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snapfactory's Mark Wallace Releases New Studio Lighting DVD Set

Studio Lighting Essentials for Portrait Photography available now

Phoenix, AZ (February 17, 2011) – Professional photographer and well-known photography instructor [Mark Wallace](#) is expanding educational opportunities for photographers with the release of his new 2-DVD set, [Studio Lighting Essentials for Portrait Photography](#).

Studio Lighting Essentials focuses on photographing people in studio or indoor environments. The DVD set features more than two hours of step-by-step instructions and more than 20 specific lighting set-ups, all using different types of lights and light modifiers, with clear instruction on what each is and how to use it. Lighting set-ups are shown for simple headshots, fashion, beauty and glamour portraits as well as for high contrast black-and-white images, one-light set-ups for small spaces and even advanced set-ups for large studios. Mark walks viewers through each lighting setup and then shows them the results from his camera.

Written and hosted by Mark Wallace, this new DVD set was designed to grow with photographers as they continue to delve further into the art of portrait photography. Much like Wallace's in-studio, hands-on workshop, *Studio Lighting Essentials* includes topics such as direction of light, understanding properties of light, metering techniques, color theory, color management and more. Bonus content on the disks includes lessons on understanding flash duration and refresh rates, a technique known as "dragging the shutter" and using the X-Rite ColorChecker Passport to perfectly calibrate color.

Wallace has developed a strong following for his clear and direct teaching style and his high-quality productions. "I decided to make the *Studio Lighting Essentials* DVD in response to the many requests I've had over the years from photographers who can't attend my workshops in Phoenix," says Mark Wallace. "I'm excited to be able to show more people the practical applications of using studio lighting equipment and, hopefully, inspire them by offering specific techniques they use and continue to grow with."

The DVD set includes topics such as:

- Direction of light
- Understanding shadows
- Properties of light
- Equipment Essentials
- Light modifiers, grip and expendables
- Understanding the 3-light setup
- Metering techniques
- Color theory
- Setting your white balance
- Color management and calibration

-more-

Studio Lighting Essentials for Portrait Photography is available now for \$150 (a savings of \$150) and can be ordered directly on www.studiolightingessentials.com.

About Mark Wallace

Mark Wallace is a professional photographer, instructor and creator of the popular online photography instruction series, *Digital Photography One on One*. Millions of photographers have watched his free online videos and many of his viewers travel to Phoenix, Arizona to attend his [workshops](#) each year. Wallace shoots commercial, travel and fine art photography as well as creating video content for many photography equipment manufacturers. Companies currently using his work include Sekonic, PocketWizard, Profoto and Mamiya along with private companies in various industries. Mark is the co-founder of snapfactory studio. For more information visit: www.snapfactory.com