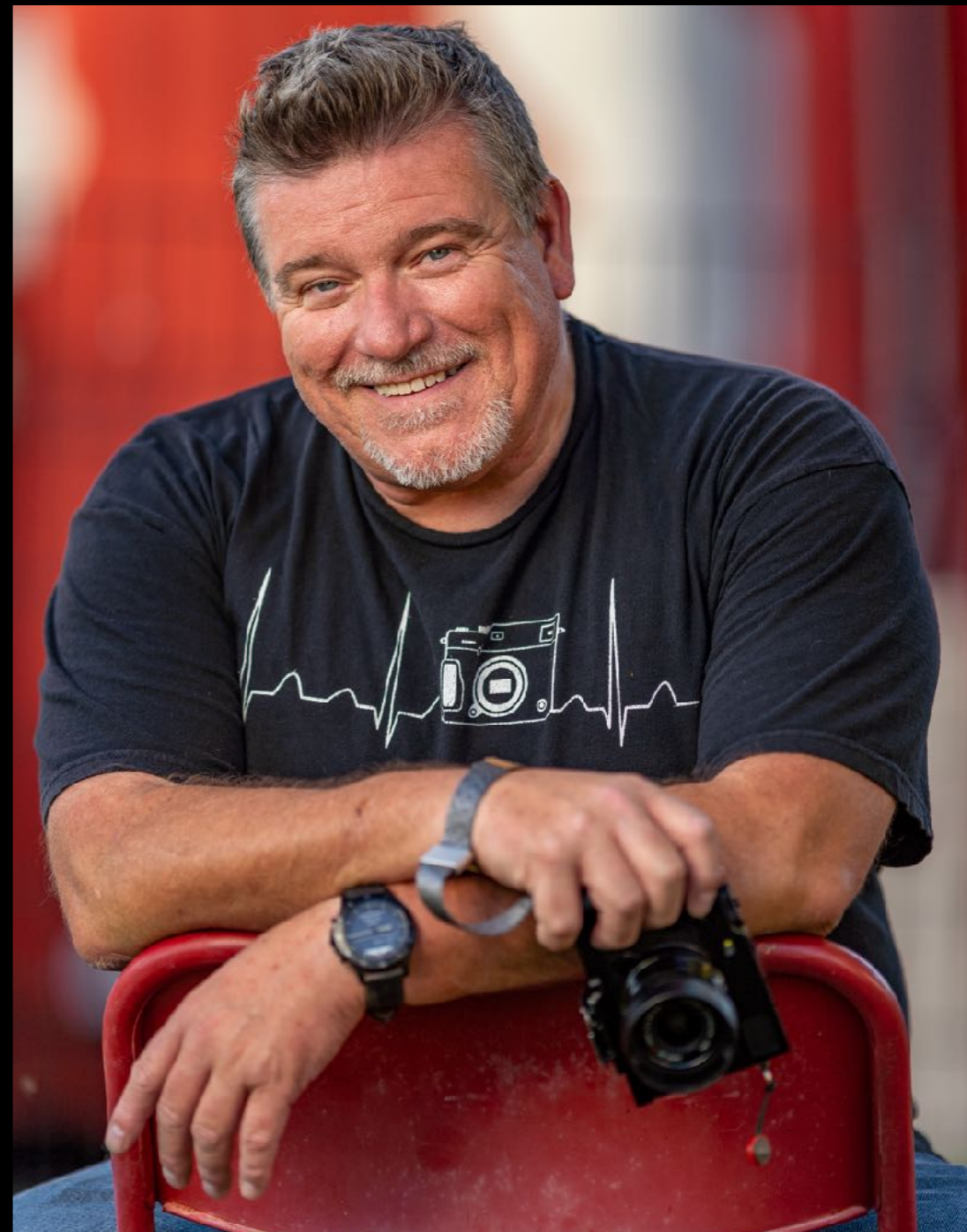




2022 PHOTOEXPO

ONE LIGHT WONDERBOX

MEET ROBERT TRAWICK



MEET **ROBERT** TRAWWICK



**“IF YOU ARE OUT THERE
SHOOTING, THINGS WILL
HAPPEN FOR YOU. IF YOU’RE
NOT OUT THERE, YOU’LL
ONLY HEAR ABOUT IT.”**

JAY MAISEL

*AMERICAN PHOTOGRAPHER, BEST KNOWN FOR CAPTURING THE LIGHT,
GESTURE AND COLOR FOUND IN EVERYDAY LIFE*

DEFINE LIGHT

**SOMETHING THAT MAKES
THINGS VISIBLE OR
AFFORDS ILLUMINATION**





LIGHT TYPES

AMBIENT / CONSTANT

- SUN
- LIGHT BULB
- LED FLASHLIGHT
- FLAMES
- LAVA
- ARC LIGHT

FLASH / STROBE

- STROBE
- STUDIO UNITS
- DISCO BALL STROBES

THE ONLY
DIFFERENCE BETWEEN
LIGHT TYPES IS **TIME**

CHARACTERISTICS

- INTENSITY
- COLOR
- DIRECTION
- DISTANCE
- SIZE



INTENSITY



THE AMOUNT OF LIGHT ON A SUBJECT OR SCENE

COLOR



EVERY LIGHT SOURCE - INCLUDING REFLECTIONS - HAVE A COLOR VALUE

DIRECTION



SETS THE MOOD - REVEALS DIMENSION & TEXTURE

LIGHT REVEALS / SHADOWS DEFINE

DISTANCE

DIRECTLY AFFECTS QUALITY OF LIGHT
HARDER OR SOFTER

BONUS FEATURE

CONTROL YOUR DEPTH OF LIGHT
USING INVERSE SQUARE LAW





SIZE

**DIRECTLY AFFECTS QUALITY OF LIGHT
HARDER OR SOFTER**

KISSING COUSIN TO DISTANCE - RELATIVE TO SUBJECT

THE LARGER
THE SOURCE,
THE SOFTER
THE QUALITY OF LIGHT.

