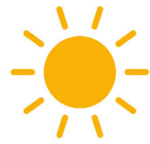


A GUIDE TO LIGHT



FRONTLIGHT



Even, flattering light
ideal for portraits.

Colours appear vibrant and natural
with clear detail across the subject.

Shoot in softer conditions (e.g. overcast weather)
to avoid harsh shadows or loss of details

The clean look helps the subject 'pop'.
and catch the viewer's attention.



SIDELIGHT



Reveals texture and detail
by creating areas of lights and shadow.

Adds depth and shape
by lighting just one side of the subject.

Contrast of light and shadow
adds atmosphere, drama, and energy.

Guides the viewer's eye through the image
towards the most important elements.



BACKLIGHT



Simplifies the subject
as a striking outline with strong visual impact.

Strong contrasts of light and shadow
add atmosphere and intrigue.

Shoot in softer conditions (e.g. at sunset)
for a warm glowing effect.

Reveals hidden details,
such as translucent feathers or delicate shapes.

