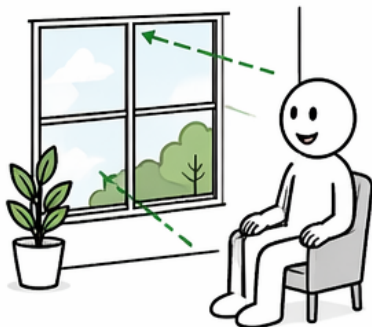


PRACTICAL LIGHTING GUIDE

★ GREAT LIGHTING. SAFE CHOICES. BETTER STORIES. ★

You don't need a big budget or complex gear to get great results.
Use light you have. Shape it with purpose. Tell your story.

1 TAKING ADVANTAGE OF NATURAL LIGHT



- Find soft light near large windows or open doors.
- Turn your subject to face the light at a 30°–45° angle.
- Avoid direct sunlight on their face.
- Watch for changing light and clouds.



BEST TIMES

Morning or late afternoon
(softer, warmer light)

2 NATURAL LIGHT OR PRACTICAL LIGHTS (TABLE OR OVERHEAD)



- Use overhead lights for even room fill.
- Use table lamps to add warmth and direction.
- Position lights to the side, not behind your subject.
- Dim or move lights to control intensity.



PRACTICAL LIGHT TIPS

Use warm bulbs (2700K–3200K) for a natural look.

- Avoid mixed color temperatures.
- Turn off fluorescent lights if possible.

3 TRIPOD MOUNTED PHOTOGRAPHER'S LIGHT (LED IS SAFEST & COOLEST)



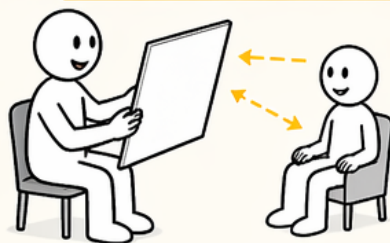
- Use LED lights for safety and comfort.
- Place light at a 45° angle to your subject.
- Adjust brightness to fit your scene.
- Use a diffuser to soften the light.



TECH TIPS

- Set white balance to match your light.
- Use manual exposure for consistency.
- Check your histogram, not just your eyes.

★ THE SECRET WEAPON: THE BOUNCE CARD (REFLECTOR)



- Bounces light back onto your subject.
- Fills in shadows and softens contrast.
- Cheap, portable, and super effective.
- White side = soft fill
- Silver side = more punch
- Hold close for more light.
- Move to control shadows.

YOU CAN USE:



WHITE FOAM BOARD



COLLAPSIBLE REFLECTOR



WHITE POSTER BOARD



QUICK LIGHTING CHECKLIST

- Is your subject's face lit?
- Are the eyes in the light?
- Are shadows soft, not harsh?
- Is the background under control?
- Is the exposure set correctly?
- Does it look natural on camera?



LIGHTING CONDITIONS GUIDE

CONDITION	BEST SOURCE	TIPS
Bright Sun	Shade or Window	Avoid harsh shadows. Use a reflector.
Cloudy Day	Window or LED Panel	Great soft light. Add reflector.
Indoor Room	Overhead or Lamps	Move lights. Use warm bulbs.
Low Light Night	LED Light on Tripod	Use higher ISO. Keep light soft and controlled.



BASIC SAFETY TIPS

- Use LED lights—they stay cool.
- Never leave equipment unattended.
- Keep cables out of walkways.
- Don't block exits or doors.
- Check your gear before every shoot.



MR. FRANK SAYS...



LIGHTING ISN'T ABOUT EXPENSIVE GEAR. IT'S ABOUT SMART CHOICES AND GREAT STORYTELLING!



YOUR STORY. YOUR VOICE. YOUR IMPACT.