RELATIVE TO SUBJECT

MODIFIERS



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CHANGE OR MODIFY CHARACTERISTICS BY CHANGING THE SOURCE

3 MAIN SHAPES



ROUND

BARE BULB



RECTANGLE

THE WONDERBOX

STRIP BOX

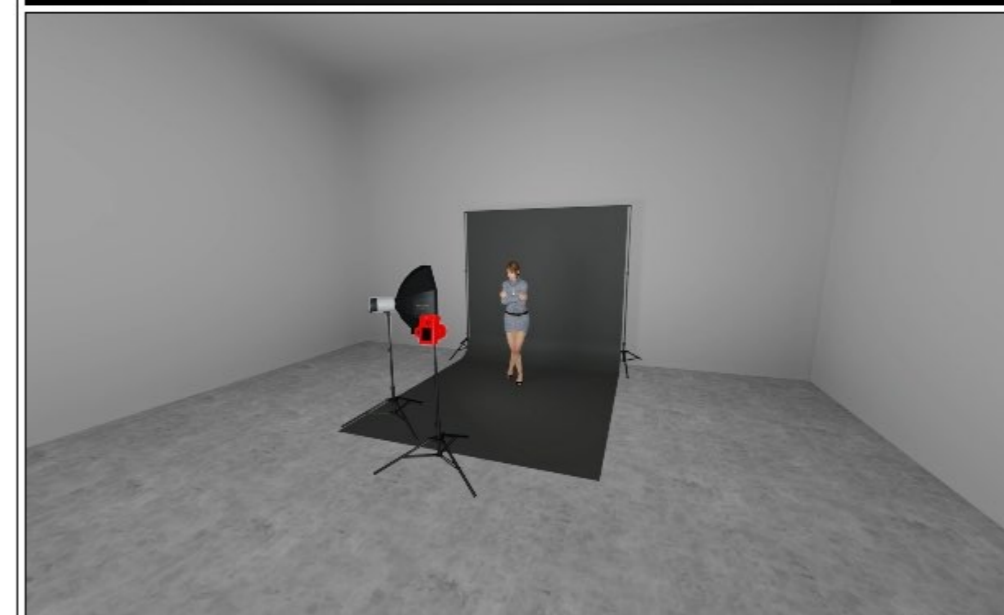
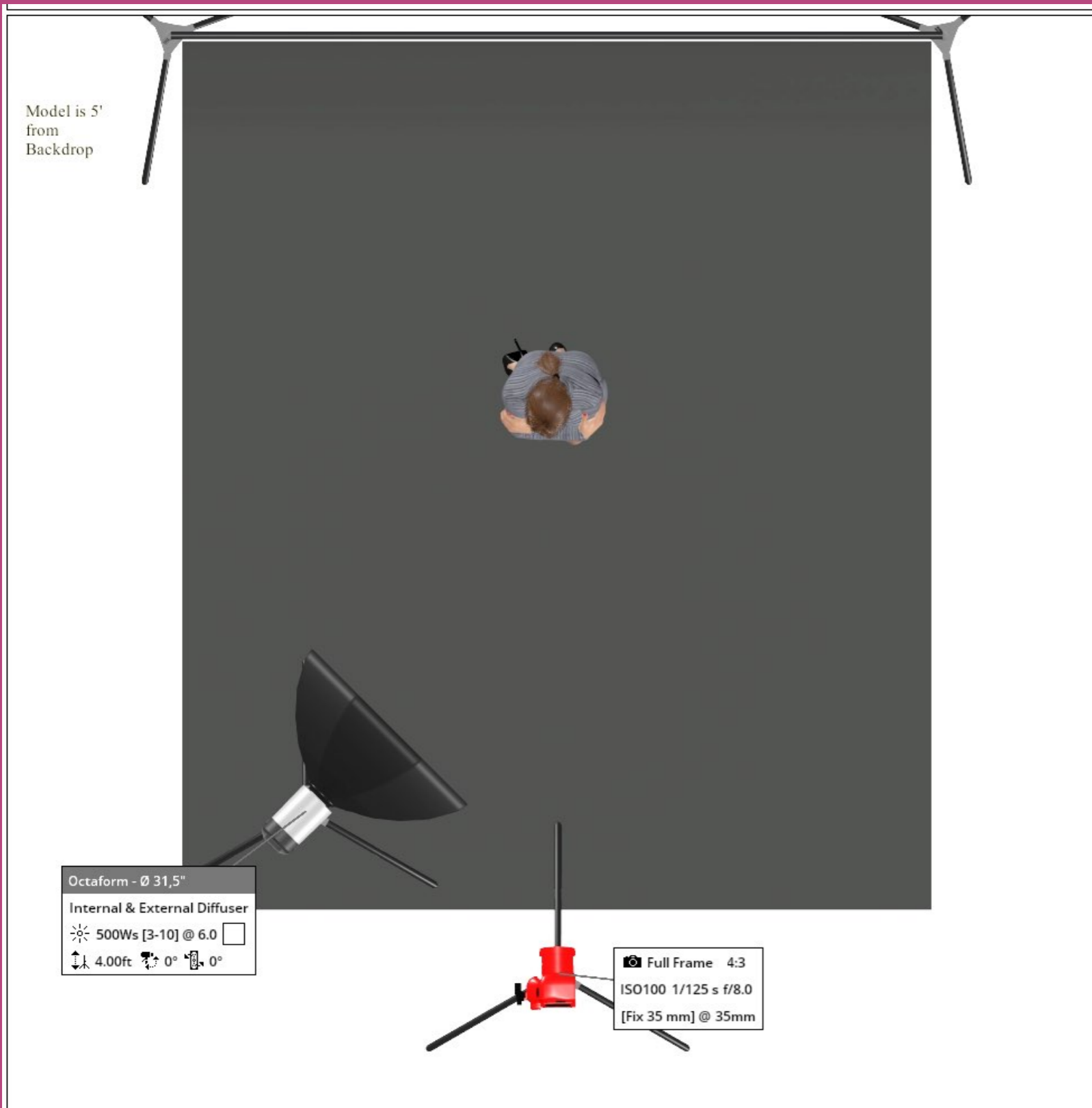
MATCHES PEOPLE
MINIMIZE LIGHT WASTE
VERTICAL
HORIZONTAL

