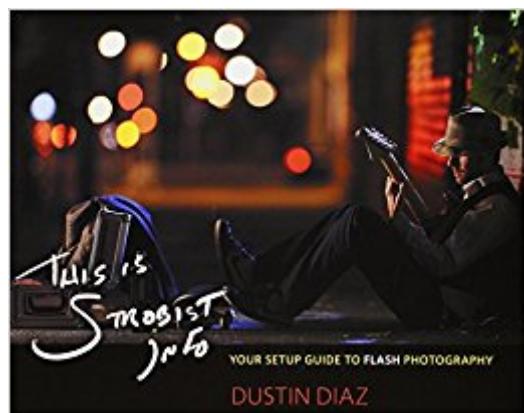


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# This Is Strobist Info: Your Setup Guide To Flash Photography



## Synopsis

In 2009, photographer Dustin Diaz began a “365 project,” the goal of which is to shoot and share one picture per day for a year. Not only did Diaz actually complete the project—an achievement in and of itself—he consistently shared both the final image and the behind-the-scenes setup shot for that image, allowing the viewer to see how the shot was arranged. He also included information about exposure, flash power, distance, and light modifiers. The project was a huge hit that attracted thousands of followers. This Is Strobist® Info recreates and expands upon this approach by featuring an image alongside a setup shot that helpfully explains how that image was created. By showing the finished pictures as well as the setup shots for 50 of Diaz’s images, you’ll gain tons of knowledge about the basics—and beyond—of flash photography, including everything from simple one-light shots to images created with five lights and numerous gels, clamps, umbrellas, softboxes, and grids. Additionally, This Is Strobist® Info includes two chapters that guide you through the basics of starting your own lighting kit and explain the important but often-misunderstood inverse square law.

## Book Information

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## Customer Reviews

Dustin Diaz has been a professional photographer since 2005. In 2009, he was named “Best Flickr Photographer of the Year” by Mashable Web Awards, and images in his

365 project attracted upwards of 60,000 views. He has written for Digital Photographer magazine and Digital Photography School, and he has co-authored a book on JavaScript. He can be found online at [dustindiaz.com](http://dustindiaz.com) and [flashbullet.com](http://flashbullet.com).

This book does a good job in providing detailed information on how a particular shot was achieved. The target audience is likely beginning "strobists" looking for inspiration and ideas. I was not familiar with Dustin Diaz prior to this purchase (the book popped up in my recommendations based on my other purchases); but apparently giving the detail behind the shot is his "thing". That's why I bought it and I will say the information seems reasonably complete. I haven't yet had time to try to recreate any of the shots for accuracy, but the settings all seem believable. He has two very basic and very short chapters on 1) gear and 2) inverse square law. Probably could have skipped them all together; but they are so short they don't really get in the way. The gear chapter may be helpful if you are very new to this. Chapter 3 is the rest of the book. On the left facing page is the finished shot and the right facing page contains the pull back/set up shot. He gives distances, settings, apertures, lenses, etc. etc. Like I said, a pretty complete recipe. As far as the images themselves, some are pretty cool and some are just so-so. Probably the most compelling shot is on the cover (and I like it). Interestingly enough, I liked some of the pull back shots better than the finished image. Warning: If you are not a fan of tilted horizons, you might not like this book. I counted at least 15 tilted shots out of about 60. Picky I know; but it does bug some people. Some of the shots seem a little soft (for instance Dad's face is a little soft on page 90...but he shot a 5 person stack at F/2 so maybe he wanted that). Anyway, for \$14-\$15 I think this book is worth it. I can't say I learned a great deal from it; but I think some of the shots may inspire me to try a few different things and for that I think it is worth it.

I am not pleased with this purchase by any means. The actual text based portion of the book (short, sophomoric and juvenile) contains little to no real factual information. Aside from the childish description of the inverse square law, phrases like "whoever recommends wired triggering needs to be shot" and gems such as "Because, quite frankly, they suck" make this book an experience akin to chewing razor blades. The price point is way too high for the level of instruction or examples displayed in the book. The author recommendations alternate between recommending the most expensive gear discounting any viable alternatives to crap that will fall apart on you. The examples shown at times are neither professional quality nor particularly pleasing to look at. Color balances are off, shadows create unattractive dark circles under the eyes of female models and some lighting

setups seem to have no rhyme or reason. Dustin's work seems more like a good amateur, but not that of a professional photographer and he doesn't have a career worth of knowledge and experience to share. His information and examples surely do not command the price that I ultimately paid for this ebook. This level of photography can easily be found on multiple sites and flickr for free.

If you've been to Strobist.com you know that the one thing missing there is diagrams to visually explain the lighting setups. If you've not been to Strobist.com.... well go there now AND buy this book as it provides all the visual explanations you're likely to need. First off, the book gives great written information about what you will need and has solid suggestions on what works well and what to avoid. Follow these suggestions and the book will more than pay for itself. The writing is informal, easy to understand and cleverly worded to keep you interested. The bulk of this work is drawn from the authors own 365 day project to take a well lit photo every day for a year. There are 50 of these photos, one filling the left hand page of a pair of pages. On the right hand of the pair is another photo that shows the lighting setup used to accomplish the shot. It's brilliant, you see the shot and see the setup directly next to it. In the setup shot you will find all the info as to flash settings, camera settings, lens used and distance between equipment and subject. What could be clearer? Buy this book, learn at Strobist.com, get some equipment (the right equipment) and you will light like a real pro. Brilliant!

Following Dustin on Flickr and occasionally mentioned on the Strobist®, I picked up this book in electronic form for fun. It wasn't a lot of money and Dustin seemed like a good guy. On my Android phone it was a little difficult to read, and some things were hidden, but was fine on a larger device. I liked the manner in which he described the basics, tho I remember a little bit of incongruity in the text(sorry, can't think of specifics it's been a while since I read). If I get a chance to re read the book I'll update with specifics. The back to back setup and results layout shots were very helpful. You aren't going to become a lighting master just from this book, but it is useful to add to your lighting learning arsenal. I enjoyed the quirky comments in some of the setup photos. I would almost recommend to get this in print form, as I feel it may be a little better to flip back and forth to see the setup and final pictures together.

Let me clarify: the narrative part of the book -- about 25% -- is beginner-friendly. It describes some of the science and technology behind flash lighting without too many wonky words or ideas. Then, however, the author puts you in a boat and sets you adrift. Lots of lovely pictures with lighting

diagrams and some of the technical details, but this left me with two questions:1. What if I've never set up lights before? Who's going to show me how to wrangle all those contraptions?2. What if I want a style different from the author's, heavy on charcoal seamless and partially collapsed umbrellas?Maybe the answers to these two questions can be found elsewhere. Don't look for them here.

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