

3 Steps to Better Light

How to find light that
makes your images bright
and your subjects pop!



What to Watch For



AVOID SPLOTCHY LIGHTING

For a photo that isn't distracting, you want to place your subject in soft, even light. There shouldn't be harsh shadows or bright spots on the subject. If it can be helped, it's better to not have bright spots or harsh shadows in the background, too.



SHOOT DURING GOLDEN HOUR

Golden hour is about one hour before sunset or up to an hour after sunrise. The sun is low in the sky and the light is easy to work with. It's difficult to over or underexpose during golden hour and the light is warm and dreamy.



CHOOSE LIGHT BACKGROUNDS

If you feel like your photos aren't as bright as you'd like or there's something missing, you could be choosing backgrounds that are busy or dark. Standing people right in front of pine trees, etc, will make the photo dark and distracting. Look for backgrounds that are bright and simple and clean.

Examples



HARSH LIGHT

This photo was taken in very harsh light during golden hour. Notice the bright spots and the harsh shadows on the subjects. Notice the veins in her arms and how his face skin appears uneven. Also, look at the busy and distracting background. Harsh light is unflattering and is not very appealing.



SOFT, EVEN LIGHT

This photo was taken a few feet away from the other photo. We placed the subjects in shade and switched the direction they were facing. Notice how their skin looks soft and creamy. The background is far enough away to have nice blur. Be aware of your surroundings to choose the best light!

Thank You!

We hope this guide has been helpful! Want even more help?
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