NO GRID - CLOSE
GRID - FURTHER AWAY



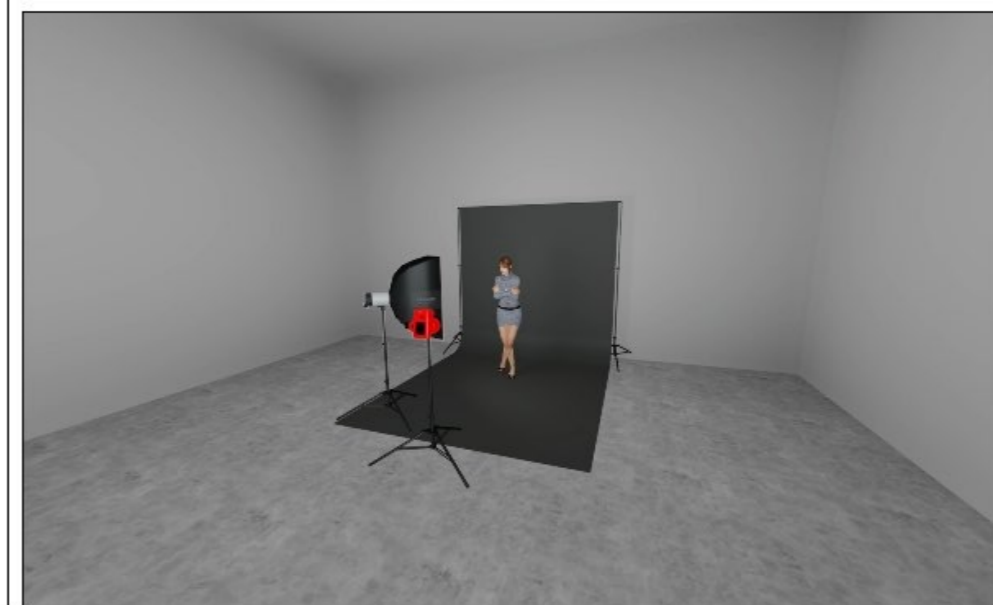
