Just bear in mind that flash is a strong white light and if there is already a strong light on the subject, it may destroy the quality. The photographer can also identify the amount of light entering in a room before clicking images. So, it is clear that there are several kinds of locations where flash photography cannot be used. It is always good to examine the amount of light before starting a real photography session.

## **Chapter 8 - When should flash photography essentially be used?**

There are several locations where flash is used essentially. The modern cameras come with automatic flash feature which determines automatically whether subject needs flash or not. However, sometimes this automatic sensor becomes weak and cannot judge perfectly. It is very important for a photographer to understand a fact that where flash is necessary and where not. In the dark locations, flash is always important. If someone is clicking images in direct sunlight then it is useless to click images with keeping flash on. The source of light from the flash is very powerful and thus may eliminate some natural colors of subject. Therefore, it is always advised to have good understanding of flash photography to acquire best shots.

Most cameras these days are well equipped with AF (auto focus). The cameras which are equipped with auto focus feature can click crystal clear images even in the night time. The adventure photographers or wildlife photographers have such kind of cameras. It allows them to take images in complete darkness. These types of cameras are usually equipped with Aperture and shutter speed. Flash is essential while clicking indoor images or where there is a weak source of light. In fact, if the appropriate light is coming from the windows or doors, there is no need to use flash.

The excessive use of flash may destroy the quality of image. It also depends upon the type of camera that one is using. These days, different kinds of cameras are available and one can use any depending upon the requirement. The excessive use of flash can also result

in the red eye effect which equals to destroying images. This is the reason it is always suggested that one should not use flash at the areas where there is a huge source of light. It corrupts the natural colors and therefore cannot give the best shot.

It is clear that flash photography should be used in the areas where there is a weak source of light. There are different kinds of cameras equipped with modern features that control the flash. One should have clear understanding about using all the flash features in order to click high quality images. Also, it is better to manage all the settings visible on the camera so as to acquire best quality of images. So, it can be said that flash is essential to get clear images but there are some locations where flash should not be used, one has to make a perfect balance between both aspects.

## **Chapter 9 - Simple tips on Flash Photography**

The flash photography is not an easy task as one has to unfold the creativity in order to get the best shots. There are several people who have made good friendship with their cameras. Yes, the professionals who have the craze to capture wildlife activities need to understand the concept of flash photography to click the best images. Just a little mistake can ruin a photograph and chance as well to take that shot again. As suggested by the top photographers that direct flash may be rude for acquiring best shot. This is the reason most photographers always advise to use bounced flash to achieve an illuminated image.

It is true that flash light is very powerful and thus can provide a crystal clear image even during night time. If the area behind a subject is bright then one can easily get a mind blowing image with the help of flash. If the flash is separate from the camera, it is good to get a brighter image of subject. The red eye effect is the major problem that most photographers face while clicking images. It is mainly due to excess amount of light in the room and therefore it destroys the natural colors of image. It is very important to make balance between a flash light and sunlight.

Basically, the main reason for red eye effect is the closeness of camera to the subject. If the camera is very close to the person you are clicking it may result in red eye effect. To prevent this, it is better to take some distance while clicking an image. These days, there are different kinds of cameras available in which there is already a feature of red eye reduction. One can control the red eye effect by using this feature but make sure to make a perfect balance between sunlight and room light.

It is essential to identify the flash time or in how much time it recharges flash to click an image. Some cameras often use half of flash which is more conservative and therefore reload at much faster speed. If your camera battery is taking time to get recharged, wait to do this. It is always suggested that one should use fully charged batteries in order to acquire a perfect picture. One can also test the power of flash by clicking in an empty room. In this way, you can easily recognize a right position in which the flash can provide amazing results. So, try considering all the above ways to achieve crystal clear images, surely it can make your images memorable.

## **Chapter 10 - Quick techniques on flash and color matching technology for beginners**

A photographer always looks for proper light and when it is not perfect the image captured is not really perfect. Thus there are used some external sources of flash to handle the situation. There are some other techniques which can be used further to click the best picture. They are as given below-

- 1) Ring light is one of the most common used technique in fashion industry. Light that comes from all around the lens provides an image that is shadow less and leaves a halo effect on the other side.
- 2) Some of the objects look better if lit from under. The translucent containers that contain fluids are one such example of these kinds of objects. This means that to show more of under light effect, cover cardboard box with a glass piece. By hiding the flash within the box will be helpful to remove the flare.
- 3) It is a well known fact that people look best under soft light. However, it is the most unfortunate thing that both big and small strobes produce hard light. Any semi-translucent material can be considered as a diffuser. Their examples include garbage bag, sketching paper, white t-shirts, baking paper and other similar materials. One can use these things as a source of light for the subject.
- 4) Another most important technique is by putting camera lens very close to some fruit. Take an apple and apply core-removal surgery followed by a flash transplant. This will make the apple look thin so that the light can easily pass through it. When the light hits the apple and moves to other



side of it, it seems like apple itself is a source of light.

5) Painting with light is a very fun technique. The things required for this technique are- camera that is capable of long exposures, tripod stand, a flash light mainly torch and a dark room. The image will appear as if the person is painting with the light.

### **Color matching technology**

Any person can take a picture of oneself by just clicking through the mobile phone camera. The system defines the face of person in the picture and image is then corrected by doing modification in complexion and color. The skin pixels on the face are then extracted from the image. They are compared with the database of image captured previously and skin tones are analyzed. In few seconds people who are using the service receive the text response. This technology can work on any mobile phone that is equipped with a camera.

The techniques discussed above are some of the most popular techniques. They are so much easy and simple especially for the people who are new in the field of photography.

## **Conclusion**

Championing the art of flash photography can add another feather to your cap. It would connote an added photographic achievement. Camera friendly people would definitely want to add this string to their bow, wouldn't they?

The art of flash photography is by no means a latest achievement. It has been around since your great grandma's time but what you see today is definitely an improved version of what was used in early days. These days, flash photography is assumed to be a vital part of photography. So much so, it is even used during daytime so as to produce an impressive light effect.

We are hopeful that the information you just gathered would help you in mastering this professional camera art. With a little practice and a lot of perseverance, you can master the art in no time. So, get up and make your flash gun your best buddy!