

# Off camera flash

## Photography Lighting Techniques

### Clara Magazine cover assignment

This assignment was for a feature on beauty and health, and it was shot by the pool of the [Majestic Hotel](#) in Barcelona. One of the pictures was to be considered a possible cover for the magazine. The covers for [Clara Magazine](#) are characteristically very clean looking, usually with a white background and wide framing to allow for text and headlines to be included. The story headline texts of most women's magazines have to be on the cover, which unfortunately detracts from the picture.

We have to take into account that each magazine is a product addressed to a very specific public and therefore every cover has to fulfill all the requirements set by the management department. But I guess that every photographer's dream is a less crowded cover, like [Harper's Bazaar](#) or [V](#).



Back again to our assignment – the difficulty in it was finding a white wall with enough available space to work comfortably. In addition, this cover had to be brighter than usual because it was summertime and it had to deliver a fresh look. I found the perfect place on the last floor of the hotel and luckily there was a white sofa that I could use. We just had to move the furniture a little and shoot the cover.

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## Lighting

Clara covers are usually shot with a neutral, low-contrast light that is neither too hard nor directional; which tends to be more natural.

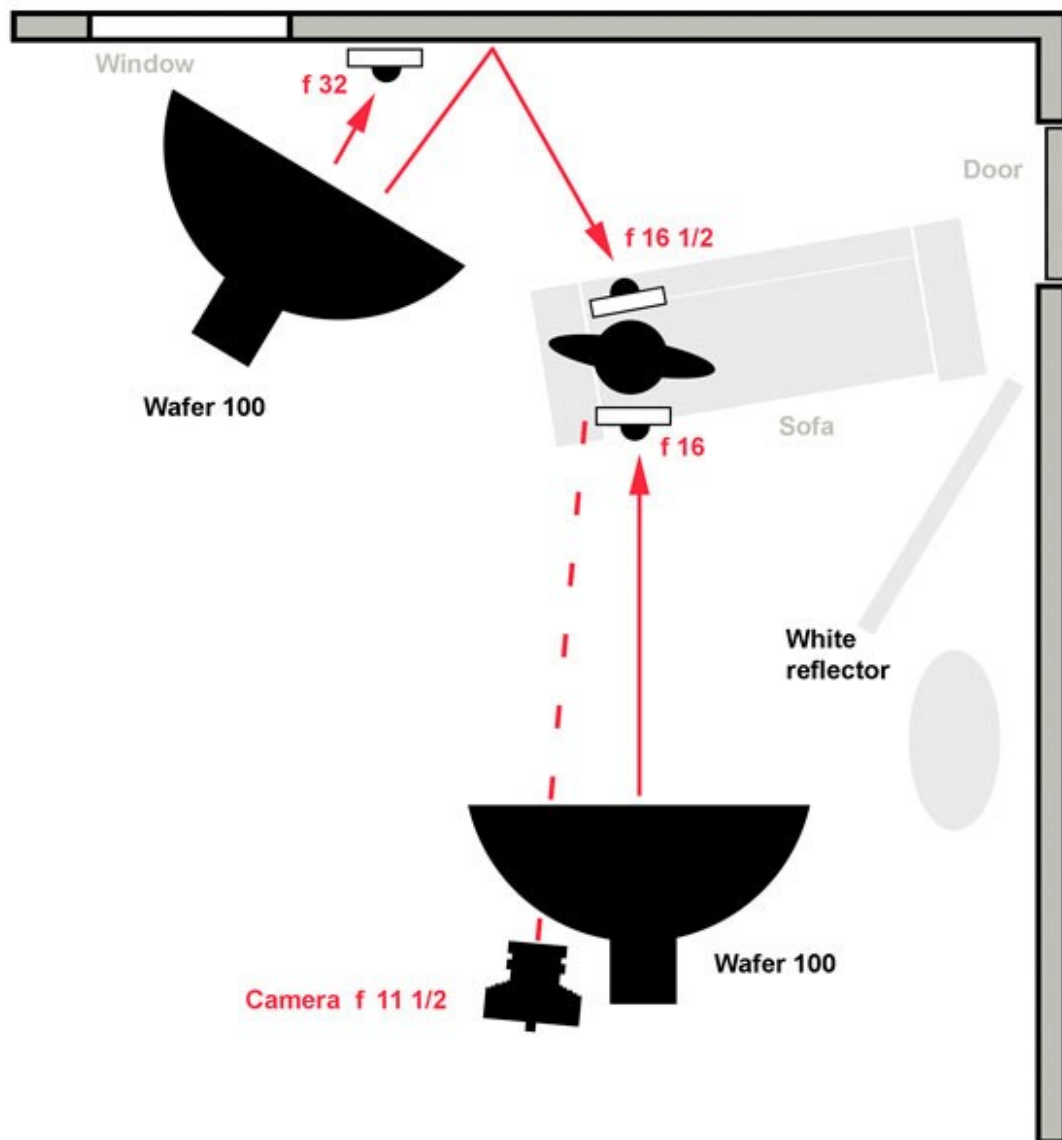
To achieve this effect I used a couple of [Wafer 100](#) light boxes with Bowens flashes of 1500 w/s plus a [silver/white Lastolite reflector](#). However, on the left of the set one can notice a Window and a zenithal skylight. They have not interfered with the lighting since its light power is lower than that of the flashes.



The light box directed to the background wall, overexposes the surface and bounces off to the model reaching her hair slightly above the main light. The shots have later been exposed to 1/2 EV again above the main light to slightly “clean” the skin. This shoot was done with film and the exposure error margin in the slide EPP was critical.

I took a couple of Polaroid pictures to be sure that the light was under control. Nowadays with digital sensors and histogram readings everything has changed. There is much less need to use a light meter! I am not sure that this is a good thing.

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Once the cover was done, I shot the photos on beauty and health using natural light and reflectors (and a less prominent flash)

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Model : Janna / Agency : [Colors](#)

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