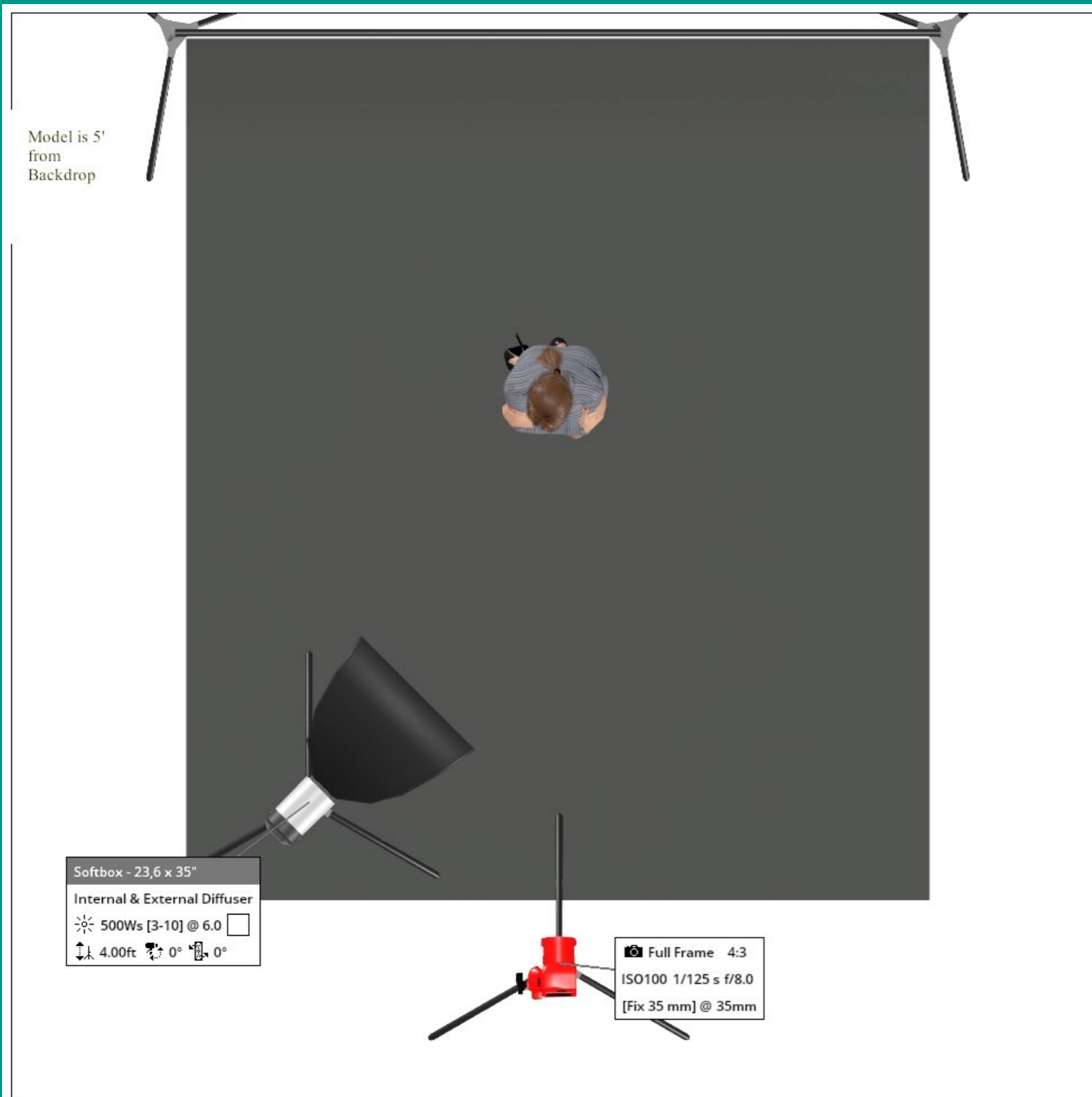
COMPUTER MODEL

