



75 Portraits by Hernan Rodriguez: Lighting and Posing Techniques for Portrait Photographers

By Hernan Rodriguez



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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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Editorial Review

Review

"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.

About the Author

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.

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