

## Flash Strategies

- **Direct Flash (straight on from camera)**
  - Flattens subject, shows color everywhere
- **Bounce Flash**
  - Softer light, less harshness, gradient shadows.
  - *Wall bounce* is often better than *ceiling bounce* if wall is available.
  - Produces better *form* image.
  - Often better for portraits.
  - Look for GN (Guide Number) of 40/130

## Flash Strategies

- **Off Camera Direct Flash**
  - Uses a cord from hot shoe.
  - More form and drama.
  - More sharp shadows or use a diffuser for more natural.
  - Can mount on a stand with umbrella.
- **Suggested**
  - 45 deg off camera axis.
  - 45 degrees above camera axis.
  - Shadows are mostly hidden.
  - Diffuser can soften shadows.

## Flash Strategies

- **Multiple Flash**
  - Used often for portraiture.
  - Avoids the hot lights.
  - Two or three flash units fire together for main + fill + background, etc.

## Flash Strategies

- **Fill Flash,**
  - Fills in silhouettes, eliminates unwanted shadows from bad lighting angles.
  - Eliminates dark band under a hat brim.
  - Seldom need full flash.  
But often you need to increase exposure.
  - Hot shoe flashes often turn into fill flashes when you choose AP or SP modes, even at night. The exposure will be set for the background, and the flash set to expose the foreground object.

## Flash Strategies

- **Close-ups with Flash**
  - Usually either washes out the image or is aimed at the wrong spot, so...
  - Generally desirable to use an off-camera flash at 45 degrees to the subject.
  - Or use a diffuser. (Kleenex? Shower cap?)
  - Or use a “ring flash.”

## Flash Strategies

- **Remember**
  - Look for things that will reflect the light in the image and avoid them.
  - Avoid red eye: diffuser or bounce or side angle.
    - Or subject not looking at camera.
    - Or red eye reduction (pre-flash).
  - Removing red eye *afterwards* probably changes the natural color of the eyes a little.