OCTOBOX



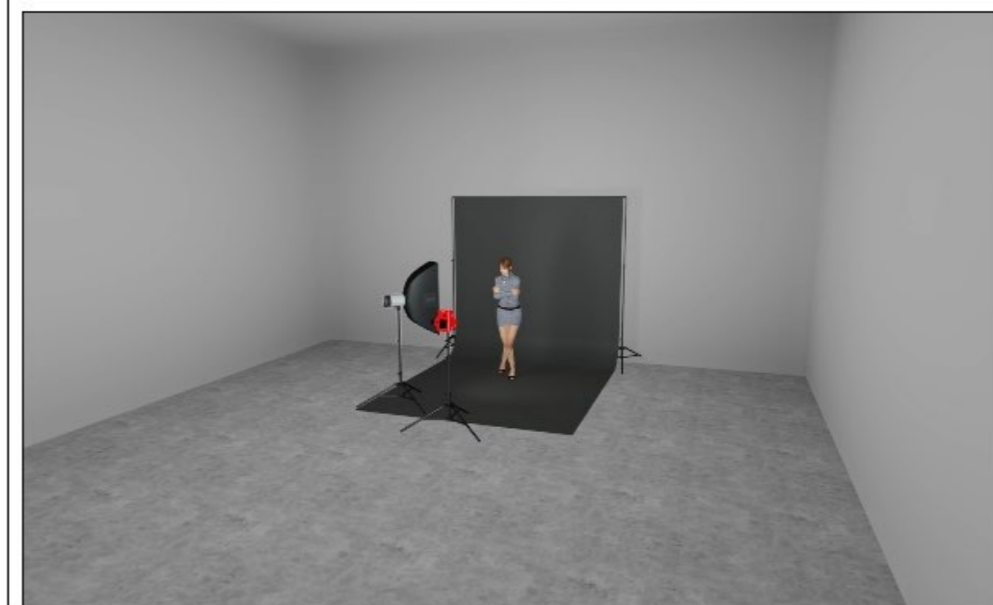
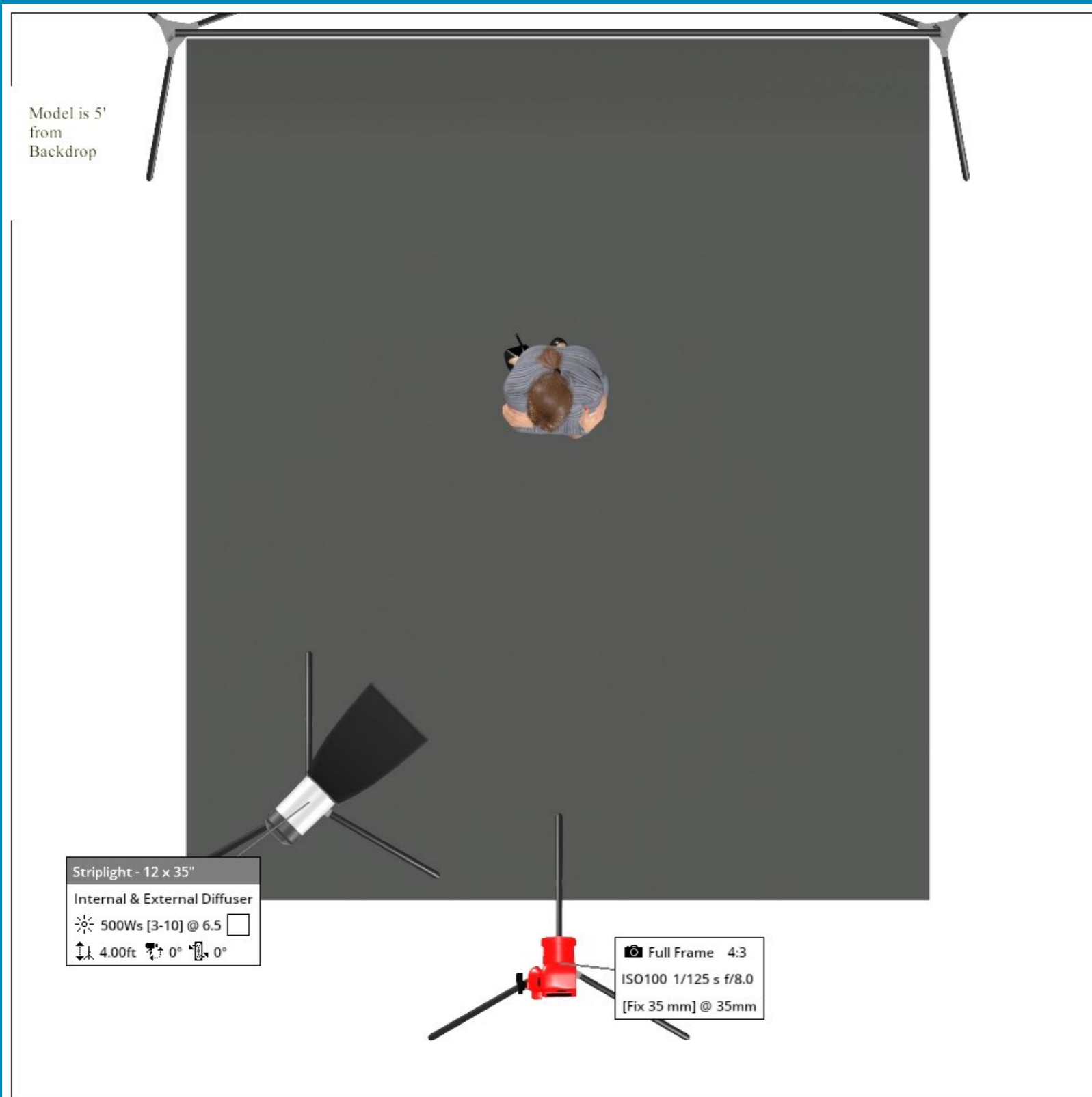
COMPUTER MODEL

RECTANGLE



COMPUTER MODEL

STRIP BOX



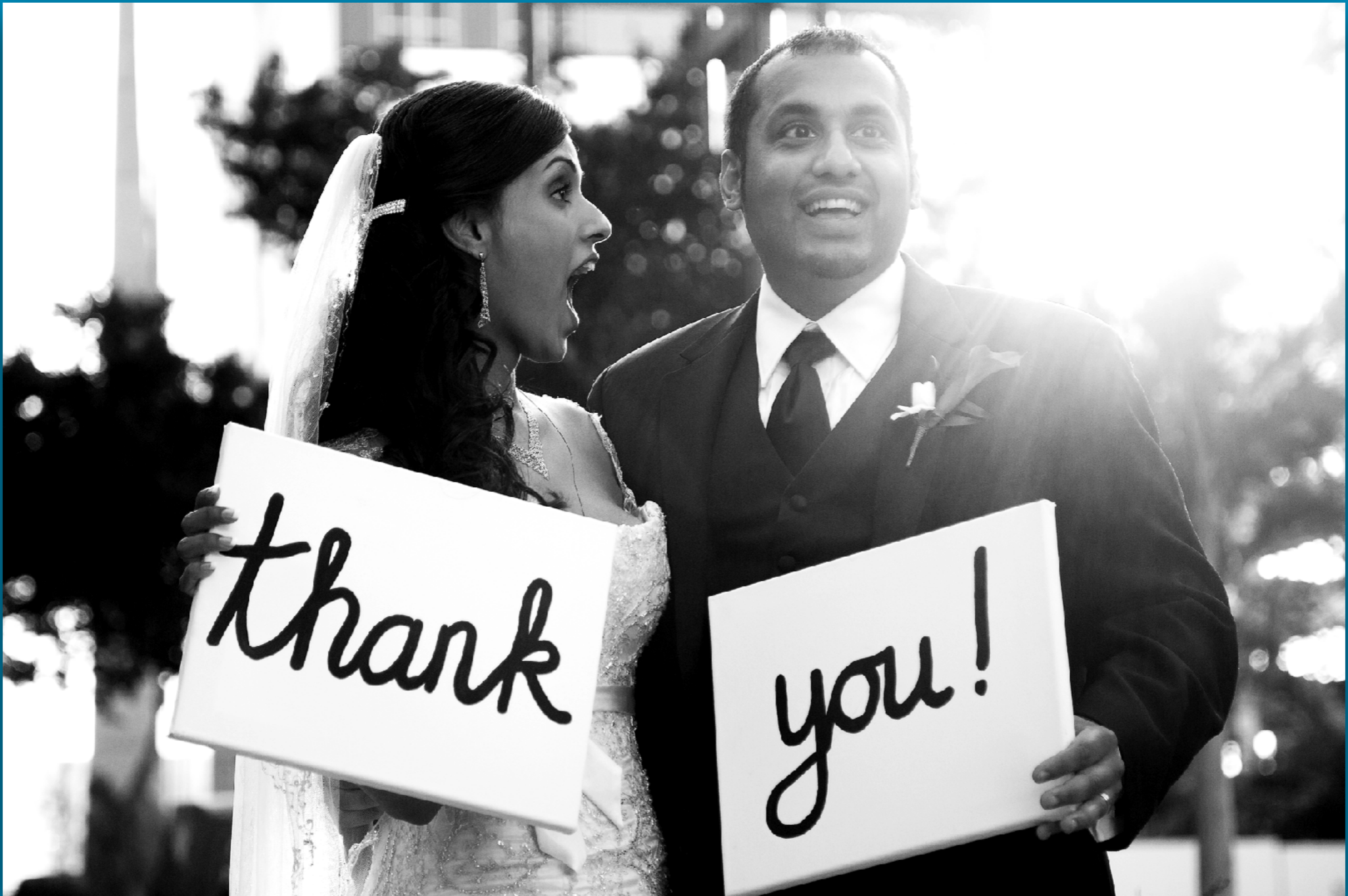
THANKS TO MY PARTNERS



FUJIFILM ***SEKONIC***[®]

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The Westcott logo icon consists of a blue triangle pointing upwards and to the right, with a white diagonal line running from the top-left corner to the bottom-right corner.



QUESTIONS?